MOVING: Bringing value to Mountains through Value Chains

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What is MOVING?

MOVING (MOuntain Valorisation through INterconnectedness and Green growth) – has been a four-year project (September 2020-August 2024) funded by the **Horizon 2020** programme, gathering 23 partners and coordinated by University of Córdoba, Spain.
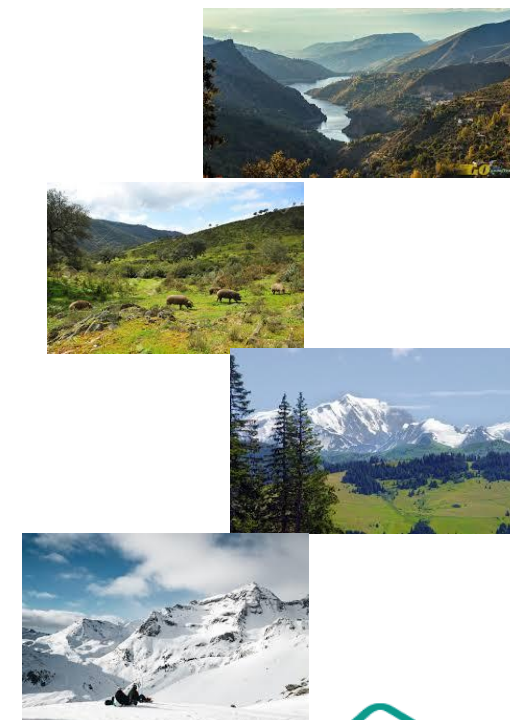
Our main objective

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To **build capacities and co-develop** relevant **policy frameworks** across Europe for the establishment of **new or upgraded/upscaled Value Chains** that contribute to the **resilience and sustainability of mountain areas** - in a bottom-up participatory process with value chain actors, stakeholders and policymakers
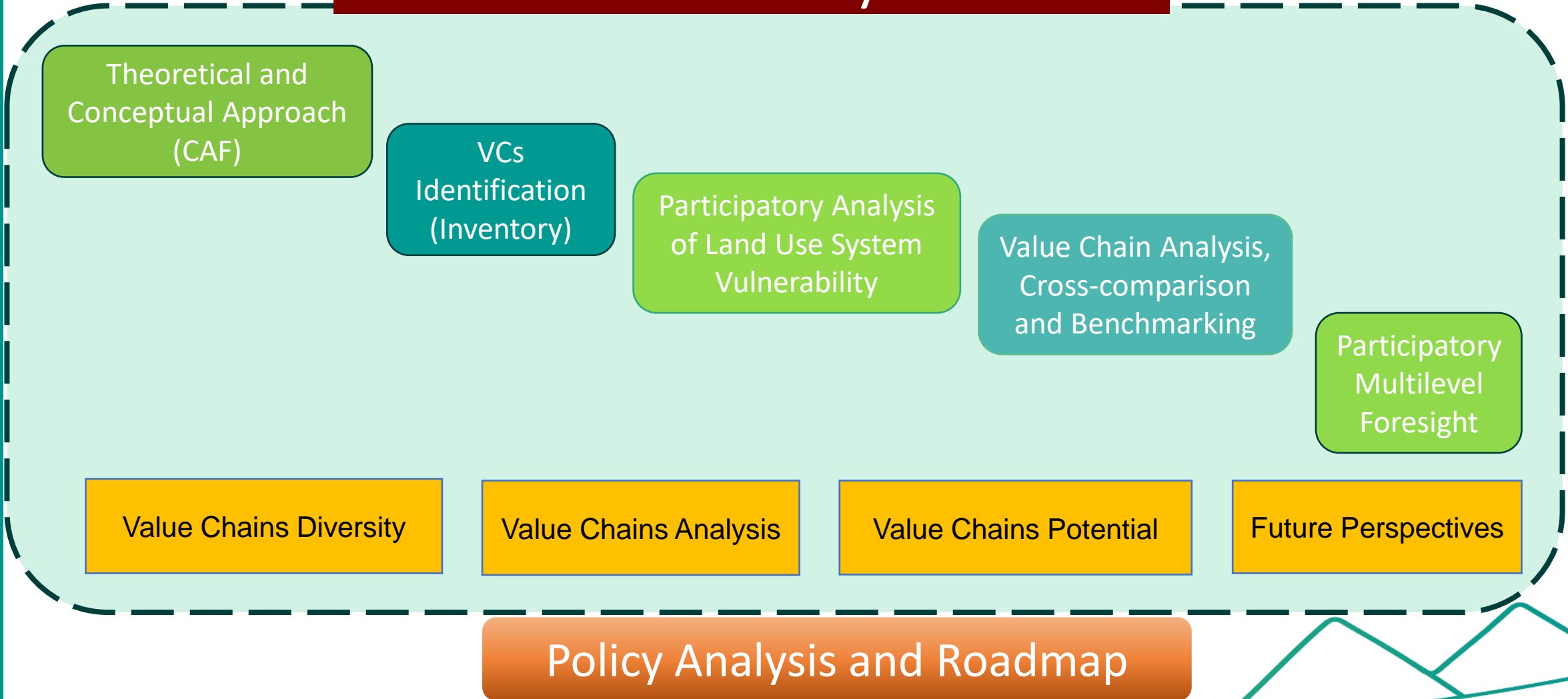
Our 23 Mountain Regions

Our 4-year journey

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MOVING Community of Practice

Theoretical and Conceptual Approach (CAF)

VCs Identification (Inventory)

Participatory Analysis of Land Use System Vulnerability

Value Chain Analysis, Cross-comparison and Benchmarking

Participatory Multilevel Foresight

Value Chains Diversity

Value Chains Analysis

Value Chains Potential

Future Perspectives

Policy Analysis and Roadmap

Mountain Value Chains: A Key Asset

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23 Mountain Value Chains analysed in 16 European countries
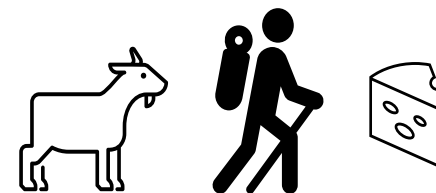
+1000 members participated in our **regional multi-actor** platforms

Value Chains: **meat, dairy, cereals, vegetables, oils, alcohol, tourism** and **conservation** products

MOUNTAIN VALUE CHAIN

Production → Processing → Distribution & marketing → Consumption

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Mountain Value Chains: A Key Asset

- Value chains interact **(assemblage)**

- Value chains extend beyond mountains **(telecoupling)**

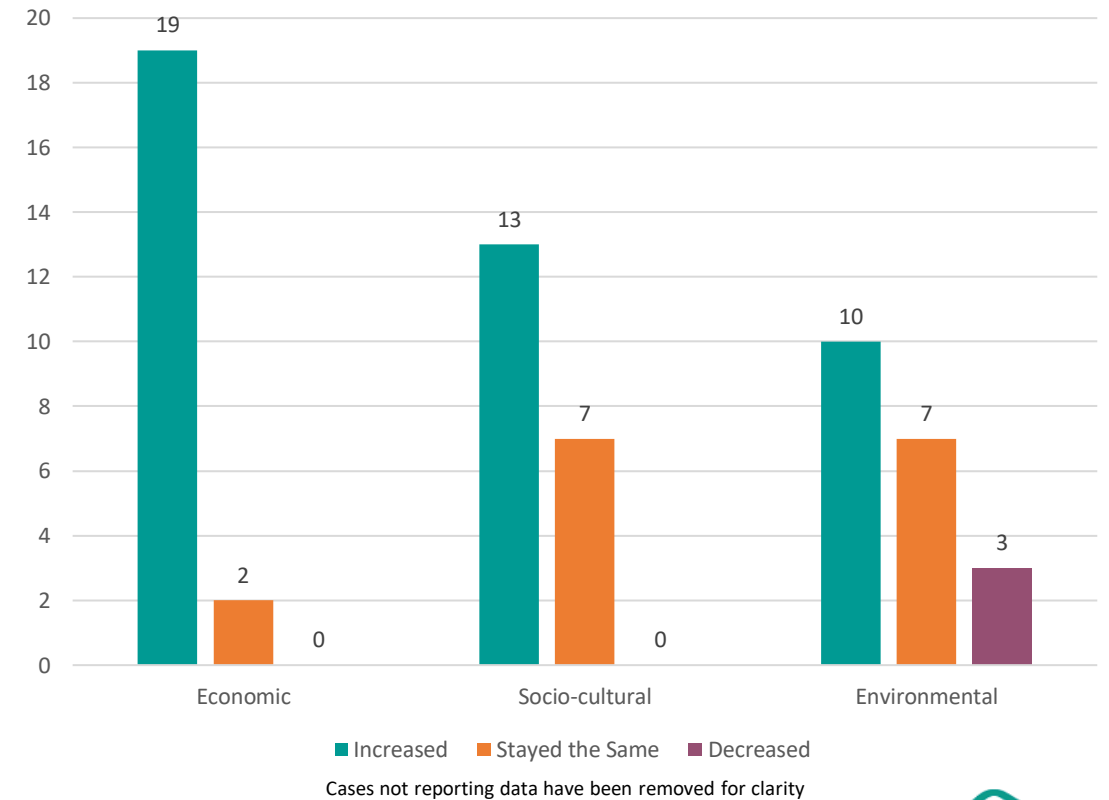- Value chains depend on infrastructure and institutions **(institutional vulnerability)**

Adapted from Blackstock, 2024

Mountain Value Chains Bring Value

MOUNTAIN VALORIZATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

✓ Value chain assemblages have **economic, social, and environmental benefits** for their territories.

✓ Value chain assemblages can help mountain territories to

    ✓ diversify **farm incomes,** retain or create **infrastructure** and improve **destination branding**

    ✓ strengthen **regional identity,** preserve **local skills,** slow **emigration,** and

    ✓ improve **biodiversity,** encourage **environmental stewardship,** address **climate change**.

Number of Cases perceiving changed values along their value chain

- Increased
- Stayed the Same
- Decreased

Cases not reporting data have been removed for clarity

D4.6: Upgrading Strategies for the Value Chains, Blackstock, K., Flanigan, S., Thompson C. 2023.
https://www.moving-h2020.eu/wp-content/uploads/2023/06/MOVING_D4.6_Upgrading-Strategies.pdf

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Mountain Value Chains are Vulnerable

- High vulnerability due to climatological and demographic factors.

    - Increased effects of climate change:

        — Negative (drought, thaw, more extreme events...).

        — Positive (can be cultivated at higher altitudes)

    - High rates of depopulation and lack of labour (especially skilled labour).

- Lack of infrastructure in the territories and the value chains

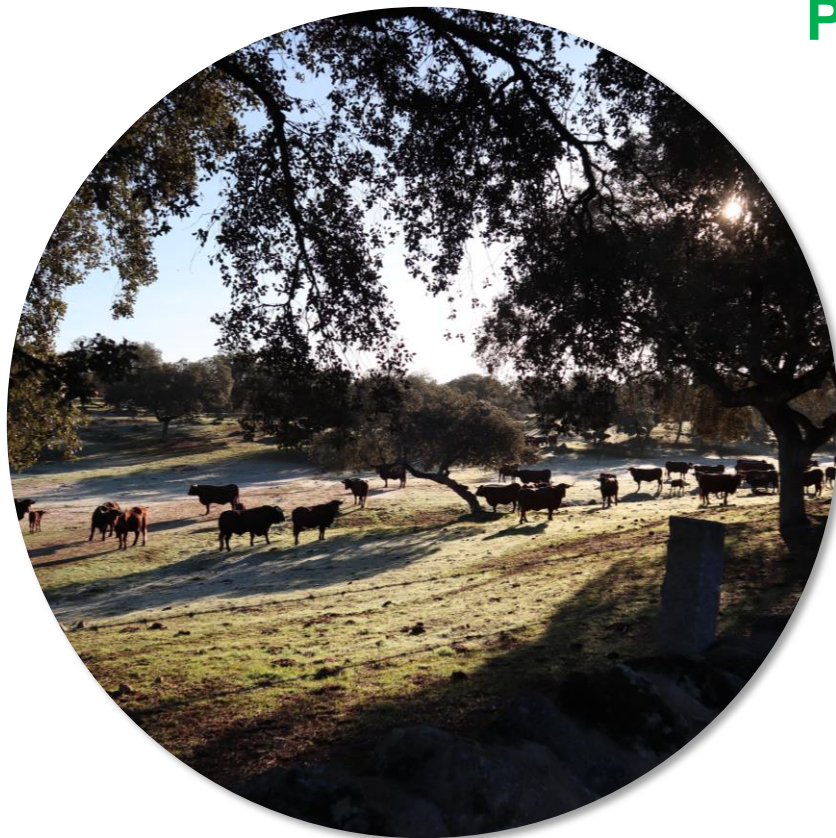- Limited access to services (health, education, digital...).

How to Bring Value?

- Recognition of the unique characteristics of mountain products

  - Optional Mountain quality term

    — Regulation not developed in Spain Why?

  - Actions at the producer levels

  - Actions at the political level

  - Actions at the consumer levels

- Niche products, not mass consumption

How to Bring Value?

Producers:

- Benefits of participation in quality systems

- Regulating unfair competition due to similar non-certified products

- Lower bureaucratic burden and certification costs for producers.

- Promote governance and distribution of power along the value chain (bargaining power, power imbalances, weak producer structure...)

- Regulate the intensification of resource use.

How to Bring Value?

Consumers

- Raise awareness of the value of public goods and product quality.

- Understanding choices and impact (+ and -)

- Willingness to pay fair prices: **not only pay product, but also pay territory, health, and sustainability.**

- Encourage **in situ** local consumption: Come to the area and buy/consume our products.

How to Bring Value?

Institutions

- Involvement of local authorities, support services, researchers and civil society.

- Continuous, participatory and dynamic development of quality scheme standards.

- Combination of quality schemes (PDO, PGI, organic, Natural Park...)

- Reduction of the bureaucratic burden and costs.

- Innovative methodologies (collective, participatory or group certification)

- Participatory guarantee systems (PGS)

- Communication campaigns: value of quality mountain production

Future Policies to Bring Value to Mountain Areas

From standardised policies to others **more adapted to the challenges** of mountain areas.

Overcoming negative connotations when talking about mountain areas to recognise them as **places of opportunity.**

Working from **Value Chains offers a different approach** to territorial analysis and strategy development.

Value Chains can be **drivers of change**.

Future Policies to Bring Value to Mountain Areas

Focus on **specific areas** (mountain and remote areas), **specific themes** (connectivity, mobility...) and **specific groups** (youth, migrants...).

Integrate rural and mountain regions into EU policies through **innovative tools (**research and development, digitalization), **solutions driven by local actors and experts** and based on scientific **evidence**.

Strengthen **cohesion strategies**.

Build **trust**, **empower** mountain communities.

Data.

Aligned with other strategic documents/policies (such as LTVRA).

MOVING Policy Roadmap

Better Territorial Governance, Regulation & Public Services

- Ensuring Mountain Livelihoods
- Growing Skills, Knowledge & Innovation
- Balancing Ecology & Society
- Fostering Collaboration & Networking
- Promoting Mountain Product Quality
- Preparing & Adapting for Change
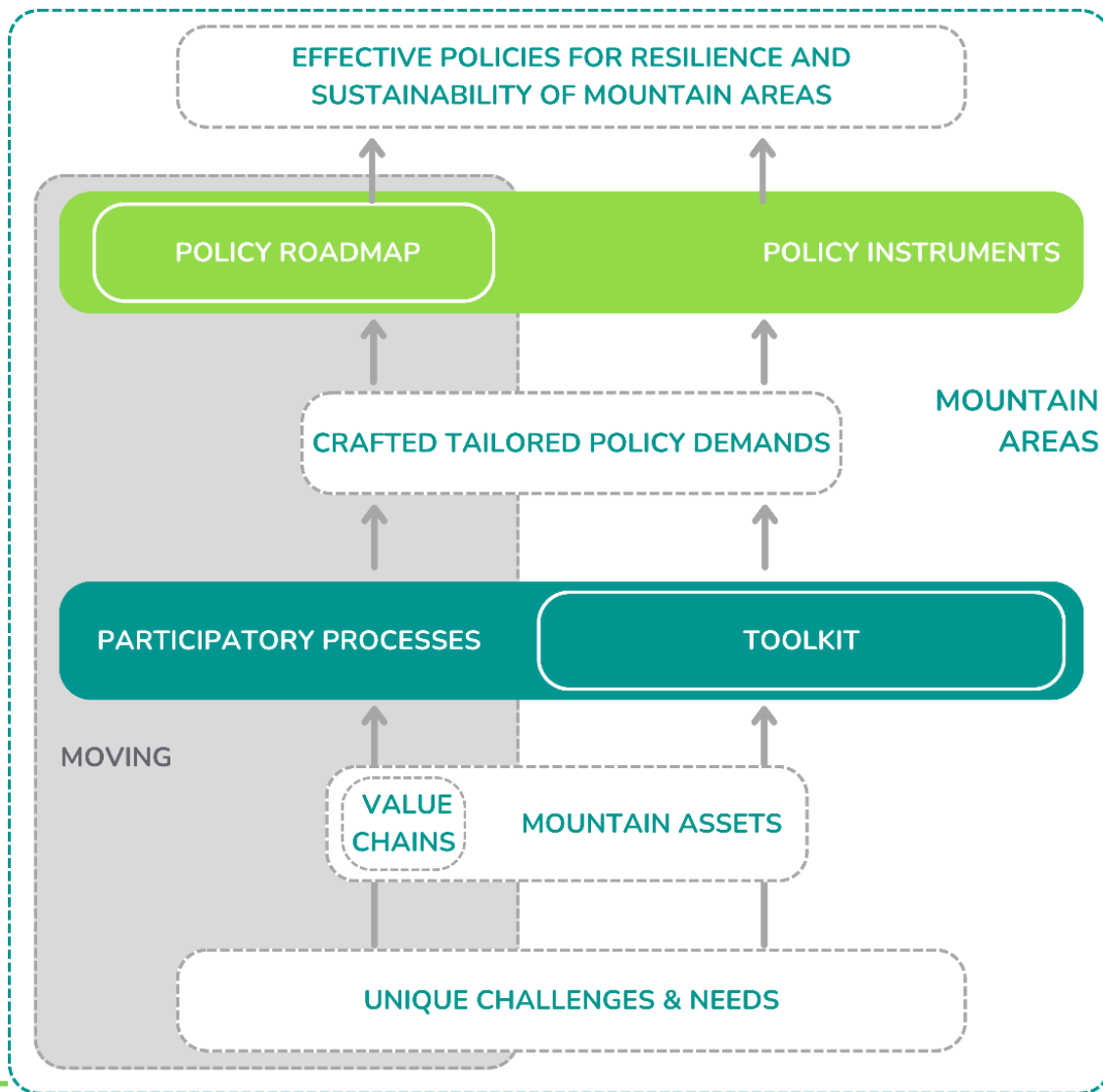- Sustaining the Use of Local Assets

Sustainable & Resilient Mountain Areas

Redman et al. (2024). Policy Roadmap: Building a More Favourable Enabling Environment for "Unlocking the Power" of Mountain Product Value Chains

https://www.moving-h2020.eu/policy-roadmap/

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MOVING Policy Toolkit

EFFECTIVE POLICIES FOR RESILIENCE AND SUSTAINABILITY OF MOUNTAIN AREAS

POLICY ROADMAP
POLICY INSTRUMENTS

CRAFTED TAILORED POLICY DEMANDS

MOUNTAIN AREAS

PARTICIPATORY PROCESSES
TOOLKIT

MOVING

VALUE CHAINS
MOUNTAIN ASSETS

UNIQUE CHALLENGES & NEEDS

Alonso-Roldan & Delgado-Serrano (2024). 'Quick start' Policy Design Toolkit

https://www.moving-h2020.eu/policy-design-toolkit/

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MOVING Legacy

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Listening and amplifying the voices of over 1000 mountain stakeholders

Local knowledge validate scientific results

Combining short and long-term perspectives

Going beyond 'case-by-case' approach without losing the uniqueness

Mountains need specific recognition and policies

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Territorial mountain diversity as a crucial asset of Europe

Need for granular data

Need of multi-level support

VCs MIGHT UNLOCK THE POWER OF MOUNTAINS

From areas with natural constraints to unique traits that create opportunities

From policy attention as 'compensation' for a presumed handicap to mixed policy efforts to recognise contribution

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Thank you!
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