

Applying value chain upgrading strategies to mountain value chains to improve resilience

The H2020 MOVING project has explored 23 mountain value chains (VCs) described in earlier practice abstracts: <https://www.movingh2020.eu/library>. These VCs are vulnerable to climate change, demographic change, and changes in policies and consumer demand. Mountain entrepreneurs need respond to these threats.

Value chain strategies can help. These Strategies include: upgrading the product (new products, premium product certification) or using process upgrading to cut costs and improve efficiencies. Other forms include expanding the functions undertaken beyond production into processing, distribution and marketing or inter-chain diversification (developing more than one VC). There are two further types of collective action upgrading. Improving 'vertical' connections between different firms across VC stages (e.g. between farmers and the retailers). The second is 'horizontal' upgrading through firms cooperating within a VC stage to share information and improve efficiency. This economic focus is increasingly complemented by attention to social and economic value added, addressing how product, processing, functional, intra- or inter-chain upgrading strategies can improve working conditions and reduce environmental impacts.

Our VCs used all these upgrading strategies, generally in multiple and innovative combinations. The territorial focus on mountains highlighted the importance of public-private partnerships in these strategies. Protecting mountain natural, social and cultural capital and innovating around traditions were important ways to make the VCs resilient. Mountain areas must extend VC upgrading strategies beyond a narrow economic interpretation to safeguard the special mountain qualities.

Upgrading strategies for 23 value chains to improve resilience

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Anticipated users of PA

- Policy actors implementing policy coherence in mountain territories
 - Knowledge brokers
- Mountain and product associations

More info

www.moving-h2020.eu/