



An initiative based on riding holidays through meadows and forests of the Carpathian Mountains that tries to implement sustainable development within the business.

COMPANY IDENTITY

	Equus Silvania	Name
	Romania	Country
	www.equus-silvania.com	Web site
	2003	Starting year
	109,255€ (2015)	Annual turnover
	International	Current status
	Local, Regional	Market scale
	Direct markets, specialised agencies	Market-based instruments
	---	Awards

FROM IDEA TO BUSINESS







Equus Sylvania was launched in Sinca Noua, Brasov, and is specialised in riding holidays. Equus Sylvania combines high standards of activities, with good animal treatment with Romanian traditions, cuisine, and lifestyle. They not only offer great horses for client use, but also the experience of a beautiful landscape where they can appreciate the unique flora and fauna. The rides lead through meadows and forests of the Carpathian Mountains and their foothills between 500 and 1,400 m altitude. Equus Sylvania also takes responsibility for the implementation of sustainable development within the business. This includes the employment of staff from local villages, the use of locally produced, organic food, and the inclusion of local attractions into the programme. Also, they offer wolf and bear-watching and an evening at a hide in the forest can even be organized.

Although the main activity is ecotourism, it acts in a responsible way in all its activities with regards to environmental impact. They offer first-hand experience and extensive information about flora, fauna, and sustainable land-use systems with over 20 years of experience in conservation in Romania. The selected excursion routes promote and implement conservation concerns. For example, sensitive areas such as wildlife day-resting areas, or seasonally important areas such as those created by red deer rutting, are avoided.



The owners of Equus Sylvania, Barbara and Christoph Promberger, ask all visitors for a donation of 40€ per week for the foundation Conservation Carpathia, which is creating a large wilderness area in the Southern Carpathians.

ACTORS INVOLVED

 Private (Equus Sylvania)	Promoters
 Private (Equus Sylvania)	Developers
 Private (Equus Sylvania)	Investors
 Private: • Partners (farmers in Fagaras, guesthouses in Sighisoara and Viscri)	Other actors

IMPACTS



positive: local people employed.

Social

positive: improvement of local income level, job opportunities, use of locally produced organic food.

Economic

positive: improvement of ecosystem services, including biodiversity and wildlife.

negative: possible damage caused by riding on certain routes for a long time.

Environmental

MAIN WEAKNESSES



A weakness of this initiative may be that routes go through areas with many owners. There is currently no legislation to regulate these activities, so it is difficult to predict how they will evolve.

FUTURE DEVELOPMENTS



Developing new trails for addressing an increasing number of users through gourmet tourism, family holidays, hiking trips and wildlife/nature experiences.