

## THE INNOVATION JOURNEY

La Casanova was established 22 years ago in Catalonia, Spain, thanks to the efforts of María Mercè Oms Molist. Initially focused on horse breeding and equestrian competitions, the project evolved 12 years ago with the creation of an equine residence, emphasising the importance and value of non-productive horses. Over time, the project expanded and diversified into a centre that prioritises not only horse welfare but also land regeneration through sustainable agricultural practices.



## THE INNOVATION IMPACT

La Casanova has made significant strides in environmental restoration and sustainable tourism. The equine residence for elderly and non-productive horses prioritises their well-being across 300 hectares of an optimal environment. Additionally, La Casanova offers ecotourism experiences such as horseback riding and complementary activities like rural accommodations,

camping, and gastronomic tours, tailored to small groups to preserve the natural surroundings.

Furthermore, through regenerative farming and managed pastures, La Casanova facilitates CO2 absorption, reclaims abandoned areas, and promotes climate change mitigation and local biodiversity. Overall, the project strikes a remarkable balance among environmental conservation, animal welfare, and sustainable tourism in the region.

Taking a holistic approach like La Casanova's, integrating equine management, land regeneration, and sustainable tourism, is crucial and beneficial. This approach maximises positive impacts across various fronts, contributing to the overall enhancement of the region where it operates.



## USEFUL LINKS

<https://www.mascasanova.org/es/>