

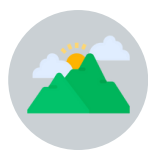
CREATING VALUE IN EUROPE'S MOUNTAINS



PARTICIPATORY VALUE ANALYSIS FOR MOUNTAINS

23

Mountain Regions



Value chains investigated
(alcohol, crop, bio-honey, cheese, meat, public goods, tourism)

355

Actors involved



Participatory analysis to assess how value chains generate value in mountains

HOW IS VALUE CREATED?

ECONOMIC VALUE

- Positive impact
- Contribute to the economic growth of the region

- Income from profits and wages
- Local employment
- Tax revenue
- Creation of infrastructure

SOCIAL VALUE

- Several social benefits from mountain value chains
- Influence on socio-cultural development

- Preservation of traditional landscape and heritage
- Slowing depopulation
- Strengthened territorial identity
- Increased skills

ENVIRONMENTAL VALUE

- Slightly less positive than economic gains
- Sometimes felt to damage natural resources

- Mountain biodiversity
- Encouraging eco-friendly land management techniques
- Carbon capture and storage
- Soil and water protection

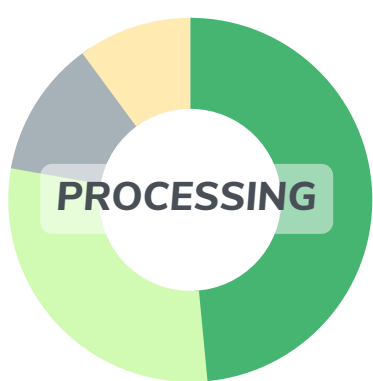
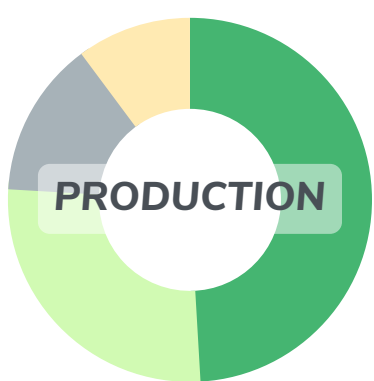
MOVING findings suggest that value chain policy and practice need to **pay careful attention to the environmental and social impacts** of adding economic values in the mountains



Check the MOVING mountain value chains



WHERE DO VALUE CREATION PRACTICES TAKE PLACE?

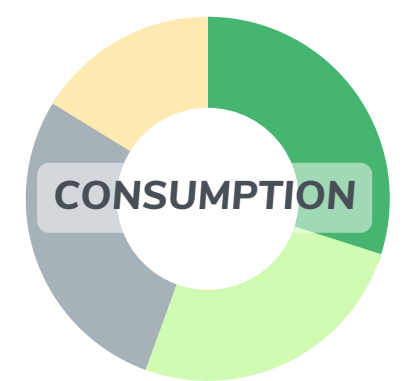


■ MRL* ■ NATIONAL
■ MRR** ■ INTERNATIONAL

Data refers to the 23 value chains analysed by MOVING.

*MRL: smaller local areas, where one or more land use systems and natural assets that are key for the selected VCs are located.

**MRR: large mountain areas.



Mountain value chains create value in and beyond mountains



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MOVING receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 862739. The content of the website does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).

