

Horse Tourism for Everyone

REGIONAL WORKSHOPS RUNOWO 28.04.2025

Development of inclusive horse tourism
and building cooperation networks



Interreg



Co-funded by
the European Union

Horse Tourism
for Everyone





Place

**The Palace under the Stork's Nest
Stable Palace Runowo**

**Organizer: Stork's Nest Foundation in
Runowo**

Interreg
South Baltic



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Horse ToUrism
for Everyone





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For Everyone

The Foundation's role in the project



Collaboration network

We connect NGOs, stables
and local governments,
Foresters



A trail with a view

We are co-creating an
innovative, new generation
horseback riding tourism
trail



Accessibility Model

We are implementing
horse tourism accessible
to everyone



Promotion and education

We disseminate
knowledge about
accessible horse tourism

Participants

- Project Leader
- Project partners
- Local governments
- Local Action Groups
- Representatives of the stable, social organizations,
- State Forests
- Practitioners – people working with children, seniors, people with disabilities
- Specialists and travelers



Meeting Objectives

1. Initiating cooperation for accessible horse tourism
2. Diagnosis of needs and barriers
3. Developing solutions in the areas of: infrastructure, accessibility and inclusiveness, financing
4. Local and international examples



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WOJEWÓDZTWO
POMORSKIE

Interreg
South Baltic

STHB.03.01-IP.01-0004/24

ATTRACTIVE

Local cooperation for networking and development of inclusive horse tourism



Potęgowo Commune

LOT Lebork Land Leba

PROT

Model of cooperation between the Potęgowo Commune and non-governmental organizations and the private sector.

the concept of horse trails in the region

building cooperation networks based on the example of other tourism sectors



From example to practice

The project generated great interest and lively discussions among participants from various stakeholder groups.

Workshops and practical classes

- study case
- examples from other tourism sectors

HORSE TOURISM AS AN ELEMENT OF SOCIAL ACTIVATION

Children and youth

Horse riding as an alternative
for passive spending of free time



Seniors

Activation of older people through
contact with nature and animals

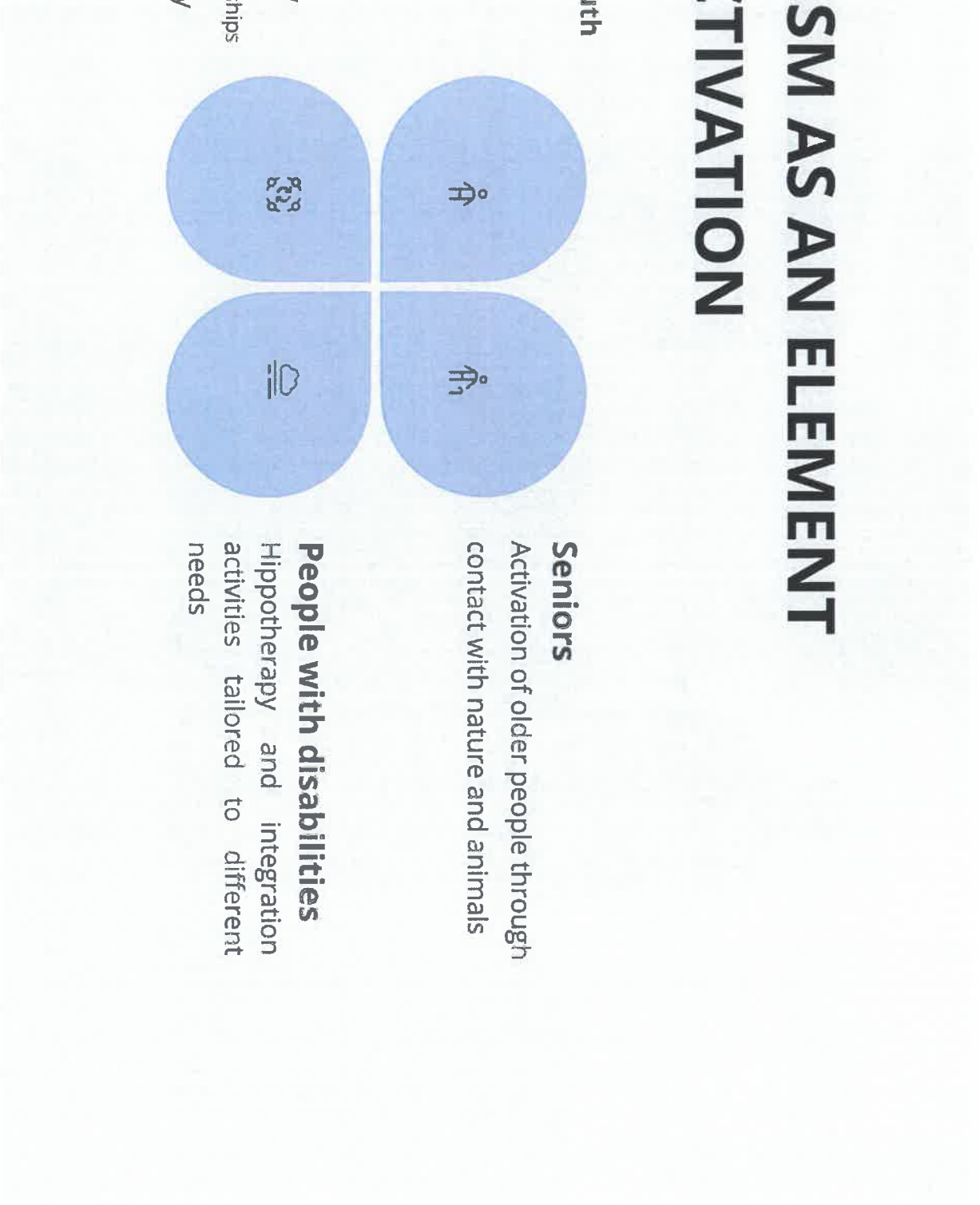
Local community

Building relationships
intergenerational and neighborly



People with disabilities

Hippotherapy and integration
activities tailored to different
needs



LASTING EFFECTS OF IMPLEMENTED ACTIONS





INTEGRATION OF OLDER AND DISABLED PEOPLE



Thematic workshops

Organizing classes tailored to the needs and capabilities of participants



Physical activity

Horse riding and equestrian classes adapted to different age groups



Therapeutic activities

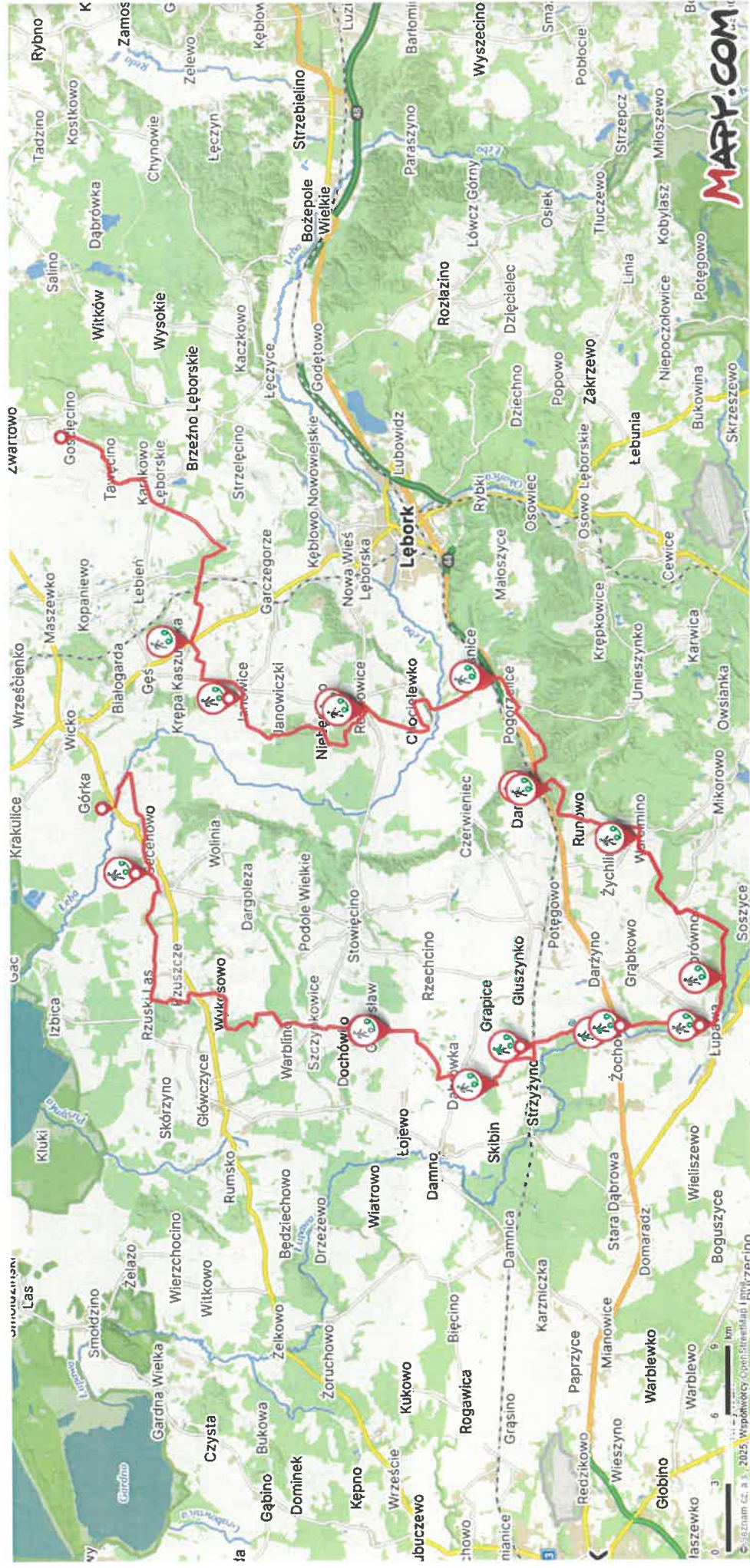
Using contact with animals for therapeutic purposes



Animations and integration

Building intergenerational bonds through shared activities

Local Horse Trails - Creating in Collaboration



Building a network of cooperation



Pomorska Regionalna
Organizacja Turystyczna



Cooperation for networking and development of inclusive horse tourism



Roos Dyson

international experiences of
inclusive horse tourism products



Ana Szamreta

On the horse trail from Norway
to Poland 2000 km



statements from the floor

good practices - Good
practices examples of
networking and cooperation

international experiences of inclusive horse tourism products

- Roos Dyson – International Specialist,
Dutch Trainer of the Year 2022 – guest
lecture with translation



Gepard
met een Lach

Horses in the eyes of the public

Horse riding has had to deal with a lot of bad press due to animal activists. This created a bad image that is not the truth.

We aim for a symbiose relationship with our horses.

Horse riding or just being with horses has lots of benefits for everyone, both physical and mental.





Subjects

- Horses in the eyes of the public
- Physical and mental benefits
- Skills of a tour guide
- Checklist riding accomodations
- Horse tourism in the Netherlands
- Horse welfare, safety and riders comfort; Joker the horse simulator

Physical and mental health benefits

Physical fitness and body awareness

For good communication with your horse you have to be aware of and be able to control your own body. A rider can not sit still just by sitting still; sitting on a horse without disturbing the movements is not easy!

Mental benefits

Being in nature with horses can reduce stress levels, allowing you to relax and unwind in a natural environment. The bond between horse and human is something beautiful and special. The communication is without words, and therefore very pure. Horses teach you self reflection and help you to learn more about yourself. Horse people often call their horses their therapist or mental coach.

Connection with nature

Many people nowadays live a life where they are disconnected from nature. Horses fosters a deeper connection with nature. On horseback you can reach beautiful places that you would not find by car or by foot.





On horseback 2000 km

Ania Szamreta traveler's presentation
route - Norway Sweden Estonia Latvia
Lithuania Poland



Workshop Panel



infrastructure and transportation

development of the trail
system, infrastructure
requirements, administration



Accessibility and inclusiveness

how to tailor the horse
tourism offerings to various
social groups

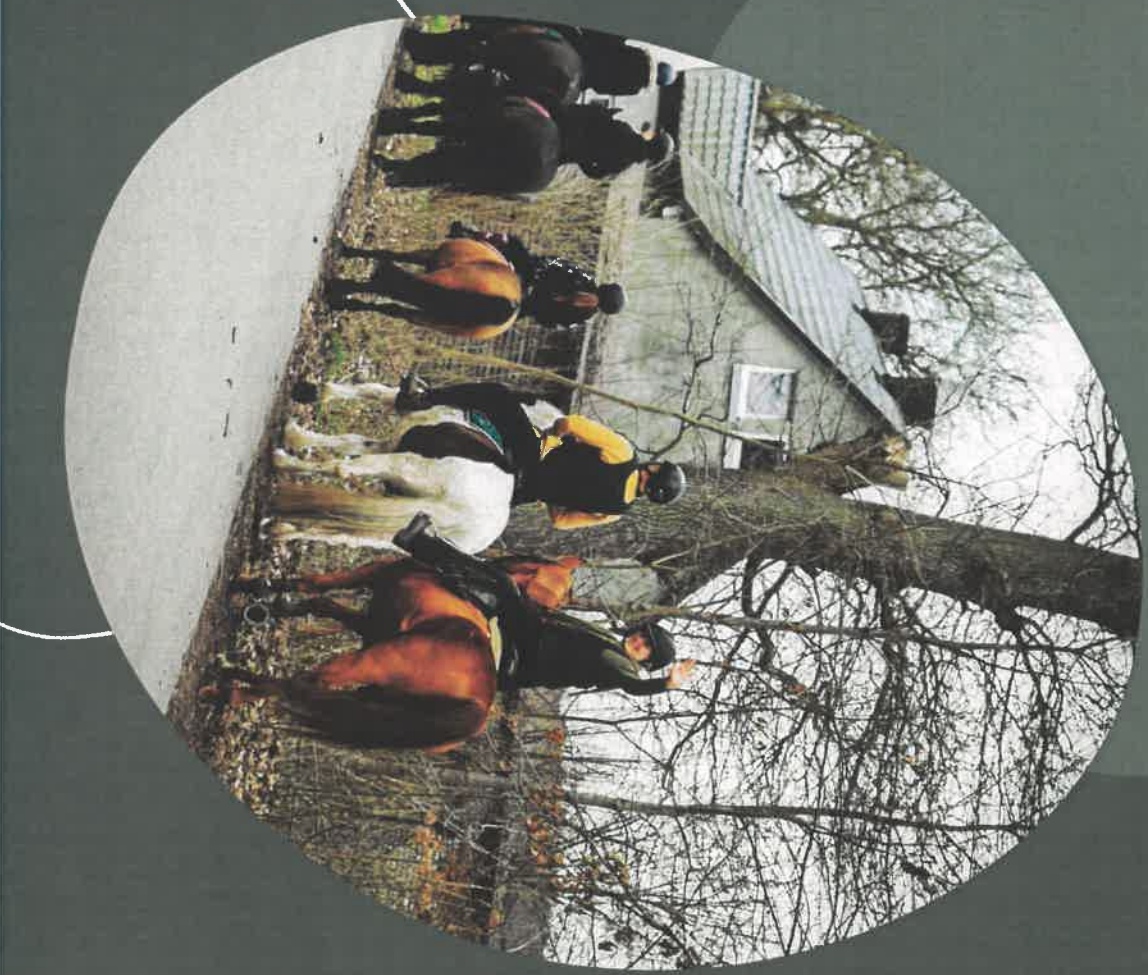


Local financing and assistance

discussion of existing
subsidy programs, regional
assistance

Workshop panel -1

infrastructure
and
transportation
development of the trail
network, infrastructure
needs, management



Workshop panel -2

Accessibility and inclusiveness

How to adapt the horse tourism offer to
different social groups?

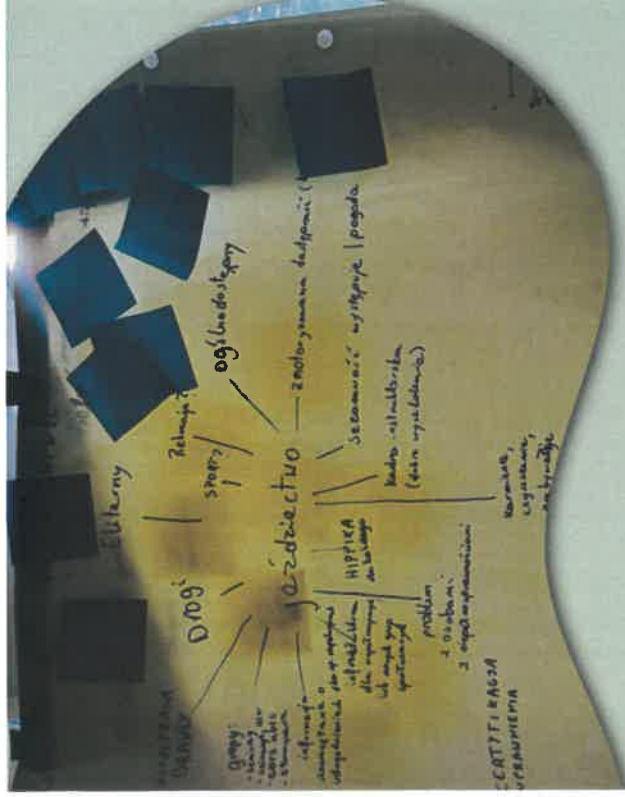


CONCLUSIONS

Workshop panel -2

An offer for everyone: not only horse riding but also other services
Walks, contact, quiet, integration
Trained staff
Cooperation with OPS and schools

- Stakeholder training
- trial offer for foresters



Local funding and support

Network of cooperation between municipalities, NGOs, stables

Partnership models - example Foundation -

Potęgowo Commune

State and EU funds: Rural Development

Programme, LGD, RPO, grants

Youth volunteering



study visit



Palac pod Bocianim Gniazdem

wypoczynek eventy catering konie



Equestrian Education

certificate of the local brand Zielone Serce
Pomorza for the best service addressed to
everyone



STAJNIA
PAŁAC
RUNOWO
WWW.RUNOWO.PL

Certyfikowany
Ośrodek
Jeździecki



Horseback riding tourism

horse camps for everyone, hippotherapy, riding
education, workshops, license training,
consultations, yoga and horses,

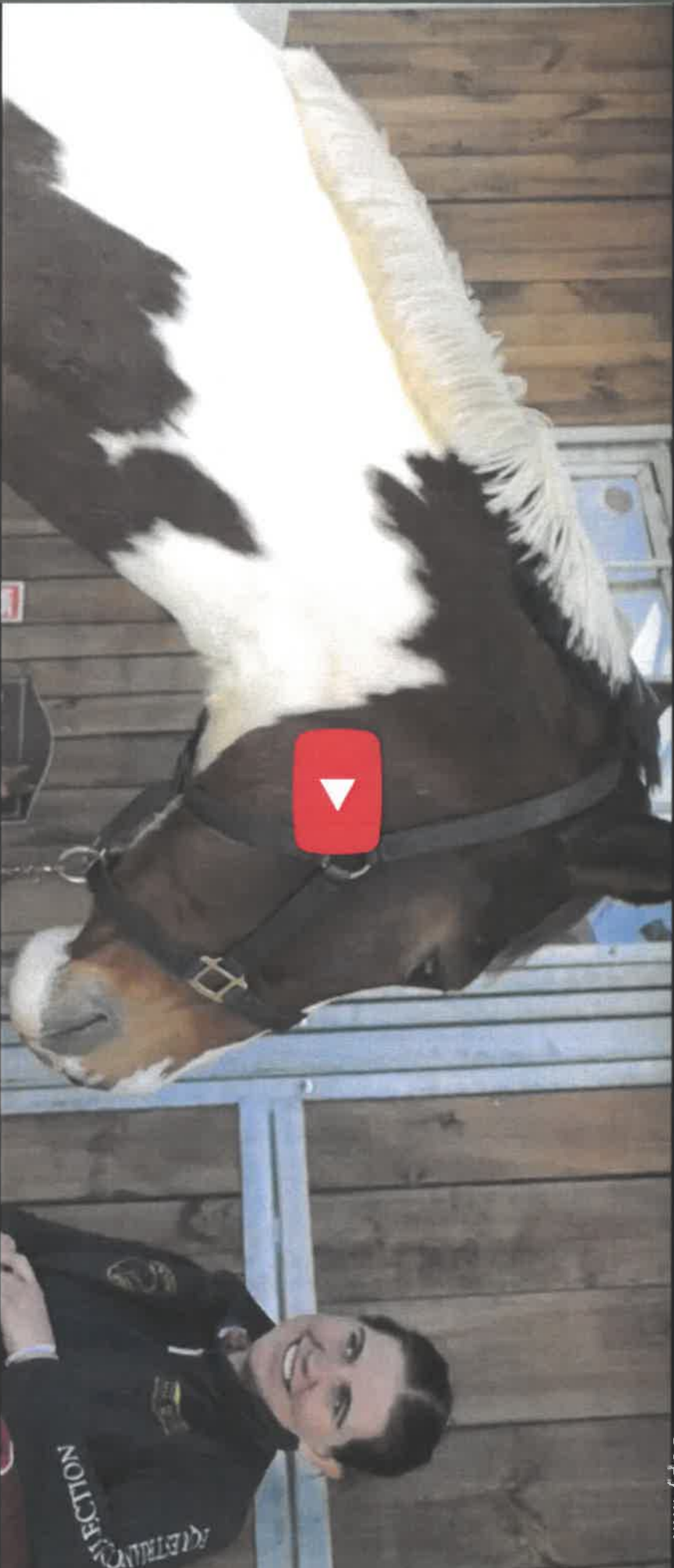




Pałac pod Bocianim Gniazdem w Runowie



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Watch on  YouTube

Thank you, see
you on the trail in
the saddle

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