

The new equine industry - a multidisciplinary research agenda

Research Seminar, in Vaasa, May 7-8th 2007

Location: Åbo Akademi University, Vaasa. The Mill, Strandgatan 2, room C215.

MONDAY May 7th

12.00 Lunch, The Mill

Session I: The equine industry in rural development

13.00-13.30 Erland Eklund: Welcome, Presentation of the HÄSTSAM project, an overview of the new equine industry in Finland

13.30-14.00 Hilikka Vihinen: Equine policy - a comparison of four EU-countries

Session II: User groups, gender perspectives and entrepreneurship

14.00-14.30 Mats Greiff: Who participates in racing in Sweden? Class, gender and generation aspects on Swedish harness-racing from 1930 to the present

14.30-15.00 Riitta-Marja Leinonen: The cultural meanings of a horse in Finland

Coffee

15.15-15.45 Lena Forsberg: Do riding centres contribute to development in sparsely populated area?

15.45-16.15 Nora Brandt: The stable as an arena for gender performances

16.15-16.45 Ritva Kjälman: The basic of strong bodies and minds- the evaluation on the effectiveness of the equine assisted social-pedagogical activities

16.45-17.15 Nora Schuurman: The changing role of knowledge in horsekeeping in Finland

17.15-17.45 Sven-Olof Collin: Corporate governance and corporate entrepreneurship in Swedish riding schools

17.45-18.15 Lorenz Uthardt & Dagmar von Tyszka-Uthardt: Entrepreneurship in equine business - some experiences from the Ostrobothnian countryside

18.15 Buffet dinner

TUESDAY May 8th

Session IV: The new equine industry: governance and planning

9.00-9.30 Kjell Andersson: Introduction, the new Equine Industry – a Governance Perspective

9.30-10.00 Terry Marsden: Mobilities and the consumption countryside

10.00-10.30 Alex Franklin: From work horse to hobby horse: some impacts of equestrian pursuits on the British countryside

10.30-11.00 Hanna Elgåker: The Horse as an Asset or a Threat to Peoples Health and Quality of Home Environment

11.00-11.30 Anna Peterson: Can conflicts introducing a bridle way be limited by using early participatory planning?

11.30 Lunch

12.30-13.00 Minna Lehtola & Kjell Andersson: Governing rural-urban conflicts in Finland: The case of the equine industry

13.00-13.30 Kirsi Rajala: The role of the Finnish local government (municipality) in the regulation and development of the equine industry

13.30-14.00 Eva Nordling

14.00- 14.15 Pekka Haapanen: Presentation of the plan for a Vaasa Region Equine centre

Coffee

14.30 – 15.00 Networking for future cooperation & publication