



Stakeholder Advisory Group Kick Off Meeting

**Kirsty Blackstock, Rachel Creaney, Jon Hopkins and Sharon Flanigan
(James Hutton Institute)**

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Agenda



Time	Broad Activity
1.30-1.55	Aims of meeting and Introductions
1.55-2.30	Introducing project and activities of stakeholder group
2.30-3.00	Mapping the relevant stakeholders in the Badenoch and Strathspey area (in connection with whisky, land management and climate change)
3.00-3.15	Next steps, feedback and AOB

Aim of the meeting:

To convene a local 'community of practice' to ensure the European research project

- Meets your needs
- Reflects your expertise
- Provides a safe space to co-produce innovation

Housekeeping



- Virtual meeting etiquette (mute, use chat, let us know if problem)
- Will be using breakout groups and Mentimeter – keep eye on chat
- Technical problems – call Sharon 07793 865298
- Ethics and informed consent
 - Received information sheet? Questions? Consent to record?
 - Anonymised in our reporting and social media
- Hope you enjoy the biscuits!

Introductory Icebreaker



Why do mountains matter to you?

- Please give your name, organisation, role and hold up your photo or object selected
 - Group photo opportunity
- Mentimeter poll (link in chat)
 - <https://www.menti.com/gsj4g9xksk>
 - To what extent you know one another?
 - To what extent do you use value chains in your work?

What is the H2020 MOVING project about?



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.



The **Project's 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 Objectives (1)



Building capacities of mountain regions and stakeholders to enhance resilience to climate change.

MOVING Objectives (2)



Identifying the socio-ecological factors that will shape the future of mountain value chains by 2050.



MOVING Objectives (3)



Supporting policy design that enhances the resilience of mountain regions through new or upgraded value chains.

MOVING Objectives (4)



Setting up a European community of stakeholders to foster the exchange of knowledge and experiences.



MOVING Regions



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

The characterisation of these mountain areas will allow:

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



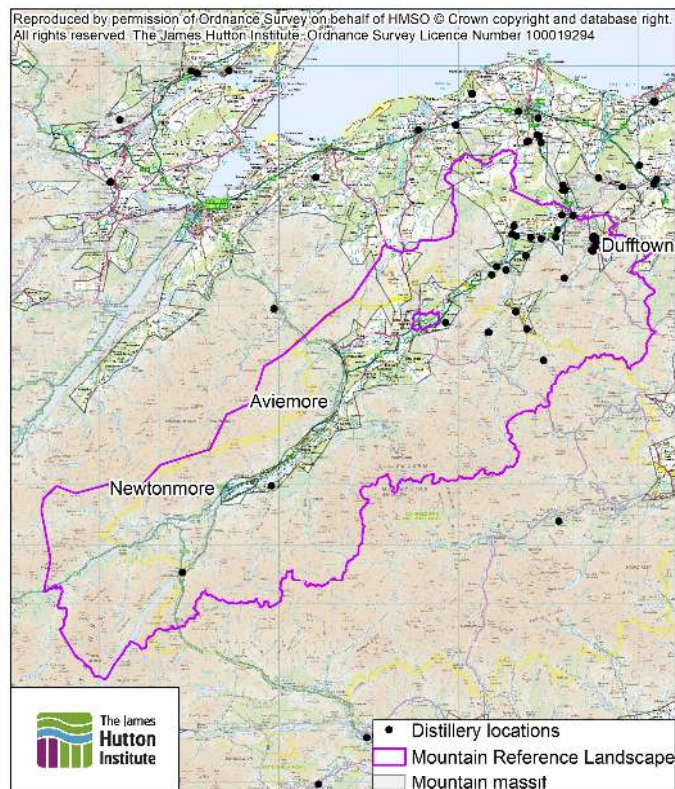
23 case studies

23 vulnerability matrices locally updated

Scottish Reference Landscape and Region

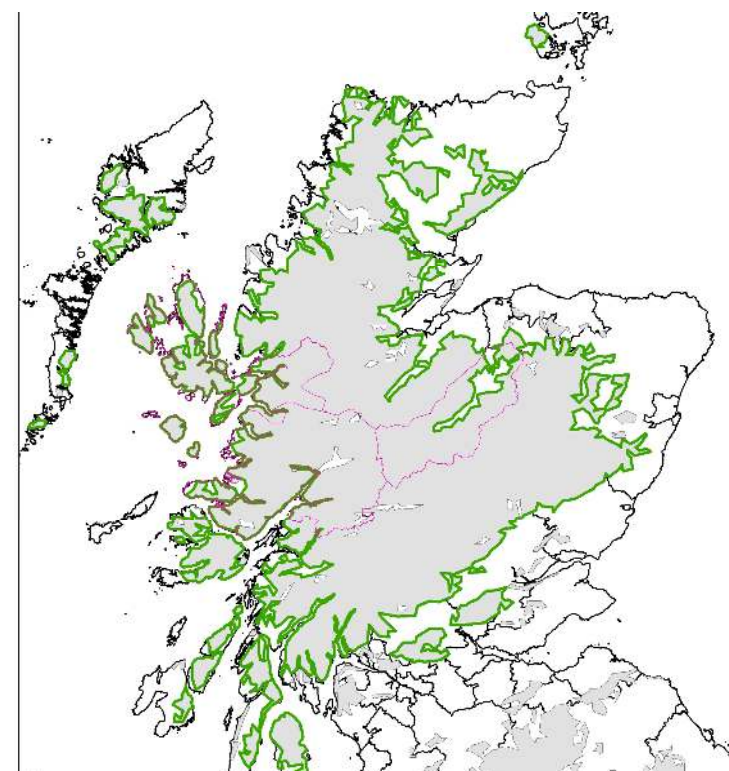


MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH



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1.0. Data © OpenStreetMap contributors, ODbL 1.0. <https://www.openstreetmap.org/copyright>.
Note: in some cases, a single distillery may be represented by more than one point.
Selected locations (within Mountain Reference Landscape, only) are highlighted.

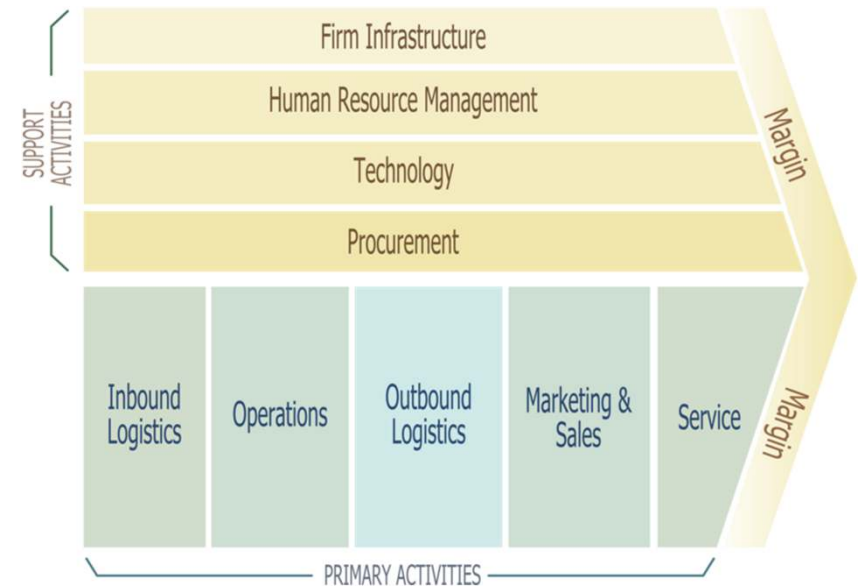
Mountain
Reference
Landscape



Mountain
Reference Region

MOVING Value Chains

- **Value chains** are processes by which businesses maximise values at each stage of creating and selling a product to retain competitive advantage
- Ecological economics – **extended concept of values** and idea of value webs



Porter Value Chain

Dinesh Pratap Singh, CC BY-SA 3.0
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 Wikimedia Commons

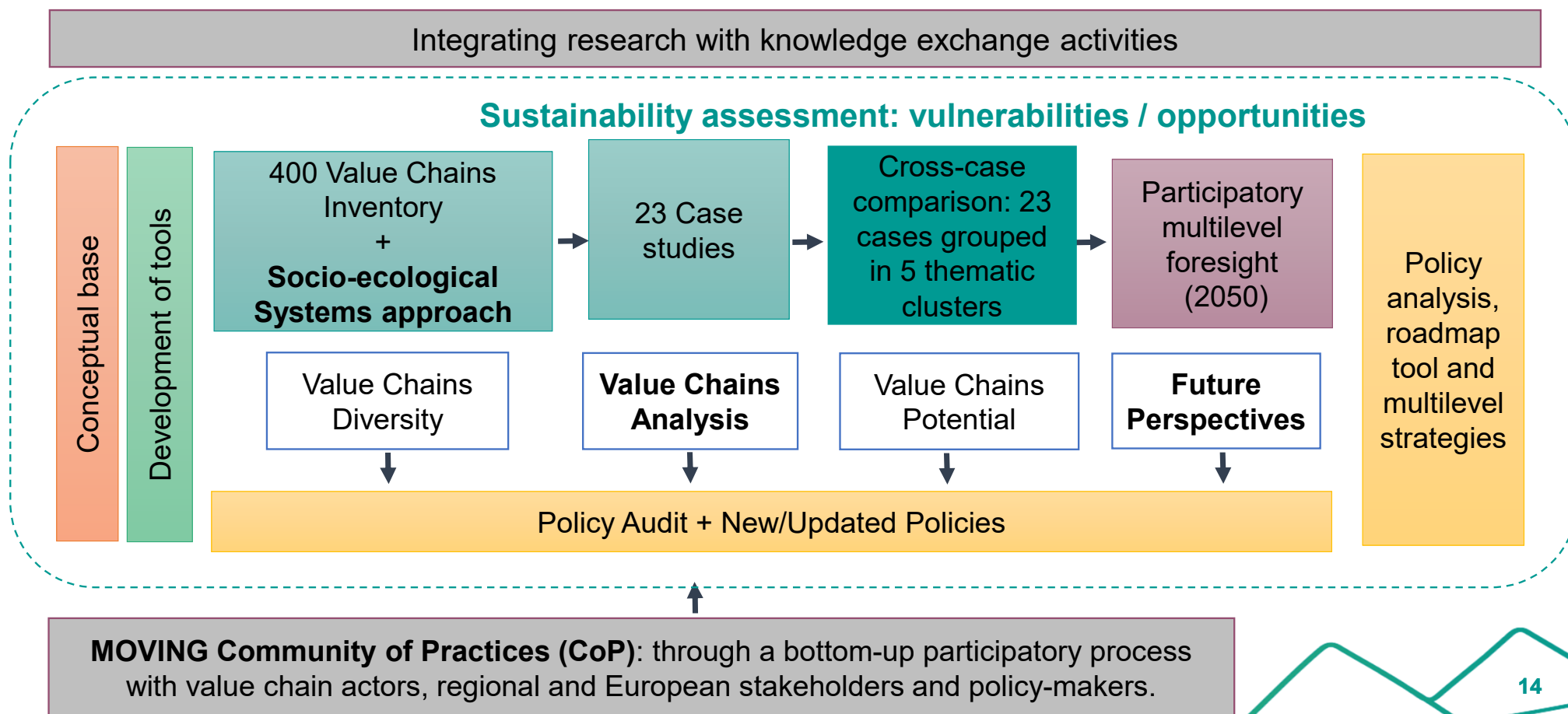
MOVING Value Chains



- Screening of traditional and emerging **400 value chains** to assess their contribution to sustainability and resilience.
 - Other livestock-based value chains
 - Wine value chains
- Focus on **Speyside malt whisky value** chain
 - Reliance on water quantity and quality
 - Upstream restoration efforts
 - Interlinkages with food, drink and nature tourism
 - Interlinkages with livestock feed



MOVING Concept and approach



Main MOVING outputs



**400
Value Chains**



**23 Case studies
23 vulnerability matrixes**



**Methodology, tools,
indicators**



28 foresight exercises



**Susceptibility/vulnerability
maps**



**Community of
Practice**



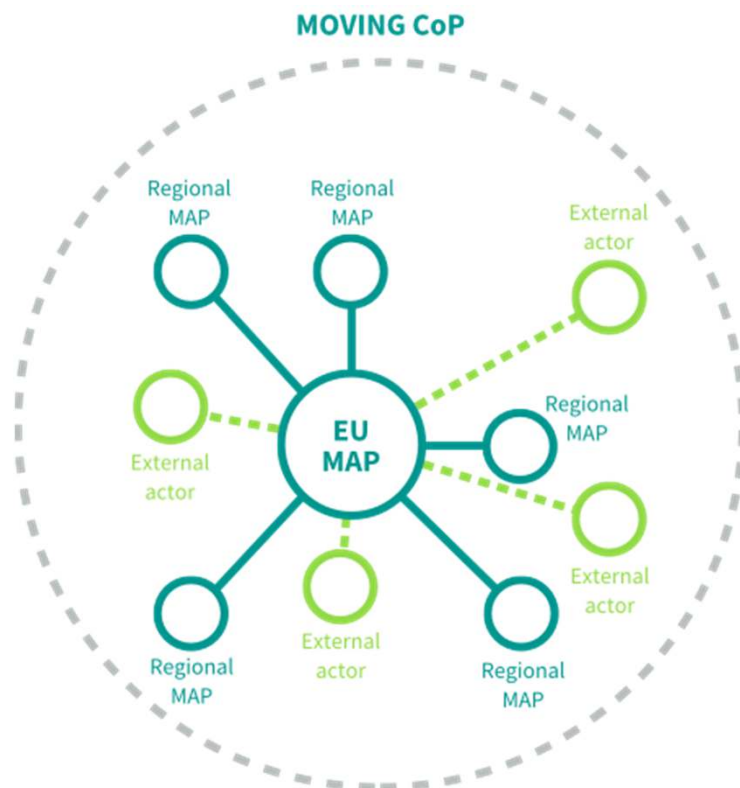
**Policy
recommendations**



Policy Roadmap



Why have a Stakeholder Advisory Group?



The MOVING Community of Practice is an European-wide Science-Society-Policy interface and **nested structure** built upon:

- 23 regional Multi-Actor Platforms established in the 23 Reference Regions
- 1 European-level Multi-Actor Platform (EU MAP)
- Stakeholder advisory Group = MAP

MOVING CoP objectives



- to bring together a community that contributes to the **co-creation and validation of research results** delivered by MOVING;
- to foster the **exchange of knowledge and experience** that enhances joint learning and expertise on mountain value chains;
- to build a **long-lasting community** that is recognised as an important forum for issues around mountain value chains.
- to exchange of **local knowledge and peer learning** between stakeholders within our region, between regions and to European level.

What is planned for this group?



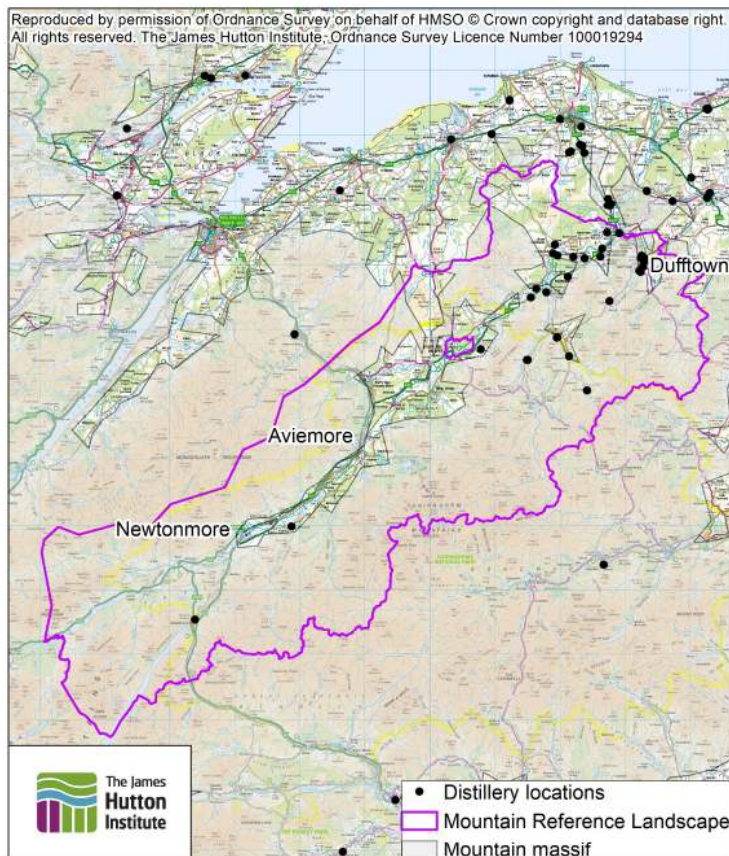
Approximate Date	Activity	Type of interaction
July 2021	Convene Group	Virtual meeting
Autumn 2021	Vulnerability of Land Use System to climate change	Interviews & Workshop
Spring 2022	Participatory Value Chain(s) analysis	Interviews & Workshop
Autumn 2022	Resilience and Vulnerability of Value Chain(s)	Workshop (F2F hopefully)
Autumn 21 – Autumn 22	Youth engagement	TBC
Spring 2023	Solutions to VC vulnerability Foresight analysis	Online consultation Workshop (F2F hopefully)
Autumn 2023	Policy consultations	Online consultation
Spring/Summer 2024	Final (EU) policy conference	TBC
Ongoing every 3-4 months	Meetings if not meeting in a workshop	Virtual or F2F
There are lots of other 'ad-hoc' opportunities e.g., digital stories; policy briefings, EU level workshops and webinars, sharing knowledge between other regions and value chains available to those interested		

Questions

- Purpose of the project
- Geographic focus
- Topical focus
- Role of Group



What do you want to get out of this?



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 1.0. Data © OpenStreetMap contributors, ODbL 1.0. <https://www.openstreetmap.org/copyright>.
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 Selected locations (within Mountain Reference Landscape, only) are highlighted.

- Break out discussions for 10 minutes
- What's in it for you/your organisation?
 - Link to area in map
 - Link to whisky/water/restoration/tourism
 - Link to rural development policies
 - Interest in Scottish research findings
 - Interest in EU research findings
- Will not report back today – in meeting report

Stakeholder mapping: Who have we identified?



- Core, active and associated organisations
- Mixture of core and active stakeholders for Advisory Group
 - Organisational representatives for meetings but hope to engage individuals for interviews
- Associated stakeholders may be relevant for the wider Community of Practice/ EU level group
- Categories are those who:
 - Manage the land / natural resources
 - Produce inputs for whisky
 - Process inputs for whisky
 - Sell whisky
 - Consume or promote drinking of whisky
 - Are part of the enabling environment (i.e. policy, rural development)
 - And/or have a wider interest in sustainability

MOVING Mountain Valorisation through Interconnectedness and Green Growth		Manages the natural resources	Producing inputs for whisky	Processing inputs for whisky	Selling whisky	Drinking whisky	Enabling environment	Wider interest in sustainability
	Core group (mainly local representatives essential for understanding and shaping MOVING to be useful)	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	Barley producers; Maltsters; Barrel producers; Peat producers	Distillery owners; (Diageo, Chivas...) distillery workers	Distillery owners; 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;
	Active Group (often regional or national level organisation with close interest in VC and sustainability)	Agritourism orgs; Cairngorms Outdoor Access Trust; North East Local Biodiversity Action Plan	Scottish Whisky Research Institute and Scottish Whisky Association	Scottish Whisky Research Institute and Scottish Whisky Association	Transport Wholesalers Retailers	Consumers	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, National Trust whisky ‘stories’ project
	Associated Group (inform but not actively involved – often national organisations)	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

Stakeholder mapping



- Working from our draft table
 - Have we missed any important groups?
 - If we have missed any, how should we involve them?
 - Do you agree with the categories?
 - Core, active, associated
 - Manages natural resources sustainability
 - Are there important linkages between groups?

Avoid duplication & making connections



- Mentimeter poll (link in chat)
 - <https://www.menti.com/spzaw1yk6e>
- Depending on poll results...
 - How could we adapt this group to fill a gap?
 - How could we access these other fora?




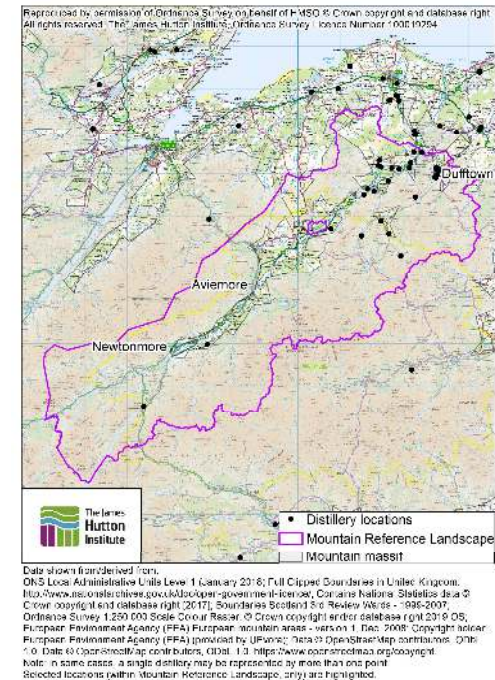
Sustainability & Future Generations



- Interest in youth issues in the project
 - General EU trend of youth depopulation in rural areas
 - Highland and Moray trends
 - 2011-18 changes in working age (16-64) population suggest some growth (e.g. Aviemore) but also declines in other parts of Highland and Moray
 - Projections 2018-2043 (NRS data) show decline

	Highland	Moray
All ages	- 1.0%	-2.7%
16-64	-9.5%	-12.8%
Children (0-15)	-15.4%	-22.2%

- Opportunities for young people (15-26yrs) in Mountain Reference Landscape
 - General resilience to change
 - Specific involvement in Speyside Malt Whisky Value Chain
 - Facilitating event(s) aimed at young people (Aug 21-Aug 22)
 - Mentimeter polls to give us some baseline perceptions
 - <https://www.menti.com/ex1cmbasm82>
- 



Next Steps



- Circulate meeting note to all expressing interest
- Interviews regarding potential vulnerability of land use to climate change (September 2021)
- Workshop to discuss climate change impacts (October 2021)
- Interviews to discuss Speyside whisky value chain (Jan – Feb 2022)
- Workshop to discuss Speyside whisky value chain and interactions (Spring 2022)
- Feedback forms – link in chat



Sharing information



<https://www.moving-h2020.eu/>



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business from you?



Thank you!

Keep in touch – help us to help you.



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