



THE INNOVATION JOURNEY

Noora Pakonen and Laura Huusko are two friends running the Palkintila (Palkki Farm) programme service company that offers a variety of novel farm experiences with real farm animals. Having always wanted a place where she would have space to keep animals, Noora's dream finally came true when she with her husband bought a historical farm from rural Tyrnävä in 2018. The Palkki farm was built in the 17th century and is protected as a built cultural heritage site.



While renovating the farm, Noora and her husband decided to put the empty buildings into use and start offering accommodation through Airbnb. Soon after, they got to know Laura, one of their neighbors. She and Noora clicked immediately. Both women were feeling unhappy with their daywork, and Laura was attracted by the idea of challenging herself with entrepreneurship again. An idea for having an escape room on the farm emerged, which later expanded to arranging children's birthday parties. As a mother herself, Noora knew how much work organizing birthdays could be and she wanted to offer children the same farm experiences she herself had as a child. Within six months after the initial idea, they established the Palkin

programme service company Ltd., in 2021. They were surprised by the huge amount of interest they were met with. Currently, the farm offers children's animal themed birthdays, pony and animal camps, hobby horse events, an escape room, as well as events organizing and accommodation. Noora and Laura run the business during the summer season, alongside children and their day jobs.

THE INNOVATION IMPACT

The two friends have come up with new ways of utilizing the historical farm buildings. Their activities employ one person during summer and offer summer jobs for youth, and they collaborate actively with other local businesses. In 2024, they will open a new escape room in Tyrnävä centre, in partnership with a local restaurant. The different activities and events organized by Noora and Laura also invigorate local social life.



USEFUL LINKS

<https://www.palkintila.fi/>;
<https://www.facebook.com/palkintila/>;
<https://www.instagram.com/palkintila/>