

## **Title of Proposal**

# **The Horse as an Agent of Transmission of European Heritage and Europeanization**

## **List of participants**

<b>Participant No *</b>	<b>Participant organisation name</b>	<b>Country</b>
1 (Coordinator) UA	Université d'Angers	France
2 INRA	Institut National de la Recherche Agronomique	France
3 UCBN	Université de Caen Basse-Normandie	France
4 LBU	Leeds Beckett University	United Kingdom
5 UWH	University of West Hungary	Hungary
6 LUKE	The Natural Resources Institute Finland	Finland
7 MU	Molise University (Campobasso)	Italy
8 HLB	Norwegian University College of Agriculture and Rural Development	Norway
9 UW	University of Warsaw	Poland
10 FHB	Fürstliche Hofreitschule Bückeburg	Germany
11 CULS	Czech University of Life Sciences Prague	Czech Republic
12 HUL	Holar University College	Iceland
13 FMV - UL	Centre for Interdisciplinary Research in Animal Health, Faculty of Veterinary Medicine, University of Lisbon	Portugal
14 UTAD	Universidade de Trás-os-Montes e Alto Douro	Portugal

## **1. Excellence**

### **1.1 Objectives**

The purpose of this European project is to question the role of the horse and riding within European heritage, contributing to Europeanization by sharing a common heritage of practices, representations and values. We will examine horses and riding through the prism of associated activities (sport, leisure, tourism, breeding, culture, agriculture etc.) and in terms of their image as symbols of European heritage. The construction of an equine heritage, through everyday riding in the context of agriculture, military, art, sport and leisure, is part of a collective European imagination with which the horse is closely associated. Pictorial and literary representations, and more recently those in film, reflect the symbolic richness which the horse has acquired since ancient times, and its evolution throughout the annals of European history.

This interdisciplinary study will question the extent to which traditional and modern breeds and uses of horses reflect lifestyle fashions, or European societies models, through questioning the relevance of scale (at a national level or at a more local level in regions such as the Mediterranean or Nordic areas) to the (re)production and transmission of European heritage. We will question the practices and processes through which this heritage is passed on, focus in on the stakes of its sustainability at each level. More precisely, our objectives will be:

- 1) To explore the existence of distinct ‘European heritage’ in the genetic make-up of the horse in Europe and to analyze the impact of European native horse breeds on horse genetic and cultural heritage.
- 2) To question how horse have been participating to the identification of territories through two combining aspects:
  - The evolution of farming system, shaping environment and transnational European landscapes;
  - The perpetuation of traditional ways of life, showing through tangible (harness, equipment, handcraft) and intangible (art of life, social organization) heritage.
- 3) To question the existence of a European heritage of traditional representations and practices of horse, changing with the advent of leisure society, emerging at different temporalities in Europe. We’ll focus specifically on the extent to which such changes challenge, upset and transformation European equestrian heritage, through three aspects in inter-relations:
  - The European heritage of representations, symbols and myths of horse, comparing main transnational areas (Northern, Southern, Western and Eastern and Central Europe), through ages until recent history. We’ll focus also on the evolution of this heritage, in the context of the transition in economy and social life, when horse integrate the society of leisure and consumption, marked by the double phenomena of feminization and youth. We’ll question the role of classical equestrian schools into the perpetuation of those imaginaries of horse.
  - The European contemporary riding practices, questioning how the traditional and classical uses has been transformed through leisure, youth and feminization.

### **1.2 Relation to the work programme**

Historically the horse has been deeply connected to the **construction of Europe** until the first half of the twentieth century in Western countries and late twentieth in Eastern, at **different levels –local, regional, national and European**, as a partner in transport, agriculture and warfare. The different needs about this constant companion of European construction, lead to create most of the 200 actual existing breeds in the continent, for hunting, transporting, farm and forest work, and wars. These breeds have also been influenced by their local environment, adapting to its biological and geological characteristics (**Miraglia, Saastamoinen & Martin-Rosset, 2006**). But horses have also participated, in return, to shape transnational European landscapes, through the various farming system they implied (**Santos, Fradinho, Cervantes & Miraglia, 2014**.) As such, horse represent a combination of tangible –physical structure of horse, genetic, landscape- and intangible heritage, by contributing to define **local, regional, national and European** lifestyles and territories.

That's the reason why, in many European countries there is today a resurgence of ancient breeds and practices as icons of **culture and identity, which are crucial for collective memories and sociability of groups** (**Lizet, 1989; Helgadóttir & Sigurddóttir, 2008**) and often included in the tourist dynamic. Those tourist developments are often linked with protected breeds (**Evans, 2015**), as a living part of history at the crossroads of a natural and cultural heritage. Even if the Iron Curtain slightly slower the process in Eastern European countries it becomes more and more important nowadays, as the revitalization of equestrian culture contribute to revitalize local traditional ways of life, in several eastern regions (**Kozak, 2014; Obádovics & Kulcsár, 2015**).

Horses are sometimes so deeply associated to **territorial identity** that they can share their names with regions or parks (**Pickel, 2015**) –Camargue horse and Camargue Region, Percheron horse and Perche region, in France; New Forest Horse and New Forest region, Highland pony and Highland region in United Kingdom; Fjord Pony and Fjord region in Norway... But this cultural link between horse and territories also overtakes national issues to characterize European regions, such as the Mediterranean areas, where horses (Lusitanian, Pure Bred Spanish Horse, Camargue) are historically strongly connected to the traditional breeding and use of bulls (South of France, Spain, Portugal). Other combinations exist, such as a specific relation to traditional horse breeds in natural open lands which contribute to the shaping of the landscapes in North Europe –Iceland, Scotland, Norway, Finland...

Horses and equestrian culture thus **play a key role in providing a sense of European belonging and EU citizenship as distinct from, but combined with, national citizenship**. The domestication of the horse, albeit late when compared to the dog, bull or cat, profoundly changed the way of life for human societies in Europe (**Roche, 2008; Digard, 2009**), in terms of agriculture, transport, war, hunting, but also in its imagination. The symbolic use of the horse has influenced Europe since its Greco-Roman origins, through the ambivalence of its relationship to civilization, based on the double paradigm of familiarity and foreignness (**Pickel-Chevalier & Grefe, 2015**). This singular contribution to the construction of a European civilization especially shows through the treaties of riding, which associate capacities of leading the horse to capacities of self-control and management of the self and societies. Those theorizations and intellectualizations of the art of equestrianism were historically almost all created and spread into Europe from Antiquity until and XIXth centuries (**Durand, 2008; Franchet d'Espérey, 2009**).

This project will explore the historical European heritage of horse and equestrian culture, and its confrontation to the contemporary evolution/revolution of uses, within the advent of society of leisure, in Western then Eastern and Central Europe. A change that deeply transform the

profiles of riders –urban, women, young people- their needs and practices (**Daspher, 2012; 2015**), leading towards new representations and human-horse relations (**Pickel-Chevalier and Grefe, 2015**). The evolution of those uses and perception of horse, favours a transnational sympathy for these animals that can also provide a solid basis for the emergence of a truly European cultural heritage and for passing this to future generations, especially thanks to various form of sustainable equestrian tourism –on the horse/around the horse- revitalizing traditional equestrian cultures especially in economic weakened rural areas (**Vial, Aubert and Perrier-Cornet, 2011; Evans& Pickel-Chevalier, 2014**).

So, the purpose of this European project is to examine, within a multidisciplinary and comparative project, the emergence of a European equestrian cultural heritage in a historical perspective, and its recent evolution. It will address how the local, regional, national and European aspects of an equestrian cultural heritage are interlinked, what factors influenced their development, how they are understood (or not) by citizens, and encouraged and developed (or not) by various stakeholders and promoters of cultural heritage (breeders, tourism companies, communities, institutions...) This project will include both natural and cultural heritage, incorporating tangible and intangible cultural heritage. We will also question the processes through which this heritage is passed on, through commercial and non-commercial aspects, through tourism and leisure activities, and also through living arts -shows.

### 1.3 Concept and approach

#### State of Art:

Since 2011, the Equitation in the French Tradition has been inscribed on the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO. It does not credit riding simply as a military or elitist equestrian art, but as "a desire to establish a close relationship with the horse, with mutual respect and aiming for 'lightness'." In addition, the listing encourages the passing on of this relationship: "The cooperation between generations is strong, with respect for the experience of older riders and supporting the enthusiasm of younger ones" (<http://www.cadrenoir.fr/unesco>).

So horse and riding can be considered as international heritage, based on a human-horse relations, built out of a long historical process. The originality of horse and riding comes from the fact to be an intermediary at the crossroads of both natural heritage – a prehistoric animal whose origins date back 55 million years, with the modern Equus model appearing 5 million years ago - and cultural heritage. The horse has been present during the human material development and in his imagination since the Paleolithic era, as evidenced by prehistoric cave paintings. Even if first human-horse relationships were primarily related to hunting, horses appear to have fascinated early humans who immortalized horses in art for 37,000 years (**Puech, 2010**). They are the most frequently painted animals in rock art (30% of the 120 species identified), without necessarily appearing in hunting scenes (**Dubois, 2011**). Fascination with facial expressions (such as fear, anger or curiosity) on the horse drawings in the Chauvet Cave or the numerous horses pictured at Lascaux (**Bataille, 1994**), shows how painstaking early human observations of these animals were (**Dubois, 2014**).

Subsequently the horse began a process of domestication 5,000 years ago, due to the shared need for cooperation. Scientists agree that horses would have become extinct if they had not accepted this partnership with man, just like dogs before them (**Digard, 2009**). The only species to have never been domesticated, the Przewalski horse, is today preserved by a protection policy, a breeding program and a reintroduction strategy. However, the domestication of the

horse, albeit late when compared to other animals, has profoundly affected the development of human societies, especially in Europe (**Roche, 2008**), by favouring modernisation of agriculture, war and transportation. It has also deeply shaped the transnational landscapes of Europe, through various farming systems (**Santos, Fradinho, Cervantes & Miraglia, 2014**).

The influence of horses on humans is indeed important, but inside the context of interrelations, since horses have been constantly determined by humans. The more than two hundred identifiable breeds in the world today is the result of a human selection process to meet the needs of society and the environment (**Miraglia, Saastamoinen & Martin-Rosset, 2006**) - longer hair for better resistance in cold climates for those horses found in Northern areas; small but very hard hooves for horses in mountainous areas; ability to graze under water for Camargue horses living in wetlands etc.

Most of the native and national horse breeds in the world have been created in Europe, representing very old ancient breeds as well as newly created horse breeds bred as late as 1900's and 2000's. As so, these breeds display a tangible heritage in their physical structure, but also an intangible one, by having accompanied traditional ways of life for centuries and becoming witnesses to lifestyles which today have largely vanished.

Besides, horse contributes to the centuries-old construction of Europe, as a major component of European representations and projections (**Dubois, 2011**). This high value shows through the desire to theorize the equestrian good practices by writing treaties since Antiquity (Simon, Xenophon), through several periods of history, more especially in Renaissance (Pluvinel Salomon de la Broue), in the XVIIIth century (François Robichon de la Guérinière) and the XIXth century –(François Baucher). Those treaties, which are deeply in link to equestrian Academies (in Italie, France, Spain, Portugal, Austria, Germany...) created since the Renaissance, embody the consecration of riding and culture, by associating the capacities of leading the horse to capacities of self-control and management of the self and societies (**Durand, 2008; Franchet d'Espérey, 2009**). But behind this intellectualization, horse is also omnipresent in the imaginaries and myths of Europe. Since Antiquity, it has been often enlightened in art (painting, sculpture, literature) as an extension of the elegant and armed body of the nobles, ridden or hitched, but also as a symbol of their social power. Horse has been also very present into European myths, from Ancient Greece (Apollo horses, Poseidon horse, Diomedes mares, Pegasus, legend of Bucephalus...), to Northern and Eastern Europe (Árvak and Alsvið, horses that pull the Sun ; Sleipnir, horse of Odin ; Hófvarpnir, horse of the divine Gná...) but also into the legends of Medieval Ages (the horse Bayard, the horse Mallet, Semik horse, the Unicorn...)

If at Renaissance equestrian statues become a full artistic genre, horses have been especially highlighted in painting since the XVIIIth century, whereas it has been raised to the rank of subject. The British Georges Stubbs, called "the painter of horse" focus his art on the portrait of horses, often represented naked -without riders. Horse becomes even more a Muse of the Romantic art of the XIXth century, to be defined as the incarnation of movement but also of the meeting of civilisation and wilderness (**Clay, 1980; Pickel-Chevalier, 2014**), overpraised by famous painters, such as Charles Vernet, Théodore Géricault, Eugène Delacroix, Alfred de Dreux, Crane, Meissonier...)

So, the horses were thus ubiquitous in the construction of Europe since antiquity. But the XXth century changed radically their history, with the triumph of industrialization. Their population decreased dramatically after the World War II in the Western European countries and during 1980's – 2000's in Eastern and Central European countries, because of mechanisation of agriculture and transportation. Those changes seem to have sealed the fate of horses, as their energy is no longer needed to drive machines (**Roche, 2008; Digard, 2009**). But, the advent of

a leisure-obsessed society (**Viard, 1982; Aron, 1999; Corbin, 2001**) which has grown at a similar rate offers up new horizons for these animals. In a world becoming increasingly urbanized, horses have become, like dogs and cats before them, synonymous with the natural world as suggested famously by Jean-Jacques Rousseau (**Larrère & Larrère, 1997; Pickel-Chevalier, 2014**). The horse then began its “silent revolution” (**Pickel-Chevalier & Grefe, 2015**) in a western world that is reinventing itself. It has become an emotional subject, but also an object of transgression, especially among children whose importance in society has grown. In Western Europe, since the 1960s, horses and horse riding have become part of consumer society, to the point where they are now a commodity. In United Kingdom, in Germany, in France, the number of regular riders (with or without memberships in federations) exceeds two millions, overtaking the number of football players (with membership in federation). For example, in France, the number of horse has almost double between 1970 and 2013 (**ICFE, 2014**) and the number of riders has multiplied by seven between 1985 and 2010 (**FFE, 2013**). But this rebirth of horse-riding is associated to a deep transformation of the social profiles of the riders and their expectation. To the masculine, elitist and martial uses of horse succeed a feminine, youth and hedonism conception of horse, tainted by affective relations, aiming sometimes to anthropomorphism. Equestrian federations become the first female domination sportive federation in several countries, as United Kingdom (**Daspher, 2012; 2015**) or France (**Tourre-Malen, 2006; Chevalier & Dussart, 2002**), where 80% of the riders are female and 70% are 18 old years or under.

This rebirth of horse, through sports and leisure, benefit also from a revitalization of equestrian culture, with a resurgence of ancient breeds redefined as icons of culture and identity (**Lizet, 1989; Evans & Franklin 2008**), included in the tourist dynamic (**Helgadóttir & Sigurðardóttir, 2008**). Protected breeds have become a living part of history at the crossroads of natural and cultural heritage, both tangible and intangible. This correlation between the horse and local region, such as natural parks, can be strong enough to contribute to the territories identity. Sometimes, parks and horse even share their name (**Evans and Pickel-Chevalier, 2014**), like the Camargue Horse and the Camargue Regional Natural Park; the Percheron horse and the Regional Natural Park of the Perche or the Poitevin Mulassier draft-horse in the Poitevin marshes in France. This phenomenon is also seen in United Kingdom with the Dales Pony in the Yorkshire Dales national park, the New Forest Pony in the New Forest national park and the Highland Pony in the Scottish Highlands. We can observe strong association of breeds and territories, including communities, in Iceland (the Icelandic horse); in Germany (Hanover horse and Hanover Region) ; in Spain (the Menorcan horse and the Island of Menorca); in Portugal (Lusitanien and Sorraia); in Italy (Tolfetano horse and the Tofla Mountains); in Norway (the Fjord horse and the Fiordland area); in Poland (the Huculski mountain horse and the Bieszczadzki national park); in Finland (Finnhorse); in Hungary (the Nonius horse whose breeding area is located in the Mezohegyes State Stud-Farm Estate and which has been listed as a UNESCO heritage site since 2000) etc.

Horse-riding and equine tourism can thus contribute to sustainable social and cultural development (**Buchmann, 2015**), with the latter taking an ever more important role in sustainable development linked to the phenomenon of “heritage” (**Sharpley R., Telfer D, 2002**). Their role can be especially important in rural areas, where economic development is both an outcome of healthy social and cultural relations and a necessary condition to sustain them (**Lønning& Evans 2010; Wray 2000**). Rural places are, by definition, peripheral and marginal, either by location, or by environment, and often both. The inclusion of farm tourism as part of sustainable rural development practice is a key contributor to the recent growth of nature-based tourism, particularly in remote rural locations where tourism infrastructure may

be scarce (**Dashper, 2015; Helgadóttir & Sigurðardóttir, 2006**). Horse establishments, with their facilities for stabling, riding and learning, are often created in converted farm structures. Indeed, small farms which are unsuitable for operation within the large-scale agri-industrial system can be particularly appropriate for redevelopment as equine businesses due to their existing environmental, manufactured and human assets (**Miraglia, 2014**), which are as appropriate to equine enterprises as they were to small scale farming (**Evans & Franklin 2008**). In this context, horse-riding can contribute to a double-headed process of regional organization (**Santos, Fradinho, Cervantes and Miraglia, 2014**), involving the cooperation of local communities with other outdoor activities and of boosting local identity (**Vial, Aubert, Perrier-Cornet, 2014; Pickel-Chevalier, 2015**). In Poland, some researchers (**Kozak 2013**) found that most stables (horse riding centres) are located on the outskirts of cities where most customers live. In Island as in France, there are numerous examples of this use of horses and equine tourism as ways of developing sustainable tourism in both the land-management and cultural sectors of the industry. This capacity was officially recognized by the agency for national tourism development (Atout France) in 2011, which said: “The horse is a part of our heritage, a symbol of its ecosystem, of its history, of the local and regional traditions of its area, and is considered a tool which helps people appreciate the land” (**Atout France, 2011**, p. 14).

### Project:

The purpose of this project is to examine horses and riding a multi-dimension European heritage, combining natural and cultural element, but also tangible and intangible aspects. We'll insist on the fact that even genetic heritage of horse is deeply associated to culture European heritage, since each breed is the result of historical human selection, in order to respond to societal needs.

We'll mobilize the concepts of:

- *Memories, transmission, and identity* (Tutiaux-Guillon&Nourrisson, 2003 ; Assmann & Czaplicka, 1995; Rowlands, 2010 ; Liu&Laslo, 2007)
- *Heritage and cultural tourism* (Babelon&Chastel, 1994; Picard&Lanfant, 1995; Picard, 1996; Richard, 1996, 2001; Lazzarotti, 2011; Lazzarotti and Violier, 2007)
- *Sustainable development and sustainable tourism* (WCED, 1987; Wall, 1997; Hunter, 1997; Butler, 1999; Liu, 2010; Buckley, 2012, Knafou&Pickel-Chevalier, 2012)
- *Eco-management and local development* (Levett, 1996; Heinelt&Smith, 2003; Hillary, 2004; Wenk, 2006)
- *Equestrian tourism* (Ollenburg, 2005; Helgadottir and Sigudardottir, 2008; Torkkola, 2013; Pickel-Chevalier&Evans (ed), 2015; Pickel-Chevalier, 2015)
- *Ecotourism* (Cater& Lowman, 1994 ; Buckley, 1994; Dowling, 2001 ; Weaver, 2008)
- *Agrotourism and communities based development* (Grefe, 1994; Telfer, 2002; Sznajder, Przezbórska&Scrimgeour, 2009 ; Philipp, Hunter and Blackstoke, 2010)
- *Sport tourism* (Glyptis&Cooper, 1991; Gilson, 1998; Hudson, 2003, Gammon&Robinson, 2003; Bessy&Mouton, 2004; Sobry, 2004)
- *Europe and Europeanisation* (Knill&Lehmkuhl, 1999; Delanty&Rumford, 2005; Schimmelfennig&Sedelmeier, 2005; Schimmelfennig, 2009; Conway&Patel, 2010)

We'll ask if horse and equestrian culture, which are historically omnipresent in Europe, can provide a sense of European belonging and European citizenship, distinct but combine with national ones, thanks to their revitalization by tourism and leisure. We'll study how they can contribute to socialization by rediscovery of local culture, but also economic development and eco-management, especially in weakened rural areas. This project will question the complexity of the effects of modernization and globalization that threaten traditional ways of life, but in

the same time can contribute to regenerate them, if associated with sustainable tourism policies. Indeed, ecotourism, agrotourism –both can be combined with sport tourism- and cultural tourism, can contribute to reclaim cultural and natural heritage; promote social cohesion, via cultural exchanges and sharing with tourists and participate to politics of environmental preservation (eco-management and education). Besides, they can also increase economic development and regional planning (**Vial, Aubert and Perrier-Cornet, 2011**), by stimulating an efficient network of equestrian and tourism actors –breeders, equestrian structures, accommodation, hospitality, souvenir sales...

At last, we'll study how the new characteristics of the riders, more and more dominated by women (**Dashper, 2012 ; Tourre-Malen, 2006**) and youth (**Grefe & Pickel-Chevalier, 2015**), associated to a phenomena of partial social diffusion (**Chevalier & Dussart, 2002**), contribute to disturb and redefine European equestrian culture and heritage. We will question the way the process has spread across Europe from its beginnings and how it reflects more global cultural and societal changes, particularly in relation to the role of women and young people in European societies by coming back once again to the relevance of national or transnational regional scales (with regard to resistance to change and the persistence of cultural lineage).

This project is situated in the spectrum “from idea to application”, by linking fundamental and applied researches in a complementary approach. We propose to associate the transmission and revitalization of European equestrian culture, to sustainable tourism dynamics. We'll more particularly encourage alternative tourisms, such as cultural tourism, ecotourism, agrotourism and sport tourism, combined to politics of eco-management.

We aim also to call out the concepts of heritage and Europeanization through the prism of societal evolutions, focusing particularity in the question of gender, upsetting traditional European culture and contributing to redefine and revitalize them.

The project is based on cross-referencing analysis from an interdisciplinary team (Geography, History, Languages and Civilization, Sociology, Management, Marketing, Economics, Agronomy, Environmental Sciences, Animal Sciences and Ethology) of international researchers drawn from France, the United Kingdom, Iceland, Norway, Poland, Hungary, Finland, Italy, Spain, Portugal, Germany and the Czech Republic. The team will also include PhD candidates. The team testifies also of the gender equality required by Horizon 2020 project, with 40% of men and 60% of women ([http://ec.europa.eu/research/participants/data/ref/h2020/grants\\_manual/hi/gender/h2020-hi-guide-gender\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/hi/gender/h2020-hi-guide-gender_en.pdf)).

The research protocol is based on complementary approach, combining in all the countries involved:

- selection of representative study cases of breeds, regions, sites and structures, but also artworks and myths;
- deep literary review;
- analysis of static data;
- interpretative interviews and focus groups with public, private and institutional representatives (persons in charge of natural parks in link with local breeds selected; breeders; representatives of local communities; actors of equestrian structure; actor of tourism structure; representative of equestrian federations and tourism institutions...)
- questionnaires for tourists visiting the selected sites and involved in equestrian tourism activities centered on the suggested breeds;
- observations of the selected sites;
- interviews and questionnaires with participants in equestrian sport and leisure activities.



The questionnaires and forms used during interviews will be standardized for all team members, but will be translated into different languages.

This cross-referenced analysis will allow us to identify convergences and similarities helping to highlight an equine heritage and a European culture with regard to horses, which are factors in traditional and contemporary lifestyles, shared both nationally and internationally. We'll focus on the analyse of good practices of transmission of this equestrian culture, especially through tourism, revitalizing it as a living form of regional and European heritage, and by this contributing to Europeanization.

#### **1.4 Ambition**

Our ambition is to provide a deep and precise analysis of the existence of a European equestrian heritage in its diversity, and how it can be used as a key concept for Europeanization, understanding between European societies and sustainable development, especially in fragile rural areas but not only. For this, we intend to focus our research more precisely on:

##### **Horse genetic and European cultural heritage:**

- *The genetic heritage of the horse in Europe, questioning the impact of European native horse breeds on horse genetic and cultural heritage.* The historical decrease of population of horse after the World War II in the Western European countries and, during 1980's – 2000's in Eastern and Central European countries, because of mechanization of agriculture and transportation has resulted in loss of breed diversity and horse-related heritage and knowledge. Many native breeds are endangered existing only in small populations in certain regions, but some are adapted to new uses and roles in the modern society. Thus, native, especially rare horse breeds need to be re-evaluated, and the conservation of genetic diversity and horse heritage as part of cultural heritage is coming increasingly important. This relates also to rural tourism and maintenance of regional characters and events, and is important in transmitting heritage to the people of today; horses are associated with an area and linked to various activities. One objective is to study and report the current status of the native breeds; which of them are endangered and need more protection, and which are very vital and used in the modern horse related activities, such as in sports and (nature, agro) tourism, for example.

##### **Horse and European territories heritage:**

- *Horse shaping a transnational heritage of landscapes through ages: a contribution to the identification of European territories and biodiversities.* The production of equines has shape European landscapes from Antiquity till the beginning of XXth century. It has contributed to define a European heritage of landscapes that has been upsetting with mechanization, changing the place of horse in societies, at different temporalities between western and eastern and central Europe. However, since 1990' on, the preservation of local old horse breeds became more and more diffused and represented progressively an emerging field linked to a very deep-rooted image of equines in the culture of the industrialized countries, generating both non-material products and socio-economic benefits. At present it is clear that equines are playing an increasing role in the new context of sustainable development in order to participate to the eco-management of natural areas. In this context, the studies concerning the integration between horses and territory are of considerable importance in the recovery of marginal lands and in maintaining their biodiversity. The objective is to study the role of horses in the rural development from past

to future, identifying the evolution of the farming systems in a general context of environment and landscape safeguard. The role of the horse in shaping of landscapes and consequently in the identification of the territory, in tourism and residential satisfaction will be emphasized.

- *A component of transmission of European traditional ways of life: Horse participating to the identification of European territories and culture.* Horses have constantly contributed to the evolution of the European ways of life. They have given life to a rich tangible heritage of harness and equipment. But moreover, they deeply participated to the arts of life of citizens, building the social organization and county planning of villages and towns. Although their influence has practically disappeared in Europe during the second half of the XXth century, they stay very much alive in some specific places - Alter do Chão, in Portugal; Saintes-Maries-de-la-Mer in France; Highland in United-Kingdom; Southern and North-East Hungary... Some of them are even elevated to the rang of “equestrian capital” to welcome the most famous classical equestrian schools of Europe (*Le Cadre Noir* in Saumur in France, *Escola Portuguese de Arte Equestre* in Queluz, (Portugal), *la Real Escuela Andaluza del Arte Ecuestre* in Geres de la Frontera (Spain), *the Spanische Hofreitschule* in Vienna (Austria), *Fuerstliche Hofreitschule* in Bueckeberg (Germany) and *Örkénytábor school* (Hungary). The objective is to identify the equestrian culture as a component of European heritage, combining tangible (harness, equipment, handcraft, studs, Schools) and intangible (ways of life, social organization) aspects. We’ll focus on the capacity of equestrian culture to identify but also revitalized communities, as a possible vector of sustainable tourism, questioning the emergence of “equestrian cultural tourism destinations” in Europe. Besides, we’ll analyze the revitalization of traditional equestrian uses, rethink in the prism of nowadays needs and security standards. This concept, called “territorial horse”, is defined as the “use of horse by a local community to carry out in its territorial missions linked to public entities: transportations of people, waste collection, upkeep of parks and natural places, prevention-security...” (Duriez & Fouquet, 2012). The territorial horse can also be an agent of sustainable development by permitting: creation of direct jobs, social cohesion and integration, but also identification of territories resting on the intergenerational transmission of heritage, within local communities and with tourists.

### **Horse and European imaginaries and practices heritage:**

- *From traditional to contemporary horse imaginaries: A European heritage transformed through leisure, youth and feminization?* Horse has not only contributed to shape materially European societies, but has also participated to build their identification through imaginary, myths and representations. The objective is to define, through the study of literature, painting and sculpting, a European heritage of horse mythologies and representations, especially ante-industrial revolution. A specific attention will be given to the “classical equitation memory” in Europe, carried to the treaties of the most famous writers (Xenophon, De Pluvinel, Robichon de la Guérinière, Baucher..) and their illustrations, since their principles of riding carry imaginaries of horses that must be “sublimed” by their riders... Then, we’ll focus on the effects of industrial revolution, upsetting the old utilitarian functions of horses, and more deeply relations to it, into the more global evolution of the relationship to nature and animal. The advent of society of leisure redefined it as a beloved companion especially appreciated by women and young people in Western Europe, echoing the reconsideration of societal projections of the gender and child. This evolution of representation faces sometimes traditional virile symbols and myths, especially in Mediterranean areas, associating in particular equestrian and bull cultures. But, simultaneously, sportive horses have been eradicated in the Eastern and Central Europe as

a symbol of upper class activities, when the working horses are kept very much alive for rural activities. Horse can also stay deeply associated with rural communities, especially in Northern Europe. We'll question how this diversity of social, economic and political situations in Europe influences the ancient heritage of horse representations and myths. We'll study also the recent evolution of the XXIth century, wondering if the fall of communism in Central and Eastern Europe bring homogenization between western and eastern representations of horse, through affective and leisure perceptions. Or if we observe on the contrary re-enlighten of local equestrian culture specificities, when symbols and mythologies of horse are entering into a process of "patrimonialization" and local identification? We will question in this context the role of the five most important classical European School (*Le Cadre Noir de Saumur* (France); *la Escola Portuguesa de Arte Equestre* (Portugal), *la Real Escuela Andaluza del Arte Ecuestre* (Spain), *the Spanische Hofreitschule* (Austria), *Fuerstliche Hofreitschule Bueckeburg* (Germany) and *Örkénytábor school* (Hungary)- between conservation, enlighten and diffusion of a European equestrian heritage, build partially on common culture (some of their fundamentals theories are common) and regional specificities.

- *From traditional to contemporary riding practices: A European heritage transformed through leisure, youth and feminization?* Since the XXth century, equestrianism in Europe has undergone a revolution, as the role of the horse has shifted from that of partner in work and war, to partner in leisure, sport and tourism. An aspect of this shift is the feminization of the equestrian sector and an increased engagement of young people as riders, trainers and horse owners. In the same time, we observe a deep transformation of the human-animal relations, sometimes influenced by philosophies coming from out of Europe –whispered, coming from the United-State or Australia. Our objective is to study the effects of this evolution on the traditional practices of riding. Can the new social profiles, needs, expectations but also urban culture of the contemporary riders, dominated by women and youth, weaken or on the contrary revitalize, the European equestrian heritage? What are their "classical equestrian memories" related to the old-centuries treaties and the practices represented by the European classical schools? We will question the relevance of this pattern across Europe, in spite of different social, economic and politic contexts. We'll focus also on the role of event and international competition, to transmit a European heritage of equestrian practices and by this to Europeanization. At last, we'll question the effects of the feminization and rejuvenating of riders on equestrianism as social capital.

The innovative aspect of this project is to study and conceptualize, through an international and interdisciplinary approach, the existence of a European equestrian heritage and its capacity to be an "identity marker" (Picard, 1996). We'll question its possibility to become an efficient vector of Europeanization, especially by incorporating sustainable tourism development policies. For this, our ambition is to understand the complexity of equestrian culture, defined between centuries-old history and deep transformation since the industrial revolution and the advent of society of leisure, across Europe. This analyze call out, more globally, the paradigms of "heritage", "memories" and "transmission", questioning their intrinsic stakes of preservation, conservation and necessity of sharing and evolution. In this context, the project joins also the missions of the transmission of the Equitation in the French Tradition, inscribed on the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO since 2011.

The daring of our approach is to combine the study of researchers coming from genetics, animal and environmental sciences and human and social sciences such as history, geography, sociology, anthropology, management, economy, and marketing, working together in the

different work packages. Our ambition is also to evaluate from “idea to application” by proposing “good practices” for stakeholders and communities, to enlighten their equestrian culture and associate it to sustainable development project.

## **2. Impact**

### **2.1 Expected impacts**

#### **A) A panel of stakeholders**

The project will provide the different stakeholders at all relevant levels in various sectors of cultural heritage, equestrian field, tourism field but also communities, with a pragmatic approach to sharing its development and preservation at the different levels, suggesting innovative synergies between various levels of responsibility. The stakeholders will be:

- International Equestrian Federation such as the FITE (International Tourism Equestrian Federation)
- National Equestrian Federations and Institutions in different countries of Europe, such as FFE (French Equestrian Federation), IFCE (French Institute of Horse and Riding), PZJ, PTTK, **–others?**
- ESSA –European State Studs Association/Horse as living heritage.
- Local Equestrian and touristic institutions from several countries in Europe
- Natural national and regional parks of Europe;
- Atout France, French institution in charge of promoting “France destination” to the world (**other country?**).
- European Equestrian Schools : *Le Cadre Noir de Saumur* (France); *la Escola Portuguesa de Arte Equestre* (Portugal), *la Real Escuela Andaluza del Arte Ecuestre* (Spain), *the Spanische Hofreitschule* (Austria), *Fuerstliche Hofreitschule Bueckeburg* (Germany) and *Örkénytábor school* (Hungary);
- Local communities in each countries and region selected;
- Local private actors of tourism and culture in each countries and regions selected
- Breeders and riding schools in each countries and regions selected.

The French Ministry of Culture has given its full support to the project, since the project joins also the missions of the transmission of the Equitation in the French Tradition, inscribed on the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO since 2011. The French Ministry of Tourism will be also solicited, since the project has the objective to help fragile rural areas to reach sustainable development through equestrian tourism, valuing traditional equestrian culture and local ways of life.

Representatives of each institution and other key actors will be involved as advisors on the project. The objective is to develop a set of proposals regarding European equestrian culture and educational and social processes which could promote European equestrian cultural heritage throughout Europe and internationally, in full cooperation with relevant authorities and experts and the due participation of EU citizens at relevant levels.

#### **B) Advice and proposal:**

- Scientific impacts:

We scientific impact will be:

-To determine the structure of historical and contemporary equestrian culture, defined in its diversity, at the cross road of tangible (harness, equipment, architecture, landscapes, art) and intangible (ways of life, social organization) heritage, but also natural and cultural heritage.

-To understand the process of the recognition and transmission of a European equestrian heritage, combining common elements and interregional differences.

-To obtain a rich knowledge of contemporary mythologies, profiles and practices of riders, allowing understanding the contribution of horse and riding to social stakes (women emancipation; social well-being especially at the age of self-construction/children-teenagers; social integration of people in handicap situation)

-To question the concept of heritage, confronting the notion of preservation/conservation and necessity of diffusion including adaptation and evolution, through the complex case of equestrian culture based of century-old history upset since the XXth century.

The stakeholders will be: international scientific community; ministry of Culture in the European countries involved; equestrian institutions and associations; social institutions and associations.

- Socio-economic impacts

-To sustain and transmit traditional European equestrian heritage with equestrian and culture actors.

We'll establish proposals for a better enlighten of European equestrian culture in museum, in classical schools and academies, but also in equestrian shows (Bartabas, Alexis Gruss..) which are also determinant agents of equestrian arts and culture, thanks to their public radiance.

-To participate to the international recognition of the European equestrian culture, by proposing collaboration between the five main European classical equestrian schools, for a global inscription on the Representative List of the Intangible Cultural Heritage of Humanity of UNESCO, after the Equitation in the French Tradition.

-To contribute to reconcile traditional European equitation (such as French traditional Horse-riding) with the expectations of contemporary riders and the general public (sport, leisure, tourism, shows), in order to facilitate the transmission of a European equestrian heritage.

-To increase local sustainable tourism development. We'll establish proposals for combining the revitalizing of local equestrian heritage and sustainable touristic development (economy, social cohesion, environmental management), within rural areas including national and regional natural parks; within national studs which are converting from breeding to tourism practices; and within small and medium size cities capitalizing on equestrian culture attraction (Saintes-Maries-de-la Mer, Chantilly, Saumur, Jerez, Queluz...)

-To sustain the economic development of riding schools and breeders. We'll publish open access reports in order to help the public and private actors (breeders, riding-schools, actors of tourism), to have a better understanding of the new profiles and expectations of riders and equestrian tourists (visitors of touristic attractions surrounding the horse). It would help them

to answer customer needs, between traditional equestrian culture and modern practices (sport, leisure, tourism).

The key stakeholders will be: Ministry of Tourism and Ministry of culture of the countries involved; equestrian federations and traditional schools; private actors of riding school; local private and public actors of tourism; local communities.

### **C) Difficulties and obstacles:**

The equestrian sector is often deeply divided and lacks cohesion and coordination, especially at a European scale, despite a shared passion for horses and the existence of international institutions (such as FITE or ESSA). Our ambition in this project is to help create more cohesion in the national and transnational equestrian sectors, by the creation of a European Equestrian Culture Institution, with the support of the Ministry of Culture of different countries and underpinned by innovative multidisciplinary and trans-European research.

## **2.2 Measures to maximise impact**

### **a) Dissemination and exploitation of results**

In order to guarantee strong international dissemination and exploitation of our results, we will target scientific communities and professional actors. We intend:

-To create a promoting committee that supervises the project dissemination strategy. The committee will be composed of members of the consortium and external professional of academic transfers, such a SATT Ouest Valorisation and Angers Tourism Lab., regional initiative that boosts dissemination of tourism research activities.

-To publish every year collaborative articles into academic international journals, such as: *Annals of Tourism Research; Journal of Sustainable Tourism; Loisir et Sociétés/ Societies and Leisure; Vertigo; European Societes; Mondes du Tourisme*. The annual publications will be related to different work packages.

-To organize an annual seminar in a different country involved in the project, to share progress within the team and with our scientific and civil advisors.

-To dedicate one day of each annual seminar to communicating our intermediate results to representatives of institutions or professional actors within tourism (such as Atout France, CDT, CRT...) and the wider equestrian field (such as FITE, FFE, IFCE, CDTE, CRTE, Cadre Noir, School of Jerez, School of Vienne...). This will enable us to share our work with key stakeholders and discuss findings and emergent issues with them.

-To organize an international conference (month 18), with a call for paper focused on horses, heritage, and sustainable development. The objective would be to communicate and discuss our results with other academics within different fields, to discover other works, and to engage different academic communities in the issues raised within this project.

-To participate to international conferences, focus on culture, heritage and sustainable development, in different countries in Europe or outside.

-To conclude by organizing an international conference (month 36) around the theme 'Horses, Heritage and sustainable development'. Here we will present our results by work package and countries, and receive feedback from other academics working on related topics.

- To publish our results in scientific books in different languages, such as French language (for example with *Belin Editor* which is the editor that publish the most academic books about horse research) and English language (for example with *Cambridge Scholar Publishing*). We intend to publish academic work, but also books accessible to wider audiences within the horse sector (such as the collection “Arts Equestres”, supervised by Jean-Louis Gouraud, in Actes Sud Editions).

## **b) Communication activities**

In order to facilitate dissemination of our results, we intend:

-To exploit any opportunities to present our work to academic communities and the wider public, through events such as “European Researchers Night”, “Sustainable Development Week” or written, radio and video reports organized by Universities.

-To use radiant European culture events to communicate with large public, such as the “European Heritage Day”. Created in 1984 in France, it concerns now 50 European countries, attracting millions of visitors each year. We’ll propose communications in culture equestrian sites, such as museum or historical state stubs.

-To communicate with specialized equestrian magazine (*L’Eperon, Cheval Pratique, Randonnées à Cheval...*) and specialized channel TV, more especially *Equidia*. *Equidia* is the only European TV chanel specialized in horse, which benefit of a wide radiance with 1 million clients a month. The director of the programme, Yves Bruzières, is already aware and supportive of the project.

-To communicate in non-specialized magazine or newspapers, or generalists radios with good radiance –such as France Inter.

-To publish professional reports of good practices guidelines for professional actors within tourism and the equestrian sector.

-To create a website, associated to the University of Angers where all the results of the project will be registered by the members. Initially it will be a working tool, with restrict access. It will help each of them to consult the results of the others, to be able to exploit all together the results to propose a common reflexion and work. The internet site will propose, in other end, to the general and academic publics, the intermediate results put in open access, with common agreement of the members.

## **3. Implementation**

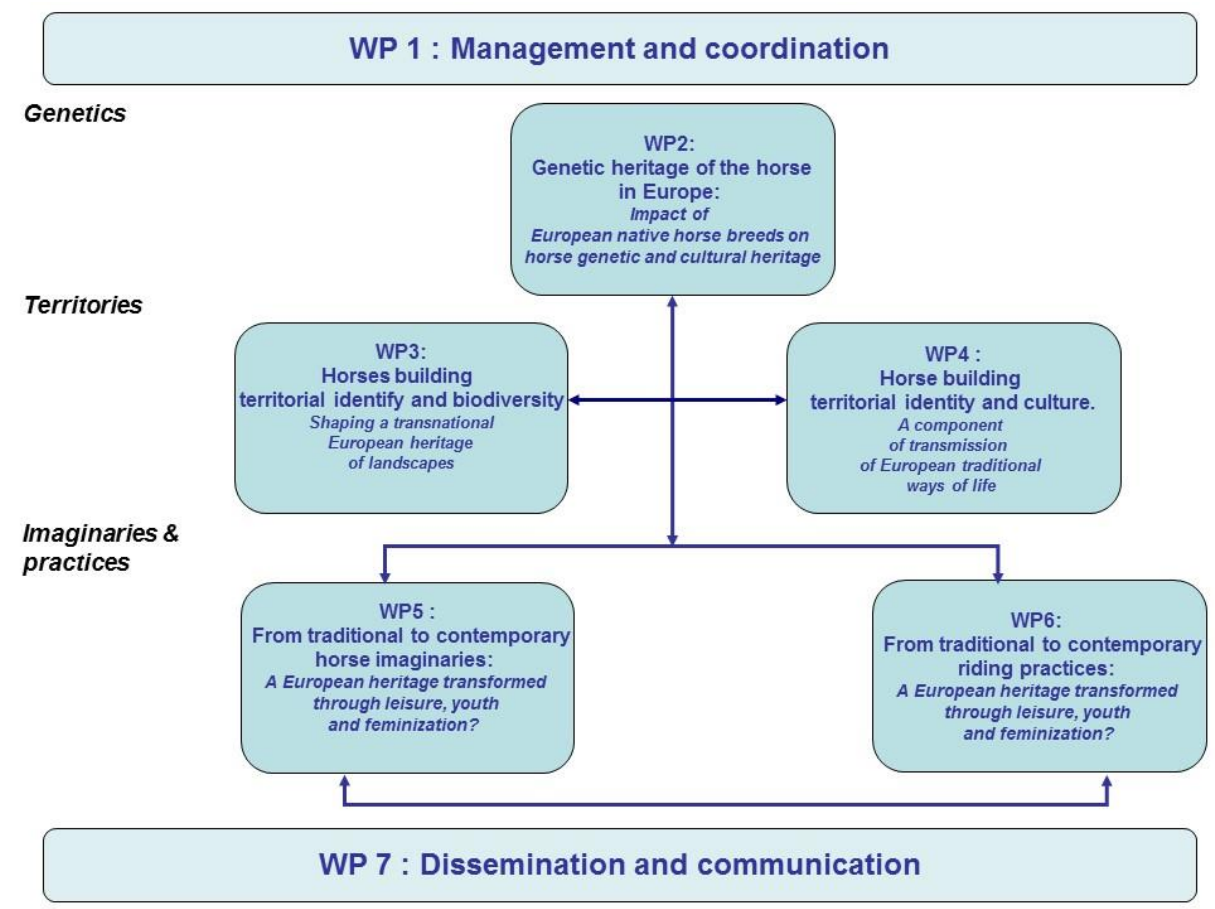
### **3.1 Work plan —Work packages, deliverables and milestones**

#### 1) Brief presentation :

In order to answer our ambitious project, questioning the existence of a European equestrian heritage in its diversity and its capacity to contribute to Europeanization, we structure our work into seven complementary work packages. The first is dedicated to management and coordination, whereas the eighth concerns the dissemination. The six other work packages are focus on scientific tasks. The challenge is to succeed to analyze the European equestrian heritage as a whole, calling out several academic fields in Sciences and Human Sciences, without losing coherence and cohesion. In this purpose, we structure the work packages by dividing them into three mean categories: horse genetic and culture heritage; horse and

territorial heritage; horse and imaginaries and practices heritage. The first category is unique but influences all the others. The second category is subdivided into two work packages: territorial identity and biodiversity and territorial identity and culture. At last, the third category is subdivided into two work packages: the European heritage of imaginaries (representations, symbols and legends of horse); the European heritage of practices. We will emphasize the contemporary evolution –horses dominated by women and children new hegemony- that deeply upset the old-centuries European equestrian heritage of representations and uses.

## 2) Work packages structure



### Legend:

- *Work Package 1* is dedicated to the management and coordination of the whole project.
- *Work Package 2* concerns the genetic heritage of horse in Europe. It is positioned first, since the genetic of horse has the ambiguity to be a matter of “natural heritage” (genes) but even more “cultural heritage”, since all the European breeds are indeed social construction, created through ages by crossing of races, to response to the societal needs. The work package 2 has strong relations with the other work packages, because genetic is influenced by the practices and the representations of horse; but influence them in return –more especially in the shaping of territories –landscapes, ways of life and social organization. Genetic influence also practices and representation (physical characteristic of horse).



- *Work Packages 3 and 4:* Horses building territorial identity and biodiversity/ horse building territorial identity and culture, maintain intense relations, since horse has been influencing through century the structure of the landscape but also the social organization of societies. They are both influenced also by the evolution of genetic characteristic of horse, as they contribute to determine it also. At last, those impact of the horse on the territorial heritage of Europe influence the representations and practices of the horse.
- *Work Packages 5 and 6:* Equestrian representations and practices heritage, develop also strong relations to be matter of three complementary elements. The work package focus on the European heritage of imaginaries of horse, upsetting by the contemporary revolution, substituting men and martial hegemony, by women, children and affective hegemony is intrinsically in relation with the work package 6, focus by this revolution of practices, questioning the concept of “heritage”, between conservation of tradition and adaptation to new societal needs and expectations.
- *Work package 7* is dedicated to the dissemination of the results to academics and general public, specialized (culture, equestrian, tourism fields) or not (visitors, tourists).

WP number	Work Package name	WP leader
WP 1	Management and Coordination	UA
WP 2	Genetic heritage of the horse in Europe: <i>Impact of European native horse breeds on horse genetic and cultural heritage</i>	LUKE
WP 3	Horses building territorial identity and biodiversity. <i>Shaping a transnational European heritage of landscapes</i>	UM
WP 4	Horse building territorial identity and culture. <i>A component of transmission of European traditional ways of life</i>	UTAD&FHB
WP 5	From traditional to contemporary horse imaginaries: <i>A European heritage transformed through leisure, youth and feminization?</i>	UA
WP 6	From traditional to contemporary riding practices: <i>A European heritage transformed through leisure, youth and feminization?</i>	LBU
WP7	Dissemination and communication	UA

#### 4) Work Packages

<b>Work package number</b>	1					<b>Start Date or Starting Event</b>					Month 1				
<b>Work package title</b>	<b>Management and coordination</b>														
<b>Participant n°</b>	<b>1</b>	2	3	4	5	6	7	8	9	10	11	12	13	14	
<b>Short name of participant</b>	UA leader	INRA	UCBN	LBU	UWH	LUKE	MU	HLB	UW	FHB	CULS	HUC	FMV - UL	UTAD	
<b>Person/months</b>	13	1	1	1	1	1	1	1	1	1	1	1	1	1	

#### Objectives

- To ensure the efficiency and the transparency of all aspects of the Horse EU Heritage project in order to have a good coordination between all participants and WPs and to guarantee the completion of all WPs and adherence to the budget. Particularly, to lead the project coordination team and secretarial support.
- To have an excellent quality of financial coordination
- To prevent internal conflicts
- To have connection between members of the scientific advisory, the policy-makers and society
- To show the progress of the project
- To communicate the report to European Commission through progress reports, cost statements and final project report

#### Description of work

- Task 1. To set up the plan of activities of the project
- Task 2. To prepare the financial and administrative report of the project
- Task 3. To take the responsibility of financial management
- Task 4. To text of reference for taking decision
- Task 5. To coordinate the organization of consortium meetings
- Task 6. To draft intermediate reports and final report for the European Commission

<b>Work package number</b>	2		<b>Start Date or Starting Event</b>					1	
<b>Work package title</b>			<b>Genetic heritage of the horse in Europe: Impact of European native horse breeds on horse genetic and cultural heritage</b>						
<b>Participant number</b>	6	2	5	7	8	11	13	14	
<b>Short name of participant</b>	Luke Leader	INRA	UWH	UM	HLB	CUP	FMA CIISA	UTAD	
<b>Person/months per participant:</b>	18	0.5	13	7	6	17	13	9	

## Objectives

Native, especially rare horse breeds and their current status need to be re-evaluated to develop conservation methods and determine the role of horse heritage as part of European cultural heritage. This relates also to rural tourism and maintaining of regional characters and events. In this work package we are focusing on European horse genetic heritage.

- We intend to know how the horse has spread to different parts of Europe and how people have locally selected horses and possibly crossed them to improve their performance, and how the roles of the horses have changed.

- We want to examine the genetic diversity of the breeds to determine the existence of a/several horse European genetic heritage, by studying the relationships between various breeds to find out the impacts of certain breeds in Europe.

-We intend to study the impacts of local and national breeds on the cultural heritage and horse heritage are in the focus, as well as what kind traditions concerning horse management issues have transferred to these days.

-We will study and report the current status of the native breeds; which of them are endangered and need more protection, and which are very vital and “adapted to the modern society” and are used in the modern horse related activities, such as in sports and (nature-, agri-) tourism, for example.

-We want also to study the demographic, age and gender profiles of breeders and owners (ownership) and their trends.

At last, we intend to develop a discourse of horse heritage conservation policies, to know if rules, protocols etc. controlling the horse breeding, answer the needs concerning the functional and conformational characteristics of the breeds.

## Description of work

Tasks:

1. **Coming of horses to Europe.** How horses settled in Europe with humans; horses' domestication and the formation of the local and native breeds (nationality, modifying the breeds according to human needs, history of the breeds, historical roles ...).  
*Methodology: Bibliographic analysis, discourse.*
2. **The effects of the breeds to each other; the genetic diversity.** Genetic characterization of European local/native breeds; genetic relationship between the breeds, extent of crosses between breeds in the past and currently vs. protection of breeds. What is the impact of various breeds on European horse populations? Genetic history of the breed and adaptation to environment. *Methodology: DNA sample collection and analysing of genome through SNP Illumina Beadchips. Results from earlier studies on genomes and genetic relationships are utilised to avoid overlaps with previous work and to maximize the number of new breeds. Main focus is on the most ancient breeds. Also bibliographic data is utilized.*
3. **Description and status of the breeds.** Endangered breeds, preservation and protection of the breeds, current and new uses e.g. based on “new horse economy”, value and local uses of the native/local horse breeds (e.g. cultural differences between countries). Changes in the horse populations by breed and conservative programmes in use. Impacts of horses on local traditional events (what kind of local traditional events still exist; horse

markets, exhibitions, competitions etc.), landscape, local economy (tourism, stud farms), development of rural areas. Cultural (e.g. bull fighting, sort of cattle, etc.) and human food uses of horses (cultural differences). *Methodology: Data collection (breeding and breed organisations; authorities) by questionnaires, interviews, bibliographic data.*

4. **Demographic, age and gender profiles of breeders and owners (ownership) and their trends.** Possible young breeders and other programmes promoting horse heritage and breeding of native breeds. The impact of the demographic changes). *Methodology: Data collection (breeding and breed organisations; authorities) by questionnaires, interviews, bibliographic data.*
5. **Horsemanship and welfare issues** related to horse breeding, conservation and uses of the native/local breeds. *Methodology: Data collection (breeding and breed organisations; authorities) by questionnaires, interviews, bibliographic data.*
6. **Analysing and reporting the results.** Similar issues are collected with same methodology from each country (breed, particular horse population). The results are presented in the seminars of the project. Also national symposiums (stakeholder symposiums) will be organized. Both scientific and popularized articles will be published.

**Role of participants:**

University of Molise is the partner carrying out the DNA analysis. Other partner institutes (Norwegian University College, University of West Hungary, The Natural Resources Institute Finland, Molise University, University of Lisbon, Czech University of Life Sciences Prague) are responsible for collecting the samples. All partners are taking part to tasks 2-5, concentrating, however, on some of the tasks (e.g. the Norwegian partner on 1, 3, 4, 5 and the Hungarian partner 2-4). All participants are taking part in data analysis and reporting.

<b>Work package number</b>	<b>3</b>			<b>Start Date or Starting Event</b>				<b>1</b>			
<b>Work package title</b>	<b>Horses building territorial identify and biodiversity</b> <i>Shaping a transnational European heritage of landscape</i>										
<b>Participant number</b>	<b>7</b>	<b>2</b>	<b>3</b>	<b>1</b>	<b>13</b>	<b>14</b>	<b>6</b>	<b>8</b>	12	5	9
<b>Short name of participant</b>	UM Leader	INRA	UNICAE N	UA	FMA CIISA	UTA D	LUKE	HLB	HUC	UWH	U NI W
<b>Person/Month</b>	30	2,4	1	3	15,8	7.6	6	4	6	4	5

**Objectives:**

The objectives of WP3 are finalized to the study of the role of equines in the rural development from past to future identifying the evolution of the farming systems in a general context of environment and landscape safeguard.

The role of the horse in shaping of landscapes and consequently in the identification of the territory and the relationship between cultural landscape and scenery including tourism and residential satisfaction.

The project will also be focused on identifying the evolution of the equine cultures as environmental land heritage and it will be possible to evaluate the possibility to preserve, on one side, the traditional rural socio-

cultural life and, on the other, the possibility to stimulate the relationship between urban citizen and cultural rural life through the creation of new relationship between citizens and the rural way of life in the new global scenario of intangible/tangible cultural heritage.

Historical implications of the involvement of horses on rituals are analysed in order to understand the value of this animal in a particular cultural context identifying the community construction and the relationship between innovation and tradition in different local contexts to reconsider the role that animals play in a «community of practice». Examples from different European countries will be given.

### **Description of work**

The whole group develops a strategy of research methods and an action plan for the detailed work process. Participants from each country collect data and analyse it for each location. As the group is working with a number of cases, the cases will be grouped according to themes and small groups of cases will be compared, in the earlier stage of analyses. A comprehensive comparison of findings between locations and writing of papers for publication will be carried out by the whole group.

**The concerned European sites will be:**

#### **TASKS**

- 1. Identification of the case studies, sites and related horse breeds/populations in the different countries involved: Italy, Portugal, France, Finland, Iceland, Norway, West Hungary, Poland**

The possible case studies will be:

Italy: Pentro Horse region; Maremmano Horse area (Parco dell'Uccellina); France: Camargue National Park, Henson horse and Marquenterre in North of France; Portugal: National Park of Peneda-Geres / Mountain horse and Southern plain areas / Lusitano and Sorraia; Norway: The Dombas National Park / Fjordland Region/ Fjord; The Troms Arctic Region and Lyngsdalpan park/ Nordlandhest; The Valdres region: Rondane nasjonspark and Dovrefjell Sunndalsfjella nasjonalpark (Dalehest/' mountain horse '); Iceland: Icelandic Horse; Finland: Ypäjä NATURA2000/ Finnhorses; Hungary, Hortobágy National Park; Bieszczadzki National Park, Poland (Bieszczady National Park with huculski horses in Park and around).

*Methodology. Identification of a panel stakeholders in the different countries; interview and/or questionnaires with representative of the different official stakeholders referred to the case studies (definition of the form and planning of interview; definition of the questionnaire); interview and/or questionnaires for tourists visiting these sites and involved in equestrian tourism activities centered on the suggested breeds/populations referred to the case studies (definition of the form and planning of interview; definition of the questionnaire)*

- 2. Farming systems in a general context of environment and landscape safeguard of the concerned sites and the involvement of endangered equine populations**

This task will concern: the historical evolution of the eco-management of natural areas in relation to local environmental specificities; the role of the horse in shaping of landscapes and consequently in the identification of the territory; the formulation of hypothesis of environment and landscape safeguard programs in the context of equestrian tourism activities and the involvement of endangered equine populations.

*Methodology. Bibliographic research concerning previous studies on the concerned sites; on site survey; interview and/or questionnaires with representative of the different official stakeholders; evaluation of different hypothesis concerning different safeguard programs. Analysing and reporting the results.*

- 3. Urban-rural relationships in equine-related activities, sports, leisure and tourism; equestrian knowledge as an embedded socio-cultural practice.**

This task will concern: ethnographic studies in different geo-cultural contexts; socio-cultural analysis of horse cultural heritage and practices in the European sport disciplines, tourism and traditional/rural contexts.

*Methodology. Interview and bibliographic research concerning ethnographic approach and socio-cultural evaluation referred to the link between sport disciplines, citizens coming from urban areas and integration in the rural context through the different cultural approach.*

*Analysing and reporting the results.*

<b>Work package number</b>	4				<b>Start Date or Starting Event</b>				1	
<b>Work package title</b>	<b>Horse as a component of transmission of European traditional ways of life: a sustainable living heritage?</b>									
<b>Participant n°</b>	<b>14</b>	<b>10</b>	1	12	8	13	4	2	9	5
<b>Short name of participant</b>	<b>UTAD</b> Leader	<b>FHB</b> Leader	UA	HUC	HLB	FMV CIISA	LBU	INRA	UNIW	UWH
<b>Person/months</b>	11.0	?	8	3	2	9.4	1.5	3.4		16

### Objectives

The objective of this work package is to identify equestrian European culture heritages, associating tangible (harness, equipments, handcraft) and intangible (way of life, social organization, use,...) aspects.

In this way:

- We'll question the relevance of scales of geographical areas (North, South, East, West Europe).
- We'll focus on the capacity of equestrian culture to identify but also to revitalize communities, as a possible vector of sustainable tourism (combining economic, social and environmental stakes) and sustainable development.
- We'll focus on several study cases, all around Europe, more especially in underdeveloped rural regions (under-populated, out-migration, aged), but also in cities capitalizing their equestrian culture to become a touristic attraction and/or a sustainable development tool.
- We'll analyze the current use of horses in rural and urban tasks places and characterize these old/new practices.
- We'll question the emergence of "equestrian cultural tourism destinations" in Europe, questioning the possible advent of models of sustainable development, through historical, sociological and environmental elements, and the possible inclusion of horses and horse based practices in the daily life of urban areas.

The result of this analysis will allow us to characterize the current use of horses throughout Europe in different contexts and ways of life. It will allow the analysis of the importance that horses have played and continue to play in European culture and ways of life.

This Work package will result in an extensive characterization of horse use and horse use practices in Europe and the way in which they have evolved and how they are interconnected throughout Europe.

### **Description of work**

Tasks:

#### **1. Referencing of main European equestrian tangible heritage, such as harness and equipments.**

To refer the existence of an European equestrian tangible heritage (harnesses, equipments,...), how they have been used in ancient times and how they have endured to current times, we want to identify and catalog the major harnesses and equipments in each country involved (this includes all equipment's that may have been/are used in horse usage). We will try to categorize this tangible European heritage, by period of historical time, but also identifying transnational European areas.

*Methodology: This approach consist in **collecting and analysing data**, through literature reviews, but also access to collections of museums having relevant equestrian harnesses and equipments collections, or specific internet site referencing them, such as "Le Cheval et ses patrimoines" creating by the French Ministry of Culture, or the "Diogo de Bragança Equestrian Art Library" from the Portuguese School of Equestrian Art. The objective is to determinate the geographical and temporal pinpoints that will allow the identification of different European heritages of horse*

uses and practices in Europe. **Thanks to literature and data collection review**, we'll analyse how those heritages participate to the global history and characteristics of the studied European areas.

**2. Referencing the current uses of horses in the different countries and relate these uses to traditional and/or ancient practices.**

Characterize and unravel how these practices have evolved throughout the history in the different countries in order to find parallelisms between countries/histories. To interconnect horse use, equestrian and management practices to horse types and local traditional/cultural practices. How and if the traditional, cultural practices have endured until current times or if they were lost and only vestiges are present in the tangible heritage.

*Methodology: We will **collect and analyse data**, through literature reviews, local historical descriptions. We will conduct surveys - questionnaire with the local population to know their perception of horse, as a vector of sustainable development in their community; their appropriation or not of horse culture. Can equestrian heritage can be a motor of social cohesion? Or, on the contrary, do we assist to strong objection echoing a non-appropriation of equestrian culture –seeing like an elite culture or an old fashion culture inadequate for contemporary economy?*

*These surveys will be conducted in close relation with WP3 in order to assess the influence of horse use/practices with local use of natural resources associated with horse use and/or production (pasture areas, feed production,...)*

**3. Study cases on rural areas or cities in different part of Europe, capitalizing equestrian culture/use as their local identity, but also their main touristic attraction.**

Analyse of the use of horse and equestrian culture in their county planning and their logic of development. Analyse of their capacity to work as a “touristic system”, associating accommodation, specific equestrian equipment’s, bridle paths... We’ll finally ask the possible emergence of “equestrian cultural tourism destination” in Europe. We’ll favour the international comparisons. We’ll focus on the successful and failed connection of horse and tourism in the studied regions.

*Methodology. Depth interview with different stakeholders of the study cases: mayors; touristic entrepreneurs, equestrian entrepreneurs; local, national and international equestrian federation and committee involved, NGO leaders. We’ll question their perception and action into the local construction of an “equestrian destination”. Survey: questionnaire with the tourist of those “equestrian destination” to understand their motivation and practices, associating to the combining analyse of social-demographic criteria. The questionnaire will help to identify the success and failed of the “equestrian cultural tourism destination” in Europe.*

<b>Work package number</b>	5					<b>Start Date or Starting Event</b>				1
<b>Work package title</b>	<b>From traditional to contemporary imaginaries: A European heritage transformed through leisure, youth and feminization?</b>									
<b>Participant n°</b>	1	5	2	3	11	8	13	14	4	10
<b>Short name of participant</b>	UA Leader	UWH	INRA	UNI CAEN	CUP	HLB	FMV-CIISA	UTAD	LBU	FHB
<b>Person/months</b>	30	23	4	18	17	2	7	6	2	4

**Objectives**

The work package will focus on determining the existence of a centuries-old European heritage of representations, myths and symbols of horse, that we call “imaginaries”. We will question how and to what extent, this equestrian imaginaries heritage can contribute to the construction and the diffusion of a European collective memories.

In this context :

- We will question the relevance of scales and transnational areas, putting emphasis on Western/ Central and Eastern Europe, but also Northern/Southern European societies. In the recent period, we will study the impacts of the XXth century political division of Europe, during and after Cold War, on equestrian symbols and representations, whereas sport and war horse has been denied in communist countries for been perceived as metonymies of upper class.
- We will analyse the influence of classical –paintings, books, sculpture- and popular arts -photo, cinema and TV movies- as a motor but also an echo of the transformation of the imaginaries of horse, since its progressive integration into the advent of society of leisure.
- We will call out the influence of gender into the redefinition of horse, wondering the importance of women as public, as rider, but also as author or painter into this re-codification starting in the XIXth c (e.g. Anna Sewell, 1877, *Black Beauty*).
- We will question the influence of age into the redefinition of horse, with the integration of horse into the emerging children literature (since at the end of the XIXth century)
- We will question the relevance of social profiles in the determination and appropriation of the imaginaries of horse nowadays, but also the role of the different sector policies (educational, sport, tourism) in the evolution of those representations (such as creating image of horse).

The result of this analysis will allow us to question the concept of “heritage”, including conservation and diffusion which imply adaptation, through the complex case of equestrian imaginaries, based on century-old tradition and deeply upsetting by recent history.

At last, this work package will provide an important data collection of pieces of arts.

## Description of work

Tasks:

### **4. Identification of Ancient European Heritages of representations, symbols and myths of horse until the Industrial Revolution**

To answer the existence of a European heritages of representations, symbols and myths of horse in ancient time (Antiquity until the Industrial Revolution), we want to identify the majors art works in each countries involved (painting, sculpture, literature).

*Methodology: This approach consist in **collecting and analysing data**, through literature reviews, but also access to collections of museums having relevant equestrian arts, or specific internet site referencing them, such as “Le Cheval et ses patrimoines” creating by the French Ministry of Culture. The objective is to determinate the geographical and temporal scorers that allow to identify the different European heritages of horse imaginaries cohabiting in Europe. **Thanks to literature review**, we’ll analyse how those heritages echo and participate to the more global history and characteristics of the studied European areas.*

### **5. Study of the assertion of new horse representations into the geopolitical division of Europe in the XXth century : Horse in the Western capitalist societies versus horse in the Eastern communist societies**

We’ll divide the analyse of the evolution of horse representation heritage in two times :

-1918-1945: We’ll study the evolution of horse imaginaries into the double context of women emancipation and the development of popular arts –cinema, comics- especially for children. We’ll analyse their influence into the re-codification of horse as a subject of love and object of transgression but also an “alter ego” through a strong anthropomorphism, coming from America and how it influences western and Eastern European representations. We’ll question the resilience of European imaginaries of horse.

-1945- end of the 1990’: We’ll focus on the evolution of those representations and symbols into the geopolitical context of the division of Europe, with the construction of the “*Iron Curtain*” after World War II.

*Methodology: We’ll study the evolution of horse representations, symbols and legends in the XXth century, through the **collection of data, focusing on major arts** (painting, literature, sculpture), but also **popular arts** (children literature, movies, TV films, comics...), combined with **literature review** from the different countries involved.*



**6. Analyse of the XXIth century stakes: do the new European heritages of horse representations, symbols and myths threaten the Ancients?**

Whereas Eastern countries are rediscovering their horse heritages after the fall of the communist block, the western European countries question themselves about losing their traditional heritage with the triumph of new equestrian culture dominated by women, children and affective relations. We will analyse if this evolution threatens or contributes to regenerate the European imaginaries equestrian culture, by syncretism (between tradition and new models), that allows their sustainability.

*Methodology. We'll collect and analyse the contemporary representations, symbols and legends of horse, through the referencing of the equestrian work arts, especially popular (children literature, movies, TV movies, teens-series, cartoons, comics...). We'll identify the nowadays main symbols, representations and myths of horse, questioning the relevance of scales, echoing transnational cultural areas (Northern, Southern, Eastern, Western Europe.*

*We'll study the influence of those representations on the practices, thanks to a questionnaire administrated to riders into the countries involved. The questionnaire will be common with WP7, to combine questions about representations and equestrian practices to analyse their inter-influence. The question of gender, but also age and socio-professional categories will be challenged.*

*We'll focus also on study cases, to analyze through interpretative interviews and focus group, the perception of the evolution of the equestrian horse heritage by stakeholders – a threat for tradition heritage?- such as representatives of : traditional European riding schools (Cadre Noir de Saumur; School of Jerez...); equestrian institutions and museums (Royal German Museum, Museum of the Castle of Saumur...) but also representatives of equestrian medias (magazine L'Épéron, General Director of Equidia...). Some of the interviews, more especially with the representatives with traditional riding schools, will be done together with WP5.*

<b>Work package number</b>	6	<b>Start Date or Starting Event</b>					1
<b>Work package title</b>	<b>From traditional to contemporary riding practices: A European heritage transformed through leisure, youth and feminization?</b>						
<b>Participant number</b>	4	1	2	5	9	12	14
<b>Short name of participant</b>	LBU Leader	UA	INRA	UWH	UNIW	HUC	UTAD
<b>Person/months per participant:</b>	33	8	2		23	17	8

**Objectives**

This work package will consider some of the contemporary manifestations of equestrianism (shift from work to sport/leisure; feminisation; popularity with young people) and address the following research questions:

1. Are patterns of feminisation and youth consistent across Europe?
  - a. How has this evolution changed the European tradition of equitation?
2. What is the role of events/competitions in transmitting a European heritage through equestrianism?

- a. Do equestrian events contribute to European identity by bringing together practitioners and enthusiasts in a common culture?
  - b. What is the relationship between national teams and national identity, on the one hand, and wider European identity, on the other?
3. Is the feminization of equestrianism reflected in organizations, investment and achievement?
- a. What is the effect of feminization and increased involvement of young people on equestrianism as social capital?

**Description of work** (where appropriate, broken down into tasks), lead partner and role of participants

Tasks:

- Literature review: encompassing gender, sport and leisure; feminisation processes and patterns; gender and equestrianism; youth, sport and leisure; human-horse relations and equestrianism.
  - Desk research: statistical information on participation in equestrian sports, attendance at events, membership of equestrian organisations and involvement in tourism and riding schools. Lead partner, supported by other participants.
- European survey: Distributed across all partner countries. Purpose: to address research question 1.
  - Development of survey. Lead partner, supported by other participants.
  - Distribution. All partners in the project.
  - Statistical analysis. Lead partner, supported by other participants.
- Case studies in UK, France, Iceland and Hungary. Interviews with representatives of organising bodies for equestrian sport and leisure, and youth riding, plus adult riders and junior riders (under 18). Purpose: to explore in more detail the experiences of male and female riders of different ages, and address research questions 1a, 2a, 3 and 3a. Conducted by partners in UK, France, Iceland and Hungary.
  - Background research (literature review on horse cultures in question)
  - Development of interview schedules
  - Conduct of interviews
  - Analysis (transcription, translation where appropriate, analysis via NVivo)
- European equestrian events: Ethnographic analysis of European championships (senior and junior) in dressage, show jumping and eventing (the three core equestrian sports). The championships of the Icelandic horse will be used for comparison as they represent a breed and horse culture which is originally national but increasingly glocalised. Visitor survey; survey of participants; interviews with organisers; analysis of associated marketing and materials; observation at events. Purpose: to address research questions 2, 2a and 2b. Conducted by partners in UK and Iceland.
  - Background research (literature review on these events, events and national/regional identity, processes of Europeanization)
  - Development of survey instruments, interview guide and observation guide
  - Fieldwork: conducted at one Senior European Championships, one Junior/Young Rider European Championships, and one Icelandic horse championships.
  - Analysis (transcription, translation where appropriate, analysis via NVivo)

<b>Work package number</b>	7					<b>Start Date or Starting Event</b>	Month 1							
<b>Work package title</b>	<b>Dissemination and communication</b>													
<b>Participant n°</b>	<b>1</b>	2	3	4	5	6	7	8	9	10	11	12	13	14
<b>Short name of participant</b>	UA leader	INRA	UCBN	LBU	UWH	LUKE	MU	HLB	UW	FHB	CULS	HUC	FMV - UL	UTAD
<b>Person/months</b>	13	2	2	2	2	2	2	2	2	2	2	2	2	2

### **Objectives**

- To ensure the communication at the beginning and during the project to be sure the project is well known by both academic and civil society stakeholders
- To ensure the communication of the results of the project
- To be sure that the results of the research will be used by the different scientific and economic stakeholders

### **Description of work**

Task 1. Creation of website of the project in free access

Task 2. To ensure the diffusion of the results

Task 3. To manage the organization of the communication events, scientific and general audience meetings, using the end users expectations

## 5) **Deliverables**

### **Deliverables Work Package 1:**

- D1.1: Plan of activities for the project (M1)
- D1.2: The text of reference for taking decision (drafting the first version of the Consortium agreement thanks to the expertise of the expert group “Société d’accélération du transfert de technologies Grand Ouest - SATT GO”) (M1)
- D1.3: Intermediate financial reports and periodic financial (M12,M18,,M24, 36)
- D1.4: Periodic scientific reports of the project (M18, 36)
- D1.5: Final report (M36)

### **Work Package 2:**

- D2.1. Data and knowledge on breed diversity; degree of genetic similarity and relationships; genetic history of breeds (months 12-18)
- D2.2. Identification of genes/genomes responsible for the adaptation to different environments (month 30)
- D2.3. Knowledge on the status of the native breeds; changes in the native horse populations; impacts of certain breeds (month 12)
- D2.4. Knowledge on impact of horses on local cultural heritage and events (months 12-24)
- D2.5. Updated demographic data concerning horse breeding (month 30)

- D2.6. Increased networking of stakeholders (esp. breed organisations) (months 24-36)
- D2.7. Improved knowledge on the need of protection of the breeds to policy makers, breeding associations and other stakeholders (months 30-36)
- D2.8. Seminars (months 24 and 30)
- D2.9. Publications (scientific, popular) on the topics/issues of the tasks of the WP (months 30-36)

### **Work Package 3:**

- D3.1. State of the art, thanks to contacts with relevant stakeholders, with tourists, breeders, etc. concerning historical evolution of the eco-management of natural areas (month of delivery 12)
- D3.2. Knowledge of local environmental specificities (month of delivery 12-18)
- D3.3. Involvement of equestrian tourism activities (month of delivery 12-18)
- D3.4 Knowledge of traditional and new practices of horse riding in different geo-cultural contexts (month of delivery 18-24)
- D3.5 Innovation and development strategy in the context of the safeguard of rural areas (month of delivery 18-24)
- D3.6 Hypothesis of environment and landscape safeguard programs in the context of equestrian tourism activities and the involvement of endangered equine populations; establish programs to stimulate the relationship between urban citizen and cultural rural life (month of delivery 24-30).
- D3.7 *Impact* of national and regional socio-cultural asset in the new global scenario of intangible/tangible land heritage in horse riding practice; environmental and socially important impacts (month of delivery 30-36).
- D3.8 Seminars (12, 30)
- D3.9 Publications (scientific, popular) (18, 24,36)

### **Work Package 4:**

- D.4.1. Interne referencing of European tangible cultural heritage (harness, equipment's) accessible to divers publics, report to the scientific community, policy makers, tourism and equestrian sectors on each of these cases – fact sheets (months 12, 24, 36)
- D.4.2. Scientific publications in peer reviewed media on tangible and intangible equestrian cultural heritage, as possible vector of sustainable tourism destination, sustainable development trough comparing transnational areas. (months 12, 24, 36)
- D.4.3 Scientific articles about tangible and intangible equestrian cultural heritage, as possible vector of sustainable tourism destination, sustainable development trough comparing transnational areas. (month 12, 24, 36)
- D.4.4. Creation of guidebooks for policy makers, tourism and equestrian sectors with guidelines of good practices and models of sustainable development, for European Equestrian cultural tourism destination, associating economic, social and environmental stakes: A) Good practices about “models” of sustainable equestrian tourism destination, for enterprises of tourism sector, equestrian sectors, communities and institutions. (month 36); B) Horses: a cultural sustainable work force? (month 36)
- D.4.5. Organization of International conferences/seminars for academics, institutional, students and professionals of equestrian sector, but also for museum about tangible and intangible equestrian heritage, as possible agent of sustainable development and/or tourism destination –force, limits, ambiguities, conflicts. (months 12, 24).

### **Work Package 5:**

- D.5.1. Articles about the ancient existence of a European heritages of Horse, enlightening transnational geographical and cultural areas (months 12, 24, 36)

- D.5.2. Articles about the contemporary situation, upsetting centuries of representations and symbols of horse, with the industrial revolution and the progressive entry of horse into the urban society of leisure, giving eventually new place to women, children and teenager (months 12, 24, 36)
- D.5.3. Articles about the XXth century division of European heritages of horse imaginaries, echoing the split between Western liberal societies and Eastern communist societies, toward nowadays stakes and situation –heritage rediscovered, threatened or revitalized by syncretism? (month 12, 24, 36)
- D.5.4. A scientific book and a more general public book about the European Heritage of Horses imaginaries, influenced and influencing the global history and identity of Europe, dividing into transnational geographical and cultural areas, and upsetting by violent events of the XXth century till the nowadays stakes (month 36)
- D.5.5. Organization of international seminars for academics, institutional, students and professionals from equestrian and culture sectors, about the subjects, in different countries involved (months 12, 24)

### **Work Package 6:**

- D.6.1 - Mapping of participation and segmentation in equestrian activities across Europe and comparison by age and gender (months 11-13)
- D.6.2 – Journal article on the feminization of equestrianism across Europe (months 28-32)
- D.6.3 – Journal article on the participation of European youth in equestrian sports (months 23-27)
- D.6.4 – Journal article on comparison of experiences of men and women across different European countries, similarities and differences (months 32-36)
- D.6.5 – Journal article on the role of equestrian events in Europeanization (months 30-34)
- D.6.6 – Symposium focusing on demographics of equestrianism (month 18; to be held in partner country e.g. Hungary)
- D.6.7 – Symposium on the role of events in European equestrianism (month 28; to be held in Iceland or UK)

### **Work Package 7:**

- D7.1: Kick-Off Meeting (M1)
- D7.2: Implementation of a public/private website (M2)
- D7.3: creation of goodies and tools for communication to the general audience
- D7.4: Consortium meeting workshop on dissemination (M12, 24, 36)
- D7.5: Roadmap on a Horse living lab Centre (M24)

## **3.2 Management structure and procedures**

### **3.2 Management structure and procedures**

#### **3.2.1 Overall structure and procedures**

The Horse EU Heritage project represents an ambitious collaborative and interdisciplinary project that brings together researchers from different nationalities and a range of disciplines. As a result the main challenges of the project management structure will be the following:

- To ensure the overall coherence of the project objectives and avoid dispersion;
- To ensure integration and complementarity of the different approaches and methods involved by making best use of all relevant skills, expertise and resources of the different participants;
- To ensure a productive synthesis of all research efforts and results.

As such a management structure has been designed for Horse EU Heritage to allow smooth coordination and high.

The consortium partners will sign a **consortium agreement** (see also deliverable 1 in WP1) as soon as the project will be accepted, which shall regulate relations between the partners and detail their respective rights and obligations arising from their participation in the project. This consortium agreement will be drafted by an expert cabinet contracted by the University of Angers for all collaborative research contract (SATT Ouest Valorisation).

The consortium agreement will also inform all partners in detail about the contract with the European Commission. It will also represent a commitment made by all members to the agreed deadlines for reporting and progress measurement and define the responsibilities of the coordinating institutions and the project manager.

**The Project Coordination Team (PCT)** is composed of the scientific coordinator, a dedicated recruited Project Manager (PM) supported by the European Research Service (ERS) of LUNAM located at UA. ERS will also support the Project Coordinator (PC) and the Executive Committee (ExC).

**The Executive Committee (ExC)** will be in charge of taking decision within the consortium and is composed of the Coordinator and the Work Package leaders. It will be coordinated by the PCT.

The workload is distributed to six R&D work packages (WPs). A relatively small number of research WPs has been selected to facilitate a high degree of interaction between the participants. In addition, there will be two transversal WPs for the appropriate involvement of all Partners in Project management, and in dissemination and communication of the results. Each WP will be led by a WP leader, so that scientific issues within WPs are decentralized from the general coordination.

### 3.2.2 Detailed description of roles

**Project Coordinator (PC).** The PC, Dr Sylvine Pickel Chevalier, is the official representative of the project and as intermediary between the consortium and the European Commission. She will take the overall responsibility for the project, manage the scientific direction and progress, and will implement the decisions taken by the ExC. All information related to the project shall be transmitted to the European Commission through the PC, with the exceptions foreseen in the contract.

**The Project Coordination Team (PCT).** The PCT will support the PC in the day-to-day operational management of the project and will be headed by the Project Manager (PM). The PM will work as a ‘facilitator’ for any issue that may arise in the project, such as making sure that there is a good coordination of the activities planned, identifying specific sources of advice and information, organising communication with stakeholders and the Scientific Advisory Board (SAB), promoting dissemination, collecting results and help preparing and judging progress reports. The PM will facilitate communication and will ensure rapid resolution of any consortium queries, thereby bridging the gap between the management and the scientists. In addition, UA has a dedicated European Research Service (ERS), with track record for the management of EU projects.

**The Executive Committee (ExC).** The ExC will effect strategic decisions concerning all scientific and financial aspects of the project including the detailed work programme and scientific controlling. It will be headed by the PC and is composed of the coordinator and the Work Package leaders.

The ExC will hold meetings every two months via telephone- or video-conferencing. The ExC will be entrusted with the governance of the project. In particular, the ExC will have the authority to decide on strategic changes in the scientific direction or aims of the project. For making these decisions, the ExC will take into account the recommendations from the Scientific Advisory Board (SAB). Such major decisions of the ExC must be ratified by the General Assembly before they can take effect and will be discussed with the EU Project Officer where appropriate. Once ratified, the recommendations will be implemented by the PC, with the help of the WP leaders. Project Partners will consortium

**General Assembly (GeA)** is composed of every beneficiary of the project. Its main role is to ratify the decisions of the ExC, respecting proposals with 60% majority vote (standard is 2/3 in the DESCAs agreement), with one vote per Partner.

**Scientific Advisory Board (SAB).** The SAB will comprise 5 external experts who will critically monitor the progress and overall performance of the project. The SAB members are selected to provide expertise and knowledge of all potential aspects of Horse EU Heritage outcome, including : la reconnaissance d'un patrimoine européen du cheval ; avoir une meilleure connaissance de l'évolution des besoins des pratiquants (cavaliers, touristes, acteurs locaux) ; contribuer à la revalorisation touristique et culturelle du patrimoine équin, favorisant le développement des territoires et la cohésion sociale –mise en réseau des acteurs.

As such, Horse EU Heritage partners will ask different leaders to be a member of the SAB :

- Associate Professor Miriam Adelman, associate professor of sociology at the Federal University of Paraná (UFPR), in Curitiba, Paraná, Brazil, specialized in equestrian culture and gender.
- Professor Nicoles Vaugeois, specialized in sustainable development tourism and equestrian tourism, BC Regional Innovation Chair in Tourism and Sustainable Rural Development, Vancouver Island University
- Dr Dezső Kovács, agro-economist, specialised in rural tourism and cultural heritage in Hungary.
- Professor Pauliina Raento from University of Helsinki, Geographer, specialized in popular geographies of Culture and Leisure.
- Kenneth Shapiro, director of 'Animal and Society' review, American
- Gala Argent, researcher expert in History of horse domestication and practices from Richmond University
- Olivier Lazzarotti, Professor of Geography, specialism in Tourism, culture and heritage, Director the research program: « *Habiter, processus identitaires, processus sociaux* », University of Picardie-Jules-Verne.

The SAB members will give independent advice to the project, participate in risk assessment, and foster active continuous communication and exchange of best practice. The SAB will be invited to all Annual Project Meetings, but may participate in WP meetings too. Yearly meetings of the SAB with the ExC will pursue the important role of self-assessment of the network during the Annual Project Meetings of the consortium.

**Civil Society advisory Board (CiSAB).** The CiSAB will comprise key stakeholders of the equestrian world and from the cultural heritage world. The CiSAB members are selected to advise the consortium in the actions to lead to maximize the impact of the project for all European citizens through various means of large dissemination. The CiSAB will be invited to

all Annual Project Meetings, and will have a key role of disseminator during the kick off meeting and the final conference.

- Pascal Lièvaux, Head of French Ministry of Culture. General Director of Heritage Policies. Creator of the program “Horse and Heritage” of the ministry.
- Pascal Marry, coordinator of research program of the French Equestrian Federation
- Jean-Louis Gouraud, editor, specialist of equestrian culture in the world. Editor of three collections about horse and culture. Author of numerous books.
- Andrzej Ruta, president of equestrian section of PTTK (Polish Tourism and Sightseeing Society),
- Professor Péter Sótonyi, vice-president of the Hungarian Equestrian Federation.
- Dr. Teresa Abrantes, Director of the Portuguese School of Equestrian Art
- Dr Patrice Franchet d’Esperey, ex-Ecuyer of the Cadre Noir of Saumur, ex-coordinator of center of Documentation, specialized in history of European classical schools.

### 3.2.3 Recruitment strategy within the consortium

Horse EU Heritage consortium gathers in total 14 partners from 11 different member States and Associated Countries of Horizon 2020. In the Horse EU Heritage project, a significant amount of recruitments will occur. As a consequence, while designing the project, members of the consortium agreed to follow the mobility rules of the European Commission to give the opportunity to other brilliant candidates to work within the Horse EU Heritage project. Each recruitment will follow a two-step procedure, going through a local jury first, and to be validated by recruitment committee composed of team leader partners, ensuring in this manner – as far as possible - a homogenous quality (both intellectual and practical) of the ESR recruited, facilitating an expedite progress of the project. The quality of Post-doctoral Researchers, mobility, and potential to interact with the civil society will be a central part of this international consortium. Every recruited researcher will be mentored by a confirmed scientist from a different partner. Attention will be taken for a gender balance in the selection of the Post-doctoral research assistants.

### 3.3 Consortium as a whole:

In order to answer our ambitious project, we have created an efficient international and interdisciplinary consortium, composed of researchers working in Sciences and Human Sciences coming from 11 countries, representing the diversities of the European areas. By so, the consortium has been created in order to benefit from:

- **An appropriate size that** fit with a medium size project. With 14 partners spread into 8 work packages, we manage to stay easily manageable and in the same time large and diverse enough to cover relevant European areas to allow significant comparative approach.
- **An assortment of geographical origins.** Questioning the “European identity” imply to cover divers geographical but more over cultural areas. That’s the reason why the force of the consortium is to be composed of researchers from Northern countries (Island, Finland, Norway), Southern countries (Portugal, Italy), but also Western countries (France, United Kingdom, Germany) and Central and Eastern countries (Poland, Hungary, Czech Republic). The consortium proposes also a well-balanced representation of small and big countries, according to their population.
- **A diversity of expertise.** One of the asset of the consortium is to propose a complementary approach thank to the cross analyze of 28 researchers coming from



Sciences -with 3 researchers in Genetics, 5 in Animal Sciences, 3 in Environmental Sciences and Agronomy- and Human Sciences -with 3 in Geography, 2 in Sociology, 1 in Anthropology, 3 in Languages and Civilization, 3 in Economics, 3 in Management, 2 in Marketing.

- **A common specialization and center of interest.** Besides their different geographical origins and scientific fields, all the researchers of the consortium share a deep common center of interest about horses, as an emergent societal stakes and more especially a European Heritage. They all published several articles into the equestrian field, and participated or created international scientific conferences about it –such as EAAP conferences, Equimeeting Tourisme, Equimeeting Infrastructure, etc...- They are all also riders and lots of them are owners of horse. This particularity give them the opportunity to entrain relations with the equestrian industry and a better possibility to communicate with them.
- **A diversity of structures of research and the support of institutions of equestrian and culture field.** The consortium testify of open-mindedness allow by the collaboration between several kind of partners, such as universities, but also institute of researchers such as INRA and LUKE, but also museum. The consortium is also in deep relationship with equestrian institutions (federations in different countries) but also of culture, such as the French Ministry of Culture.
- **A gender and age balance.** The consortium benefit from a well-balanced equilibrium between gender, with 60% of women researchers (17) and 40% of men researchers (11). The dominance of women is representative of the new women hegemony of equestrian activities in Europe and Western countries. Besides, the consortium present also a mixing of older and younger researchers, professors, associated professors and researchers.

At last, the consortium can be identify, as a “whole”, because it is based on solid relations between all the members that will be fundamental to the success of the project. They have published or communicated together at several occasions. They also met in preparatory seminars at several occasions to prepare the project. All of them are involved in several work packages in order to guaranty the efficient of the collaborative work of the project. Those researchers share indeed the same enthusiasm to work together about the emergence societal object, about horse and communicate almost every day about its preparation via internet, phone, conference calls... They testify of the open mindedness and of a desire to share, which is an absolute necessity to answer the problematic of the Horse as an agent of European Heritage Transmission and Europeanization in all the diversity of its stakes.

### 3.4 Resources to be committed.

- a table showing number of person/months required (table 3.4a)
- a table showing ‘other direct costs’ (table 3.4b) for participants where those costs exceed 15% of the personnel costs (according to the budget table in section 3 of the administrative proposal forms)

Table 3.2a: List of milestones

Milestone number	Milestone name	Related work package(s)	Estimated date	Means of verification

**KEY**

**Estimated date**

*Measured in months from the project start date (month 1)*

**Means of verification**

*Show how you will confirm that the milestone has been attained. Refer to indicators if appropriate. For example: a laboratory prototype that is 'up and running'; software released and validated by a user group; field survey complete and data quality validated.*

**Table 3.2b: Critical risks for implementation**

Description of risk	Work package(s) involved	Proposed risk-mitigation measures
Possible problems with involvement of stakeholders, especially small breeding associations	2	Partners' national contacts are used to minimize this risk
Lack of secondary data on individual cases.	3	Solutions will be linked to the kind of questionnaires and to the ability in the approach with stakeholders, tourists, citizens, etc
We can't study all the harnesses and equipment's used in all types of horse use in all the European countries involved.  We may encounter difficulty in obtaining a representative and efficient survey accomplished similarly in all countries.	4	We'll minimize the risk by focusing on the most relevant ones that are associated with the traditional ways and uses of horses, for each country and period.  We'll minimize the risk by try and associate with WP3 questionnaires and/or surveys that may address interconnecting issues, ensuring in this way a more participate and similar response throughout all the partners.

<p>We can't study all the art works showing horses in all the European countries involved.</p> <p>We can have difficulty to obtain a representative and efficient survey realised in all countries.</p> <p>The interviews with stakeholders can't be made in all the countries, since all the partners are not entirely involved into the WP5.</p>	<p>5</p>	<p>We'll minimize the risk by focusing on the most relevant ones, for each country and period.</p> <p>We'll minimize the risk by associating the quantitative questionnaire about imaginaries (WP5) and practices (WP6), to maximum the number of answers and facilitate the study of inter-relation between equestrian representations and practices.</p> <p>We'll focus only on study cases, especially relevant for the deep involvement of actors into equestrian culture</p>
<p>Problems with access/involvement of key stakeholders.</p> <p>Cancellation of events due to animal health concerns.</p>	<p>6</p>	<p>This risk is minimized due to existing contacts and networks of the research team.</p> <p>This risk is low due to high standards of animal health and quarantine in Europe and the long history of these events which means organizers are experienced in handling potential issues.</p>

**Table 3.4a: Summary of staff effort**

	WPn	WPn+1	WPn+2	Total Person/ Months per Participant
<b>Participant Number/Short Name</b>				
<b>ParticipantNumber/ Short Name</b>				
<b>Participant Number/ Short Name</b>				
<b>Total Person/Months</b>				

**Table 3.4b: ‘Other direct cost’ items (travel, equipment, other goods and services, large research infrastructure)**

As indicated in the guidelines, only partners where other direct costs exceed 15% of the amount of personnel costs are described in the following tables. As the consortium wishes to control total cost, it has been planned to ask mainly for operational costs and recruited researchers. Permanent staff are mostly already financed by their own institution, that is why almost every budget does not have high personnel costs with a EU contribution request. Those who asks for EU contribution for permanent staff will fill in timesheets for justification.

Participant 1 / UA	Cost (€)	Justification
<b>Travel</b>	18 000	Participation of 3 permanent researchers, one post doc and one phd student in partners seminar (13 000) and travels of invited experts of CAB and CiCAB (5 000)
<b>Other goods and services</b>	78 000	publications [article, traduction,books] (13500e), kick off meeting organization (10 000e), seminars organization (8 000e), website creation and updates (10 000e), final conference organization (22 000e), surveys (12 000e, books and bibliography (3 500e)
<b>Total</b>	96 000	

Participant 2 / INRA	Cost (€)	Justification
<b>Travel</b>	31 000	Meetings and conferences (11 000), surveys and field studies (20 000)
<b>Other goods and services</b>	4600	Conferences subscription (2000), printing (2000), books (600)
<b>Total</b>	35 600	

Participant 3 / UCBN	Cost (€)	Justification
<b>Travel</b>	25 000	Meetings and conferences (10 000), surveys and field studies (15 000)
<b>Other goods and services</b>	10 000	Conferences subscription (3000), phd materials (2000) books (2000), publication (3000)

<b>Total</b>	35 000	
--------------	--------	--

<b>Participant 4 / LBU</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	14 300	National travel costs (6000), international travel for field studies (3200) , partner meetings (5100)
<b>Other goods and services</b>	15 900	Transcription costs (9500), dissemination costs (4400), registration fees (2000)
<b>Total</b>	30 200	

<b>Participant Number/Short Name</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	26 000	Consortium meetings (10000), Research fields and conferences (16 000)
<b>Equipment</b>	3 000	Biologic analysis (3000)
<b>Other goods and services</b>	75 500	Analysis device [lab small furniture, molecules and reagents] (60 000), survey (8 000), Final conference participation (2500), publication (2 000), seminar organization (2 000), participation in partner seminars (1 000)
<b>Total</b>	104 500	

<b>Participant 9 / UW</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	15 000	Meetings and conferences (10 000), surveys and field studies (5000)
<b>Other goods and services</b>	13 000	Conferences subscription (5000), phd materials (2000) books (3000), publication (3000)
<b>Total</b>	28 000	

<b>Participant 10 / FHB</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	18100	National travel costs (3 000), International travel cost for research studies (8000), consortium meetings (7100)
<b>Other goods and services</b>	43 000	Conferences participation (13000),office devises (2000), publication (3000), bibliography (7 000), transcription costs (18 000)
<b>Total</b>	60100	

<b>Participant 11 / CULS</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	6000	International travel cost for research studies (3000), consortium meetings (3000),
<b>Other goods and services</b>	3600	Conferences participation (3000),office devises and books(600)
<b>Total</b>	9600	

<b>Participant 12 / HUL</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	17 500	Kick off meeting (4800), final conference (5200), partners seminars (7 500),
<b>Other goods and services</b>	21 300	Surveys (11 000), books (2000), Conferences participation (4000),office devises (2 000) , publication (2300)
<b>Total</b>	38 800	

<b>Participant 13 / FMV UL</b>	<b>Cost (€)</b>	<b>Justification</b>

<b>Travel</b>	17 000	Kick off meeting (2500), final conference (2500), partners seminars (12 000),
<b>Other goods and services</b>	27400	Conferences participation (3000),office devises (400) and books (1 000), international conference organization (11 000), surveys (12 000)
<b>Total</b>	44 400	

<b>Participant 14 / UTAD</b>	<b>Cost (€)</b>	<b>Justification</b>
<b>Travel</b>	26 500	Kick off meeting (4 000), final conference (4000), partners seminars (18 500),
<b>Other goods and services</b>	24 500	Conferences participation (3000),office devises (500) and books (1 000), international conference organization (4 000), surveys (14 000), publication (2000)
<b>Total</b>	51 000	