

# MOUNTAIN VALUE CHAINS: OUR TREASURE



## WHAT IS A VALUE CHAIN?

A set of **activities** required to bring a product or service from the producer to its consumers



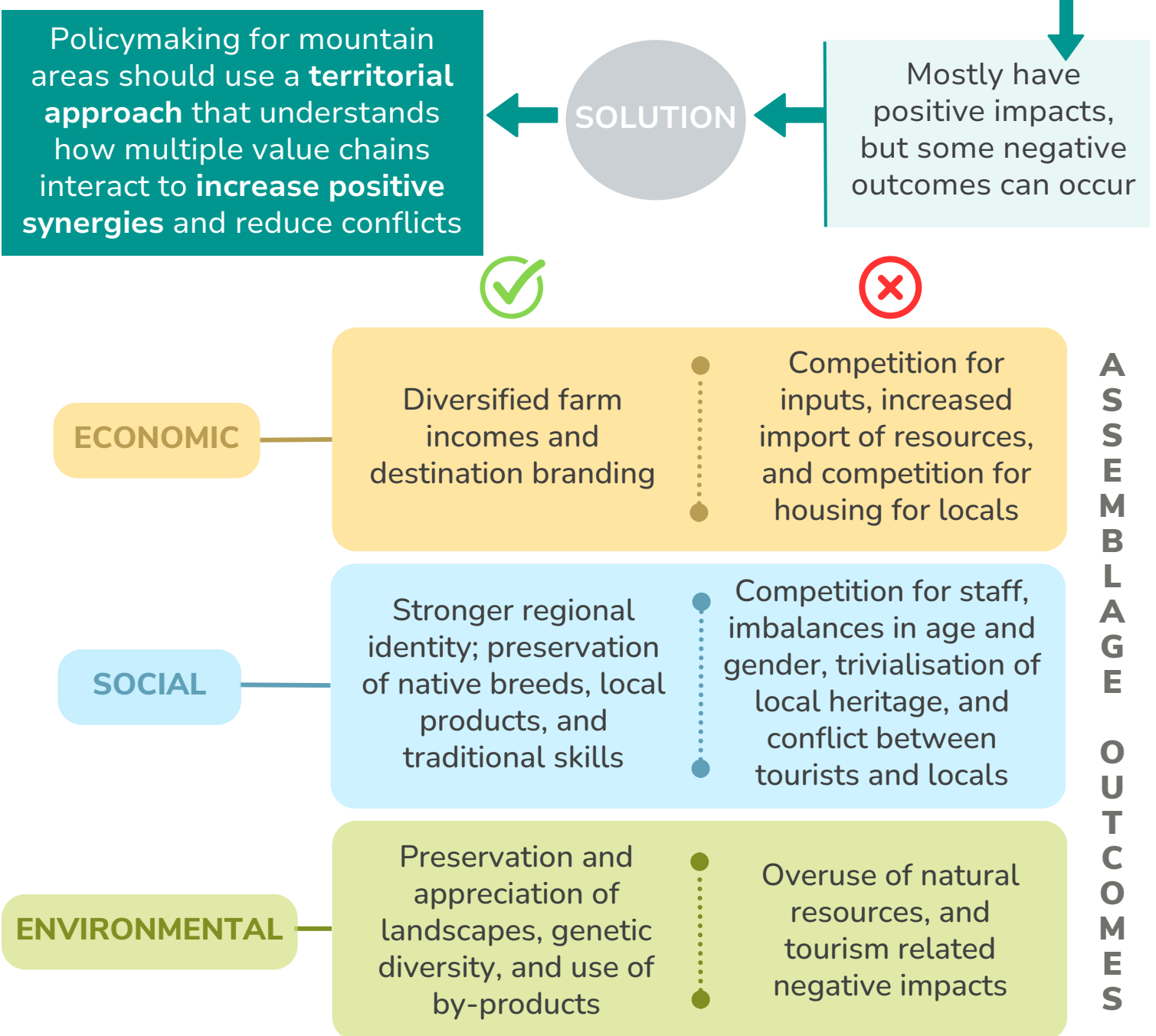
## WHY DO MOUNTAIN VALUE CHAINS MATTER?

Mountains cover **36% of Europe's surface** and host **16% of its population**. They provide many public goods and ecosystem services, often organised along **VALUE CHAINS** that have:



## MOUNTAIN VALUE CHAINS WORKING TOGETHER

When value chains interact with one another and generate new economic, social and/or environmental benefits, this creates an **"ASSEMBLAGE"**



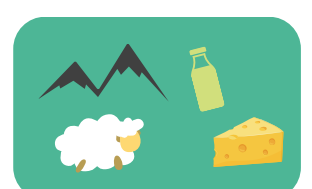
## EXAMPLES OF ASSEMBLAGE IN MOUNTAINS



A drinks-based value chain (like Whisky or Wine) that includes tourism



A grain-based value chain that includes animal products and tourism



A lamb-based value chain that includes cheese



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