

Hippolis, The National Equine Competence Association of Finland, was founded in October 2007.

FOUNDER MEMBERS ARE THE KEY OPERATORS OF THE FINNISH EQUINE INDUSTRY:

- The Equestrian Federation of Finland
- Suomen Hippos, The Finnish Trotting and Breeding Association
- The Central Union of Agricultural Producers and Forest Owners
- MTT Agrifood Research Finland
- ProAgria Association of Rural Advisory Centres
- HAMK University of Applied Sciences
- Equine College – Hevosopisto
- Ypäjä Municipality

CO-OPERATION ORGANISATION OF THE FINNISH EQUINE INDUSTRY:

- Lobbying (e.g. horse transports, stable regulation, nitrate directive)
- Leading and co-ordinating co-operation between different networks
- National development network of equine industry
- Development programs
 - Projects with external funding
 - Distributing knowledge and information within the industry and for different stakeholders
- Organizing a horse event at the Parliament house

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The equine industry is a significant source of livelihood, which provides possibilities of both employment and hobbies in cities and municipalities.

Horses in Today's Society



SIRPA KORHONEN

Case Finland



The Finnish project "Horses in Today's Society", 2012 – 2014

- Delivers fact-based information for decision-making at municipalities (land use, zoning, construction, equine-assisted activities, and youth activities etc.)
- Book "The Horse and the Municipality – Interfaces"
- Encourages horse people to contact respective municipalities and to pass information about the industry and hobby
- Free-of-charge counselling for municipalities
- Regional horse councils



IRINA KEINÄNEN

Do you know how the equine industry impacts on your municipality?

The equine sector is linked to municipal activities in various different ways. In addition to land use, zoning and construction, it also has an influence on environment, economics, farming, physical education, and social services. The awareness of the characteristics of the equine industry varies greatly at the municipality level, and there has been only little proactive dialogue between the parties involved. Facilitated co-operation and understanding between officials, entrepreneurs and societies is required for creating fact-based decision-making.



Youtube: The Versatile Horse – a film about horses in Finland and their influence on society.



Municipalities and cities as partners with the equine branch

The project covers the provinces of Häme and Uusimaa in the Southern Finland, which are the most densely horse-populated areas in Finland. The project provides information for the municipal decision-makers, and encourages co-operation between different actors within the equine industry. Arranging seminars and discussions, participating in fairs and co-ordinating networks are essential tasks of the project.

The publishing of the book "The Horse and the Municipality – Interfaces" as well as brochures regarding the impacts of the equine industry belong to the main actions of the project. A video was also produced: telling about the role of horses contributing to human well-being and about models of equine-assisted therapy and social pedagogical procedures.

Attention to the problem is paid by the parties involved, only if there is concrete influence on their business or operations. Municipality officials mostly need information

about land use and zoning, manure handling and storage, horse trails and equine assisted activities. If the facts and opinions of the equine industry are ignored, the quality of laws and local regulations will deteriorate and restrict the overall development of the industry and its profitability.

Horses contributing to human well-being: the new equine economy

The social, health care and education sectors require more information concerning equine assisted activities. There is a need for research, information, and best practice examples. Lack of business skills among micro-entrepreneurs as well as part-time employment restrict the development of the equine assisted activities.

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