MOVING
MOuntain Valorisation through INterconnectedness and Green growth

MOVING: First year of progress and results

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EU MAP webinar | Mountain Value Chains: heterogeneity and innovation

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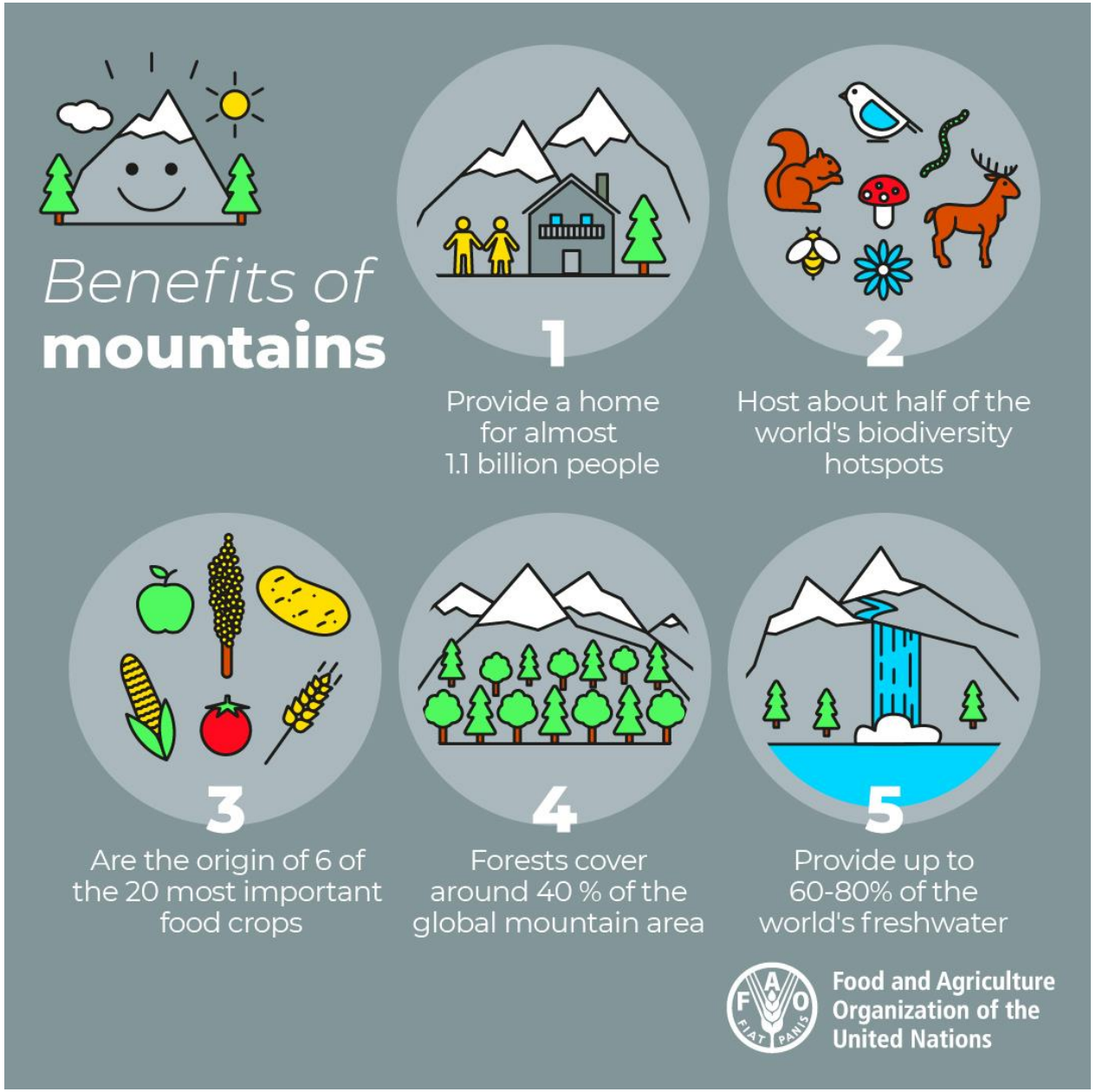

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International Mountain Day (Dec 11) #MountainsMatter

What is MOVING?

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MOVING (MOuntain Valorisation through INterconnectedness and Green growth) – is a four-year project (2020-2024) gathering 23 partners and coordinated by the University of Córdoba, Spain. The project is funded by the **Horizon 2020** programme.

MOVING Objective

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The **project main objective** is to build capacities and co-develop relevant policy frameworks across Europe for the establishment of value chains that contribute to the resilience and sustainability of mountain areas to climate change and other drivers.

MOVING Reference Regions

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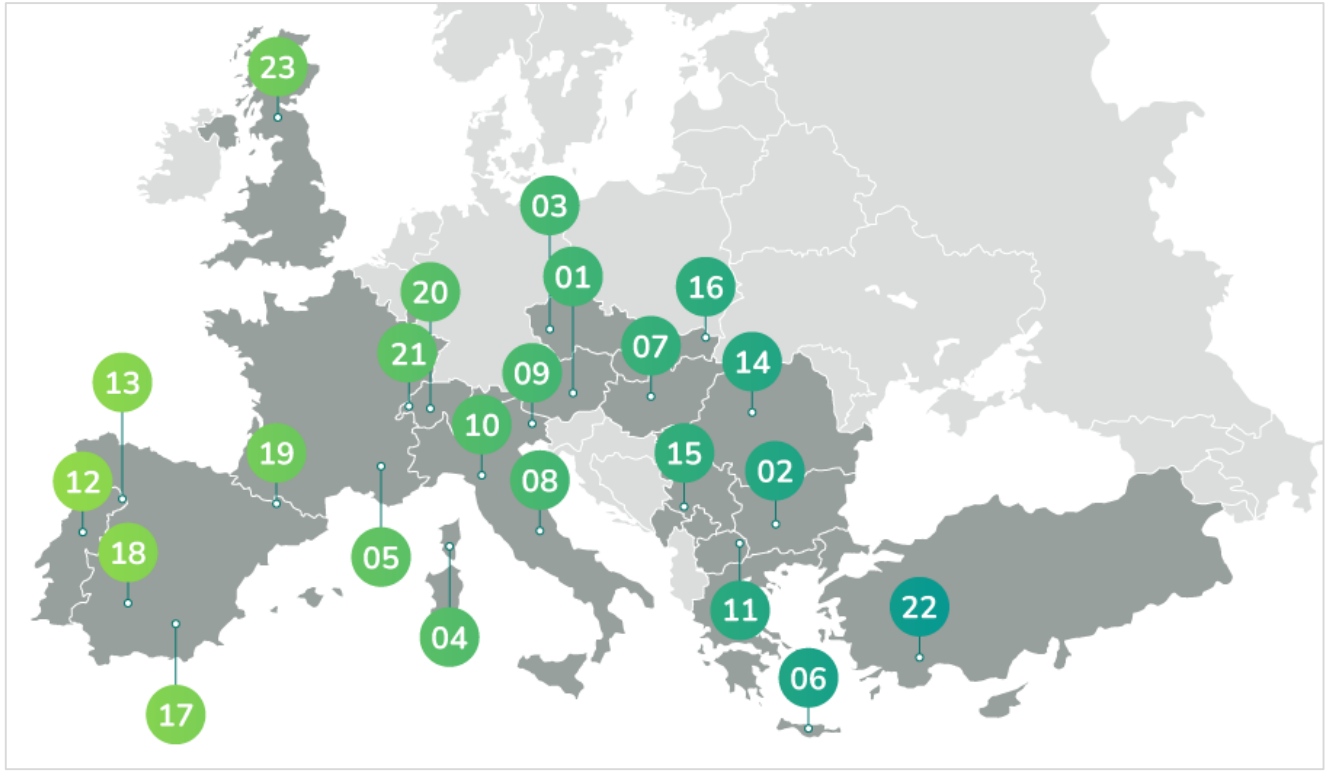
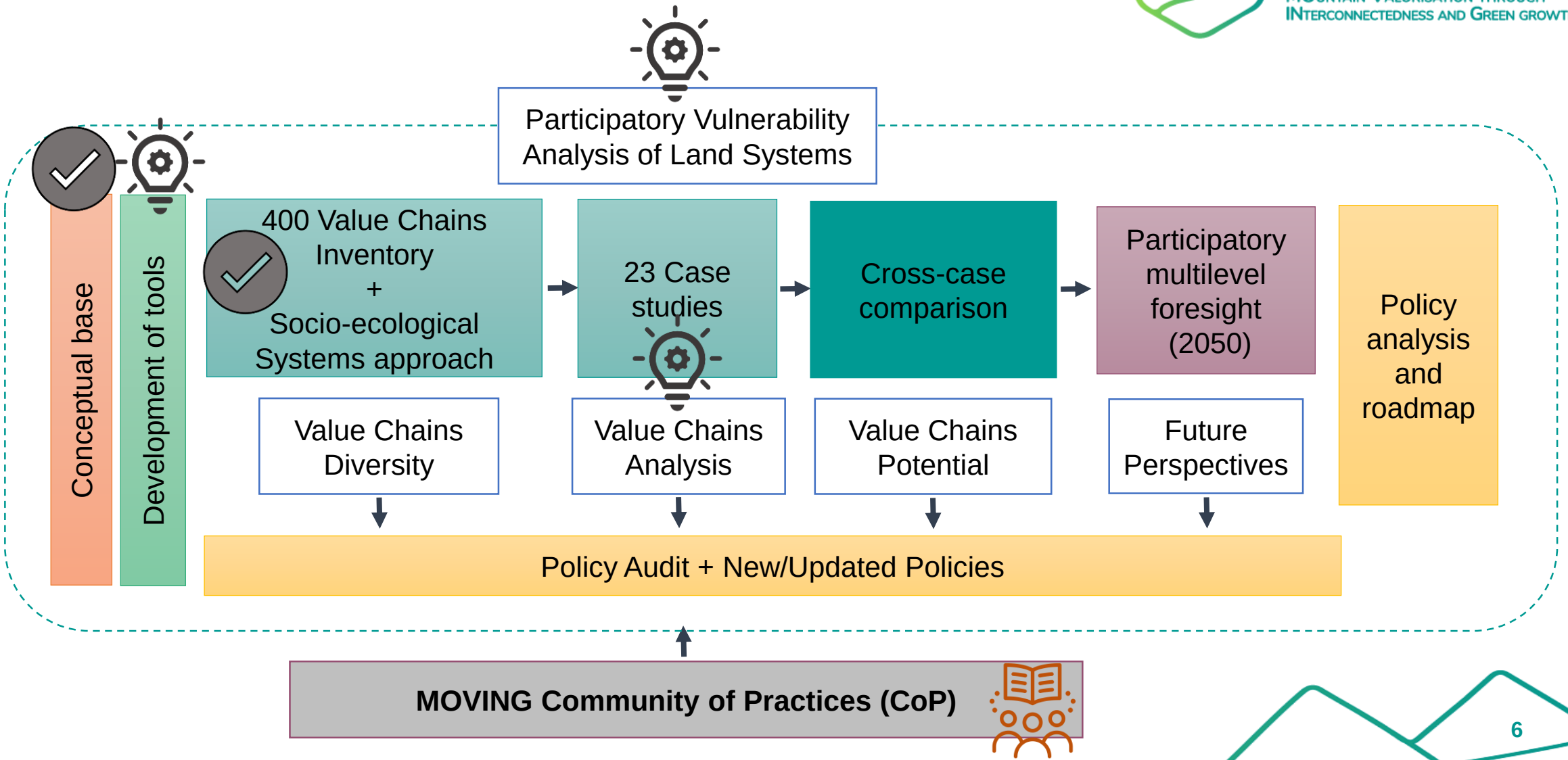
The **23 Mountain Reference Regions** are distributed in 16 European and neighbouring countries.



MOVING Approach



Main MOVING outputs

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400
Value Chains

23 Case studies
23 vulnerability matrixes

Methodology, tools, indicators

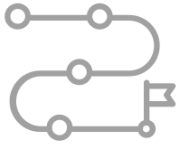
28 foresight exercises

Susceptibility/vulnerability maps

Community of Practice

Policy recommendations

Policy Roadmap



MOVING Conceptual Framework

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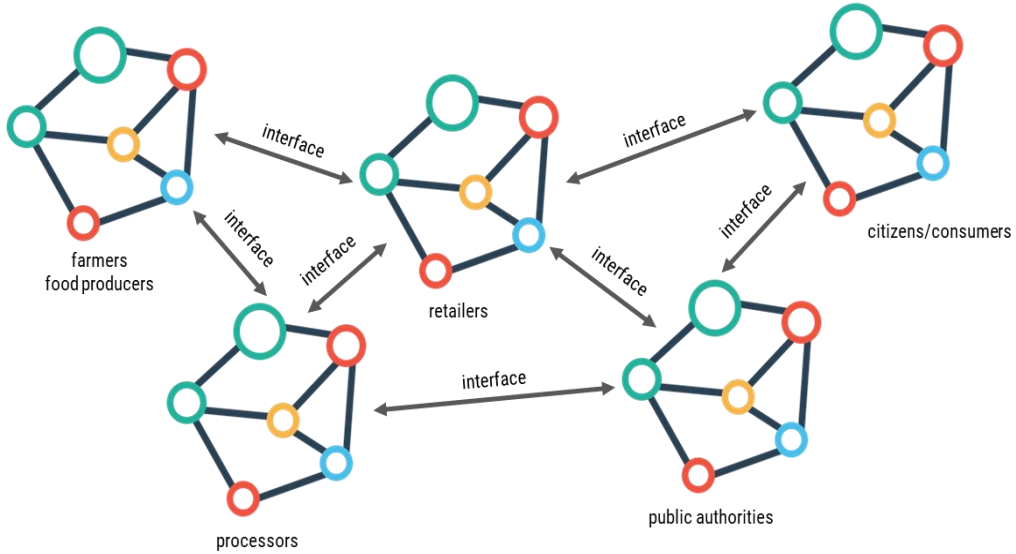
Mountains as complex **Social–ecological systems (SES)** where linked systems of people and nature are nested across scales.

Value chains (VC) as **networks** of actors and activities geographically localised that, through upstream and downstream linkages (inputs, outputs, financial flows, information, etc.), provide the consumer with a product (or service) obtaining in exchange a value to be distributed between the components of the chain.



MOVING goes beyond the conventional Value Chain Analysis to a more Extended Value Chain Analysis Approach that focusses on the assemblage of actors and practices within a socio-ecological system (SES).

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Who gets value? How?

How to sustain value chains that contribute to sustainability of mountain areas?

Conducive policy environments
capable to support local actors
in their practices

MOVING Progress of the first year

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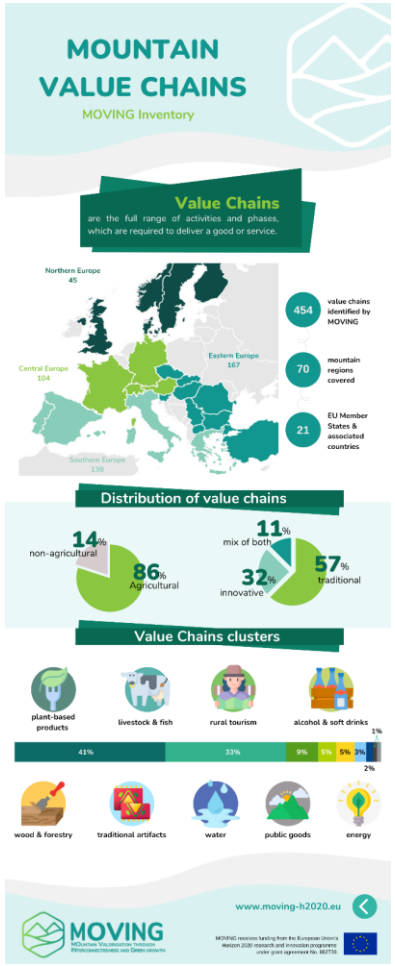

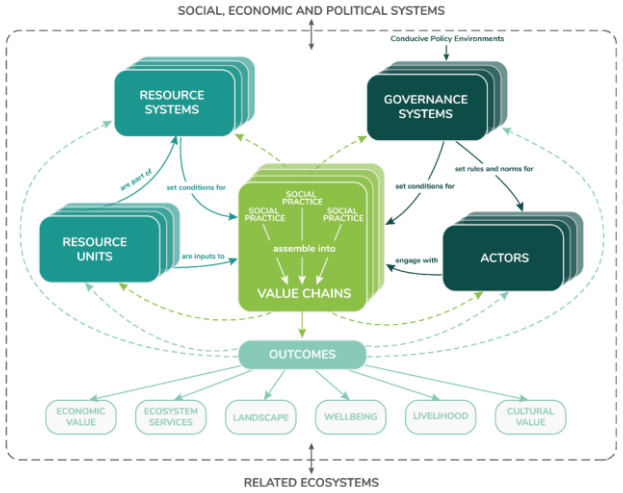

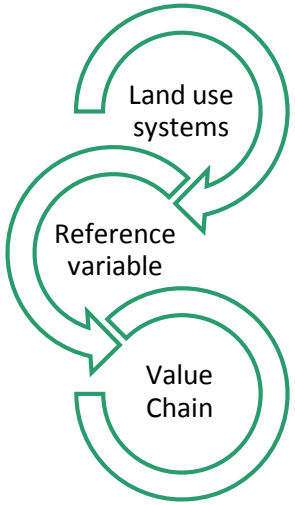

- Conceptual and Analytical Framework
- Value Chains Inventory
- 23 selected Value Chains selected
- Participatory Vulnerability Analysis of Land Use Systems
- Setting up of the 23 regional MAPs and the EU MAP
- First set of policy briefs

MOVING Work in progress

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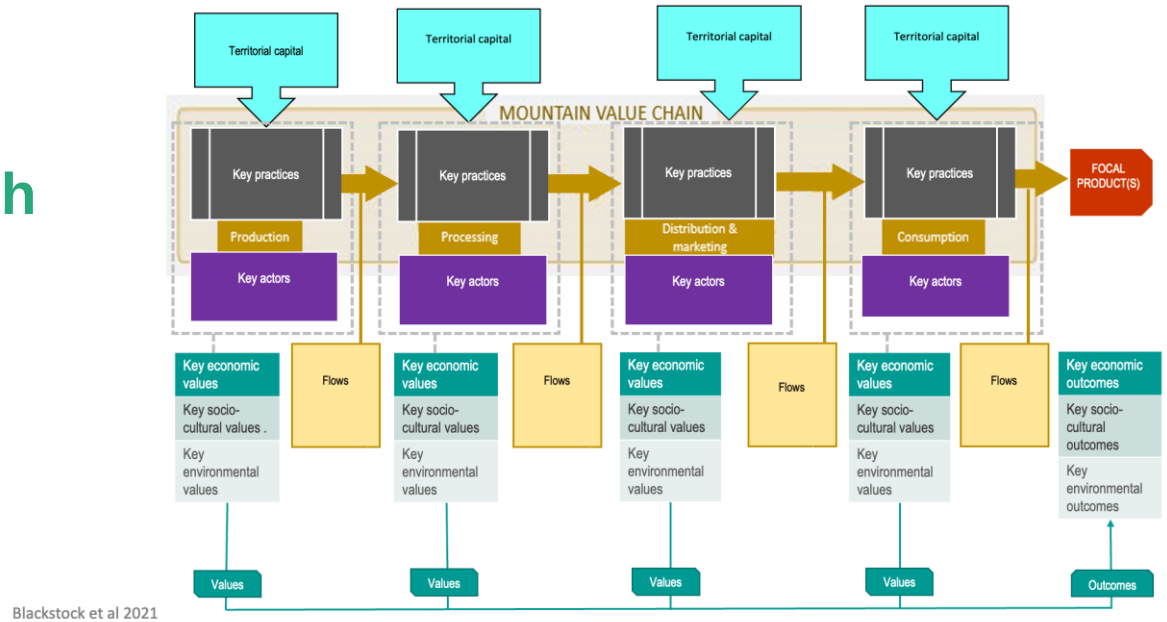
- Participatory appraisal of vulnerabili and performance of value chains
- Tools in progress: Story Map for each VC & MRR
- MOVING Mountains APP



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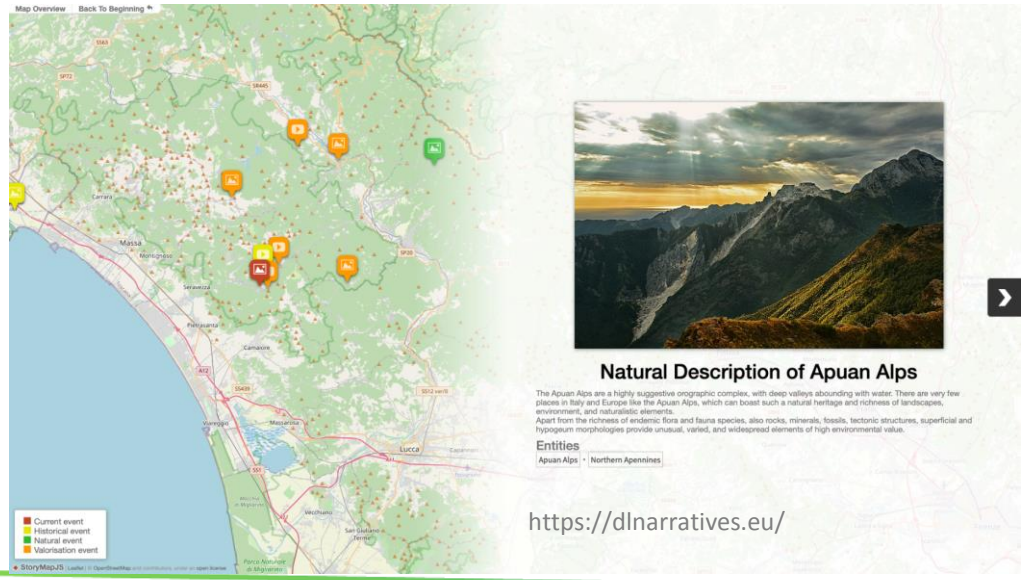

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Thank you!

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