MOVING
MOuntain Valorisation through INterconnectedness and Green growth

MOVING first half of the Project – Progress and results

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EU MAP WEBINAR. European Quality Schemes: The Added Value for Mountain Value Chains

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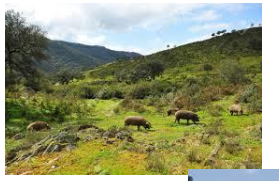
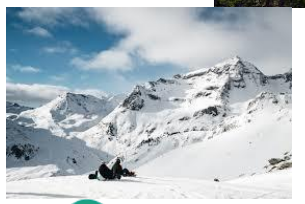
What is MOVING?

MOVING (MOuntain Valorisation through INterconnectedness and Green growth) – is a four-year project (2020-2024) gathering 23 partners and coordinated by University of Córdoba, Spain. The project is funded by the **Horizon 2020** programme.





The **project main objective** is to build capacities and co-develop relevant policy frameworks across Europe for the establishment of value chains that contribute to the resilience and sustainability of mountain areas to climate change.

MOVING Reference Regions

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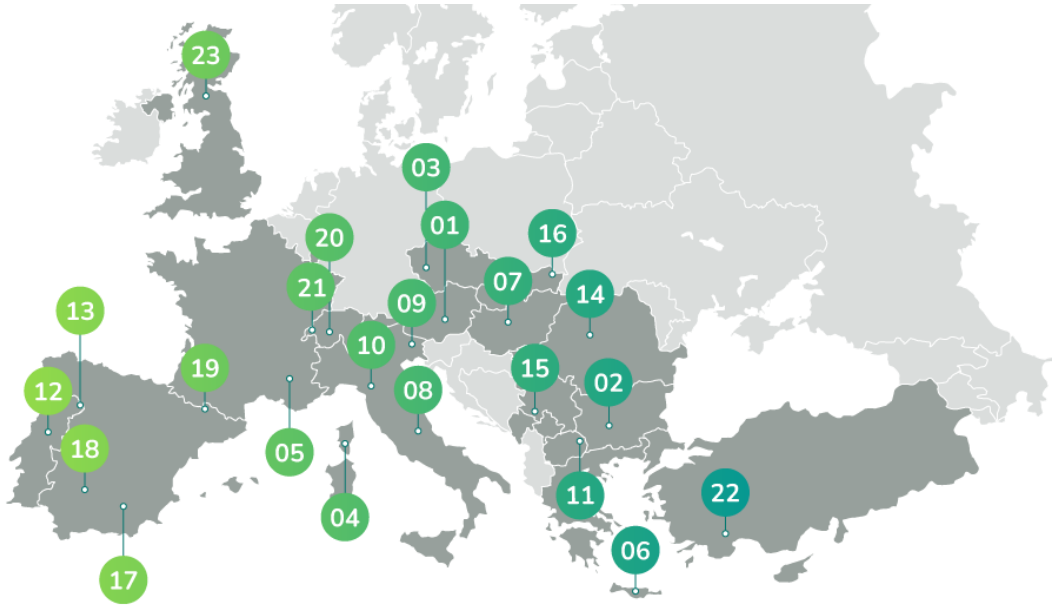
23 Mountain Reference Regions distributed in 16 European and neighbouring countries.

The characterisation of the studied mountain areas allows:

- the **establishment of linkages between the region specific land use systems and expected changes** driven by new large scale environmental conditions.
- **transferability of** place-based research to **understanding** processes of change **in similar areas**.



23 case studies
23 vulnerability matrixes locally atunned

MOVING Approach

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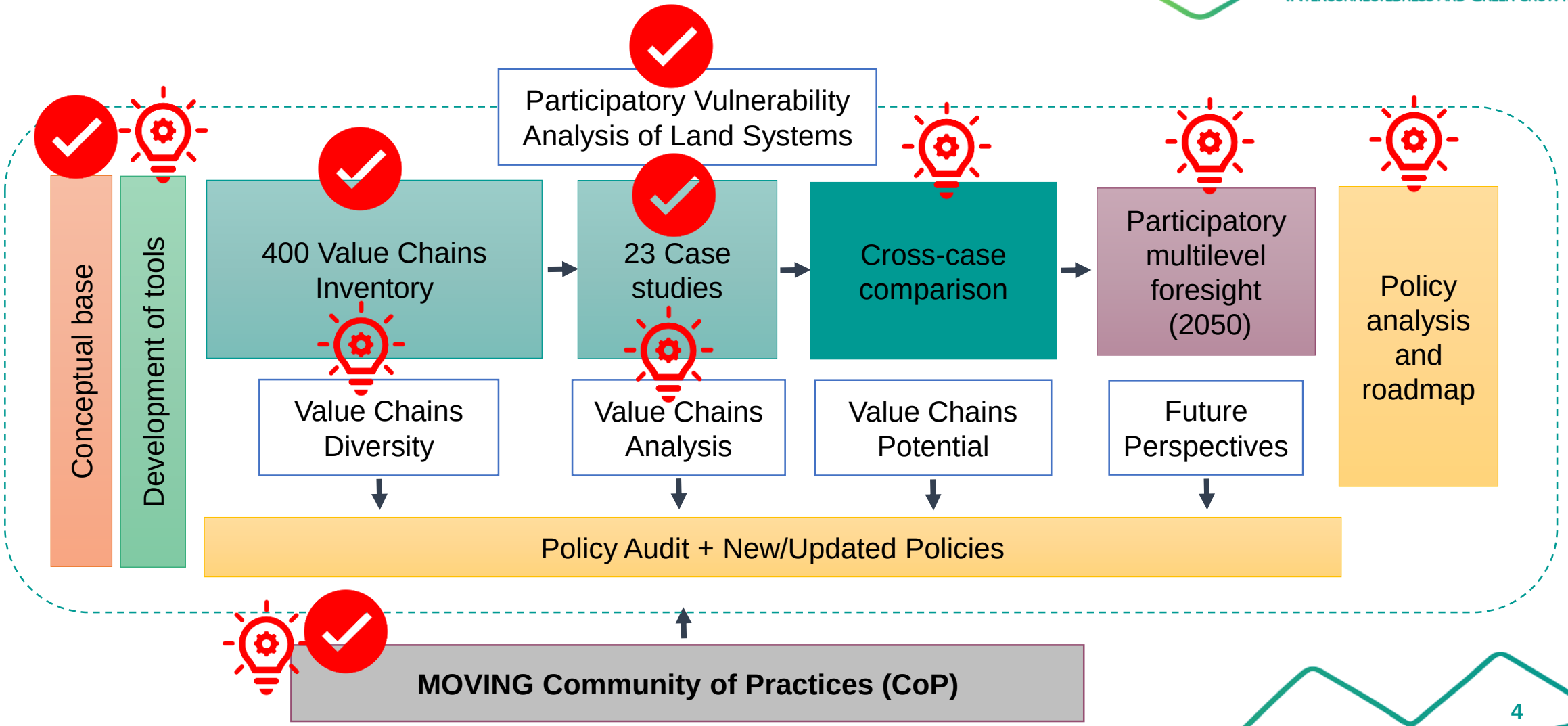

Main MOVING outputs

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Inventory 453 Value Chains

23 Case studies
23+23 vulnerability matrixes
(Land Use & Value Chain)

Conceptual & Analytical Framework. MOVING App

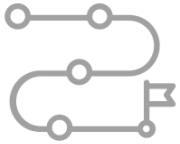
28 foresight exercises

Susceptibility/vulnerability maps

Community of Practice

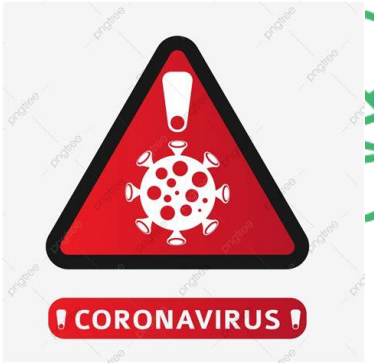
Policy recommendations

Policy Roadmap



Obj. 1: Stakeholder engagement (WP1)

Creating Science-Society-Policy interfaces



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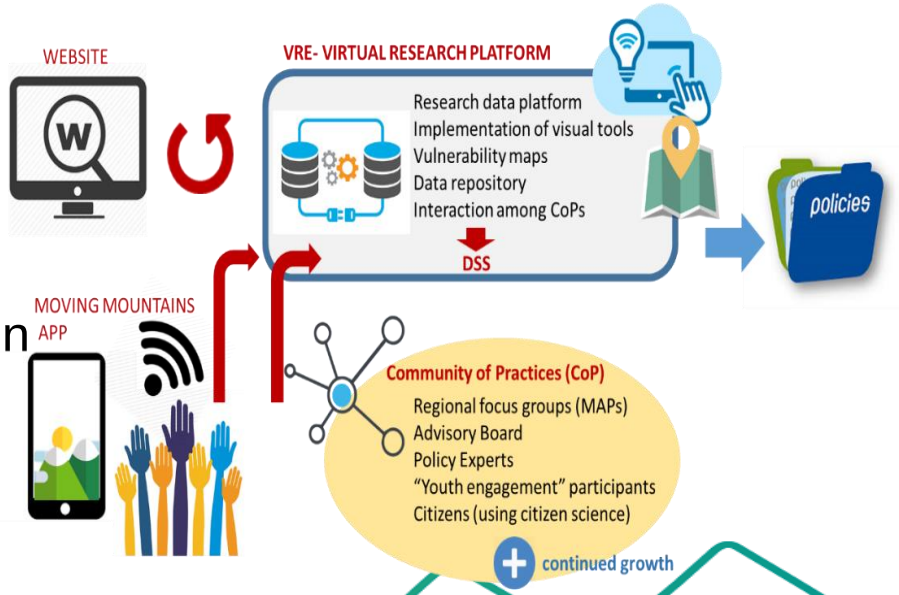
Interaction spaces:

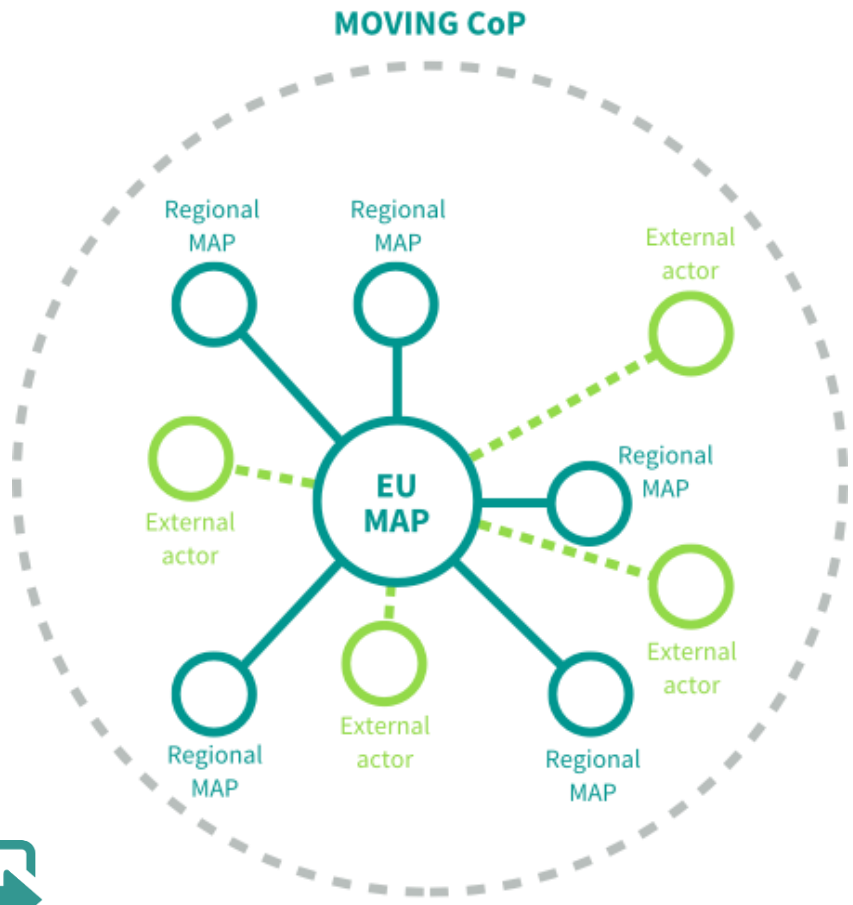
- **Community of Practice on Mountain Value Chains (CoP)**
- **23 multi-actor platforms** (**MAPs**) and one **EU-level multi-actor platform** to co-create and validate results
- Clustering with other **RUR projects**

Easily accessible knowledge

- **Virtual Research Environment** (d4Science Platform)
- **Visual tools** (including interactive maps) to make information accessible and promote interaction among remote actors
- **MOVING App** (in progress)



Obj. 1: Stakeholder engagement (WP1)
MOVING Community of Practice



European-wide Science-Society-Policy interface and **nested structure** built upon:

- 23 regional MAPs established in the 23 Reference Regions
- 1 European-level Multi-Actor Platform (EU MAP)

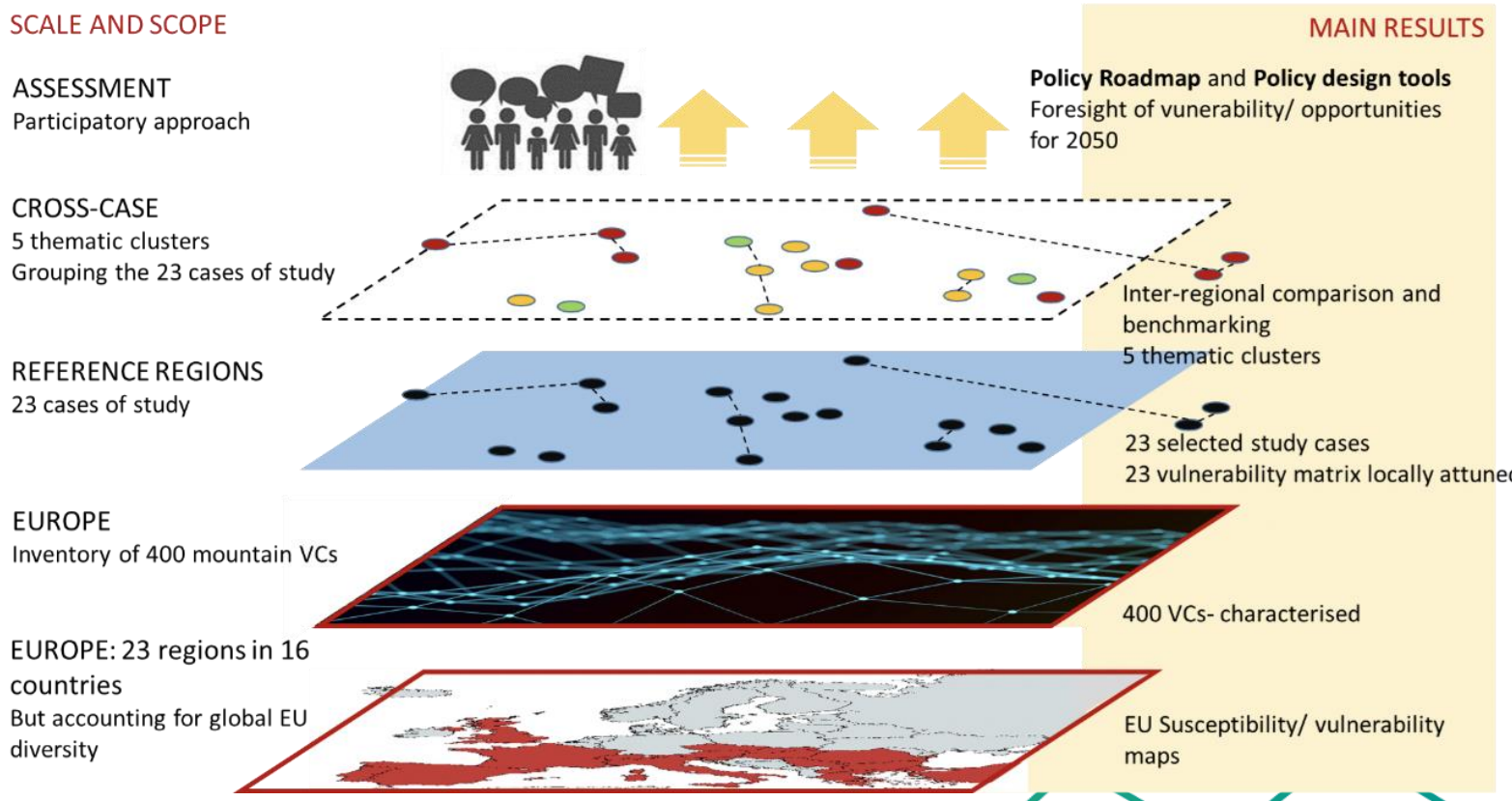
OBJECTIVES

1. Co-creation and validation of key research outputs and results delivered by MOVING;
2. Exchange of knowledge and experience
3. Build a long-lasting community

Obj. 1: Stakeholder engagement (WP1)

Multi-actor and multi-scale levels of analysis

- Strong stakeholder's interactions
- Role of women and youngsters
- Socially responsible enterprises
- Social innovation



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

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Socio-Ecological Systems (SES)

Relational space

Connections

Assemblages

Territorial capital

Vulnerability

Resilience

Value (use value, ecosystem services, market value)

Practices

Business models

Value Chains

Valorisation (turning 'total value' into 'market value')

Technology pathways

Conducive policy environments

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

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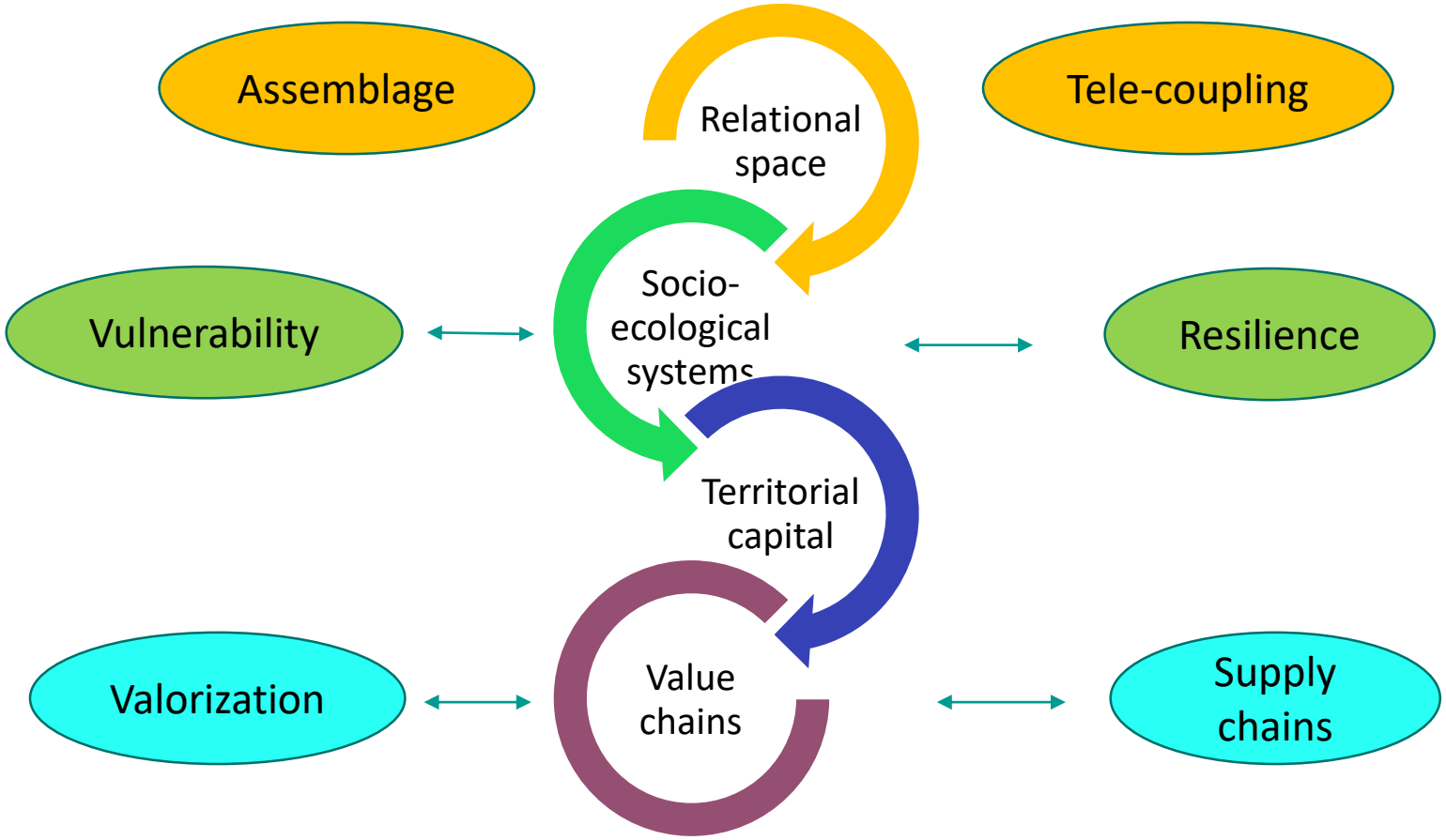
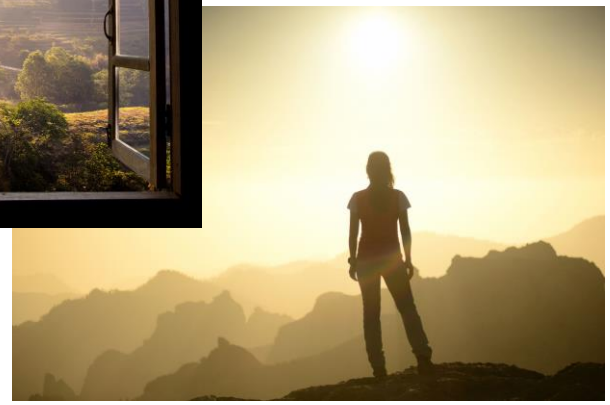
Connecting concepts

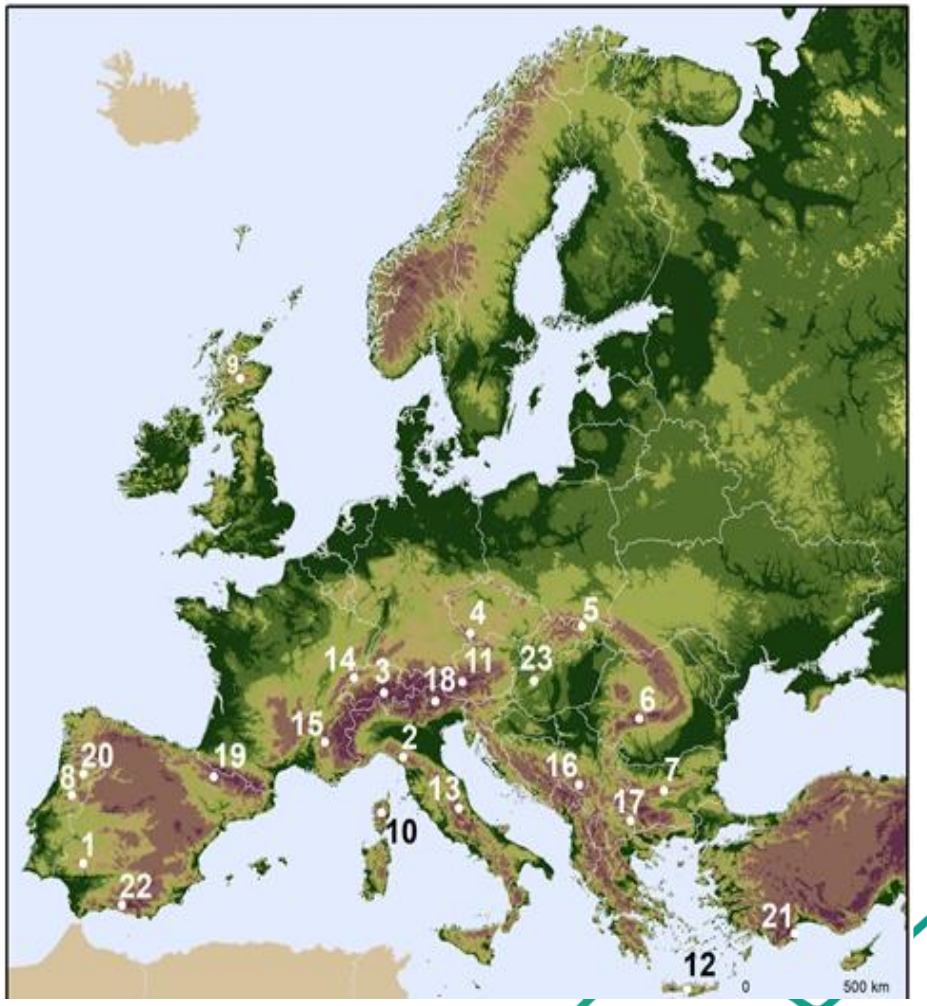


Obj. 3: Vulnerability of land use and production systems (WP3)

The need for two analytical scales:

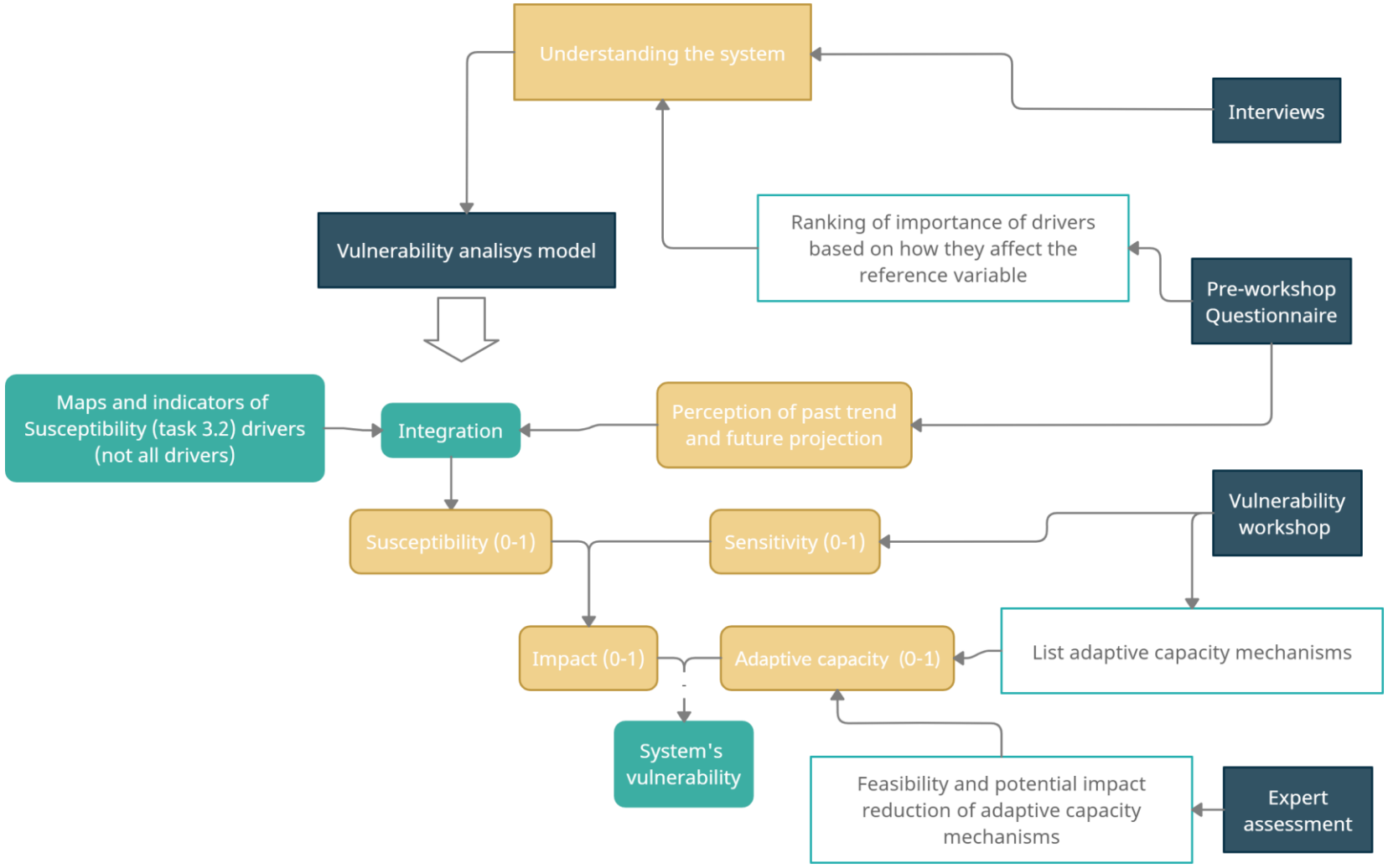
- **Mountain Reference Regions (MRRs)**
- **Large** Mountain Ranges





Obj. 3: Vulnerability of land use and production systems (WP3).

Vulnerability conceptual framework



Obj. 3: Vulnerability of land use and production systems (WP3).

Southern Romanian Carpathian Mountains

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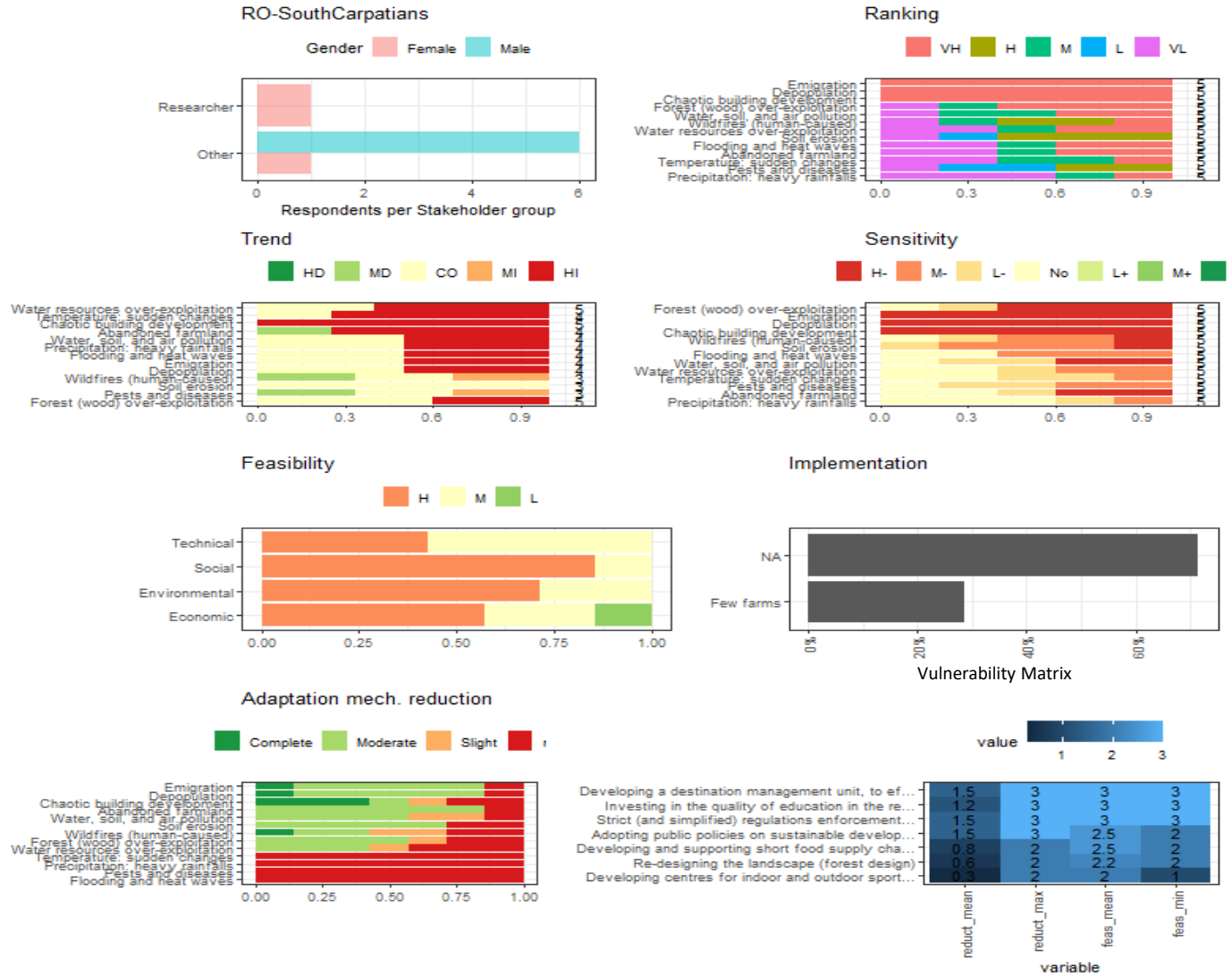

Ranking

Not relevant	**VL**
Slightly relevant	L
Moderate relevant	M
Very important	H
Extremely important	**VH**

Trend in the last 20 years

High decline	HD
Medium decline	MD
Constant	CO
Medium increase	MI
High increase	HI

Sensitivity

Total positive effect	**H+**
Severe positive effect	M+
Partial positive effect	L+
Does not affect	No
Partial negative effect	L-
Severe negative effect	M-
Total negative effect	H-

Feasibility

High	H
Medium	M
Constant	L

Overall impact and vulnerability per region

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MRL	Impact	Vulnerability considering Scenarios of adaptation		
		Vulnerability (all mechanisms)	Vulnerability (medium feasibility mechanisms)	Vulnerability (High feasibility mechanisms)
Beydaglari	0.7	0.2	0.2	0.3
Stara Planina	0.6	0.2	0.2	0.2
Cordilheira Central	0.6	0.4	0.4	0.4
Sierra Morena	0.6	0.2	0.3	0.3
Central Apennines	0.6	0.2	0.2	0.3
South Carpathians	0.6	0.1	0.1	0.1
Drôme Valley	0.5	0.4	0.4	0.5
Jura	0.5	0.2	0.2	0.2
Pyrenees	0.5	0.1	0.2	0.3
Crete	0.5	0.1	0.1	0.1
Maleshevski mountains	0.5	0.1	0.1	0.1
Slovak Carpathians	0.5	0.2	0.2	0.3
Austrian Alps	0.4	0.1	0.1	0.3
Transdanubian mountains	0.4	0.1	0.1	0.1
Maciço Noroeste	0.4	0.1	0.1	0.2
Northern Apennines	0.4	0.2	0.2	0.3
Eastern Alps	0.4	0.1	0.1	0.2
Speyside	0.3	0.1	0.1	*
Corsica	0.3	0.0	0.0	0.0
Betic systems	0.3	0.0	0.0	0.0
Šumava - Český les	0.2	0.1	0.1	0.1

- Six regions showed high impact level (>0.5) covering wide geographical area from East (Bulgaria, Romania, Turkey), to Mediterranean (Italy, Spain, Portugal).
- Some Mediterranean regions seem rather resistant to the drivers of change studied here (e.g., Betic and Crete).
- Regions covering alpine and central European ranges showed moderate to low impact.

Objective 4: Value Chain Analysis (WP4)

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Russian Doll Approach

1. Analysing 1 VC in each MRL

2. Analysing the interactions of each VC with its SES (local & tele-coupling)

3. What does this tell us about wider mountain (MRR) rural development?

Original idea credit: Kirsty Blackstock
Photo credit: SerjioLe (istockphoto)

What's next?

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- **Youth** engagement workshops
- **MOVING Mountains APP** to foster engagement of people (citizens and visitors) to the resilience of the mountain regions through identification and sharing of information.
- Refine the concepts and approaches in the **Conceptual Analytical Framework**. Participatory Theory Building.
- **Visual** tools
- Value Chain **vulnerability** analysis
- Participatory **digital stories** describing the Value Chains
- **Benchmarking** and comparative assessment of Value Chains
- **Foresight analysis** at 2050 scenario
- **Policy Analysis** and **Policy Roadmap**

Get informed

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