MOVING
MOuntain Valorisation through INterconnectedness and Green growth

UNIVERSIDAD DE CÓRDOBA

Value Chain Contribution to Sustainability & Resilience

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5 Thematic Clusters

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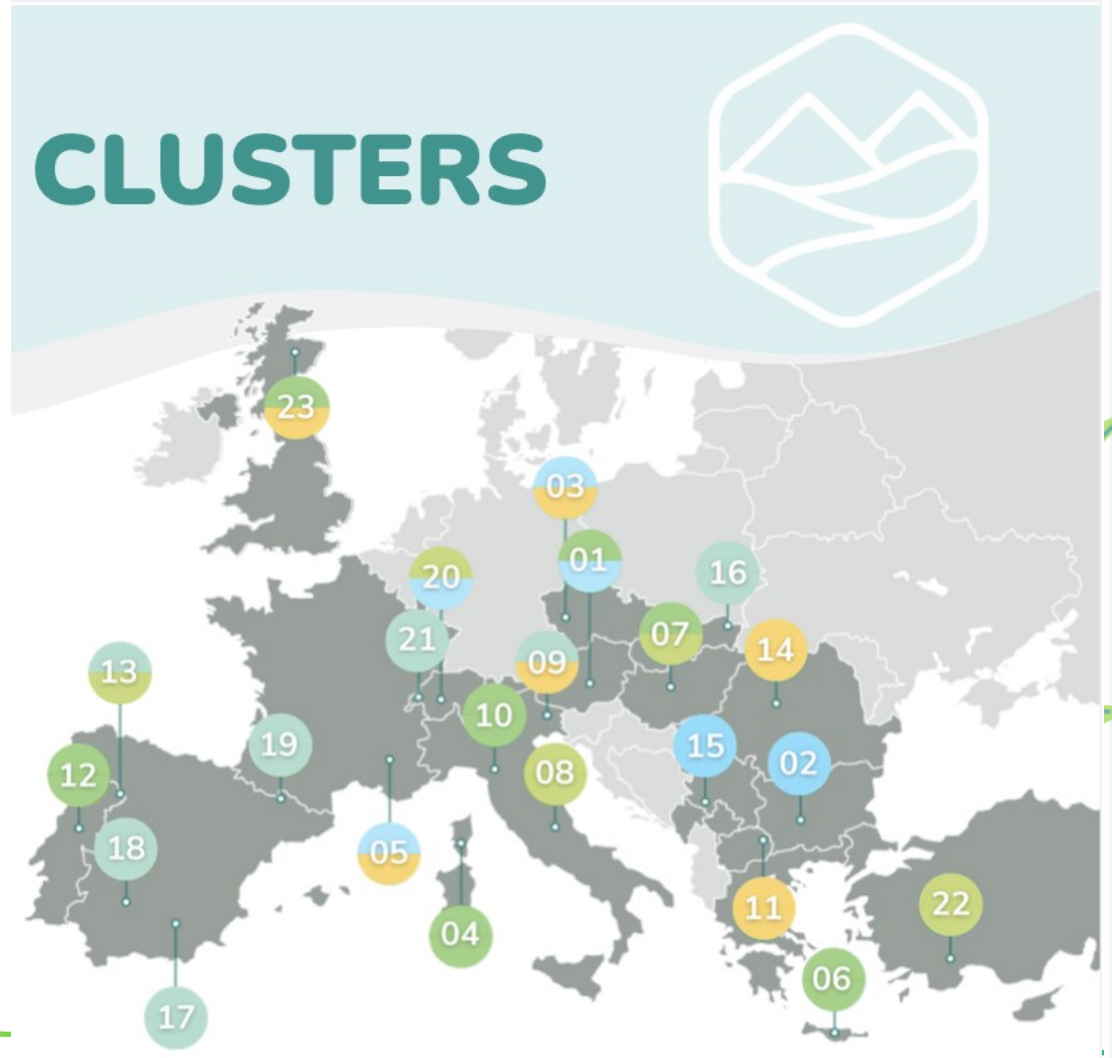
Defining factors (challenges)

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	• Telecoupling /Assemblage • Size of the VC • Overlap with other VC • Territorial integration • Link to tourism • Fragility of the VC • Institutional development • Dependence on subsidies/policies	• Landscapes • Limits to growth • High Nature Value Farming • Climate change adaptation strategies • Environmental Protection Figure • Climate change threats • Regenerative/organic production	• PDO or similar • (lost) Cultural heritage • Food quality • Traditional production • recipies • Local Knowledge • Specific breeding/variety • Unformality • Consumption • organic

CLUSTERS



S

Social and demographic aspects

Austrian Alps (AT), Corsica (FR), Crete (GR), Transdanubian Mountains (HU), Northern Apennines (IT), Cordiheira Central (PT) and Highlands and Islands (UK) regions.

V

Value and quality products

Eastern Alps (IT), Maciço Noroeste (PT), Slovak Carpathian Mountains (SK), Betic Systems (ES), Sierra Morena (ES), Spanish Pyrenees (ES) and Swiss Jura (CH) regions.

I

Innovation and infrastructure

Transdanubian Mountains (HU), Central Apennines (IT), Maciço Noroeste (PT), Swiss Alps (CH) and Beydaglari (TU) regions.

N

Nature and ecosystem services

Austrian Alps (AT), Stara Planina (BG), Sumava - Cesky Les (CZ), Drome Valley (FR), Dinaric Mountains (RS) and Swiss Alps (CH) regions.

G

Governance, territoriality and cooperation

Sumava - Cesky Les (CZ), Drome Valley (FR), Eastern Alps (IT), Maleshevski Mountains (MK), Southern Romanian Carpathian Mountains (RO) and Highlands and Islands (UK) regions.

Comparative Participatory Analysis

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Within each cluster:

- Evaluation of the contribution of VCs to the sustainability & resilience of mountain areas
- VC-impact on **seven objectives:**

1 HUMAN CAPITAL

Priority is placed on **education** and upskilling to respond to the evolution of mountain value chains. Value chain actors participate in educating the **next generations** and providing them with appropriate **skills**.

2 COOPERATION

Formal and informal **relationships** in the value chain foster fruitful collaboration. **Collaboration** increases social capital and mutual trust, likely leading to **sharing benefits** fairly among all involved parties throughout the production, processing, and distribution phases.

3 SUSTAINABLE USE OF LOCAL ASSETS

Activities in the value chains are designed so that **cultural, social, environmental** and economic factors are adapted to the **territorial context** and availability of **resources** while limiting damage to them.

4 INCLUSIVENESS

Value chains are open to new entrants and promote the **participation of all** in the management and **decision-making**. Formal and informal rules can be present, pushing for the inclusion of different groups (**migrants, women**, LGTBIQ+, disabled persons).

5 ADAPTIVE CAPACITY

Awareness of responsibility to sport support the **adaptation** and mitigation of **economic threats**, such as depopulation, isolation, inflation, etc. Consideration of these threats in **strategic decisions**.

6 ECOLOGICAL RESILIENCE

Responsibility in helping to adapt to and **mitigate** environmental threats such as **climate change**, **water** scarcity, and **biodiversity** changes. These threats are considered when making strategic decisions.

7 ATTRACTIVENESS & WELLBEING

Focus on revitalising mountain areas by retaining **youth** and attract **new inhabitants**. This is achieved through several initiatives, strategies and policies such as **high-quality jobs** and stable **income** for workers.

Our hypothesis

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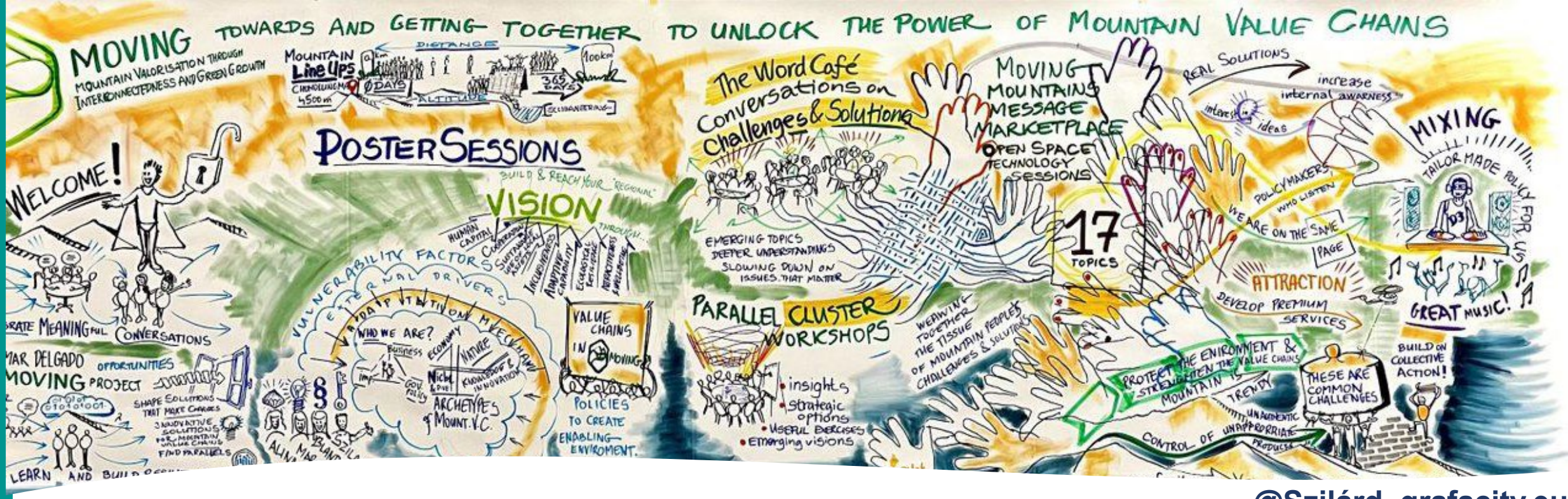
¨Mountain value chain can create value while enhancing the sustainability and resilience of mountain regions.”



@Szilárd, grafacity.eu

Cross-Cluster Analysis

- **Cluster workshop**
  "Unlocking the power of mountain VC", Hungary, November 2023

  > 100 representatives of the 23 mountain regions

- **Online questionnaire**
  Assessing and weighing contribution of the seven MOVING objectives to the sustainability and resilience of mountain regions

  > 100 experts of the 23 mountain regions

Cross-clusters analysis of objectives

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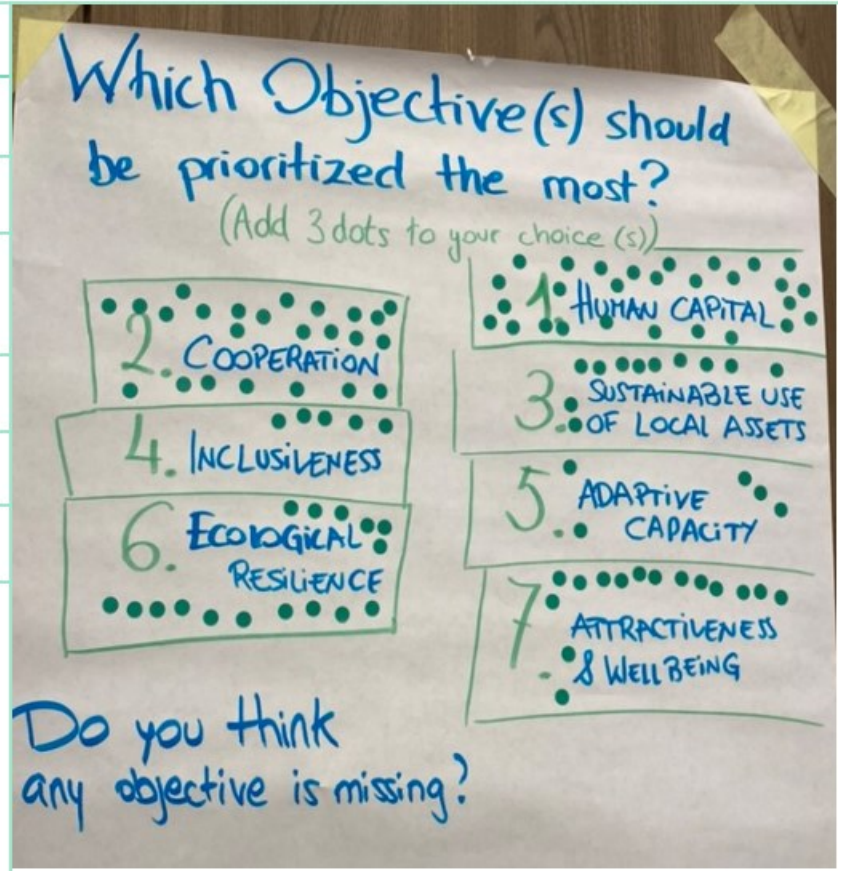
Objective	Number of dots
1 Human capital	28
2 Cooperation	24
3 Sustainable use of local assets	11
4 Inclusiveness	5
5 Adaptive Capacity	5
6 Ecological Resilience	16
7 Attractiveness & Wellbeing	15



Questionnaire to MAP experts

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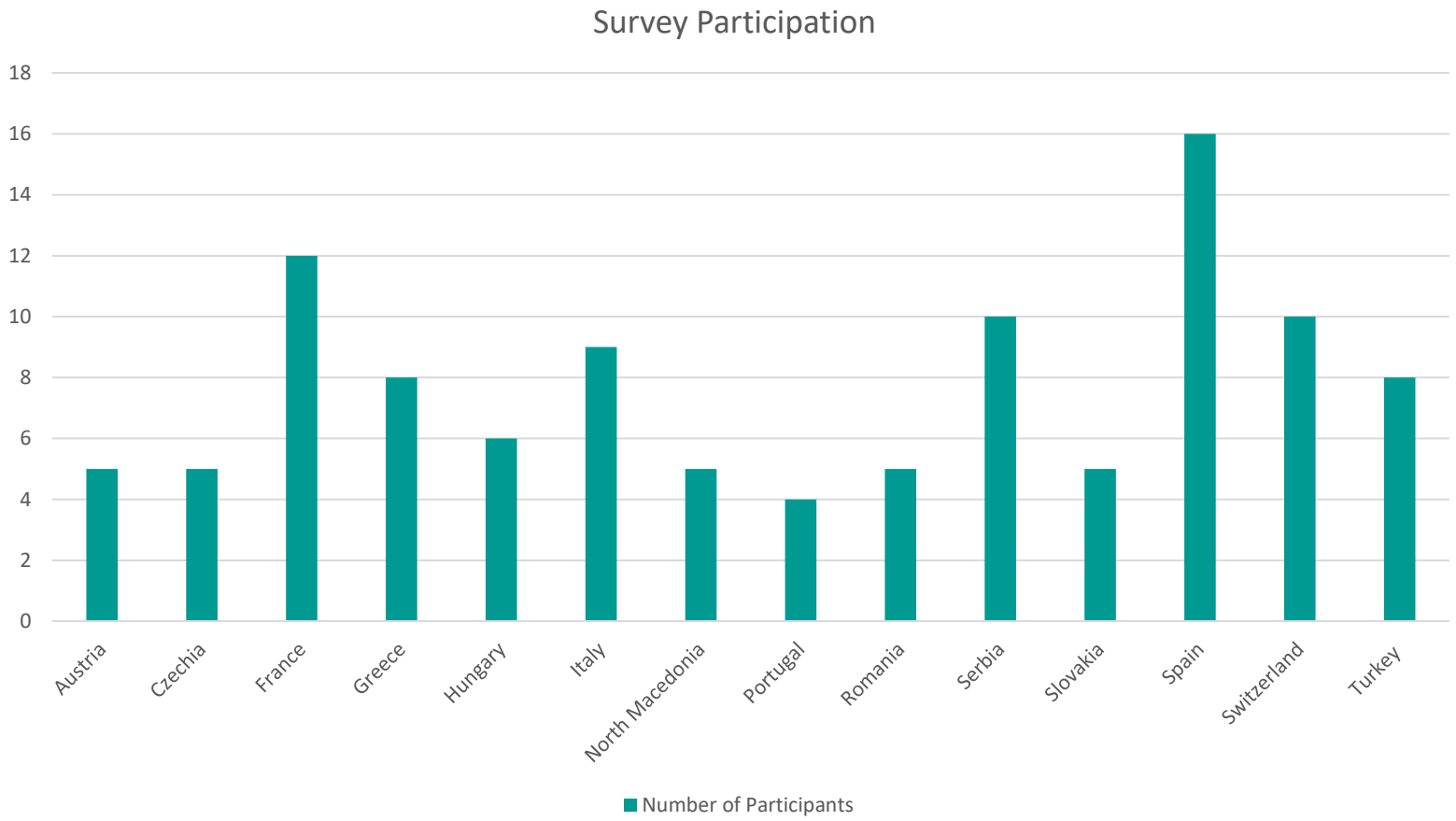

108 answers

- 14 countries
- 21 VCs

40-65 years

- 69.44%

25-40 years

- 26.85%

Women

- 37.96%

University degree

- 88.8

Distribution of survey respondents by country

Latent Class Model Results

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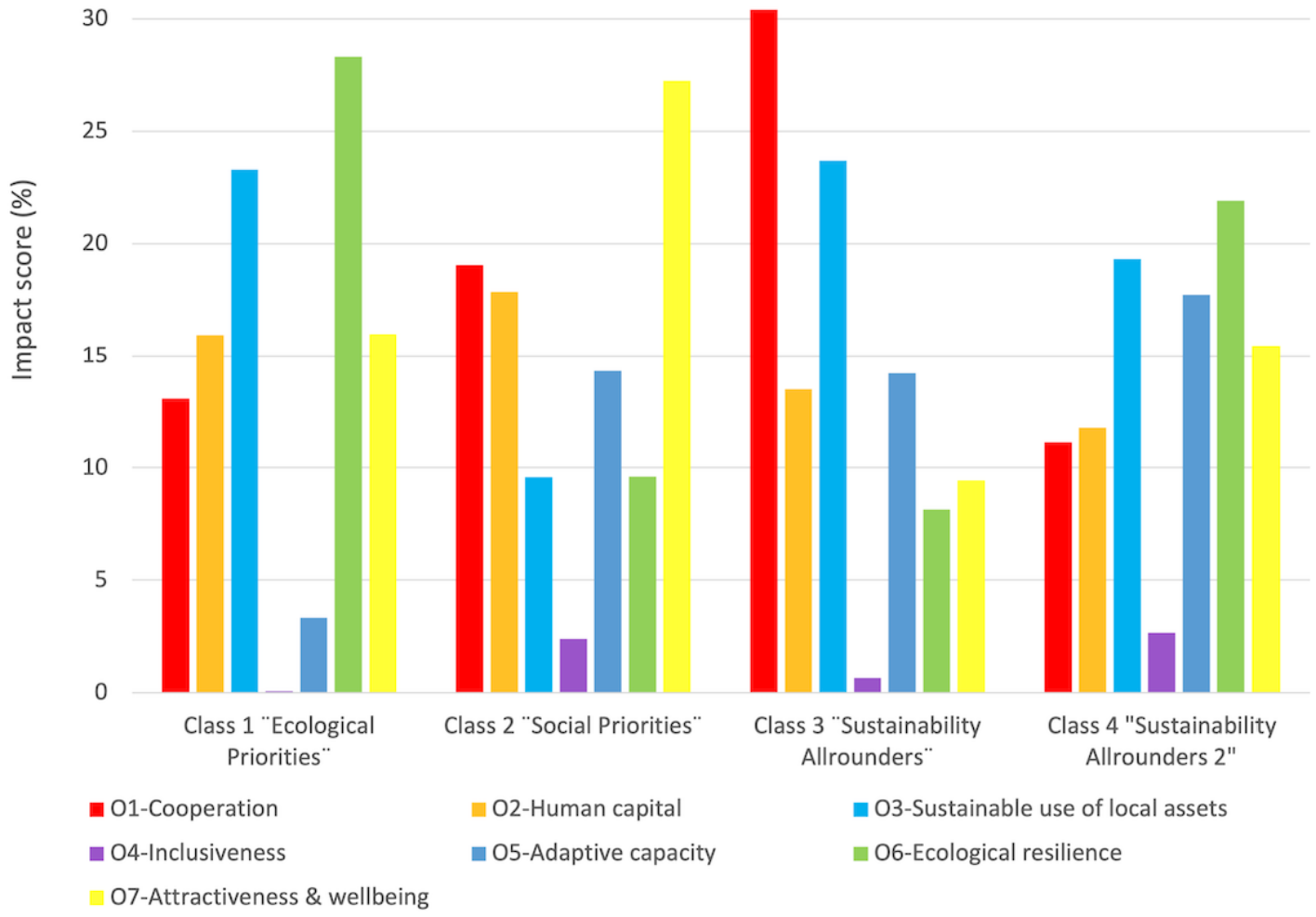

Impact score (%) of the modelled classes considering the objectives O1-O7

Class 1: Environmental Advocates (16,6%)

Class 2: Social Visionaries (26,3%)

Class 3: **Social** but Ecological (21,5%)

Class 4: Socio-Ecological Balance (35,6%)

Contribution to Sustainability & Resilience

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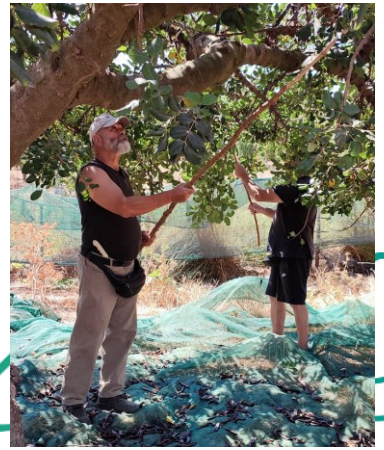
PROVISION OF PRIVATE GOODS

- Job opportunities
- Economic sustainability & profitability
- Premium prices linked to territorial identity and image (PDO, quality products)
- Innovative products (assemblage of VCs)
- Diversification activies
- Adapted technologies
- Telecoupling (marketing, distribution and consumption): Two-ways



Contribution to Sustainability & Resilience

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PROVISION OF PUBLIC GOODS

- Preservation of landscape, natural resources, and ecosystem services
- Vitality, diversification, and attractiveness of rural communities
- Provision of financial and human capital
- Enhancement of wellbeing and social fabric
- Connecting areas, VCs, territories
- Employment opportunities
- Education, Training
- Territory stewardship

Contribution to Sustainability & Resilience

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VCs contribute to **sustainability** and **resilience**

Higher contribution through **VCs assemblage**

Higher value when VCs are '**controlled**' by local actors
(not always bring value to the territory)

Upgrading strategies

Role of **knowledge-based** approach and **social learning**

VCs add a **high societal value** to the mountains

VCs **connect** mountain areas with **lowlands**… and the **world**.

Sustainability and Resilience conditioned by social (political) aspects

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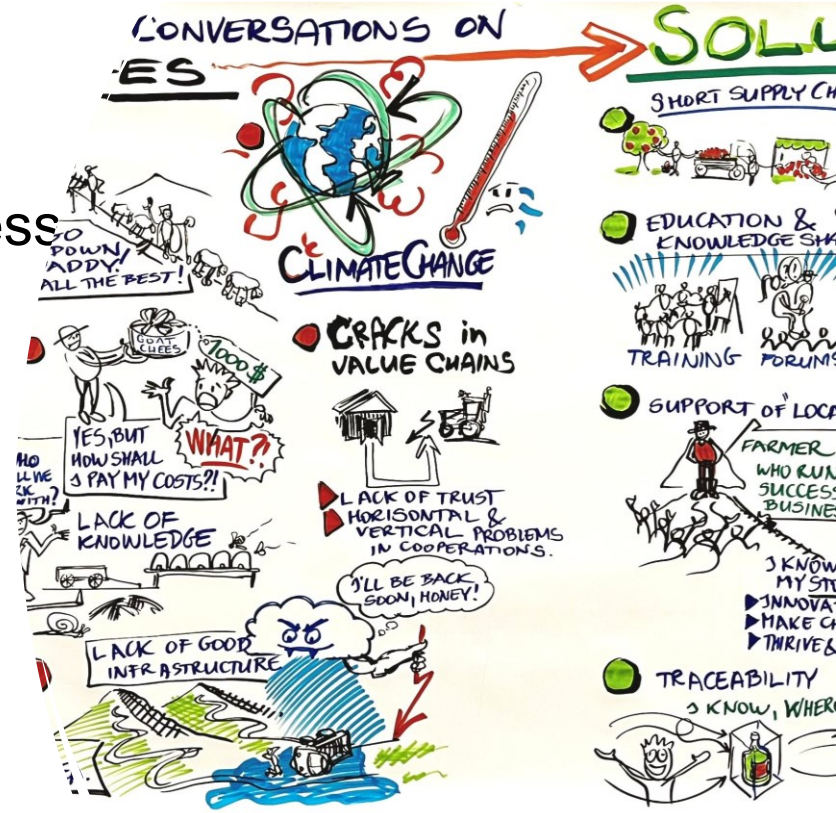
- Vibrant and dynamic communities (youngsters, women, inclusiveness)
- Consumers and policymakers awareness of the uniqueness of these areas and their role in wellbeing
- Provision of quality services
- Adapted technologies and infrastructures
- Connections (mountains-lowlands-regions-world)
- Local empowerment (citizens, policymakers)
- Social and Ecological Interactions (internal & external)



Communication & Awareness

Communication & Awareness

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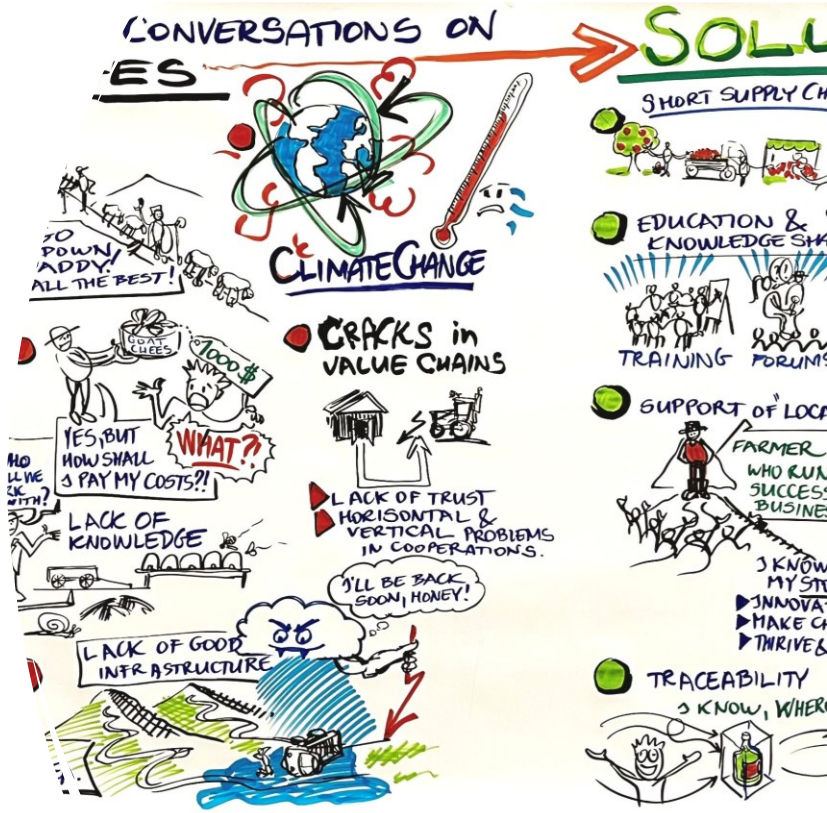
- Information campaigns
  ¨**Mountains as the Ecological Backbone of Europe** ¨
- Value of mountain areas, their stakeholders and products
- Communication of premium prices (willingness in society?)
- Support collective action
- Fostering knowledge transfer and cooperation



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Thank you!

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