

01

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MODULES



YOUR EQUINE FUTURE AND YOUR FIRST INNOVATION IDEA

Combined Learner Workbook

Explore equine careers, understand the forces shaping the sector, build evidence of your strengths, identify real problems and shape one promising idea using NABC.

Name: _____

Date: _____

Facilitator (if any): _____

Young Equine Innovators

www.younequineinnovators.eu

What you will build

A clearer career direction, a personal evidence plan, an understanding of future equine opportunities, a validated problem, a complete NABC concept and a practical next step into Module 3.

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How to Use This Workbook

This workbook combines Modules 1 and 2. It guides you from exploring your place in the equine sector to developing one clear innovation idea. Complete the activities in order and keep your answers together. Your work becomes evidence for future applications, conversations, training and enterprise development.

Working method

Write in your own words. Use examples from real equine settings. Speak with people who have direct experience. Keep horse welfare, safety, inclusion and professional responsibility visible in every decision.

- | | |
|--|--|
| ☐ Use the Young Equine Innovators Strength Finder | ☐ Explore roles before choosing a pathway |
| ☐ Collect evidence of what you can already do | ☐ Observe problems before designing solutions |
| ☐ Record exact words from people you speak with | ☐ Choose one idea that can be tested simply |

Important Information Before You Begin

This workbook is designed for education, career exploration, innovation planning and skills development. It includes examples of organisations, courses, digital resources and commercial services that may be relevant to an equine career or business idea.

Commercial references

References to third party providers are practical examples. Their inclusion does not represent a recommendation, endorsement or guarantee by Young Equine Innovators, the project partners, the European Union or EACEA.

Career guidance

The workbook supports career reflection. Personal guidance from a qualified careers adviser, training provider, youth worker, employer or mentor can help you make decisions that fit your circumstances and country.

Professional responsibility

Check current entry requirements, qualifications, prices, terms, employment conditions, insurance, legal duties and welfare standards with the relevant provider or professional body.

Your Learning Journey

The combined workbook follows eight connected sections in Modules 1 and 2. Each section produces an output you will use later.

Section	Focus	Main output
01	Discover Your Equine Future	Career areas, interests and possible roles
02	Understand the Forces Changing the Sector	Welfare, sustainability, technology, standards and inclusion
03	Build Your Career Pathway	Values, motivations, strengths and work structures
04	Create Your Personal Evidence Plan	Evidence, skills portfolio and next experience
05	Find Real Equine Problems	Observation, conversations and problem priorities
06	Shape an Idea with NABC	Need, approach, benefits and competition
07	Test and Improve Your Idea	Feedback, patterns, welfare checks and revision
08	Bring Career and Innovation Together	Your role, support network and next steps

Starting principle

You do not need to choose one permanent career or create a perfect idea. Your goal is to gather evidence, make a thoughtful choice and take the next practical step.

01

SECTION

Discover Your Equine Future

The equine sector includes practical care, sport, science, tourism, education, media, technology, retail, land management and enterprise. This section helps you see the full picture before choosing a direction.

You will create:

- A map of your current connection to horses
- An interest scan across thirteen career areas
- A shortlist of roles to explore further
- A local and international opportunity map

Connection to your future

A strong pathway begins with a wide view of the sector and an honest understanding of what currently interests you.

Thirteen Areas of Equine Work

Career area	Examples of work
Stable and yard management	Care routines, records, people and facilities
Equestrian sport	Competition support, performance, events and training
Trotting and racing	Training, riding, driving, breeding and race operations
Breeding and young horses	Stud work, foaling, handling and development
Veterinary care and therapy	Clinical support, rehabilitation and wellbeing
Farriery	Hoof care, balance, mobility and specialist craft
Horse tourism and trekking	Visitor experience, guiding and rural tourism
Teaching and coaching	Rider development, inclusion and learning
Retail, trade and equipment	Products, fitting, sales and customer support
Communications and media	Photography, content, journalism and promotion
Fashion, art and lifestyle	Design, creative products and equestrian culture
Nutrition and life sciences	Feed, research, laboratory work and health
HorseTech and innovation	Digital tools, data, sensors and new services

Activity 1: Map Your Current Equine Connection

Your starting point may include riding, stable work, volunteering, study, family experience, events, online learning or simply curiosity. Each connection can provide useful evidence.

TASK		GOAL
Describe the equine experience and access you have now.		Recognise the knowledge, contacts and opportunities already available to you.
My connection	What I have done or observed	What this has taught me
Riding or horse care		
Yard, club or event experience		
Study or short courses		
Volunteering or paid work		
People I know in the sector		
Online learning or communities		
My strongest starting point The experience or connection that gives me the best place to begin is: 		

Your output

A one page summary of where you are starting and which experiences you can build on.

Activity 2: Scan the Thirteen Career Areas

Interest is a useful first filter. Rate each area before making a shortlist.

TASK		GOAL	
Rate your current interest and access across the thirteen areas.		Create a shortlist based on interest, curiosity and realistic access.	
Career area	Interest	Current access	One question I have
Stable and yard management	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Equestrian sport	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Trotting and racing	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Breeding and young horses	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Veterinary care and therapy	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Farriery	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Horse tourism and trekking	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Teaching and coaching	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Retail, trade and equipment	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Communications and media	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Fashion, art and lifestyle	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
Nutrition and life sciences	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	
HorseTech and innovation	☐ Low ☐ Medium ☐ High	☐ Limited ☐ Some ☐ Strong	

Your output

Your top three career areas, with one question to investigate for each.

Activity 3: Match Your Talents to the Sector

Equine careers need many kinds of talent. Practical, creative, technical, scientific, people focused and organisational strengths all have a place.

TASK		GOAL
Connect the way you like to work with possible equine roles.		See where your natural preferences could create value.
Talent area	Possible directions	My evidence or interest
Hands on practical work	Grooming, training support, farriery, rehabilitation	
Creative work	Photography, media, design, content and products	
Business and organisation	Bookings, events, retail, administration and enterprise	
Health and wellbeing	Veterinary support, therapy, welfare and rehabilitation	
Outdoor and land work	Pasture, trails, facilities and sustainable horse keeping	
People and education	Coaching support, inclusion, customer care and youth work	
Technical and digital work	HorseTech, data, systems, sensors and online services	
Research and science	Nutrition, behaviour, life sciences and evidence	

My strongest combination

The two talent areas I would most like to combine are:

Activity 4: Explore One Real Role

A career title can hide very different routines, environments and expectations. Research the daily reality before deciding it suits you.

TASK Investigate one role using reliable information and a real conversation where possible.	GOAL Understand the work, entry route, evidence and lifestyle connected to the role.
Question	My findings
Role title and career area	
What does a normal day include?	
Where is the work usually based?	
What practical skills matter most?	
What people skills matter most?	
Which qualifications or licences may be needed?	
How can a young person gain first experience?	
What are the rewards and challenges?	
Who could I speak with next?	

Your output

A completed role profile you can discuss with a mentor, teacher or employer.

Activity 5: Map Local and International Opportunities

Many equine careers begin close to home and later expand through seasonal work, travel, training, competition or specialist networks.

TASK		GOAL	
Identify opportunities within reach now and possibilities that could open later.		Build a pathway that starts realistically and keeps wider options visible.	
Opportunity level	Places or organisations	Possible role or experience	First action
Local, within regular travel			
Regional, occasional travel			
National, training or events			
European, seasonal or study			
International, future specialist goal			

My pathway sentence

I can start locally by _____ and build towards _____.

02

SECTION

Understand the Forces Changing the Sector

Equine work is becoming more welfare focused, sustainable, digital, professional and inclusive. These changes create new responsibilities and new opportunities for young people.

You will create:

- A local change scan
- Evidence plans for welfare and sustainability skills
- A technology readiness profile
- An opportunity matrix linked to sector trends

Connection to your future

A future focused career plan recognises where the sector is heading and identifies the skills that will matter next.

Five Forces Shaping Equine Careers

Force	What it changes
Welfare and behaviour	Whole horse care, observation, calm handling and positive experiences
Sustainability	Land, water, waste, energy, materials and responsible resource use
Digitalisation and HorseTech	Data, wearables, records, communication and smart systems
Professional standards	Clear roles, training, procedures, evidence and accountability
Inclusion and emotional safety	Accessible environments, structured support and respectful practice

Opportunity lens

For every change, ask three questions: What new skill is needed? What evidence could I collect? What role or service could this create?

Activity 6: Notice What Is Changing Locally

Sector change becomes easier to understand when you connect it to real yards, clubs, events, training and customer expectations.

TASK

Collect five examples of change from people or places you know.

GOAL

Recognise which trends are already visible in your local equine sector.

What has changed?	Where did I notice it?	Why does it matter?	Skill or role created

Most important local change

The change that could affect my future most is:

Activity 7: Build Welfare and Safety Evidence

Welfare focused workers become trusted because they observe carefully, communicate concerns and follow safe routines.

TASK

Choose practical evidence that could show your welfare and handling skills.

GOAL

Create an evidence plan that can be used in a CV, portfolio or conversation.

Evidence type	Possible evidence	Where I can collect it	Target date
Observation	Record welfare or behaviour signs across one week		
Handling	Complete a supervised calm handling task		
Routine care	Use a care checklist accurately		
Learning	Complete a suitable welfare course or workshop		
Feedback	Ask a supervisor to comment on your practice		

Welfare principle

Good evidence shows what you did, the standard you followed and how the horse was protected.

Activity 8: Find a Sustainability Opportunity

Sustainability connects horse welfare, land care, costs and efficient routines. Small improvements can become useful responsibilities or services.

TASK		GOAL	
Choose one resource issue in an equine setting and design a practical improvement.		Connect an environmental improvement to clear value for the horse, people and business.	
Area	Current issue	Possible improvement	Value created
Water			
Waste and reuse			
Bedding and manure			
Energy			
Pasture and land			
Transport			

My green responsibility or role

A young person could lead this improvement by:

Activity 9: Assess Your Digital and HorseTech Readiness

Digital confidence is valuable when it helps a yard, rider, professional or horse. The tool matters less than the problem it solves.

TASK

Review your current digital strengths and choose one skill to develop.

GOAL

Identify a practical digital contribution you could make in an equine setting.

Digital area	I can do this now	I want to learn	Possible equine use
Photos and short video	☐	☐	
Spreadsheets and records	☐	☐	
Bookings and calendars	☐	☐	
Social media content	☐	☐	
Data dashboards or sensors	☐	☐	
Online research	☐	☐	
AI assisted drafting	☐	☐	
Privacy and secure accounts	☐	☐	

My first digital contribution

I could help a yard, club, event or equine business by:

Activity 10: Recognise Professional Standards

Professionalisation brings clearer roles, routines, evidence, communication and responsibility. It helps young people understand what good work looks like.

TASK		GOAL
Translate broad expectations into observable professional behaviours.		Create a personal standard you can practise and prove.

Professional expectation	What it looks like in practice	Evidence I could collect
Reliability		
Clear communication		
Safe routines		
Accurate records		
Respect for welfare		
Knowing when to ask for help		
Learning from feedback		

My professional promise

One standard I will practise consistently is:

Activity 11: Support Inclusion and Emotional Safety

A welcoming equine setting uses clear routines, calm communication and thoughtful adjustments so more people can participate confidently.

TASK Review one setting through the experience of a new, nervous, disabled or neurodivergent participant.		GOAL Identify practical changes that support both people and horses.	
Part of the experience	Possible barrier	Support or adjustment	How the horse is considered
Before arrival			
Welcome and orientation			
Instructions			
Noise and sensory environment			
Riding or horse contact			
Feedback and next steps			
Inclusion principle Accessible practice grows through listening, clear information, respectful choices and safe progress for both people and horses.			

Activity 12: Create Your Trend Opportunity Matrix

Trends become useful when you connect them to a real setting, a skill and a possible role.

TASK		GOAL		
Choose three trends and identify where you could contribute.		Turn sector awareness into concrete learning or career opportunities.		
Trend	Setting where it matters	Skill I could build	Role, task or service	First evidence

My strongest future opportunity

The opportunity that fits my interests and the direction of the sector is:

03

SECTION

Build Your Career Pathway

A useful career direction reflects your values, motivation, strengths, preferred work structure and current circumstances. This section helps you build a pathway that feels meaningful and realistic.

You will create:

- A ranked values profile
- A personal definition of success
- A strengths and work style match
- A two year pathway goal

Connection to your future

Career clarity grows when you connect who you are with the kind of work, environment and responsibility you want.

Four Questions for Career Fit

Question	What it helps you understand
What matters to me?	Your values and non negotiable priorities
What gives me energy?	Your motivation and preferred tasks
What can I already show?	Your strengths, behaviours and evidence
What structure suits my life now?	The balance between security, flexibility, control and responsibility

Pathway principle

Your pathway can include more than one stage. Volunteering, casual work, study, part time roles, seasonal contracts and enterprise can each build useful momentum.

Activity 13: Choose Your Core Values

Values are the principles that help you decide what kind of work, environment and future will feel right.

TASK		GOAL
Choose five values that matter most to you now.		Create a personal compass for future career decisions.
☐ Independence	☐ Work life balance	☐ Resilience
☐ Creativity	☐ Fun	☐ Sustainability
☐ Helping others	☐ Respect	☐ Innovation
☐ Adventure	☐ Passion	☐ Discipline
☐ Security	☐ Connection to nature	☐ Joy
☐ Teamwork	☐ Recognition	☐ Trust
☐ Leadership	☐ Learning	☐ Responsibility
☐ Freedom	☐ Purpose	☐ Excellence
☐ Financial stability	☐ Autonomy	☐ Tradition
☐ Achievement	☐ Compassion	☐ Challenge
☐ Integrity		

My five values

Write the five values you selected:

Activity 14: Rank and Interpret Your Values

Ranking forces you to decide which values should lead when choices compete.

TASK		GOAL	
Put your five values in order and describe what each means in practice.		Use your values as clear decision criteria.	
Rank	Core value	What this means to me	What work could support it
1			
2			
3			
4			
5			

A decision I would make differently

Knowing my values, I would now choose:

Activity 15: Understand What Drives You

Motivation helps you recognise the tasks and environments that sustain effort. Autonomy, competence and relatedness can each play a part.

TASK	GOAL
Reflect on the situations that energise you and help you persist.	Identify the conditions that support your best work.
Reflection prompt	My response
When do I feel most energised or absorbed?	
Which tasks make me feel capable?	
When have I felt proud of my contribution?	
Which challenges make me want to improve?	
When do I enjoy working with others?	
How much control do I want over my time and methods?	

My strongest motivation

☐ Autonomy, freedom and choice	☐ Competence, learning and improvement
☐ Relatedness, teamwork and helping others	☐ A balanced mix

Activity 16: Define Success for Yourself

Success may involve meaningful work, horse welfare, stability, learning, freedom, contribution, income or balance. Your definition guides your choices.

TASK Write a personal definition of success connected to your values and motivation.	GOAL Create a future direction that feels specific and personally meaningful.
Life and work What kind of life and daily routine would feel fulfilling? 	
Contribution What positive difference would I like to make for horses, people or the sector? 	
My definition To me, success means: 	

Activity 17: Recognise Your Strengths

Strengths include practical skills, ways of thinking, behaviours and qualities that help you contribute. Evidence makes them credible.

TASK		GOAL	
Identify strengths from your own experience and from the Strength Finder tool.		Build a strengths profile linked to real examples.	
Strength	Where I have shown it	What another person might say	Role where it matters

Strength combination

The combination that makes me distinctive is:

Activity 18: Compare Ways of Working

The equine sector offers different structures. Each provides a different balance of income, flexibility, control, responsibility and risk.

TASK		GOAL	
Compare six ways of working against your current priorities.		Choose a structure that fits your stage and a possible later direction.	
Work structure	Typical features	Fit for me now	Possible future fit
Job	Regular pay, set role, employer support		
Gig work	Short tasks, events or seasonal demand		
Freelance	Services for several clients, self managed		
Start up	A new idea designed to test and grow		
Cooperative	Shared ownership, responsibility and decisions		
Enterprise	An organised product, service or social venture		

My current fit

The structure that fits my life now is _____ because:

Activity 19: Build Several Pathway Options

One interest can lead to several pathways. Exploring options prevents you from treating a single job title as the only route.

TASK

Choose one interest and create pathways through employment, flexible work and enterprise.

GOAL

See how the same strengths can be used in different ways.

My interest or talent

Choose one area such as horse care, training, tourism, media, technology, sustainability or inclusion.

Pathway type	A possible role or activity	First experience needed	Evidence I could collect
Employment			
Casual or seasonal work			
Freelance service			
Start up or enterprise			
Cooperative or community route			

Activity 20: Score the Fit of a Role

A role can be attractive and still fit poorly with your values, access or preferred routine. A scorecard makes the trade offs visible.

TASK		GOAL	
Score one shortlisted role against the factors that matter to you.		Make a balanced decision based on evidence rather than title alone.	
Fit factor	Importance, 1 to 5	Role score, 1 to 5	Evidence or concern
Matches my values			
Uses my strengths			
Supports horse welfare			
Learning route is accessible			
Lifestyle and hours fit			
Income and stability fit			
Location and travel fit			
Future progression exists			

Decision

This role is worth exploring further because:

Activity 21: Set a Two Year Career Goal

A useful goal combines a destination with evidence, experience and the first steps needed to reach it.

TASK		GOAL	
Create a two year goal with milestones for the next month, six months, one year and two years.		Turn career reflection into a realistic sequence of action.	
Time point	What I want to achieve	Evidence I will have	Support I will use
Next 30 days			
Within 6 months			
Within 12 months			
Within 24 months			

My goal sentence

Within two years, I aim to:

04

SECTION

Create Your Personal Evidence Plan

Equine employers, trainers, customers and partners need evidence of what you can do. This section helps you turn experience into a clear and credible portfolio.

You will create:

- An audit of evidence you already have
- A skills portfolio structure
- A plan to fill evidence gaps
- A thirty day experience plan

Connection to your future

Evidence can include photos with consent, supervisor notes, checklists, reflections, rosters, certificates, work samples and short videos.

Four Evidence Areas

Evidence area	Examples
Practical skills	Horse care, handling, equipment, routines, land or event work
People skills	Communication, teamwork, customer care, inclusion and reliability
Technical skills	Records, digital tools, media, data, equipment and specialist methods
Mindset	Responsibility, observation, learning, resilience and professional judgement

Evidence rule

A useful example explains the task, your responsibility, the standard followed, the result and who can confirm it.

Activity 22: Audit the Evidence You Already Have

Experience becomes more useful when you can show what happened and what you contributed.

TASK		GOAL	
List your existing evidence and identify what it proves.		Recognise strengths that may already be portfolio ready.	
Evidence I have	What it shows	Where it is stored	Permission to use

Evidence types to check

☐ Photos	☐ Supervisor notes
☐ Skills checklists	☐ Reflections
☐ Rosters or schedules	☐ Certificates
☐ Work samples	☐ Short video

Activity 23: Build Your Skills Portfolio

A portfolio connects evidence to clear skill statements. It helps another person understand your contribution quickly.

TASK		GOAL	
Select examples across practical, people, technical and mindset skills.		Create a balanced picture of what you can do.	
Skill area	My strongest example	Evidence	What I learned
Practical skills			
People skills			
Technical skills			
Mindset			

Portfolio introduction

Write three sentences that introduce your interests, strengths and direction:

Activity 24: Plan Evidence You Still Need

A gap is useful information. It shows exactly what experience, feedback or proof to build next.

TASK Choose three evidence gaps and design a practical way to fill them.	GOAL Create a focused development plan rather than collecting random experience.
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Evidence gap	Experience or task needed	Who can support or confirm	Target date	Success sign

Choose quality

One well documented task can be stronger than many vague experiences. Focus on evidence that connects to your pathway.

Activity 25: Prepare a Mentor or Supervisor Conversation

People who know your work can help you recognise strengths, identify gaps and find opportunities. A prepared conversation produces better feedback.

TASK Plan a short conversation with someone who understands the role or setting.	GOAL Gain specific feedback and one practical next connection.
Question I will ask	Notes from the conversation
Which strengths have you seen me demonstrate?	
What should I practise more consistently?	
What standard should I understand better?	
Which role or experience could suit me next?	
What evidence would make me more credible?	
Who else should I speak with?	
Action agreed The next action from this conversation is: 	

Activity 26: Create a Thirty Day Experience Plan

A pathway becomes real when it contains small actions, dates and people.

TASK		GOAL		
Plan four weeks of evidence building activity.		Complete one meaningful experience and add it to your portfolio.		
Week	Action	Who or what I need	Evidence I will save	Completed
1				☐
2				☐
3				☐
4				☐

Thirty day result

At the end of thirty days, I want to be able to show:

Module 1 Evidence Pack

Collect the strongest outputs from Module 1. This pack provides the career foundation for your innovation work and future applications.

☐ My top three equine career areas	☐ One completed role profile
☐ My local and international opportunity map	☐ My ranked values profile
☐ My motivation and success statement	☐ My strengths profile
☐ My preferred work structure	☐ My two year career goal
☐ My skills portfolio	☐ My thirty day experience plan

My strongest Module 1 output	Why it matters	How I will use it next

Module 1 completion statement

I understand more about where I could contribute in the equine sector, what matters to me and what evidence I need to build.

05

SECTION

Find Real Equine Problems

Innovation often begins with a repeated frustration, an unmet need, wasted effort, limited access or a risk that people have accepted for too long. This section helps you observe before you design.

You will create:

- An irritation and opportunity log
- Evidence from real conversations
- A list of ten equine problems
- One priority problem to develop

Connection to your future

The strongest ideas begin close to real life and are shaped by people who experience the problem directly.

Five Places Good Ideas Hide

Idea source	Questions to notice
Stable frustrations	Routine jobs, communication, shared equipment, time and records
Horse welfare	Comfort, early signals, recovery, handling and travel
People, access and inclusion	Beginners, families, young workers and community participation
Sustainability and cost	Manure, water, waste, energy, land and transport
Digital and data	Bookings, reminders, care information, sensors and trusted marketplaces

Observation sentence

I noticed that a person or horse struggles with a specific problem when a particular situation happens.

Activity 27: Create an Irritation Log

Repeated irritations are useful clues because they reveal where time, comfort, safety, money or opportunity is being lost.

TASK		GOAL	
Record irritations you have noticed in equine life.		Turn vague frustration into specific problem observations.	
Irritation	Who or what is affected	When it happens	Impact

Most persistent irritation

The irritation that repeats most often is:

Activity 28: Imagine Better Alternatives

Daydreaming helps you challenge routines that feel fixed. At this stage, generate possibilities before judging them.

TASK Create several alternative ways a frustrating situation could work.		GOAL Expand your thinking beyond the first obvious solution.
Current situation	What if it worked differently?	Product, service, digital tool or community idea

Most interesting alternative

The possibility I want to explore is:

Activity 29: Complete a Reality Check Conversation

A conversation tests whether other people experience the same problem and how they currently respond.

TASK		GOAL	
Speak with at least three people who know the situation.		Gather real language and evidence before choosing an idea.	
Person and connection	Problem they described	How they handle it now	Exact words worth keeping

Pattern I heard

The strongest repeated point was:

Activity 30: Scan Five Idea Sources

A wide scan helps you find problems beyond your own immediate experience.

TASK		GOAL	
Identify one problem in each of the five idea source areas.		Build a diverse list before choosing what to develop.	
Idea source	Problem I noticed	Who experiences it	Why it matters
Stable frustrations			
Horse welfare			
People, access and inclusion			
Sustainability and cost			
Digital and data			

Keep the problem separate

Describe what happens and who is affected before writing a solution. This keeps your research open and useful.

Activity 31: Complete an Equine Problem Hunt

A strong problem statement is specific enough to investigate and broad enough to allow different solutions.

TASK

Observe or imagine one normal day in a known equine setting and record ten problems.

GOAL

Build a practical pool of problems grounded in real routines.

Number	I noticed that...	struggles with...	when...
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

Your output

Ten clear problem statements written without proposing solutions.

Activity 32: Choose a Priority Problem

The best problem for this stage combines real need, a clear user, safe testing and a genuine connection to your interests or access.

TASK

Score your strongest problems and choose one to develop through NABC.

GOAL

Select a promising problem using transparent criteria.

Problem	Real need	Clear user	Feasible test	Welfare safe	Youth fit	Sector value	Total
	/5	/5	/5	/5	/5	/5	/30
	/5	/5	/5	/5	/5	/5	/30
	/5	/5	/5	/5	/5	/5	/30
	/5	/5	/5	/5	/5	/5	/30

My chosen problem

I will work on this problem because:

06

SECTION

Shape an Idea with NABC

NABC helps you turn a promising problem into a clear concept. It focuses attention on the real need, a practical approach, meaningful benefits and the alternatives people already use.

You will create:

- Evidence for a real need
- A simple first approach
- Benefits for the horse, user and sector
- A competitor and alternative scan
- A complete NABC concept

Connection to your future

NABC gives you the language to explain an idea clearly and the structure to see where more evidence is needed.

The Four Parts of NABC

Part	Core question	Evidence to gather
N, Need	What real problem exists and who experiences it?	Stories, frequency, impact and current behaviour
A, Approach	What is the first practical way to solve it?	Simple concept, feasibility and user priorities
B, Benefits	What improves for the horse, person or business?	Time, cost, safety, access, trust or welfare value
C, Competition	How is the problem handled now and what could improve?	Current products, services, routines, workarounds and doing nothing

NABC principle

Stay interested in the problem long enough to understand it. A clear need creates a stronger approach.

Activity 33: Plan Your Need Interviews

The people who experience the problem can explain when it occurs, what it costs and what a better situation would mean.

TASK

Plan conversations with people who experience or observe the need.

GOAL

Gather evidence using open questions rather than selling your idea.

Who should I ask?	Why this person matters	How I will contact them	Date

Questions I will use

Include: What is the hardest part? When did it happen last? How do you solve it now? What would improve the situation?

Activity 34: Record Need Evidence

Exact examples are stronger than general agreement. Capture situations, frequency, impact and current behaviour.

TASK		GOAL	
Record evidence from at least three conversations.		Write a need statement supported by real observations and words.	
Evidence area	Person 1	Person 2	Person 3
What happened?			
When and how often?			
Impact on horse or person			
Current workaround			
What creates trust?			
Exact words			

Need statement

Our target user experiences _____ when _____. This matters because _____.

Activity 35: Generate Several Approaches

A strong approach starts simple and responds directly to the evidence. Generate different forms before choosing one.

TASK		GOAL	
Create possible product, service, digital, event and community approaches.		Avoid committing too early to one format.	
Approach type	What the idea could be	How it addresses the need	What must be tested
Product			
Service			
Digital tool			
Event or experience			
Community or cooperative idea			
Most promising approach The approach I want to explore first is:			

Activity 36: Design the Smallest Testable Approach

Your first version should help you learn. It can be a paper form, conversation, checklist, mock up, sample, manual service or small event.

TASK Reduce your idea to the simplest version that can be shown or tried.	GOAL Test the important assumption with limited time and cost.
Design question	My answer
What is the one core job the idea must perform?	
Which feature or element is essential?	
What can be handled manually at first?	
What can be left for a later version?	
Who could try or review the first version?	
What would I learn from the test?	
My first version The smallest useful version of my idea is: 	

Activity 37: Build a Benefit Stack

Value can be created for the horse, the main user, the yard or business and the wider community.

TASK		GOAL	
Describe benefits for at least three groups.		Explain the change your approach creates rather than listing features.	
Who benefits?	Current difficulty	Benefit created	Evidence that could show it
The horse			
Main user or customer			
Yard, club or business			
Community or sector			

Benefit language

Complete the sentence: This helps the user to _____, so that _____.

Activity 38: Make the Value Measurable

A measurable benefit helps you test whether the idea creates enough value to matter.

TASK

Choose indicators connected to time, money, safety, welfare, access, errors or participation.

GOAL

Define evidence that can be checked during a small test.

Benefit	Possible measure	Current position	Desired improvement	How I will record it

Strongest measurable value

The clearest improvement my idea could create is:

Activity 39: Scan Competition and Current Alternatives

Competition includes businesses, informal routines, free tools, trusted relationships and the choice to continue as before.

TASK

Search how the problem is handled today.

GOAL

Understand what users already value and where frustration remains.

Current solution or alternative	What works well	What frustrates users	Cost or effort	Source

Research honesty

A trusted current solution is valuable evidence. Your idea needs a clear reason for someone to change.

Activity 40: Define Why Your Approach Is Different

Difference can come from simplicity, trust, access, welfare, local knowledge, price, speed, service or a better fit with real routines.

TASK		GOAL	
Compare your approach with the strongest current alternative.		Write a credible point of difference supported by evidence.	
Comparison area	Current alternative	My approach	Why the difference matters
Ease of use			
Horse welfare			
Trust and evidence			
Cost and effort			
Access and inclusion			
Fit with equine routines			

Difference statement

Compared with _____, our approach provides _____ for _____.

Activity 41: Complete Your NABC Canvas

Bring the four parts together in one concise concept. Each part should be supported by what you have observed, discussed or researched.

TASK Complete the NABC canvas for your chosen problem and approach.	GOAL Create a clear concept that can be tested and explained.
N, NEED Who experiences the problem? What happens, how often and with what impact? 	A, APPROACH What is your first practical way to solve the need?
B, BENEFITS What improves for the horse, user, business or community? 	C, COMPETITION How is the problem handled now and why could your approach be better?

07

SECTION

Test and Improve Your Idea

An early idea grows through feedback. Testing reveals whether the need is real, which parts matter most, what creates trust and how the concept should change.

You will create:

- A neutral testing question set
- Feedback records and pattern analysis
- A welfare, safety and trust review
- A revised NABC concept
- A one minute explanation

Connection to your future

Changing an idea in response to evidence is progress. The aim is a more useful, realistic and responsible concept.

What to Test First

Question	Why it matters
Is the problem real and repeated?	Confirms that the need deserves attention
Who feels it most strongly?	Sharpens the first customer or user
How is it handled now?	Reveals competition and behaviour
What would create value?	Clarifies useful benefits
What creates concern or refusal?	Shows barriers, risk and trust needs
Would this be good for the horse?	Protects welfare and responsible practice

Activity 42: Write Neutral Testing Questions

Questions work best when they ask about real behaviour and past situations.

are questions that invite stories rather than agreement.	GOAL Collect useful evidence without leading people towards your preferred answer.
	Question I will ask
real experience	
not workarounds	
efficiency and impact	
cost and safety	
likely to refuse	
and willingness to act	
welfare	

Question check

Replace “Would you use my idea?” with “Tell me about the last time this problem happened. What did you do?”

Activity 43: Record a Testing Conversation

Testing works when you listen closely and keep the original meaning of what people say.

ASK Ask your questions with a potential user, customer or sector professional.	GOAL Capture evidence, concerns and actions rather than simple approval.
Conversation detail	Notes
Person and connection	
Situation they described	
Current response	
Biggest frustration	
What would help	
What would create trust	
What would stop them trying	
Exact quote	
Action they would consider	

Activity 44: Find Patterns in Feedback

Repeated details provide stronger evidence than one enthusiastic opinion. Patterns help you decide what to keep, change or investigate.

TASK		GOAL	
Compare feedback from several people.		Identify evidence that should shape the next version of your idea.	
Pattern	How many people mentioned it?	Evidence or quote	What it means for the idea

Strongest signal

The pattern that should influence my idea most is:

Activity 45: Apply the Welfare, Safety and Trust Filter

Equine innovation creates value when it protects the horse, the user and the reputation of the people involved.

TASK		GOAL	
Review your idea for welfare, safety, privacy, consent and professional responsibility.		Identify safeguards that must be designed into the concept.	
Review area	Possible risk or concern	Safeguard or standard	Who should advise
Horse welfare			
Human safety			
Suitability and boundaries			
Personal information			
Photos and consent			
Insurance or legal duties			
Professional advice			

Responsibility principle

When specialist judgement is needed, build the right person into the approach rather than asking the tool or customer to carry the risk.

Activity 46: Choose What to Improve

Feedback may point towards a simpler, safer, clearer, more trusted or more accessible version.

TASK		GOAL
Make explicit decisions about what to keep, change, remove and investigate.		Turn feedback into a purposeful revision.

Decision	What I will do	Evidence behind the decision
KEEP		
CHANGE		
REMOVE		
ADD		
INVESTIGATE		

New focus

The revised idea will focus more clearly on:

Activity 47: Design a Small Test

A small test should answer one important question using a simple version of the idea.

TASK Plan a test that can be completed with limited time, money and risk.	GOAL Gather evidence before investing in a full product, service or platform.
Test design question	My plan
What assumption am I testing?	
Who will take part?	
What will they see or experience?	
Where and when will it happen?	
What will I measure or observe?	
What welfare or safety steps are needed?	
What result would encourage another test?	

Activity 48: Record Test Results

A useful test records what happened, how people behaved, what they said and what you observed.

TASK	GOAL
Capture the result without trying to prove the idea was right.	Create evidence for the next decision.
Result area	What happened
Number of participants or users	
What they actually did	
What worked smoothly	
Where they hesitated or needed help	
Horse welfare or safety observations	
What they valued most	
What they would change	
Evidence collected	
Test conclusion The test suggests that I should:	

Activity 49: Revise Your NABC

Return to all four parts after testing. The need, user, approach, benefits or competition may now be clearer.

TASK

Write a stronger NABC based on the evidence collected.

GOAL

Produce a concept ready for Module 3, where you will shape the first offer.

NABC part	What I believed before	What the evidence showed	My revised statement
Need			
Approach			
Benefits			
Competition			

Activity 50: Explain the Idea in One Minute

A clear explanation helps other people understand the need, your approach and why it matters.

TASK		GOAL
Prepare a short spoken or written concept statement.		Communicate your idea without losing the evidence behind it.
Part	Sentence starter	My words
Need	We found that...	
User	This affects...	
Approach	Our first approach is...	
Benefit	This could improve...	
Difference	Compared with current options...	
Next test	We now need to learn...	

My one minute concept

Write the complete explanation here:

08

SECTION

Bring Career and Innovation Together

Your career strengths influence the role you can play in developing an idea. You may lead customer research, horse welfare, operations, technology, communication, design or testing.

You will create:

- A personal role within the idea
- A support and expertise network
- A thirty day action plan
- A combined evidence pack for Module 3

Connection to your future

Innovation is a team activity. Knowing your contribution and the expertise you need makes the concept more credible and achievable.

Your Role in the Innovation Process

Possible contribution	Examples
Problem researcher	Observation, interviews, patterns and user insight
Horse welfare lead	Welfare checks, safeguards and professional consultation
Concept designer	Service flow, product idea, mock up or experience design
Operations planner	Routines, resources, timing, records and feasibility
Digital contributor	Research, data, simple tools, content or prototype support
Communicator	Clear explanation, visuals, customer information and pitching

Activity 51: Choose Your Role in the Idea

Your values, strengths and evidence from Module 1 can guide how you contribute to the concept from Module 2.

TASK		GOAL	
Match your strengths to the work needed to develop the idea.		Define a credible personal contribution and one development need.	
Work needed	My current strength	Evidence I have	Skill or support I need
Understand the user			
Protect horse welfare			
Design the approach			
Plan delivery			
Use digital tools			
Communicate the idea			

My role statement

I can contribute to this idea by:

Activity 52: Build Your Support Network

Useful ideas grow through people with lived experience, technical knowledge, professional responsibility and access to settings where testing can happen.

TASK		GOAL	
Identify the people and organisations who could support the next stage.		Create a realistic network around the idea.	
Support needed	Person or organisation	What I will ask	How I will approach them
User or customer insight			
Equine professional			
Welfare or safety advice			
Business or enterprise support			
Technical or digital help			
Place to test			
Peer or mentor			

First conversation

The first person I will contact is _____ because:

Activity 53: Plan the Next Thirty Days

The next stage is to turn the concept into a clear first offer in Module 3. Use the next month to close the most important evidence gap.

TASK

Choose four actions that strengthen the need, approach, benefits or feasibility.

GOAL

Arrive at Module 3 with a concept that is ready to shape into an offer.

Week	Action	Evidence I will create	Person involved	Completed
1				☐
2				☐
3				☐
4				☐

Thirty day target

By the end of thirty days, my concept will be stronger because:

Combined Modules 1 and 2 Evidence Pack

Bring these outputs together before moving into Module 3. They show both your personal direction and the evidence behind your innovation idea.

☐ Top three equine career areas	☐ One researched role profile
☐ Ranked values and motivation profile	☐ Strengths and work structure match
☐ Two year career goal	☐ Skills portfolio and evidence gap plan
☐ Ten equine problem statements	☐ Priority problem and scoring
☐ Need interview evidence	☐ Approach and first test design
☐ Benefit stack and measures	☐ Competition scan
☐ Completed and revised NABC	☐ One minute concept explanation
☐ Personal role and support network	☐ Thirty day action plan

Evidence item I am proud of	What it shows about me	How it strengthens the idea

Final Reflection

Reflection helps you recognise how your thinking has changed and what you are ready to do next.

Career direction

What have I learned about where I could contribute in the equine sector?

Innovation thinking

What have I learned about finding and testing a real problem?

Evidence

Which piece of evidence has increased my confidence most?

Next step

What will I do before beginning Module 3?

01

02

COMPLETE

YOU HAVE BUILT THE FOUNDATION

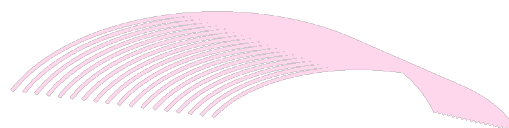
FOR YOUR EQUINE FUTURE AND INNOVATION IDEA

You now have a clearer career direction, evidence of your strengths, a real problem supported by research and a revised NABC concept.

Module 3 will help you turn this concept into your first equine offer.

My commitment

The next action I will complete is:



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