



## Building a shared understanding of Mountain Value Chains

Within the H2020 MOVING project, we are analysing mountain value chains across 23 different mountain locations. Using an approach that builds on the Value Chain Analysis for Development (VCA4D), we illustrate how taking this type of extended value chain can provide a fresh perspective on mountain rural development. A value chain connects the stages by which values (economic, environmental and socio-cultural) are added as raw materials become products, that are processed, distributed and marketed and finally consumed. The values that are added depend on harnessing the capitals or assets of the mountain locations - these can be natural resources, local know-how or community spirit. This value chain analysis illustrates how mountain assets are the foundation for regional or national economic sectors. Very often, the later value chain practices take place a long way from the mountains, which can dilute the economic value for producers, but also reduce the ability of local people to influence how the products are developed or the degree to which their mountain origins are recognised by consumers. In the H2020 MOVING project, the participation of mountain producers in understanding the value chain is essential, due to their local knowledge of how mountain assets are involved and what benefits arise. Often statistics and publications are not available for the specific mountain value chain activities, so insights from local experts is the best sources of evidence. The value chain approach can connect these producers to other actors involved in the value chain outside mountain areas, helping mountain people to have a voice in global value chains and/or to identify ways to relocalise other parts of the value chain to retain more value in mountain areas.

### MOVING Mountain Value Chains

#### Authors

Kirsty Blackstock, Sharon Flanigan, Rachel Creaney (The James Hutton Institute)

