



THE INNOVATION JOURNEY

Goat burns on the field is an annual event taking place in a small rural municipality of Tervo in central Finland. It is organized by a group of local volunteers and coordinated by Mrs. Riitta Raatikainen. She moved back to Tervo about 10 years ago and organized the network from scratch. Last year 80 volunteers were involved.



The goat is made of straw, and it has a wooden construct made without nails. The first event was organized in 2018 by the family alone. The idea was to get light in the darkness. Traditionally the goat is burned during the darkest moments of the year in early November when traditional harvest festivals (Kekri) have been taken place for centuries. More and more people have gathered to look at the burning goat year by year. Part of the people make a long trip to see the goat and to share a primitive connection with land, fire and sky together with other

people. There is no formal organization involved, just a group of people who decide whether to do it again next year. No money is involved in the event. Growth of the event has never been an objective.



THE INNOVATION IMPACT

In 2023, there were 1,200–1,500 visitors in the event. Local artisans have a possibility to sell their products in the event. As there is no money involved in the organisation, no new jobs are created but just communality, pleasure and memorable experiences. The event is big in its context and well-noticed in local and regional media. Local people have started to believe that almost everything is possible.

Women should be encouraged to adopt examples and influences from outside their location e.g. by establishing communities of practice. For this end, making women-led innovations visible and available is important.

USEFUL LINKS

<https://www.facebook.com/pukkipalaa/#>