



Fortum HorsePower

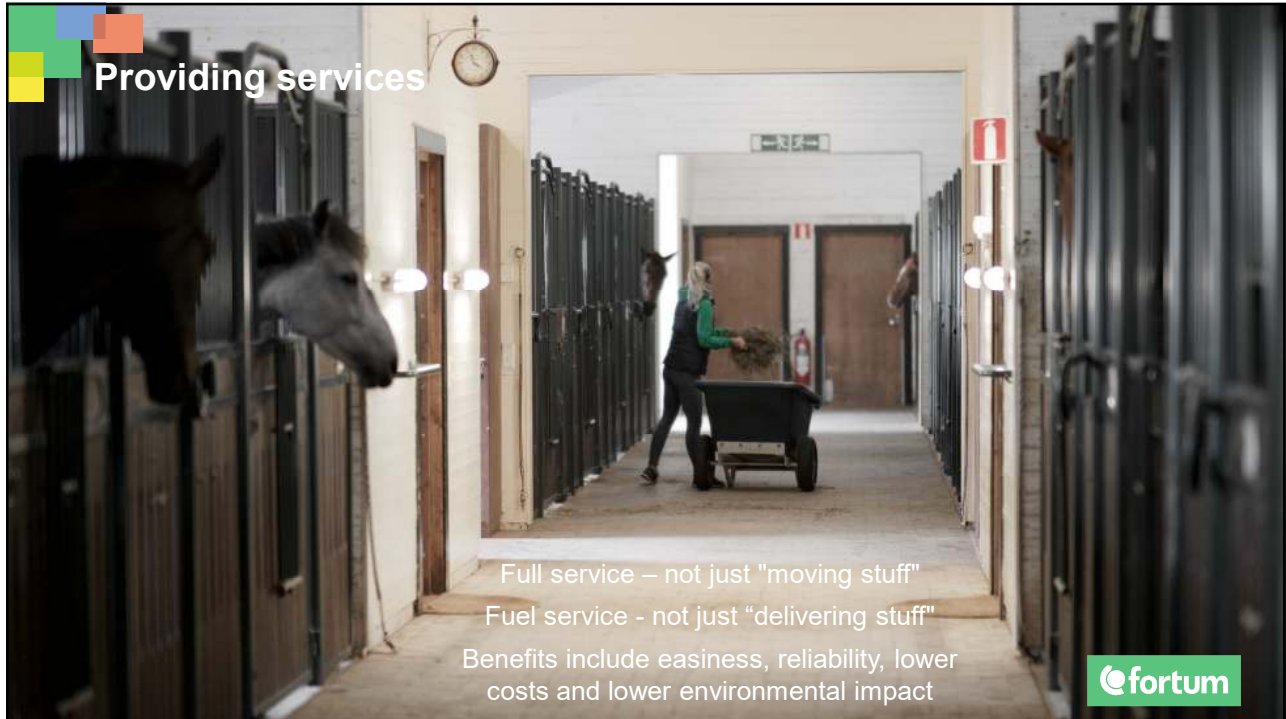
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Fortum HorsePower concept

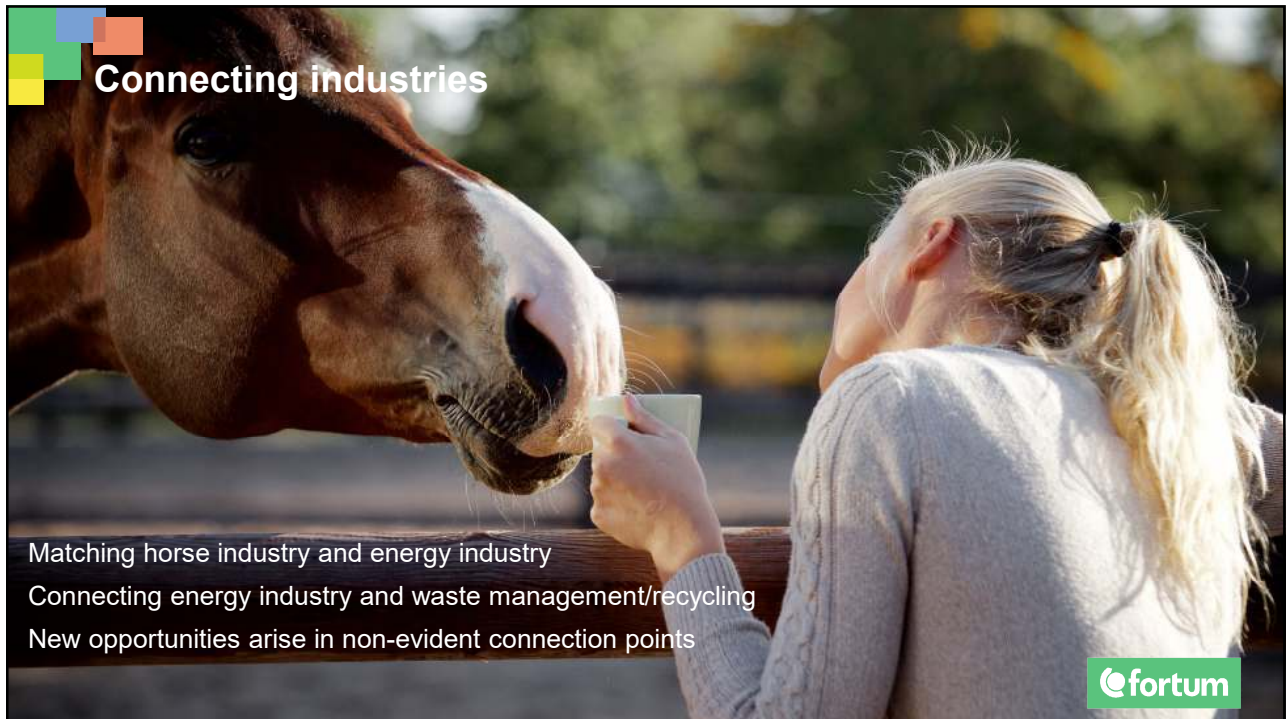
- Service for horse stables
- Solid biofuel to replace biomass and fossil fuels
- Commercial concept
- Operating in Finland and Sweden





Providing services

Full service – not just "moving stuff"
Fuel service - not just "delivering stuff"
Benefits include easiness, reliability, lower costs and lower environmental impact



Connecting industries

Matching horse industry and energy industry
Connecting energy industry and waste management/recycling
New opportunities arise in non-evident connection points





Sustainability

Environmental aspect

Societal aspect

Economic aspect

Future aspect - robustness & flexibility