

Euroopan maaseudun
kehittämisen maatalousrahasto:
Eurooppa investoi maaseutualueisiin

Järkivihreä
Forssan seutu



Horses in Today's Society

Case: Finland

Project 2012 -2014

EAAP Congress 25th August, 2014, Copenhagen

Sanna Mäki-Tuuri, Project Coordinator

Hippolis – National Equine Competence Association, Finland



The Versatile Horse – Case Finland

Youtube:

- <https://www.youtube.com/watch?v=l3Wrhor mAe0>



Surveys

- Survey of municipality officials and trustees concerning equine industry (n= 66), Mäki-Tuuri, S. Unpublished data 2013.
 - Officials mostly need information about land use and zoning, manure handling and storage, horse trails and equine assisted activities
 - So far, the information needed has been fetched and received mostly from colleague team work, areal officials or equine entrepreneurs
 - There would be interest to have the information about the equine sector and municipalities collected in a website
 - The equine sector is seen in one's own municipality as
 - very positive: in recreation and sports as well as overall human well-being
 - quite positive in tourism and equine assisted activities



Surveys

- Survey for actors of equine assisted activities (n = 118), Hippolis Unpublished data 2014.
 - 78 % 35-55 yrs, 96 % women
 - 36 % part-time entrepreneur, 29 % full-time entrepreneur, 19 % job position otherwise linked to EAA
 - There is a need for diverse types of further professional education, especially in business skills
 - More research is needed (a.o.):
 - Effectiveness in human well-being, rehabilitation, physiology
 - Cost effectiveness
 - Also practical knowledge should be used in developing EAA

There is room for development

- Legitimation and knowledge among health and social service buyers, who are often different from direct customers
- Co-operation: EAA as part of the strategies of the equine industry and its stakeholders



Surveys

- Horse related services and their distances (n= 299), Airaksinen, S. Report. University of Eastern Finland 2013.
- Survey of horse owners: the majority, 64 %, owned hobby horses
 - 42 % chose their place to live with a possibility to have horse and own stable
 - 26 % chose a place to live with a livery stable in close proximity
 - 41 % would use more horse trails if they had access
 - 75 % had not been in contact with the municipality concerning equine issues
 - Trends: Professional full livery (all included) and open stable concepts are seen to be popular even in the future, especially with good locations near cities and centres



Activities

- Local Equine Branch Evenings
(n = 5, participants = ca 275 tot)
- Participations at fairs: desks (a.o.) at
 - National Municipal Fair
 - Social Worker's Professional Fair
 - new type of audience (in contrast to horse fairs/competitions), good response and clear need for information
- Seminar: Well-being with Horse (participants = ca 120)
- Seminar: The Horse, Land Zoning and the Environment (participants = ca 100)
- Network and working group: Equine Assisted Activities
- Regional Horse Councils



Hevoset ja yhteiskunta

Hevosella on merkittävä elinkeino, joka tarjoaa harrastusmahdollisuuksia tunnissa.

YRÄJÄ

Suomen hevospitäjä vuodesta 1982



Activities

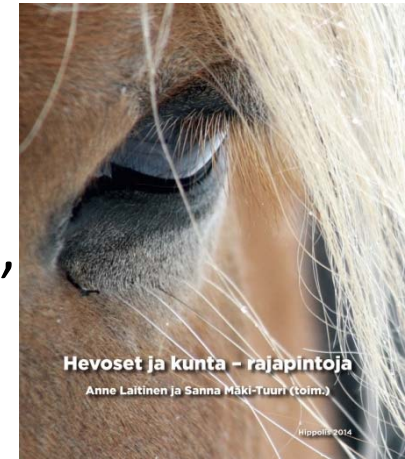
- Study trip to Sweden (26 participants, four days):
 - How the equine aspects, as in employment, leisure and sport, have been taken into consideration at the municipal level
- Video: The Versatile Horse in co-operation with the Finnish Trotting and Breeding Association (Suomen Hippos) and the Equestrian Federation (34 000 views in 11 months, in Finnish + 4700 views in 4 months, in English)
- Video: "Well-being with Horse - Models of Equine-Assisted Therapy and Social Educational Procedures", [in Finnish](#) (3400 views in 10 months)





Activities

- The book
“The Horse and the Municipality – Interfaces”
(n = 3300 & net version)
 - will be published 4th Sept 2014 and delivered free of charge to municipalities in southern Finland, in cooperation with horse actors (e.g. entrepreneurs, club members, hobby enthusiasts)
 - the writers are equine industry professionals, several of them also have background as municipality trustees
- A mini pilot about equine assisted activities (until 12/2014)
 - for school children with attentive disorders (n =5)
 - in cooperation with the local health and social care district unit FSTKY/FSHKY



Thank you!

