



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

MOVING Project, an Amazing Four-Year Journey

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opportunities and challenges for Mountain and GI products"
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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:

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



Our point of departure: (Un)valued Mountains



- 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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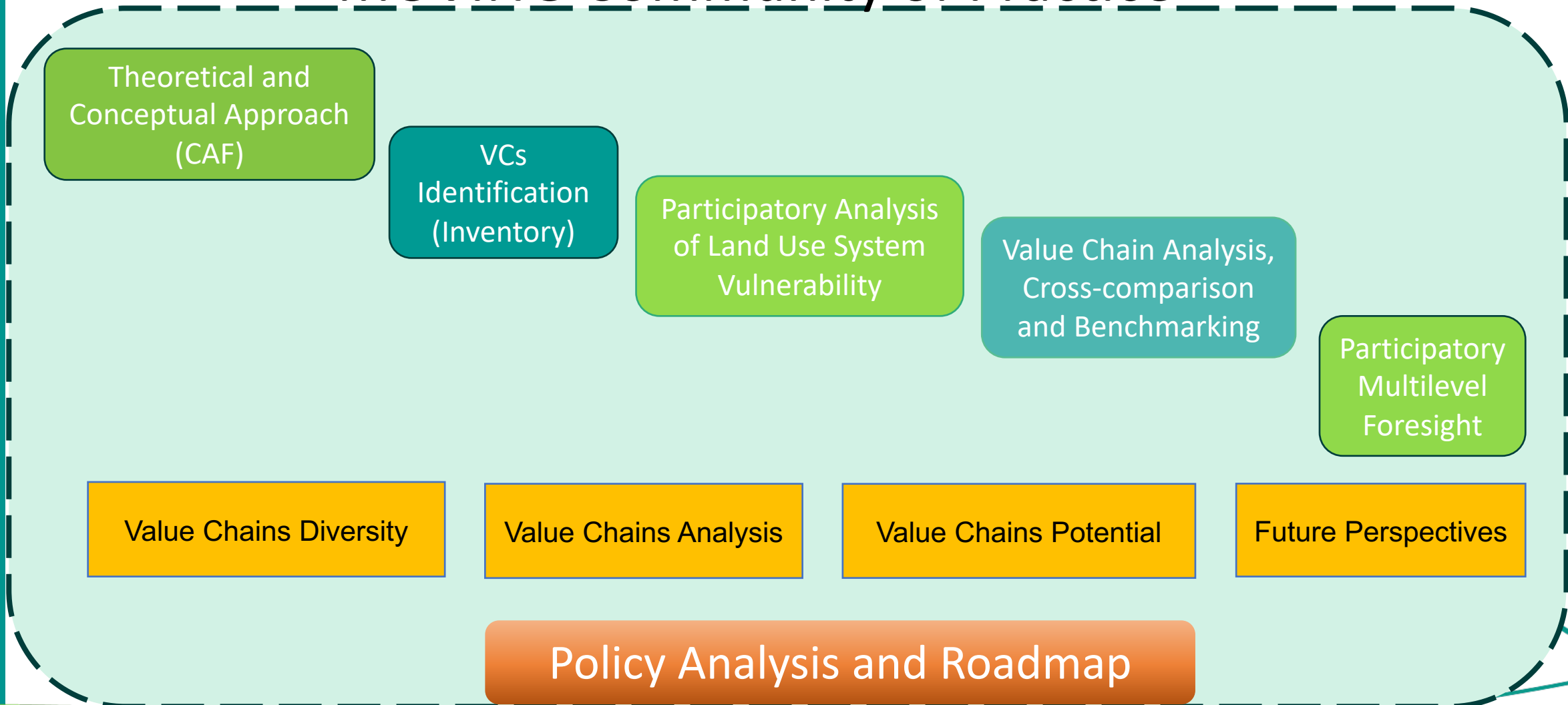


Our 4-year journey



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MOVING Community of Practice

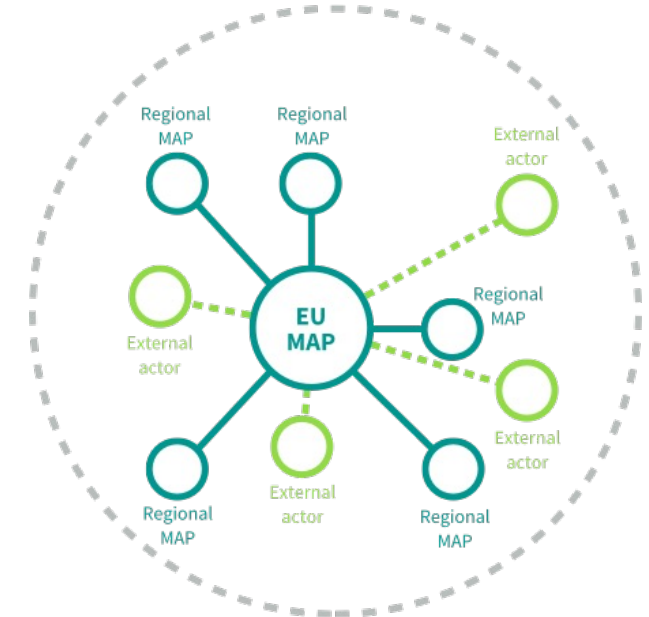


Obj. 1: Stakeholder engagement (WP1)

Creating Science-Society-Policy interfaces



MOVING CoP



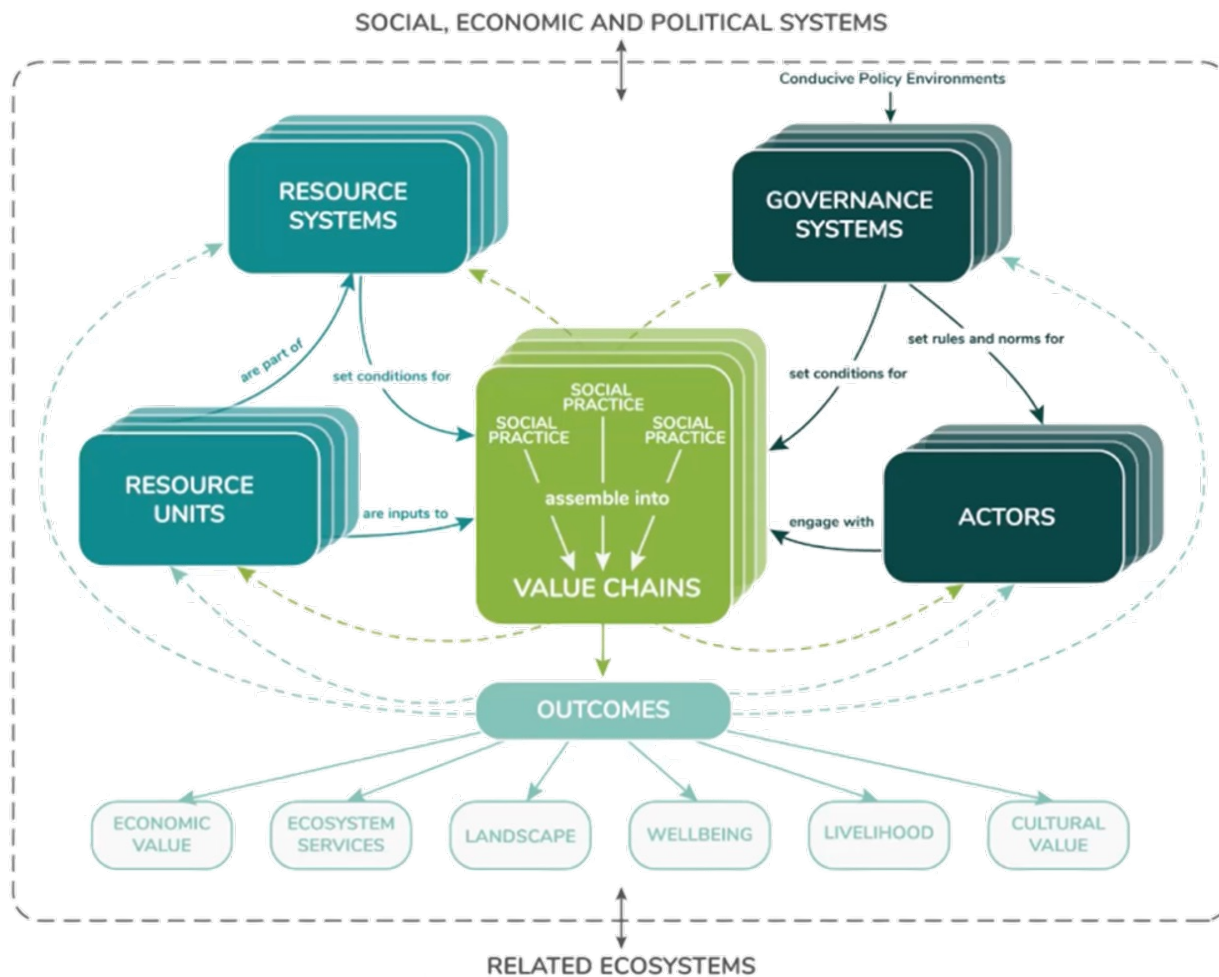
- A **multi-actor approach** project understood as:
 - The co-creation and sharing of knowledge among different types of actors with complementary expertise.
 - Collaborative processes involving a diversity of actors in order to address complex problems together.
- MOVING **Community of Practice**: European-wide 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

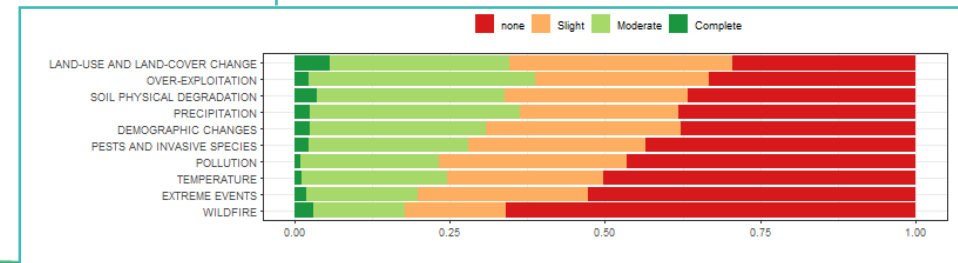
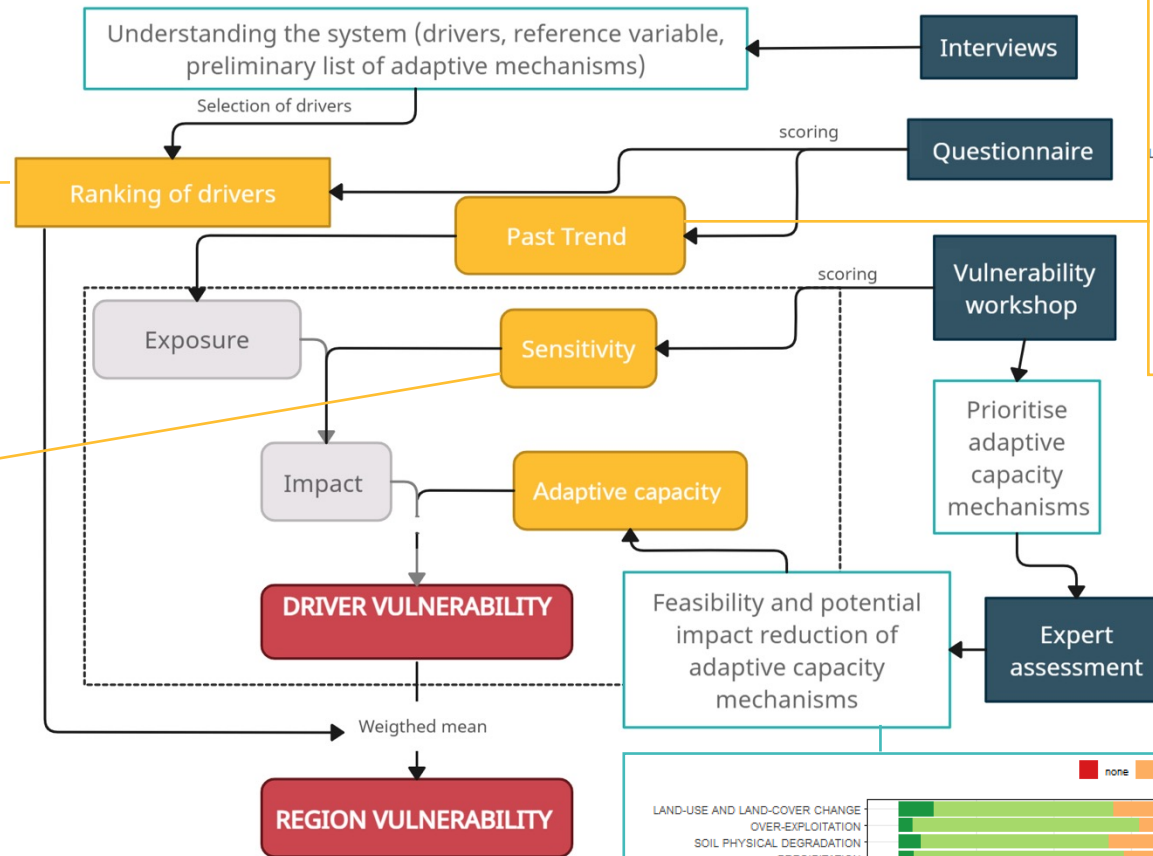
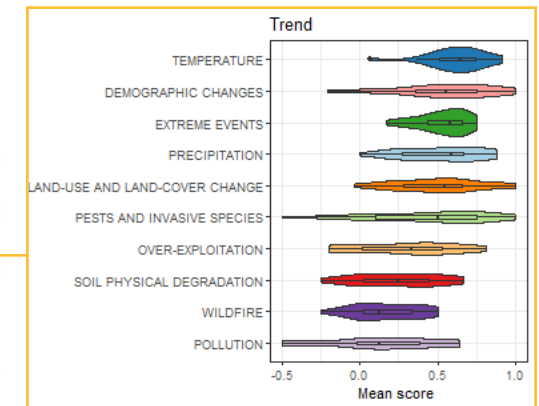
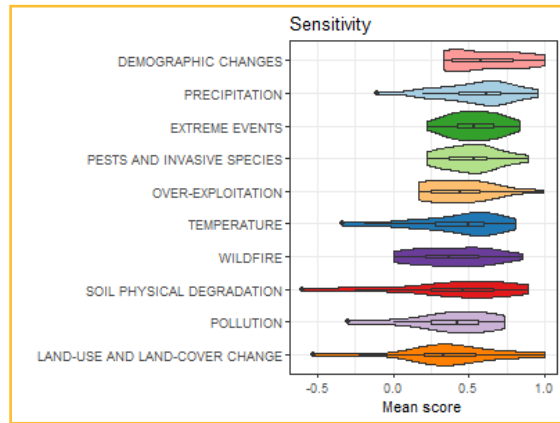
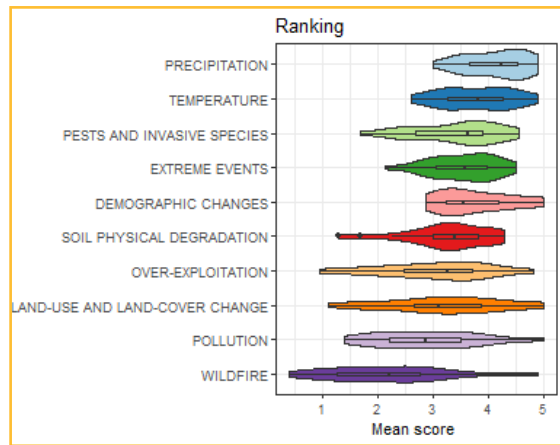
> 500 youngster

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



MOVING conceptual and analytical framework revised and reformulated

Obj. 3: Visual tools to analyse the vulnerability of land use and production systems (WP3)



Objective 4: Value Chain Analysis



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 in
the VCs identified.

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.**

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



Defining factors (challenges)

S

Demographic & Social aspects

- Demographic changes
- Labour availability
- Employment
- Wellbeing
- Social inclusion
- Women role
- Youngster role
- New entrants



I

Innovation and Infrastructure

- Market
- Value added
- Infrastructures (communication, processing)
- Digitalisation
- Business model production
- Business model processing
- Green energy
- Entrepreneurship



G

Territoriality, Cooperation & Governance

- 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



N

Nature and Ecosystem Services

- Landscapes
- Limits to growth
- High Nature Value Farming
- Climate change threats and adaptation strategies
- Environmental Protection Figures
- Regenerative/organic production



V

Value and Quality Products

- PDO or similar
- (lost) Cultural heritage
- Food quality
- Traditional production
- Local Knowledge
- Specific breeding/variety
- Unformality
- Consumer preferences
- Organic



Obj. 6: Foresight Analysis (WP6)



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)



Draft Policy Roadmap based on ten building blocks

Analysis of Strategic Policy Options

Policy Toolkit



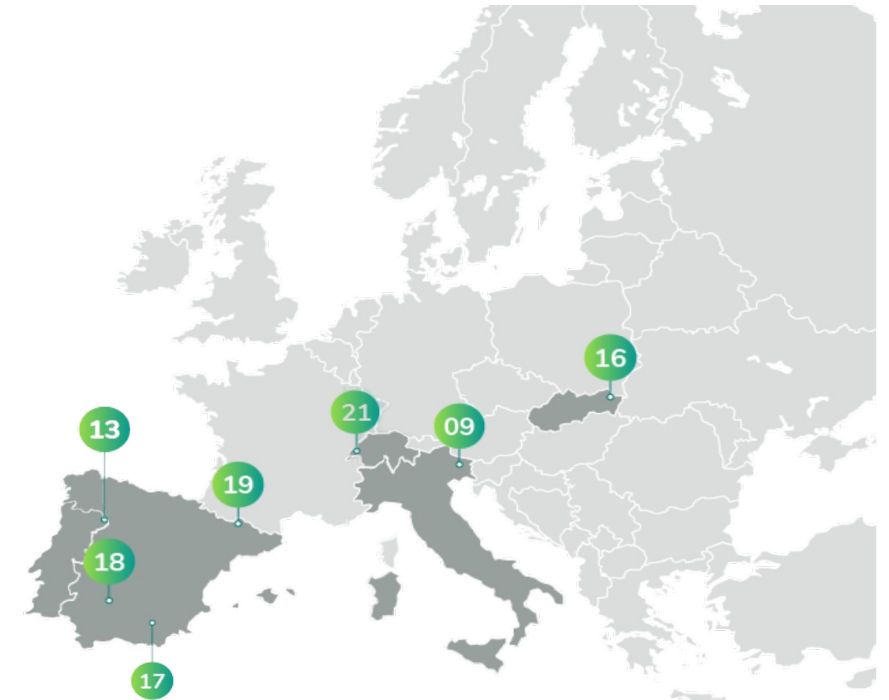
Cluster V Main Results (WP5)



Cluster V

Value and Quality Products

- PDO or similar
- (lost) Cultural heritage
- Food quality
- Traditional production
- Local Knowledge
- Specific breeding/variety
- Informality
- Consumer preferences



Eastern Alps (09), Maciço Noroeste (13), Slovak Carpathian Mountains (16), Betic Systems (17), Sierra Morena (18), Spanish Pyrenees (19) and Swiss Jura (21) regions.

Challenges Cluster V

Value and Quality Products



- Communication:
 - **Consumers:**
 - Valorisation of public goods & quality schemes
 - Management choices & impacts
 - Translation into fair prices
 - **Producers:** benefits of participation in quality systems
- Unfair competition due to similar non-certified products
- Bureaucratic burden and costs of certification for producers
- Governance and power distribution along the VC (bargaining power vs inclusion, power unbalances, weak structure of producers...)
- Intensification pressure

Solutions Cluster V



- Involvement of local authorities, advisors, researchers and civil society
- Continuous, participatory and dynamic development of quality scheme standards
- Combination of quality schemes
- Interaction with other territorial regulatory tools
- Reduction of bureaucratic burden & costs for small-scale producers
- Innovative methodologies (collective, participatory or group certification)
- Participatory Guarantee Systems (PGS)
- Communication campaigns: values of quality production



Policy Recommendations Cluster V



- Develop supportive legal frameworks for local producers
- Implement multi-fund approaches and between funds for financing local strategies
- Define strictly the area of production within the mountain areas
- Create synergies between different territorial labels
- Test a combination of quality schemes (e.g., PDO/PGI + organic + mountain product) and territorial regulatory tools (e.g., Natural protected areas regulation) with a light bureaucratic burden for small-scale producers.
- Provide support (institutional and technical) and funds for continuous, participatory and dynamic development of quality scheme standards
- Revise the rules to fund promotion campaigns of quality products (e.g., Regulation 1144/2014/EU) to allow local small-scale campaigns



MOVING Legacy



Territorial mountain diversity as a crucial asset of Europe

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

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Need for granular data

Need of multi-level support

UNLOCKING THE POWER OF MOUNTAIN VCS

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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