

EU MAP WEBINAR

EUROPEAN QUALITY SCHEMES: THE ADDED VALUE FOR MOUNTAIN VALUE CHAINS

8 November 2022 (9.30 - 1.15 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 – 9.40 **Welcome and introduction**

9.40 – 10.00 **MOVING: first half of the project - progress and results**
Mar Delgado (University of Córdoba)

Knowing more about MOVING project

Miranda García (AEIDL)

10.00 – 10.15 **New EU quality policy and the implications to mountain value chains**
Branka Tome (European Commission- DG AGRI- Unit F.3 Geographical Indications)

10.15 – 10.30 **AREPO's position and policy recommendations on the EC proposal on the revision of EU GIs**
Francesca Alampi and Giulia Scaglioni (AREPO)

10.30 – 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 - Teresa Pinto-Correia and Catarina Esgalhado (University of Evora)*
- *Reference Region: Central Apennines / Value Chain: Alto-Molise Dairy - Corrado Levoli and Ivano Scotti (University of Molise)*

Wine:

- *Reference Region: Eastern Alps / Value Chain: Trento PDO Wine - Ekaterina Kleshcheva (VINIDEA)*

Meat:

- *Reference Region: Dinaric Mountains / Value Chain: Sjenica lamb PDO - Tamara Zivadinovic (MENA Group)*

11.40 – 12.05 **Round table**

European Quality schemes: the added value for mountain value chains (all speakers)

12.05 – 12.15 **Closing and final remarks**

12.15 – 12.30 **COFFEE BREAK**

12.30 – 1.15 **Internal session of EU MAP members**

EU MAP progress and next steps

Miranda García (AEIDL)

Working groups: Updating the work plan (who are we, what is our link to mountain areas and what can the MOVING CoP and the EU MAP contribute to the new knowledge needs?)

All EU MAP members participating*

Interested in becoming part of the EU MAP?

Join the EU MAP, [here](#) and please indicate in the registration form that you wish to participate in the internal session.