

EU MAP WEBINAR

EUROPEAN QUALITY SCHEMES: THE ADDED VALUE FOR MOUNTAIN VALUE CHAINS

8 November 2022 (9.00 - 1.00 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](#);
- Provide an update of the new EU quality policy, according to the EC legislative proposals;
- Inform about the implementation and added value of the EU quality schemes and the implications for mountain value chains;
- Enhance the exchange, learn and interact at the EU level on heterogeneity and innovation in mountain value chains.

DAY | 8 November 2022

- 9.30 – 9.35 **Welcome and introduction**
- 9.35 – 9.45 **Knowing more about MOVING project**
Blanca Casares (AEIDL)
- 9.45 – 10.05 **New EU quality policy and the implications to mountain value chains**
European Commission- DG AGRI (speaker tbc)
- 10.05 – 10.25 **AREPO's position and policy recommendations on the EC proposal on the revision of EU GIs**
Francesca Alampi and Giulia Scaglioni (AREPO)
- 10.25 – 10.45 **Implementation of the EU optional quality term “mountain product”**
Guillaume Corradino (Euromontana)
- 10.45 – 10.55 **COFFEE BREAK**
- 10.55 – 11.40 **Getting to know MOVING value chains**
- **Cheese:**
Reference Region: Cordilheira Central / Value Chain: Serra da Estrela PDO Cheese
Reference Region: Central Apennines / Value Chain: Alto-Molise Dairy.
 - **Wine:** *Reference Region: Eastern Alps / Value Chain: Trento PDO Wine*
 - **Meat:** *Reference Region: Dinaric Mountains / Value Chain: Sjenica lamb PDO*
- 11.40 – 12.05 **Round table**
12. 05 – 12.15 **Closing and final remarks**
12. 15 – 1.00 **EU MAP member: internal session**