

# First Stakeholder Advisory Group Meeting Report

20<sup>th</sup> July 2021 – 1.30pm-3.15pm



Figure 1: River Spey. Copyright Shutterstock.

Report written by the Hutton MOVING team: Rachel Creaney, Kirsty Blackstock, Jon Hopkins, Sharon Flanigan

## 1. Introduction

The first meeting of the Stakeholder Advisory Group brought together eight participants from a diverse range of economic sectors (agriculture, industry, government and services) representing local, regional and international organisations.

All participants had personal and professional links to Scottish mountains including, as a place for national resources, recreation, tourism and family connections and as locations for research, land management, economic development and education.



## 2. Overview of the MOVING project

**MOVING** (MOuntain Valorisation through INterconnectedness and Green growth) – is a four-year project (2020-2024) involving 23 partners and coordinated by University of Córdoba, Spain. The project is funded by the EU **Horizon 2020** programme. You can view a short introductory video of the project [here](#). The **project's overall aim** 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. The project has four main objectives:

- Building capacities of mountain regions and stakeholders to enhance resilience to climate change.
- Identifying the socio-ecological factors that will shape the future of mountain value chains by 2050.
- Supporting policy design that enhances the resilience of mountain regions through new or upgraded value chains.
- Setting up a European community of stakeholders to foster the exchange of knowledge and experiences.

MOVING consists of 23 case studies (or mountain reference landscapes) across 16 European and neighbouring countries, exploring a range of land-based value chains to see how they relate to mountain natural assets, and how such linkages could be improved to better contribute to the resilience and sustainability of the wider mountain areas.

**Value chains** are processes by which businesses maximise values at each stage of creating and selling a product to retain competitive advantage. Within MOVING, we are exploring not only the specific value chain but also how these connect with the wider social and ecological systems.

The main outputs of the project will be:

- [Descriptions](#) of 400 value chains.
- 23 case studies and vulnerability matrixes representing mountain value chains across Europe.
- An innovative methodology, tools and indicators for analysing mountain value chains across Europe.
- 23 foresight exercises to capture and anticipate the long-term trends affecting mountain areas, co-constructing shared visions and strategies for a balanced mix of public and private goods.
- Multiple maps of climate change susceptibility/vulnerability to highlight the threats and opportunities to/for land use in the case study areas.
- The creation of Communities of Practice – including at the regional and European level.
- Policy recommendations for improving the sustainability and resilience of European mountain areas.

## 2.1. Our Value Chain and study area

After an initial activity mapping a range of mountain value chains across the UK, we selected Speyside whisky as our value chain and Badenoch and Strathspey as our Mountain Reference Landscape (case study area). The area, along with some of its key distilleries, can be viewed below.



Figure 2: Whisky Distilleries in our Mountain Reference Landscape (MRL outlined in cerise and distilleries illustrated by black dots, Map produced by Jon Hopkins using ONS/ European Environment Agency data.

Participants noted that the area is not typical of all mountains but did have many useful features for developing rural policies. For example, whisky is an important food and drink industry with links to the uplands but also the lowlands via the supply chain (with attempts to localise Scottish barley supplies) and via by-products (pot-ale and draff being traditionally used in livestock feed and as a soil conditioner but now increasingly used in bioenergy production). It is an example of economic change from localised production to a highly integrated international value chain, but one where the consumer still seeks difference based on local inputs and specific location of the distillery. It is a good example of a product being marketed using the 'clean and green' Scottish tourism brand.

Other relevant research was shared during the meeting including the IMPRESSIONS project, prior work on payments for ecosystem services in the Spey Catchment, the CNPA's carbon footprint audit, and Crown Estate Scotland's work on natural capital accounting and nature-based solutions.

### 3. Our Stakeholder Advisory Group (SAG)

Our Stakeholder Advisory Group comprises 10-15 key representatives from land and water management, rural development, the whisky sector, skills development and education, research and youth engagement. The SAG is the Scottish regional 'multi-actor platform' that will help create the overall MOVING community of practice whereby knowledge and experiences can be circulated between European regions and similar value chains (e.g. the Czech Beef value chain, the Romanian eco-tourism value chain or the Spanish Wine value chain). The input of the SAG is invaluable for making the research relevant and useful.

During the meeting it was confirmed that no such similar group was currently established and that not all members of the group were familiar with one another, thus providing new networking opportunities.



Figure 3: Responses to any other similar existing groups



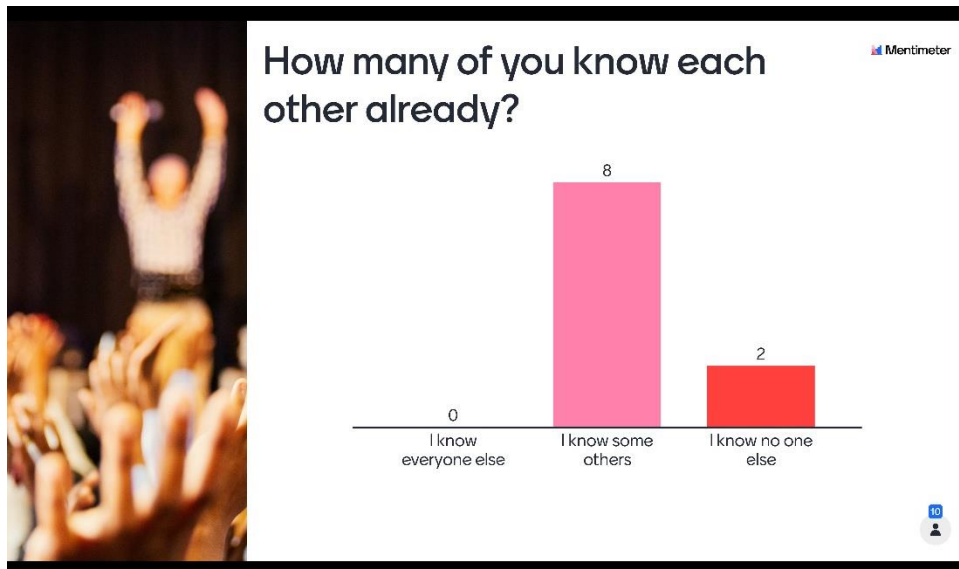


Figure 4: Responses to those who know each other already

This group will be consulted and involved throughout the length of the MOVING project with specific activities for engagement occurring 3-4 times per year. A breakdown of the key activities for the group is highlighted at the end of this report.

## 4. Summary of workshop

All participants had personal and professional links to Scottish mountains which were expressed in an icebreaker activity. These links included mountains as; locations for building family memories, history and time for recreation; developing and managing Cairngorm Mountain; as locations for economic development and tourism; a source of gathering water (and thus whisky); as a location for social and environmental research; giving consumers 'a taste of the sense of place'; as marginalised spaces; a space/place for work including farming and tourism; a place for people (of all ages); and finally, a place to improve the environment and impacts of climate change. These links were often focused on Scottish mountains, but also many participants had links to mountains more globally.

After some introductions, the context to the wider project and the Scottish focus on Speyside whisky were highlighted to the group. Next, participants emphasised what they would like to gain from the group. Participants then fed back on their views of our draft stakeholder mapping diagram; and what they would like to see in terms of youth engagement in the project. A summary of these discussions is provided below.

*What do the Stakeholder Advisory Group members want to gain from participating in this group?*

The two breakout groups offered a range of suggestions that they wished to gain from participating in this SAG. Several suggestions related to building connections and networks, both within the Scottish value chain, but also more broadly across Europe (drawing on and working with the expertise across the European project), and in gaining insights into the transferability of the findings from this geographic area into the wider region (both other mountain areas and other lowland parts of Highland and Moray). There was also a desire to learn lessons from this value chain in terms of brand recognition for other Scottish land-based value chains such as Scottish beef.

Suggestions were expressed around improving the understanding and outcomes of mutual benefits (i.e., multiple ecosystem services) from the whisky value chain, including building closer connections between industry and tourism, but also how to extract more value from the chain for local communities rather than for global multi-national companies and those living outwith the Highlands.

In terms of the Speyside whisky value chain, participants hoped that this group/ project would enable more attention to be paid to both the role of peat and the downstream part of the supply chain, including how to balance the competition for these downstream outputs (e.g., for agriculture or bioenergy) and the implications of these decisions.

Finally, links to climate change and resilience, the participants hoped this group would lead to greater attention on the importance of and impacts of place-based data including rural transport within the value chain, to develop more climate-friendly strategies for the food and drink economic strategies.

*Feedback on the Stakeholder Mapping.*

The mapped stakeholders were presented to the group. The participants were largely happy with the broad groupings of stakeholders. However, there was a suggestion to add a column on 'people and/in place' to capture more of the education, skills and attractiveness of sector/region.

In terms of additional stakeholders, there were suggestions to add more on the health and wellbeing organisations, to recognise the potential negative health impacts of the broader alcohol industry. Furthermore, there were suggestions to add specific grain producers and representatives of cultural/heritage organisations. Finally, copper smithing, organisations dealing with whisky by-products/waste including for renewable energy, representatives from local government, the local water catchment partnership and any other whisky connected projects were suggested. A stakeholder representing each of these organisations/ industries will be contacted to be invited to join the Stakeholder Advisory Group or approached for interviews and other distinct tasks throughout the project. The updated map is shown in Table 1 below, with additions suggested by the SAG added in turquoise italics.

Table 1: Updated Stakeholder Mapping based on suggestions from SAG (changes in turquoise)

	Manages the natural resources	Producing inputs for whisky	Processing inputs for whisky	Selling whisky	Drinking whisky	Enabling environment	Wider interest in sustainability ( <i>People in/and place</i> )
<b>Core group (mainly local representatives essential for understanding and shaping MOVING to be useful)</b>	Farmers (local National Farmers Union Scotland, Cairngorms Farmers Forum); Estates (e.g. Crown Estate Scotland, Scottish Land & Estates) Young Farmers Rep; Cairngorms Nature; Spey Fisheries Board; <i>SEPA</i>	Barley producers ( <i>and Highland Grain</i> ); Maltsters;  Barrel producers; Peat producers	Distillery owners; (Diageo, Chivas...) distillery workers	Distillery owners; ( <i>Responsible Consumption Policies</i> )  Transport  Wholesalers  Retailers; Whisky auctions; Distillery visitor centres	local 'Whisky' hotels;  Whisky trail tour companies	Highlands Islands Enterprise (local); Cairngorms National Park Authority economic manager; Cairngorms Chamber of Commerce; Cairngorms Destination Marketing,	Community councils; Youth reps; LEADER Reps;  <i>Scottish Skills and Training</i>  <i>Cairngorms Youth Action Team (part of CNPA)</i>  <i>Local government representative/ councillor</i>
<b>Active Group (often regional or national level organisation with close interest in VC and sustainability)</b>	Agritourism orgs; Cairngorms Outdoor Access Trust; North East Local Biodiversity Action Plan  <i>Spey Catchment Initiative</i>	Scottish Whisky Research Institute and Scottish Whisky Association  <i>Copper Smiths</i>  <i>Bio-Energy producers (using outputs) also Farmers</i>	Scottish Whisky Research Institute and Scottish Whisky Association	Transport  Wholesalers  Retailers	Consumers ( <i>local and international</i> )	SEPA whisky sector plan, Scottish Government, Rural Youth Project; Scottish Land Commission; NatureScot; Drinking Water Quality Regulator, Scottish Water	Relevant Hutton staff, Centre for Mountain Studies, those researching cultural/ history of whisky i.e. National Trust whisky 'stories' project  <i>Historic Environment Scotland</i>  <i>Truerlein, Dufftown</i>  <i>Health and Wellbeing Organisations (e.g. Public Health Scotland; Health and Social Care Moray; Highland Green Health Partnership (NHS/ NatureScot); National Services Scotland)</i>  <i>Countryside Learning Scotland (Cairngorms Pathways)</i>



	Manages the natural resources	Producing inputs for whisky	Processing inputs for whisky	Selling whisky	Drinking whisky	Enabling environment	Wider interest in sustainability ( <i>People in/and place</i> )
<b>Associated Group (inform but not actively involved – often national organisations)</b>	Crofting commission and federation; Scottish Young Farmers, Scottish Agricultural Organisation Scotland; Scottish Environment Link	Scottish Food and Drink/ Food and Drink Federation	Scottish Food and Drink/ Food and Drink Federation	Scottish Food and Drink/ Food and Drink Federation	Scottish Food and Drink/ Food and Drink Federation	Macaulay Development Trust Nourish Scotland	Scottish Rural Action



### *Youth engagement in the whisky value chain*

Given the general trend of depopulation of young people out of rural areas across Europe, MOVING intends to have a focus on youth engagement. This includes improving opportunities for young people to contribute to their local mountain value chains, in connection with improving sustainability and resilience to climate change.

From the Mentimeter results, it was clear that youth opportunities and engagement in the sector/area could be improved (see Figure 5 below). Involving the Cairngorms Youth Action Team was suggested. However, others pointed out that it can be tricky in their organisations to focus solely on young people as they have a remit to represent all working-age populations. Involving young adults is difficult given the age restrictions on whisky products, although there is a general interest in skills and training for the wider value web (transport, tourism, energy). These are important aspects for us to consider moving forward in the project.



Figure 5: Suggestions for how to better involve young people in the value chain

The youth engagement work will begin in August 2021 and run until August 2022, culminating in at least one event focussed on engaging youth people in the area and value chain. Stakeholder Advisory Group members are encouraged to participate in and contribute to these events if interested.

## **5. Feedback on the workshop**

At the end of the workshop, participants were asked to fill in a short survey on their experiences of the workshop. All respondents rated the workshop's organisation, facilitation, information provision, quality of discussion between participants as either 'good' or 'excellent'. In terms of



improvements, there were suggestions to have a central discussion question for the overall meeting, to allow more time for the breakout sessions and to include some information about what is happening in the wider project. All respondents preferred to have meetings during office hours, and most respondents preferred to have a mixture of virtual and in-person meetings. We will try to act on all of this feedback for the subsequent meetings and in the meantime, you can [sign up](#) for the MOVING newsletter to learn more about the other aspects of the project (from all across Europe).

## 6. Next steps

There are multiple next steps in the project including, interviews with relevant stakeholders on climate change vulnerability and resilience; interviews with members of the value chain for our value chain analysis; and the commencement of our youth engagement activities. The next activity for the Stakeholder Advisory Group members will be a workshop on the ‘Vulnerability of Land Use System to climate change’ which will take place in Autumn 2021. As a reminder, the specific activities involving the Stakeholder Advisory Group is highlighted below:

Table 2: Activities involving the SAG

Approximate Date	Activity
July 2021	Convene Group
Autumn 2021	Vulnerability of Land Use System to climate change
Spring 2022	Participatory Value Chain(s) analysis
Autumn 2022	Resilience and Vulnerability of Value Chain(s)
Autumn 21 – Autumn 22	Youth engagement
Spring 2023	Solutions to VC vulnerability Foresight analysis
Autumn 2023	Policy consultations

Spring/Summer 2024	Final (EU) policy conference
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Interim SAG meetings may be held to maintain the information flow and facilitate networking.

Members of the SAG were thanked for their time and input to the discussions and encouraged to stay involved in the process over the coming years.

## 7. Action points

Below is a list of all action points arising from this workshop. Please get in touch with Rachel ([Rachel.Creaney@hutton.ac.uk](mailto:Rachel.Creaney@hutton.ac.uk)) to discuss any of these.

Due date	Responsibility	Action
19 <sup>th</sup> August	All SAG members	The MOVING project is setting up a European level Multi Actor Platform (MAP). Please let Rachel know if you have any responses to the following questions in relation to the establishing this group: <ol style="list-style-type: none"> <li>1. What specific topics would you like the European MAP to focus on?</li> <li>2. Is there any relevant knowledge, initiative, project or experience you would like to share in the European MAP?</li> <li>3. What kind of activities would you like to participate through the European MAP?</li> </ol>
End August	All SAG members	If you have any suggested improvements/ corrections on this report, please let Rachel know.
End August	All SAG members	Please let Rachel know if we are still missing any individuals/ organisations from the Stakeholder Mapping (either for formal SAG membership and/or ad-hoc interviews)
End August	All SAG members	Please let Rachel know if you have any suggestions/comments on good practice/ avenues for engaging young people in the MOVING project and/or opportunities for youth engagement.
Mid September	Hutton MOVING team	Rachel to present our stakeholder mapping (Table 1) to the wider project at our consortium meeting

A copy of the workshop slides can be found on our Hutton MOVING webpage [here](#). For further information, or to discuss how MOVING could be relevant to your organisation, please contact: [Kirsty.Blackstock@hutton.ac.uk](mailto:Kirsty.Blackstock@hutton.ac.uk) or [Rachel.Creaney@hutton.ac.uk](mailto:Rachel.Creaney@hutton.ac.uk).

See also the EU website: <https://www.moving-h2020.eu/>

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