Horses in Today’s Society
Case: Finland
Project 2012 -2014

EAAP Congress 25th August, 2014, Copenhagen
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The Versatile Horse – Case Finland

Youtube:

• https://www.youtube.com/watch?v=l3WrhormAe0
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• Survey of municipality officials and trustees concerning equine industry (n= 66), Mäki-Tuuri, S. Unpublished data 2013.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- Survey for actors of equine assisted activities (n = 118), Hippolis Unpublished data 2014.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

Hevoset on merkittävä elinkeino, joka tarjoaa harrastusmajdollisuuttaa kunnissa.

YPÄJÄ
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!