


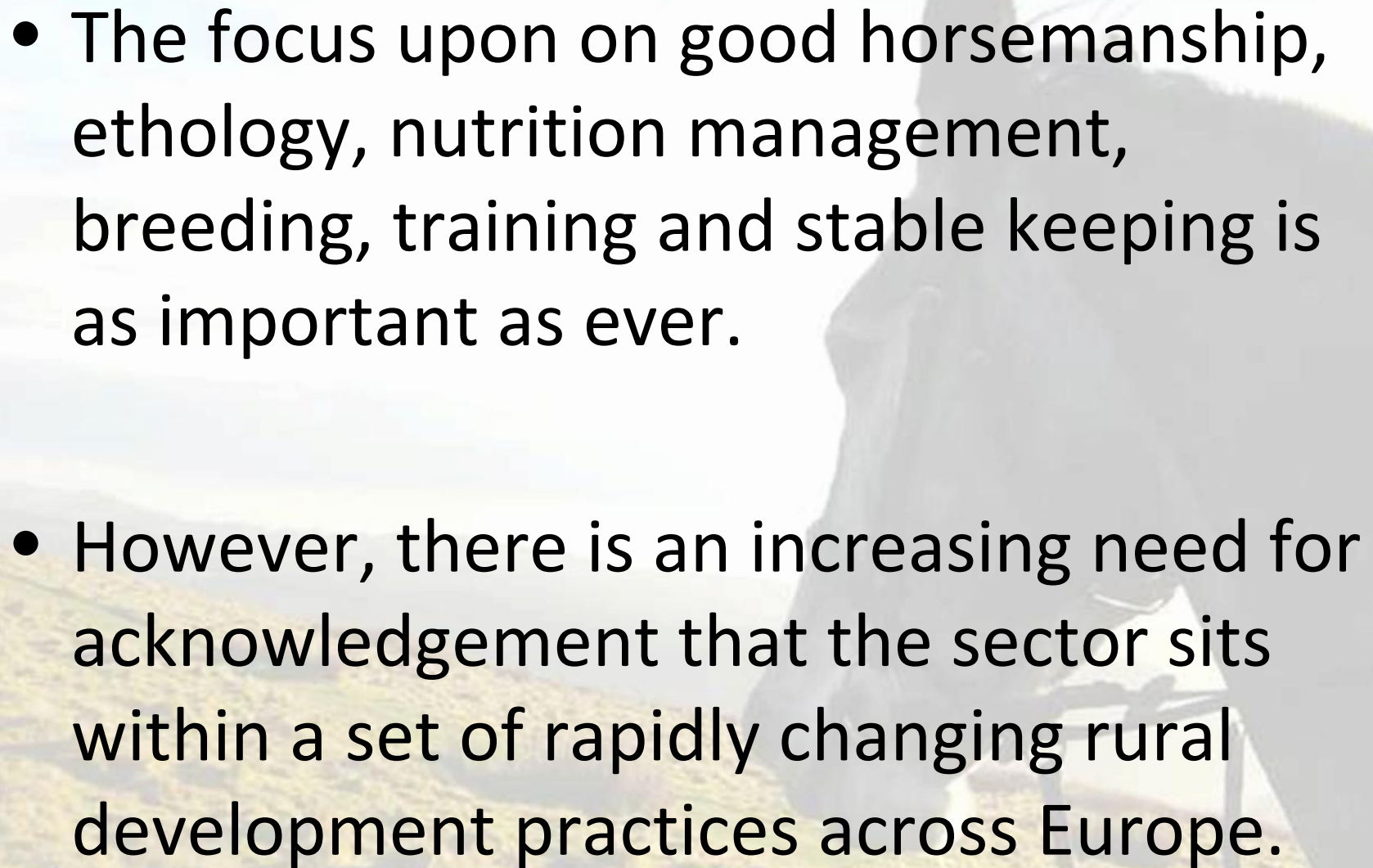
Designing equine education for rural innovation: *The Big Picture and some missing details*

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FOR LANDBRUK OG
BYGDENÆRINGAR

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- A dark horse is shown in profile, facing left, against a bright, hazy background of rolling hills and a clear sky. The horse's head and neck are the primary focus, with its mane and tail appearing slightly blurred. The overall tone is soft and atmospheric.
- Traditional equine education focuses on the horse
 - But equine enterprises sit within a changing rural development sector

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- A dark horse's head is shown in profile, facing right, against a bright, hazy background of a field. The horse is wearing a white halter with a black strap. The background is a soft-focus landscape with green grass and a bright sky.
- The focus upon on good horsemanship, ethology, nutrition management, breeding, training and stable keeping is as important as ever.
 - However, there is an increasing need for acknowledgement that the sector sits within a set of rapidly changing rural development practices across Europe.

rural development contexts...



- EU 'second pillar'
- Agri-environment
- Acknowledgement that there is more to rural development than simply agriculture
- Support for *farm multifunctionality*

rural development contexts...

- Increasing reach of urbanisation
- Movement towards *consumption* of the countryside itself, in addition to the goods it *produces*
 - *i.e. Social forestry*
 - *Health, well being and nature*
 - *Paying for aesthetics*
 - *Local supply chains and embeddedness*

A dark horse is shown in profile on the right side of the image, facing left. The background is a bright, hazy landscape with rolling hills and a clear sky. The text is overlaid on the image in a clean, black, sans-serif font.

the equine sector...

Offers increased opportunities for consumers

And therefore,

Offers increased opportunities for service providers

The equine sector....

A close-up, profile view of a horse's head, facing left. The horse is dark-colored, and its mane is visible. The background is a bright, hazy landscape, possibly a field or a hillside, with a soft, glowing light source, likely the sun, creating a silhouette effect on the horse's head.

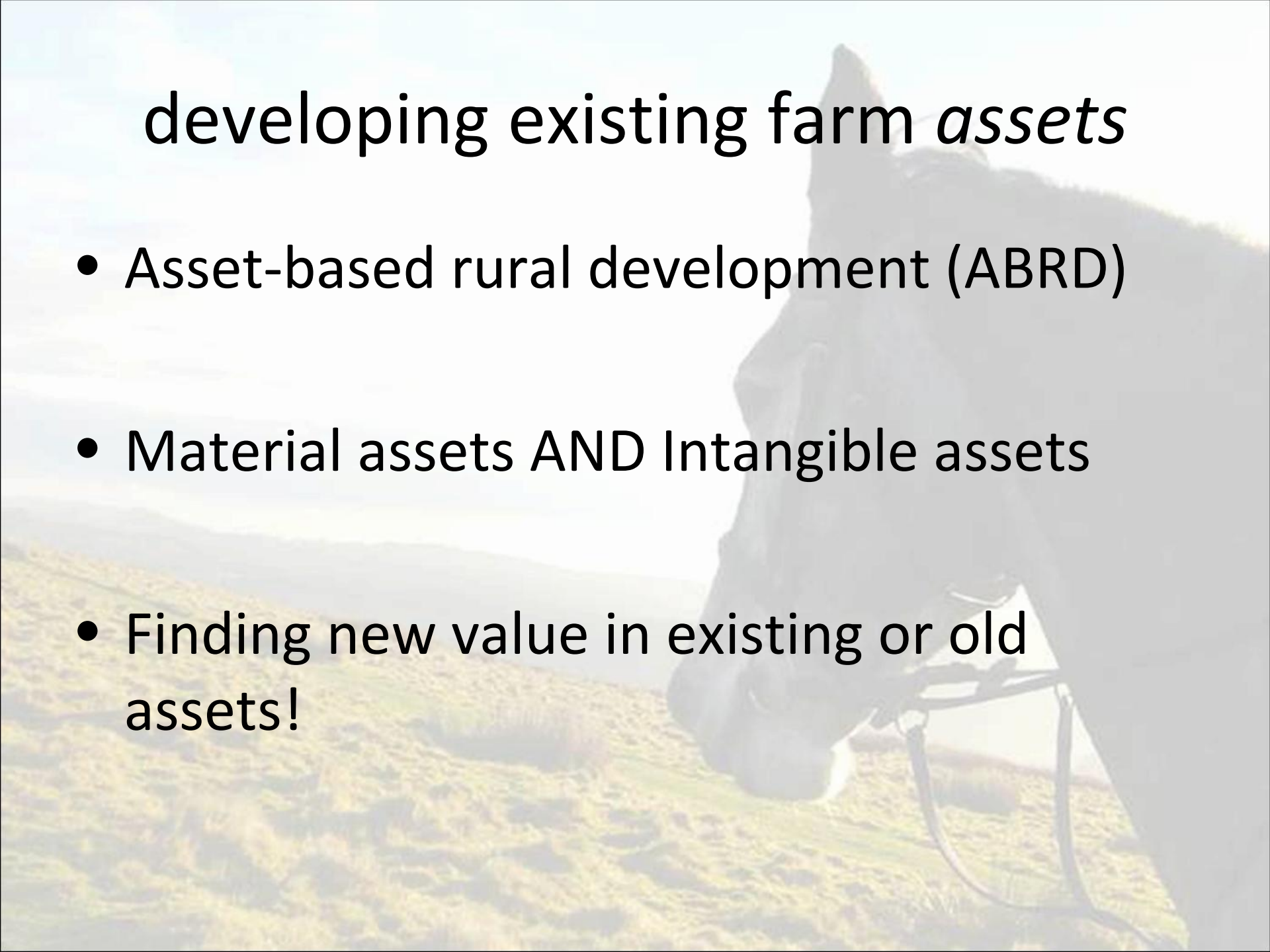
- Offers to consumers:
 - healthy active recreation
 - Access and close contact with *nature*
 - A challenging and progressive learning-based activity
 - Ineffible contact with non-human beings in partnership
 - Physical health and mental well-being benefits

the equine sector...

- Offers providers:
 - Regular (daily, weekly, monthly) markets
 - On-farm activities
 - Synergies with existing farm products (feed, bedding), supply chains (large animal vets, farm supply outlets), farmer expertise.
 - A spend which goes directly to the farm economy
 - Opportunities for farm family members to participate in farm economy

developing existing farm *assets*

- Asset-based rural development (ABRD)
- Material assets AND Intangible assets
- Finding new value in existing or old assets!



Public goods *and* private goods

- Allows entrepreneurs to both take advantage of high value public goods (scenery, landscape, existing paths)
- *And*, contribute to the maintenance of those public goods
- Whilst making a private profit

which farms, which farmers?

- 80/20 rule
 - Upland farms
 - Small family farms
 - Peri-urban farms
 - Farms too far from markets located in areas of nature beauty able to attract consumers to the location



Equine enterprises and rural development for the 21st century

- Equine activities can add profitability to otherwise marginal farming enterprises
- Equine activities can offer a reason for the younger generation to remain on the family farm
- Equine activities provide activities in existing cultural landscapes which keep them vital and which retain traditional cultural landscape values

Høgskulen for Landbruk og Bygdenæringar

- Cooperatively owned University College
- «*Kunskap for Utvikling*»
- BA Bygdeutvikling
 - Nyskaping
 - På Skttejakt
 - Økonomie
 - Handlingskompetance

AND

Hest i næring



- Addresses the new opportunities and challenges in the equine sector
- Helps our students deliver sustainable and satisfying participation in an ever-growing rural sector.
- Provides students with the vision to make choices about how they participate in the equine economy
- Promotes good business practice and entrepreneurship

Hest i næring

A dark horse, possibly a stallion, is shown in profile, facing left. It is wearing a harness with a white saddle pad. The background is a soft-focus landscape of rolling green hills under a bright sky. The overall image has a slightly faded, ethereal quality.

- Doesn't focus on traditional equine education topics – in Norway, many students study this at the videregående level.
- Provides a broad overview of the sector, including new developments *and* challenges

Hest i næring



- Full-time one year bachelorgrad course
- Six learning units
 - 1. New Equine Landscapes
 - 2. The Human-horse relationship
 - 3. History and heritage of the horse
 - 4. Equine assisted education and therapy
 - 5. Equine tourism
 - 6: Prosjekt Oppgava

Hest i næring



1: New Equine Landscapes

- a: The New Horse-Based Enterprises
 - transforming the rural economy and landscape
- b: Rural Development and Horses
 - opportunities to develop new horse-based activities
 - developing existing assets for new equine businesses
- c: Land-use and Planning
 - multifunctional land-use, challenges and opportunities
 - conversion of farms and farm buildings.

A dark horse is shown in profile, facing left, against a bright, hazy background of rolling hills. The horse is wearing a bridle. The overall scene is soft and atmospheric, with the horse's silhouette standing out against the lighter background.

2: The Human-Horse Relationship

- a: shared worlds, partnership, ways of knowing
- b: from the human perspective,
- c: from the horse perspective (new ethologies of cooperation)

A dark horse's head is shown in profile on the right side of the image, facing left. The horse is wearing a bridle. The background is a bright, hazy landscape with rolling hills and a clear sky, suggesting a sunrise or sunset. The overall tone is soft and atmospheric.

3: History and Heritage of the Horse

- a: the horse in prehistoric Norway

- b: modern transitions – Work Horse to Hobby Horse



4: Equine Assisted Education and Therapy

- a: History & Types of EAT/L

- b: EAT/L Requirements (patients, horses, staff, facilities)

- c: EAT/L Activities

5: Equine Tourism

- a: native breed tourism
- b: trekking and other activities
- c: regulation and other issues



6. Prosjekt oppgave

- Project based business proposal
- Feedback as if a real proposal
- Considering both challenges *and* opportunities
- Fieldwork based, idea based



course format



- *samlings basert*
 - *Three 8 hour meetings per month (Th, Fri, Sat)*
 - *Ten months*
- *Plus customized online learning environment in Moodle*
 - *Multi/media resources, wikis, links, embedded video*
 - *Discussion forums (participation mark)*

Equine Research Network (EqRN)



- International network of equine researchers
 - Over 95 members in 14 countries
 - Wide range of themes and interests
- Provided sample of existing equine education programmes
- Provided readings and expert guest lecturers

www.eqrn.net

kunskapp for utvikling

A background image showing a horse with a saddle on a grassy hillside. The horse is dark-colored and is facing right. The saddle is light-colored. The background is a soft-focus landscape with rolling hills and a clear sky.

Delivering in Jæren

- highest density of horse population in Norway
- Close to wealthy urban population of Stavanger
- Featuring many small to medium scale farms requiring off farm work
- Existing cultural heritage of horse activities
- Existing assets including bridal paths

kunskapp for utvikling

Students from all over Norway

- They will apply what they learn to the particular situations of their own location
- i.e. Native breed tourism
 - Fjordhest, Nordlandshest, Lyngshest
- i.e Bergen, Trondheim, Trøms, Oslo

Horse education for the 21st century!

Tusen takk!

www.hlb.no

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