

THE INNOVATION JOURNEY

In 2006 Mrs. Anne-Leena Pellikka bought a village school, set up a small stable and started to provide riding lessons in her home municipality Keitele, Finland. Later on, she acquired the family farm from his relatives and transformed it into a horse farm. There have been investments for various facilities to expand accommodation business (the school buildings and two cottages for rent) and to provide meeting facilities. In 2021 she started to provide riding services in the neighbouring community Suonenjoki by renting an existing facility and in 2023 in Rautalampi as part of the high school specialised in horse riding. Since 2019 she has organised rock festivals in the manège.



What is unique is that she has created all this from scratch and has been able to run profitable business in a very challenging remote rural area. Growth of the event has never been an objective, 'it has just happened'.

THE INNOVATION IMPACT

In 2023 there were 700 visitors in the Manège Rock. During the best summer

season there are about 500 regular riding customers per week, next year possibly 600-700. The camps, events and tourists add these numbers. Provision of active lifestyle for young people and availability of communal space for the villagers have been benefits of the innovative actions. Also new jobs as well as positive direct and indirect impacts on the local economy have been significant.



Contacts are extremely important, and a large network is needed to manage extensive and diverse business in several location and challenging business environments.

USEFUL LINKS

<https://www.wkt.fi>,
<https://www.maneesirock.fi>,
<https://www.facebook.com/profile.php?id=100063474943033>