

# Renewable Horse Industry in Finland (2016 – 2018)

## Aim of the project

In this project we aimed to new business opportunities in horse sector in Finland. The focus group of the project is consisting of the horse entrepreneurs of today and future, as well as the organizations and authorities dealing with horses.

We want to promote the business skills and thinking of the entrepreneurs and improve the image of horse sector and its legitimation in the society.

## What are we doing

There are five parts in the project: 1) Common horse sector, 2) The customers of the future, 3) The horse enterprises of the future, 4) Sustainable horse sector, and 5) New services of the horse sector.

We are organizing monthly seminars and webinars to the entrepreneurs, and publishing a newsletter in internet.

We have recently conducted two surveys, one to the entrepreneurs and another to the public that is not working with horses. In the first survey we asked e.g. investments, economy and future plans of the entrepreneurs. We also asked about their motivation and skills as well as factors influencing the competence ability of the enterprises. In the latter survey we asked from over 3000 people their opinion of the image of horses and horse industry, including trotting and riding sports, horse related services, skills of entrepreneurs, animal welfare issues etc. These results will be published in the near future.

The project is conducted by Häme University of Applied Sciences (HAMK) with Natural Resources Institute Finland (Luke) and The National Equine Competence Association of Finland (Hippolis), and financed from the Rural Development Programme for Mainland Finland 2014-2020 getting financing partly from EU.

