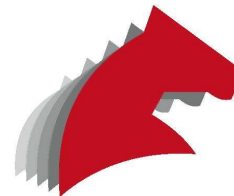


61st annual meeting of the EAAP, Heraklion, Greece, 23-26 august 2010
SESSION 42 – Theatre 7



Resources center for work in the french horse industry : Equi-ressources®



équi-ressources
PÔLE DE COMPÉTITIVITÉ FILIÈRE ÉQUINE

Sylvie DOARÉ, Gaëtan MAHON, French national studs, Institut français du cheval et de l'équitation, équi-ressources, le Tournebride, 61310 le Pin-au-Haras, France, sylvie.doare@ifce.fr

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FRANCE :

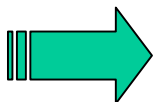
- 70 000 people are working in France for the horse industry.
- well developed educational system, covering the entire territory,

But ...

Employers have difficulties to find employees.

Young people have problems to find informations to help them to find their way in the horse industry

For people looking for a new job it is not easy to find informations about offers



The goals of équi-ressources ® are ...

- **to link demand and offer in job and internship's matter**
- **to give information to the public about trades, diplomas and vocational courses.**

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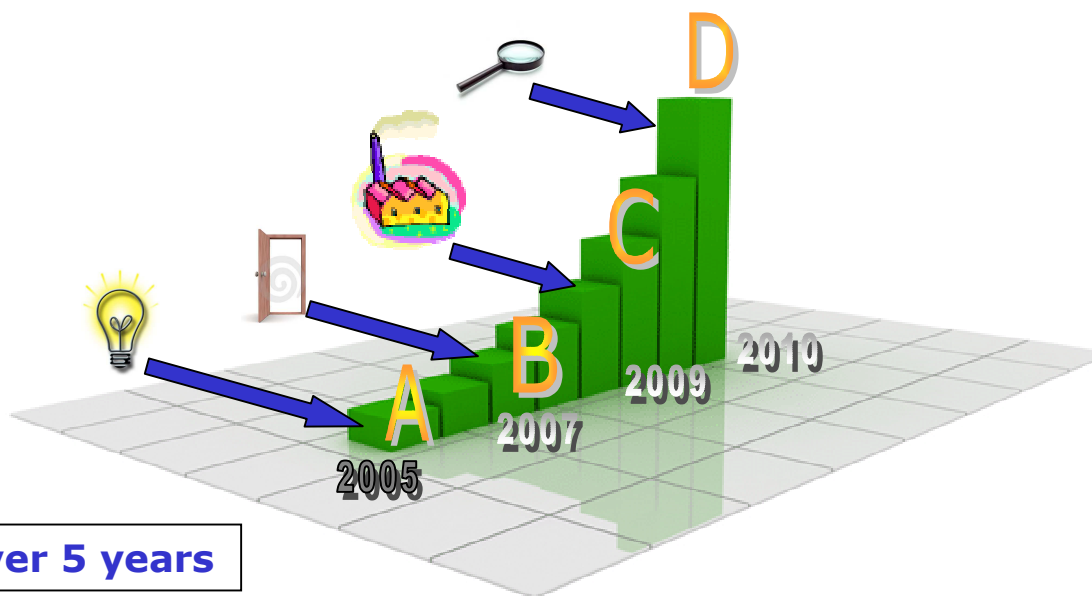
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National Job and internship center
Information desk for trades and vocational courses



Project's evolution over 5 years

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2005 : A good idea and the right context ...

- Birth of the French Horse industry economic cluster to enhance the link between industry/education/research



Employment is one problem



First stage : Nov 05 – April 07

© Partnership between public and private organizations :

- Horse industry cluster (Association)
- National Job Agency
- Local Councils of Normandy
- French national Stud = pilot



© Financial points : Public partners and E.U. (Social Funds)

© Practical and Technical points : What ? Who ? What for ? How ? Where ?

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Balance : Nov 05 – April 07

- © 320 000 € of budget (50 % from E.U.) founded
- © a national area
- © all sectors of the horse industry and wide range of qualifications (from stable jobs to stud manager) can be served,
- © free informations, advices and actions to bring offers nearer to demands
- © an evolutive website : www.equiressources.fr
- © recruitment of 1 manager (French National Stud) and 2 advisors (1 Job Agency and 1 Cluster)
- © head in Normandy and office in the « Haras national du Pin »
- © guided by a comitee of partners (institutions and professionals)
- © large communication about the goals of the project




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May 2007



September 2007

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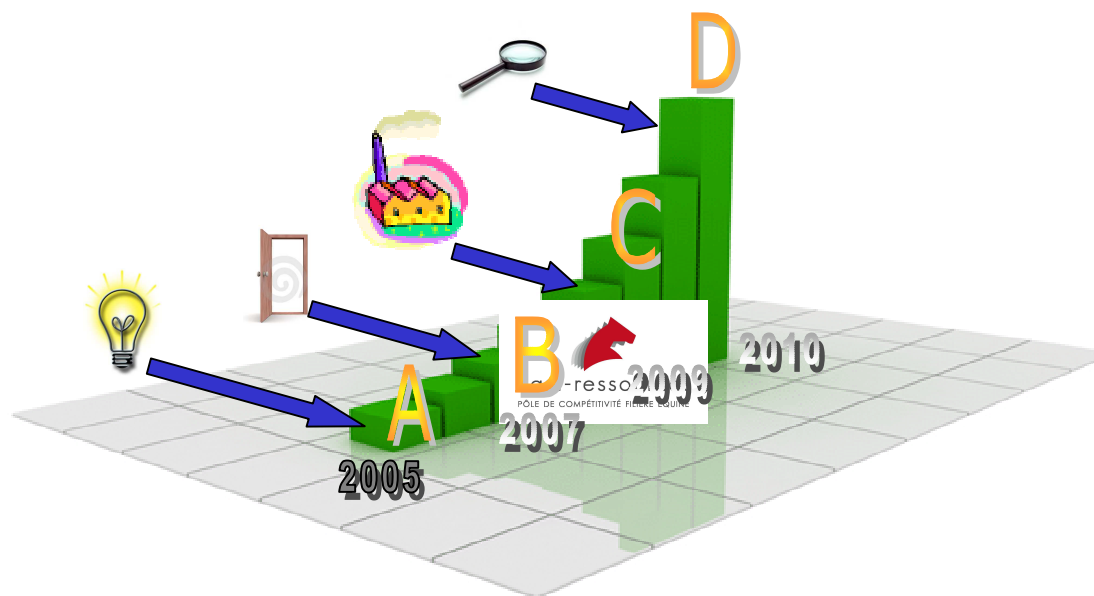


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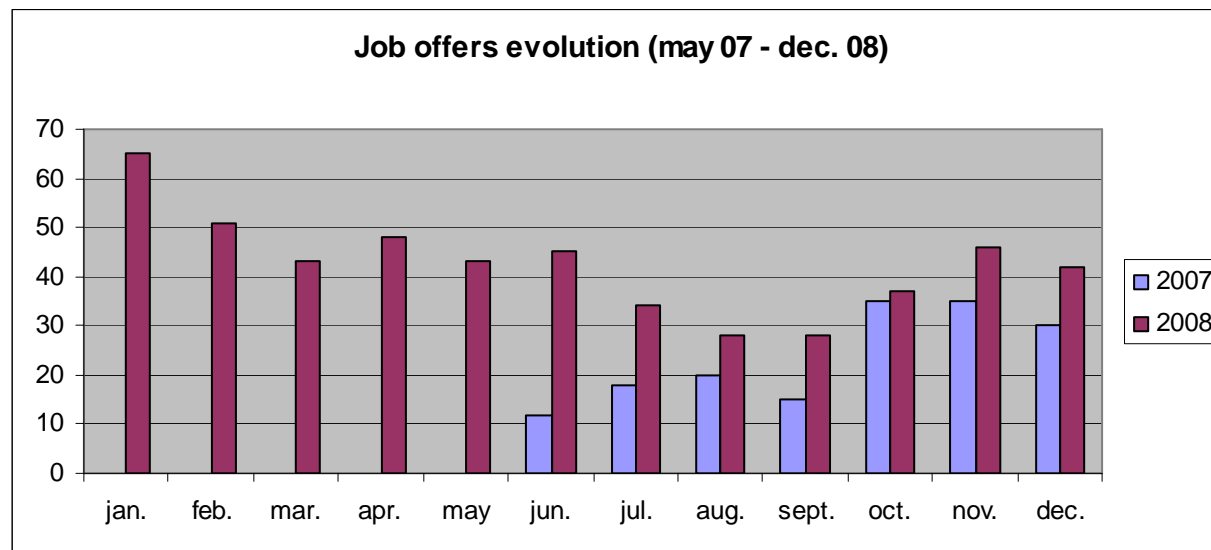
B

Second stage : May 07 – Dec. 08

- © Experimental stage
- © First results



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Second stage : May 07 – Dec. 08

© 2007 : 165 offers (for 7 months),

© 2008 : 510 offers,

© 60 % of offers in races' sector but all sectors served

© 40 % of offers out of Normandy

According to these result the comitee decided to follow the development of the service

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C

Third stage : Jan. 09 – Jun. 10

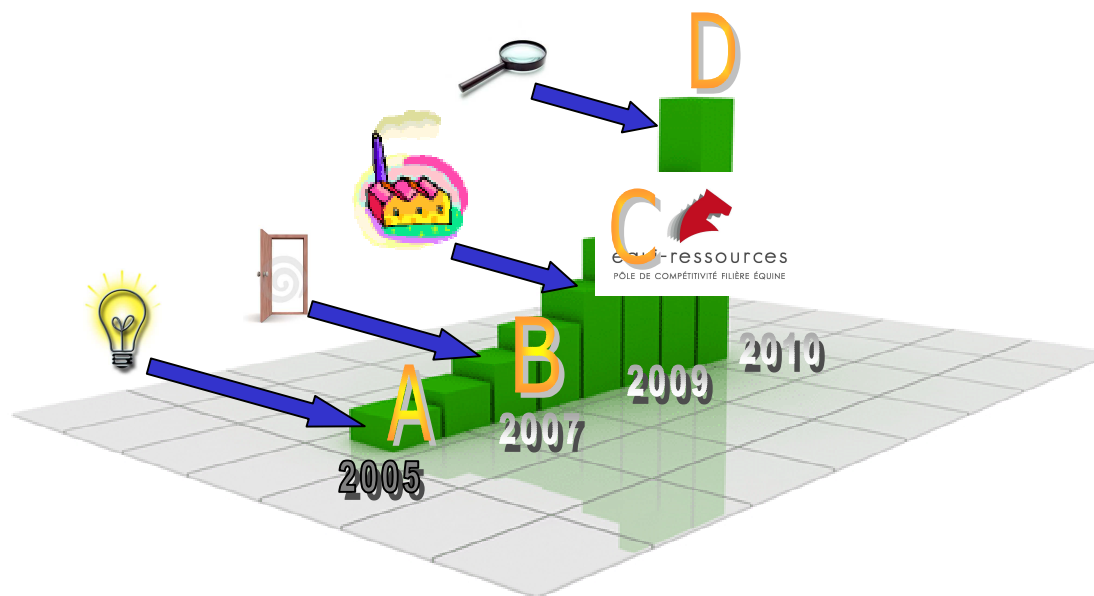
© National strategy : creation of a national network of local contacts, new partnerships



© Strengthening of the team : from 2 to 4 advisors (+ 1 manager)

© Development of équi-ressources' tools : website and data bases

© Discussions about the economic model and new goals



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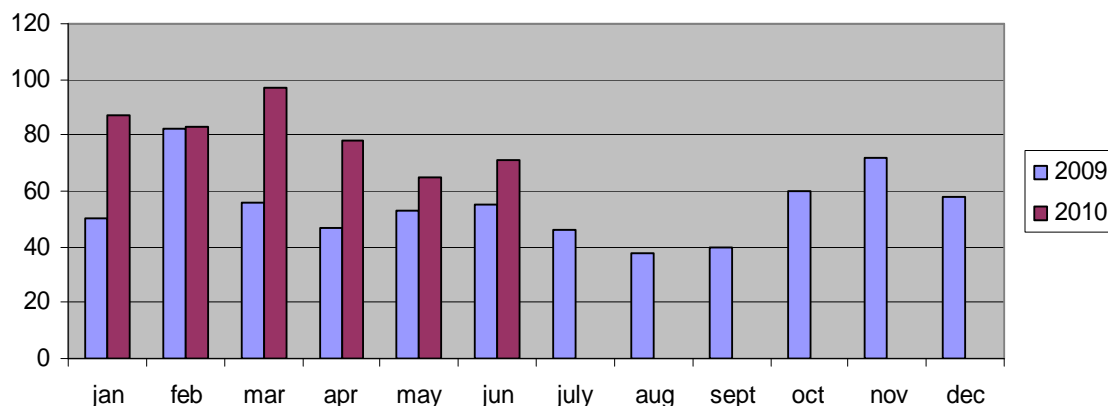
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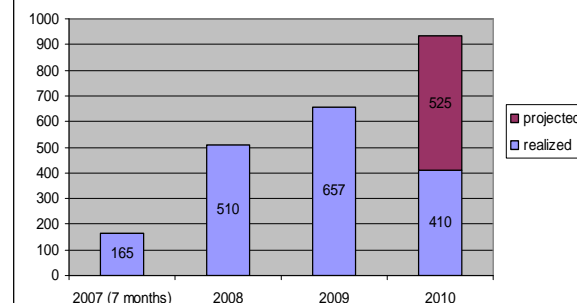


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Job offers evolution (jan 09-jun 10)



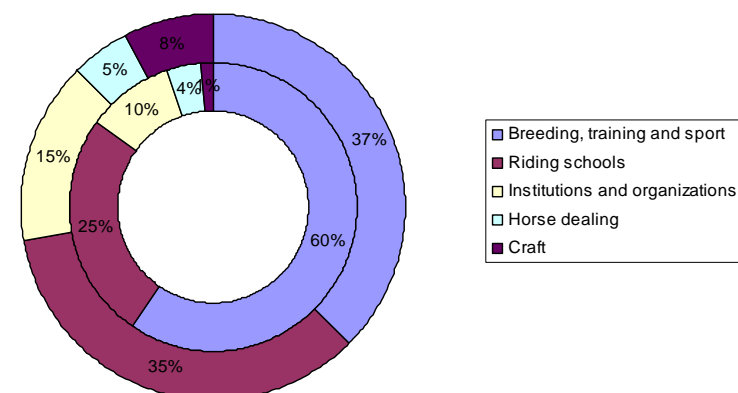
Evolution of the job offers activity



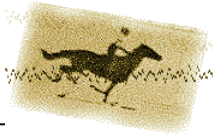
Third stage : Jan. 09 – Jun. 10

- © 2009 : 657 offers,
- © 2010 : 410 offers (6 months),
- © 60 % of offers out of Normandy
- © more than 4000 CV and 600 employers in the database
- © 450 connexions per day on the website : to consult offers or to find informations about trades, diplomas, vocational courses ...
- © and to go further, 900 personnalized recommendations per year given by job and training advisor

Employment in the french horse industry : equi-ressources activity (internal ring) compared to national datas



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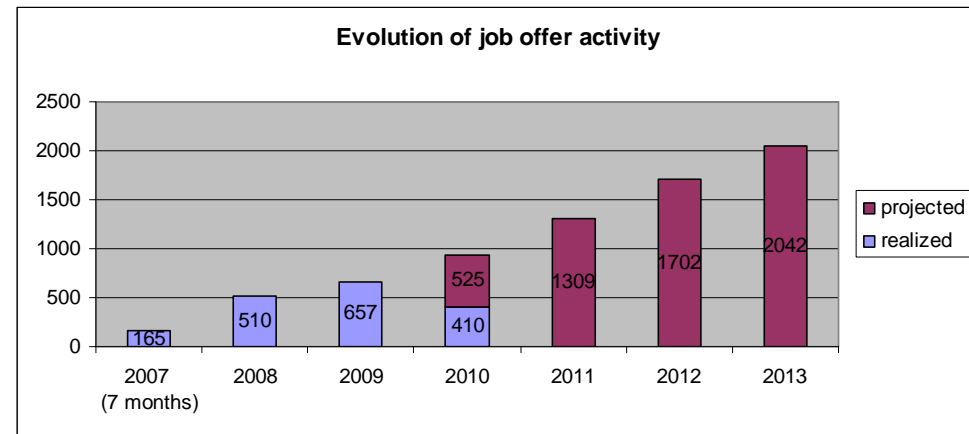


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And now ...

- © Summer 2010 : new website with individual spaces for employers and applicants
- © Expected evolution for activity



- © Work on the economic model
- © Development of networks and partnerships

- ©  Creation in september 2010 of a national observatory for trade, job and courses in the horse industry to produce datas for the decisions makers : institutions, professional organizations, district councils and all the actors of horse industry (1 recruitment)

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3 years old Equi-ressources project =

very **specialized** response for varied demands about jobs, internships, trades, diplomas and courses in the horse industry

useful, successful, with growing activity

Importance of the **efficiency** of the team and the **quality** of the tools (website and database)

Actual economical **model** have to progress to be more perennial

Building an international **network** to help people to go abroad for studying or working



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