MOVING
MOuntain Valorisation through INterconnectedness and Green growth

UNIVERSIDAD DE CÓRDOBA

MOVING Project, an Amazing Four-Year Journey

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Our main objective

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To **build capacities and co-develop** relevant **policy frameworks** across Europe for the establishment of **new or upgraded/upscaled Value Chains** that contribute to the **resilience and sustainability of mountain areas** - in a bottom-up participatory process with value chain actors, stakeholders and policymakers

Our point of departure: (Un)valued Mountains

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Mountains are the **ecological backbone** of Europe:

- 30% of the EU territory
- Concentrates most of Europe's biodiversity hotspots
- Provide essential ecosystem services
- Function as water reservoirs for the continent

And essential in **socioeconomic** terms:

- Private and public goods provision (food, water, energy, landscapes, biodiversity, culture, traditions)
- Local economy based on natural resources (agriculture, forests, food processing and tourism)
- 18% of EU farm households

(Un)valued Mountains → VC Valorise Mountains

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- Diversity of contexts and development levels
  - Limited data at local level
    - Value of local knowledge, perceptions and expectations
    - Moving beyond a one-size-fits-all approach
  - Tailoring solutions for specific contexts
- Harnessing the unique aspects of mountain areas in policy-making

Our 23 Mountain Regions

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Our 4-year journey

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MOVING Community of Practice

Theoretical and Conceptual Approach (CAF)

VCs Identification (Inventory)

Participatory Analysis of Land Use System Vulnerability

Value Chain Analysis, Cross-comparison and Benchmarking

Participatory Multilevel Foresight

Value Chains Diversity

Value Chains Analysis

Value Chains Potential

Future Perspectives

Policy Analysis and Roadmap

Obj. 1: Stakeholder engagement (WP1)
Creating Science-Society-Policy interfaces

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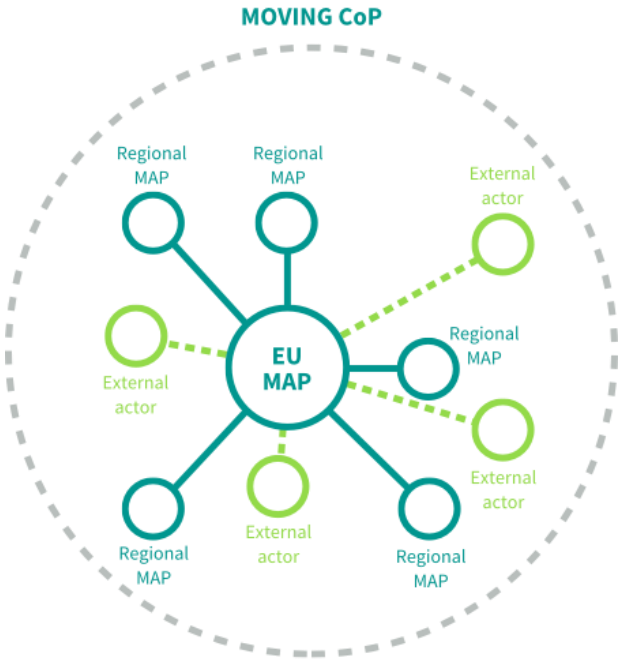

- A **multi-actor approach** project understood as:
  - The co-creation and sharing of knowledge among different types of actors with complementary expertise.
  - Collaborative processes involving a diversity of actors in order to address complex problems together.
- MOVING **Community of Practice:** European-wide Science-Society-Policy interface built upon:
  - 23 regional MAPs established in the 23 Mountain Regions
  - 1 European-level Multi-Actor Platform (EU MAP)
  - Youngster participation

Approx 1000 stakeholders involved

81 active members

> 500 youngster

Obj. 2: Developing a Conceptual and Analytical Framework (WP2)

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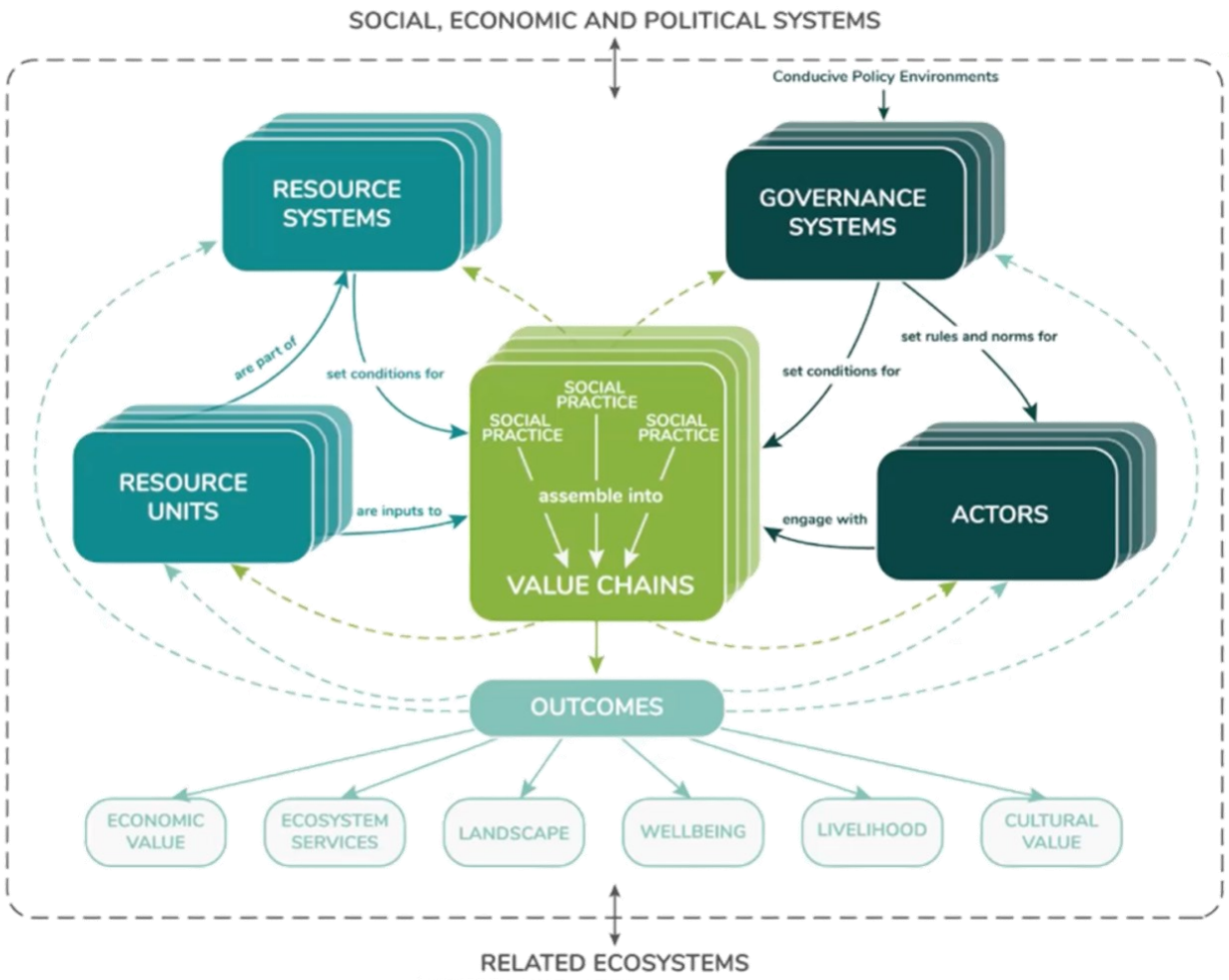

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MOVING conceptual and analytical framework revised and reformulated

Obj. 3: Participatory analysis of the vulnerability of land use and production systems (WP3)

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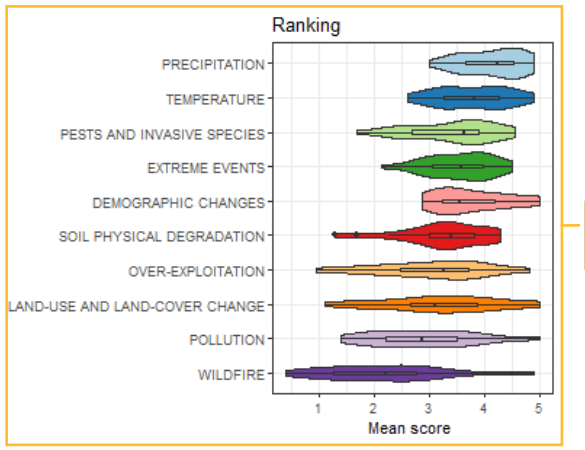
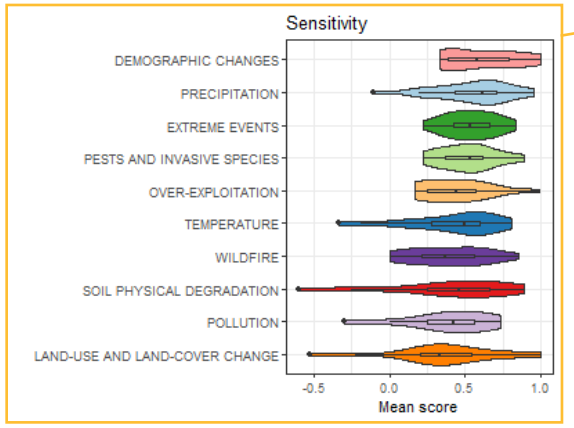
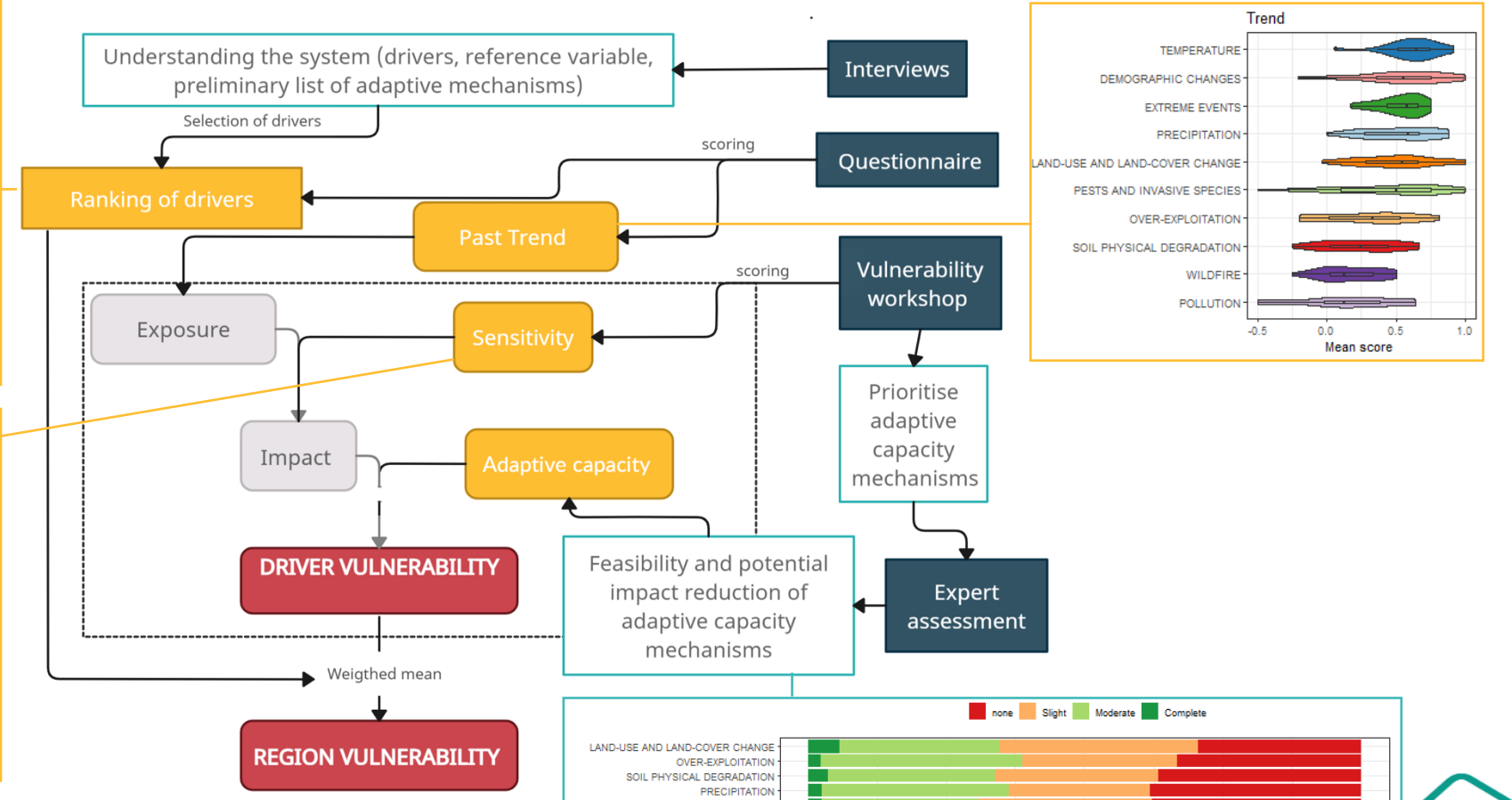
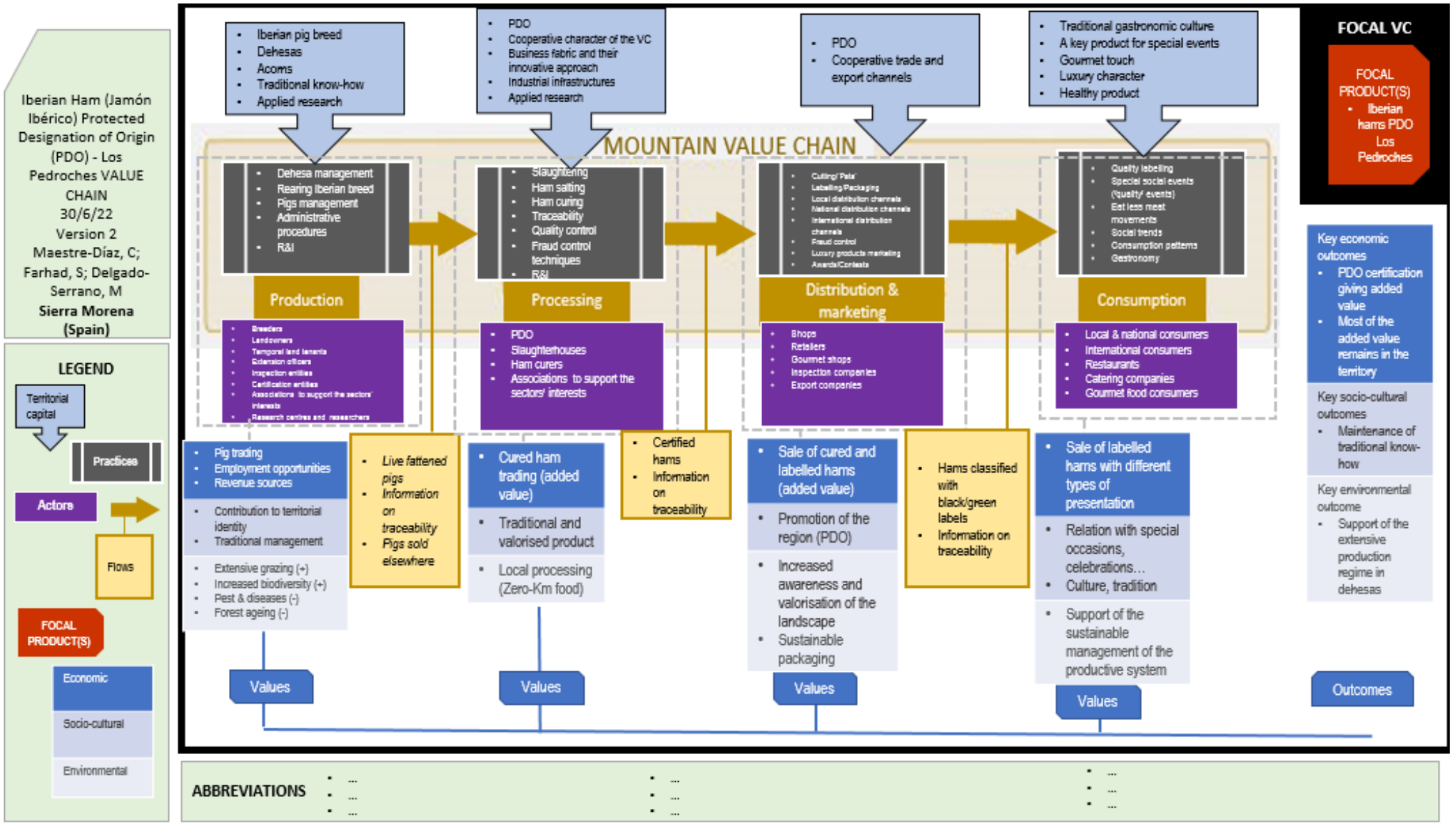






Objective 4: Value Chain Analysis



Obj. 5: Participatory benchmarking and clusters of mountain VCs (WP5)

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Defining factors (challenges)

S	I	G	N	V
Demographic & **S**ocial aspects	Innovation and Infrastructure	Territoriality, Cooperation & **G**overnance	Nature and Ecosystem Services	Value and Quality Products
• Demographic changes • Labour availability • Employment • Wellbeing • Social inclusion • Women role • Youngster role • New entrants	• Market • Value added • Infrastructures (communication, processing) • Digitalisation • Business model production • Business model processing • Green energy • Entrepreneurship	• Territorial integration • Telecoupling /Assemblage • Size of the VC • Overlap with other VC • Link to tourism • Fragility of the VC • Institutional development • Dependence on subsidies/policies	• Landscapes • Limits to growth • High Nature Value Farming • Climate change threats and adaptation strategies • Environmental Protection Figures • Regenerative/organic production	• PDO or similar • (lost) Cultural heritage • Food quality • Traditional production • Local Knowledge • Specific breeding/variety • Unformality • Consumer preferences • Organic

Obj. 6: Foresight Analysis (WP6)

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22 local foresight analyses:

- **4 foresight scenarios** in each of the 22 regions
- **Participatory** approach to **imagining the future** up to **2050** and envisioning strategies

5 cluster scenario analysis

Pan European scenario analysis

Obj. 7: Policy Analysis (WP7)

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Policy Roadmap based on ten building blocks

Analysis of Strategic Policy Options

Policy Toolkit

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- Listening and amplifying the voices of over 1000 mountain stakeholders
- Local knowledge validate scientific results
- Combining short and long-term perspectives
- Going beyond ‘case-by-case’ approach without losing the uniqueness
- Mountains need specific recognition and policies

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Territorial mountain diversity as a crucial asset of Europe

Need for granular data

Need of multi-level support

VCs MIGHT UNLOCK THE POWER OF MOUNTAINS

From areas with natural constraints to unique traits that create opportunities

From policy attention as ‘compensation’ for a presumed handicap to mixed policy efforts to recognise contribution

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Thank you!

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