

EU MAP WEBINAR: MOUNTAIN VALUE CHAINS – HETEROGENEITY AND INNOVATION

16 December 2021 (10-12h CET), Online

The [MOVING Community of Practice](#) is understood as a **European-wide Science-Society-Policy interface** to engage 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 publicise the [EU-MAP](#);
- Showcase specific traditional or emerging value chains working on innovation and resilience to climate change;
- Enhance the 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 | 16 December 2021

10.00 – 10.10 Introduction and welcome

Getting to know MOVING

10.10 – 10.20 **MOVING: first year of progress and results**

Mar Delgado (University of Córdoba)

10.20 – 10.30 **MOVING Community of Practice and the EU Multi-Actor Platform**

Blanca Casares (AEIDL)

Getting to know MOVING value chains

10.30 – 10.45 **Los Pedroches PDO Iberian Ham value chain**

Sherman Farhad (University of Córdoba)

10.45 – 11.00 **Speyside Malt Whisky value chain**

Kirsty Blackstock (The James Hutton Institute)

11.00 – 11.15 **Ecotourism Southern Romanian Carpathian Mountains value chain**

Cătălina Rogozan and Mark Redman (Highclere Consulting)

Round-table

11.15 – 11.50 **Mountain value chains - heterogeneity and innovation**

Representatives from: University of Cordoba, University of Pisa, Highclere Consulting, The James Hutton Institute and AEIDL

11.50 – 12.00 Closing and final remarks

