

EU MAP WEBINAR

Mountain Value Chains: heterogeneity and innovation

16 December 2021

10:00 – 12:00 (CET), Online

The [MOVING Community of Practice \(CoP\)](#) is understood as a **European-wide Science-Society-Policy interface** engaging different stakeholders around resilience to climate change and social change of mountain value chains.

In practice, the CoP includes 23 regional Multi-Actor Platform (MAPs), established in the 23 Reference Regions, and one European-level Multi-Actor Platform (EU MAP).

The **EU MAP** offers an open space to stakeholders that are interested to exchange, learn and interact at the EU level to: (1) **contribute to key MOVING deliverables**; (2) **support peer-to-peer exchanges on additional topics** relevant for the members and for the regional MAPs; and (3) **create a long-lasting community**.

Objectives of the meeting

- Present the MOVING project and launch the EU MAP;
- Showcase specific traditional or emerging value chains working on innovation and resilience to climate change;
- Exchange, learn and interact at the EU level on heterogeneity and innovation in mountain value chains.



MOVING
MOUNTAIN VALORIZATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

DAY 1 | 16 December 2021

- 10.00 – 10.15 **Introduction and MOVING: first year of progress and results**
Mar Delgado (University of Córdoba)
- 10.15 – 10.30 **MOVING Community of Practice and the EU Multi-Actor Platform**
Blanca Casares (AEIDL)
- 10.30 – 10.50 **Los Pedroches PDO Iberian Ham value chain**
Sherman Farhad (University of Córdoba)
- 10.50 – 11.10 **Speyside Malt Whisky value chain**
Kirsty Blackstock (The James Hutton Institute)
- 11.10 – 11.30 **Ecotourism Southern Romanian Carpathian Mountains value chain**
Mark Redman (Highclere Consulting)
- 11.30 – 11.50 **Round-table: Mountain Value Chains - heterogeneity and innovation**
- 11.50 – 12.00 **Closing**
Blanca Casares (AEIDL)