



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Assembling whisky production and consumption for rural resilience: A value chains case study in Speyside, Scotland

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With Kirsty Blackstock, Rachel Creaney, Jon Hopkins, Keith Matthews, and Dave Miller
(James Hutton Institute)

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The James
Hutton
Institute

H2020 MOVING project



MOVING (MOuntain Valorisation through INterconnectedness and Green growth) – is a four-year project (2020-2024) involving 23 Value Chain cases funded by the EU **Horizon 2020** programme.



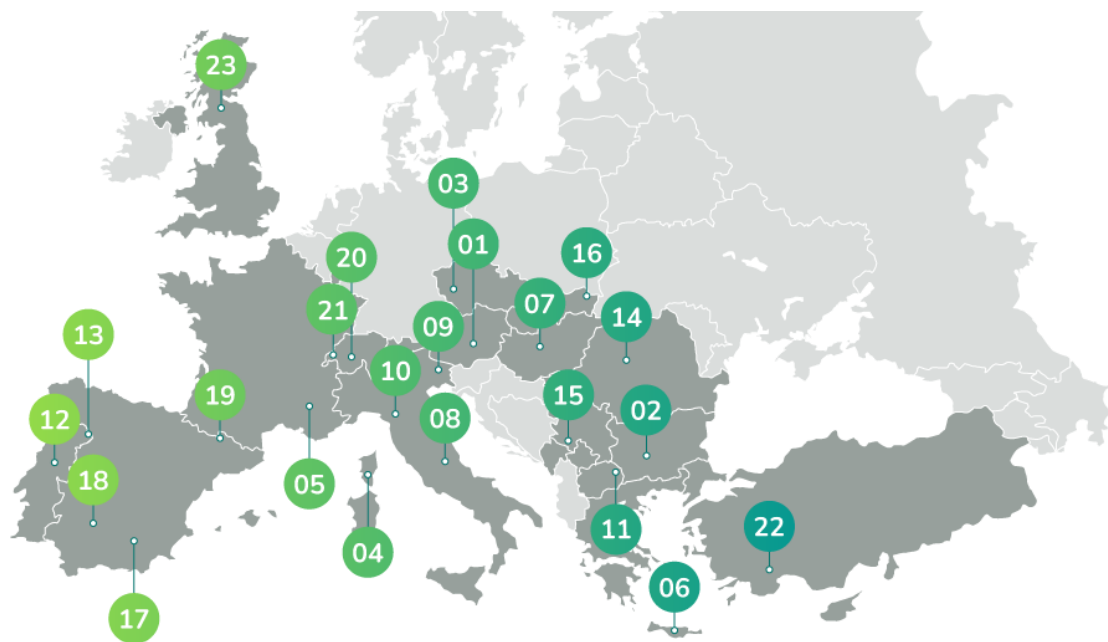
The **Project's main objective** is to build capacities and co-develop relevant policy frameworks across Europe for the establishment of value chains that contribute to the resilience and sustainability of mountain areas to climate change.



MOVING Regions

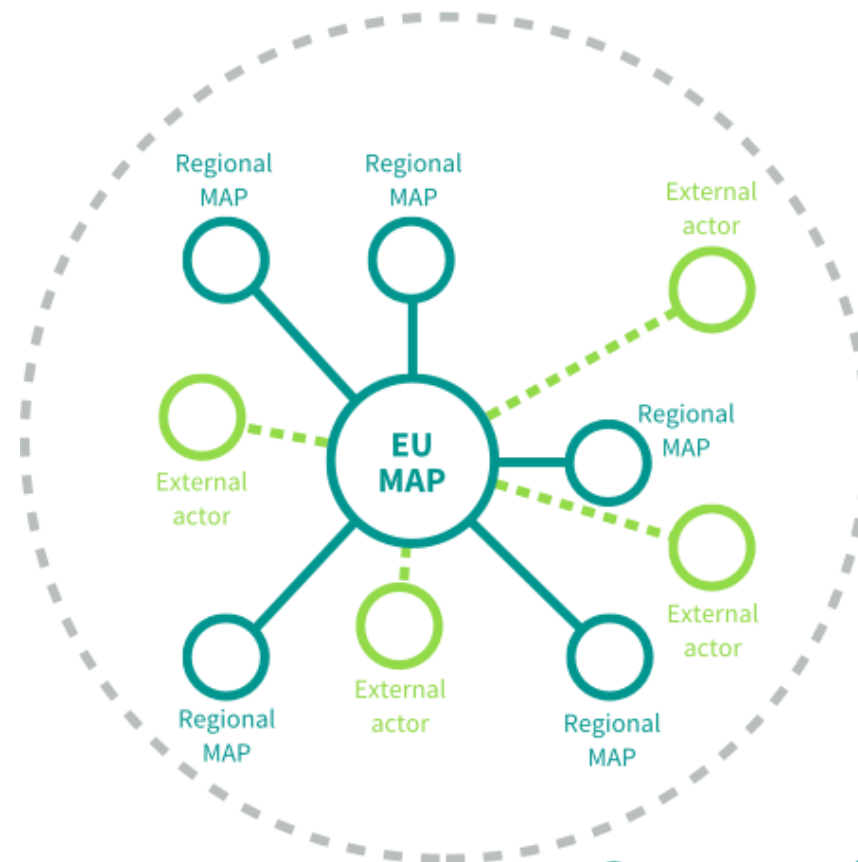
The **23 Mountain Reference Regions** are distributed in 16 European and neighbouring countries

23 regional Multi-Actor Platforms



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MOVING CoP



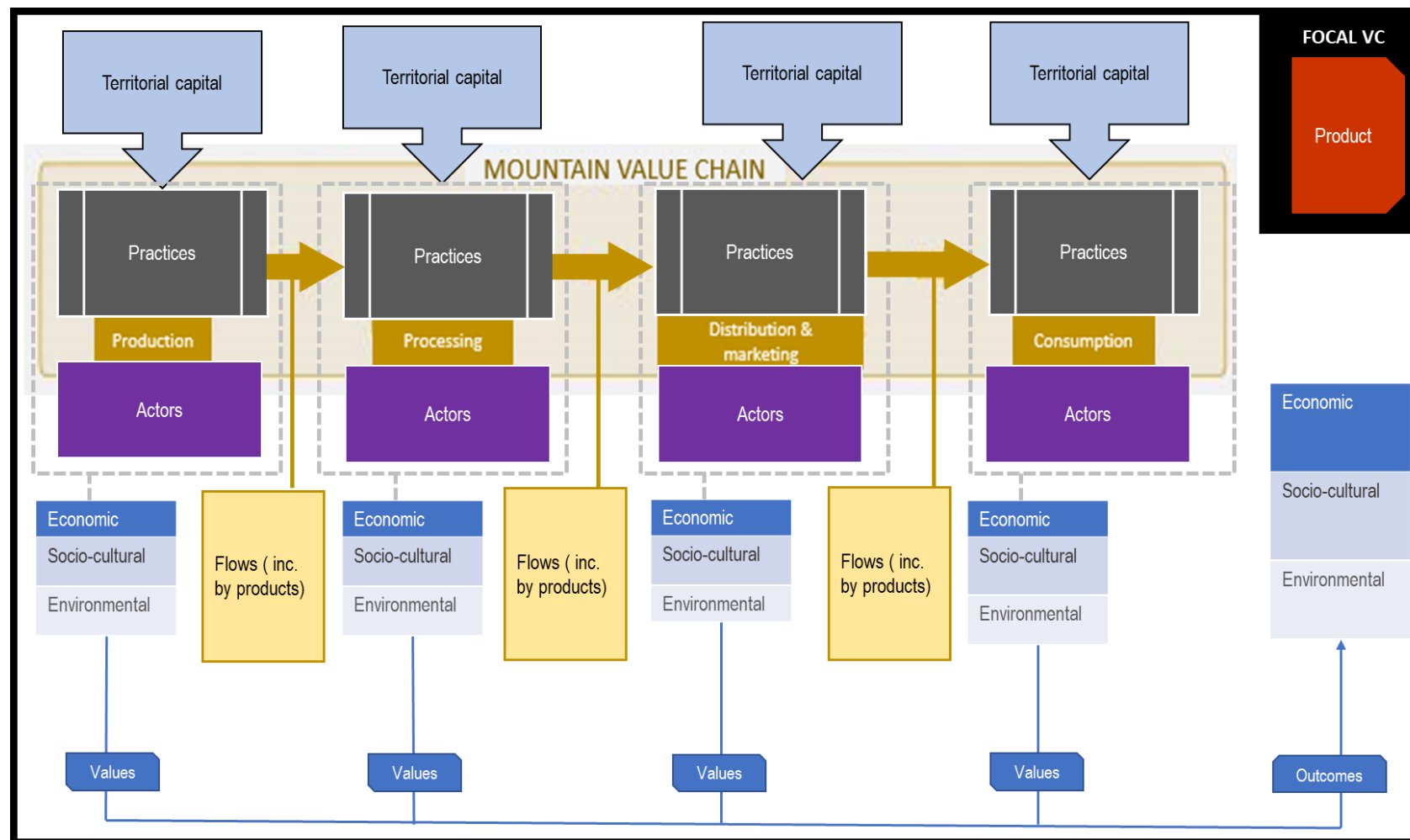
Value Chains



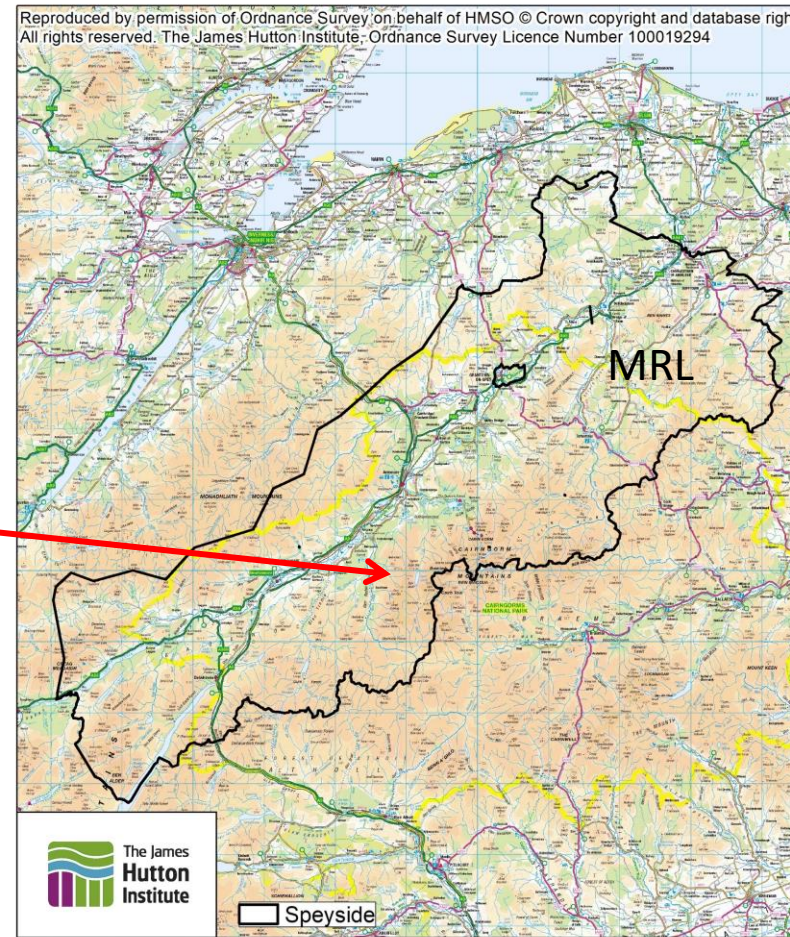
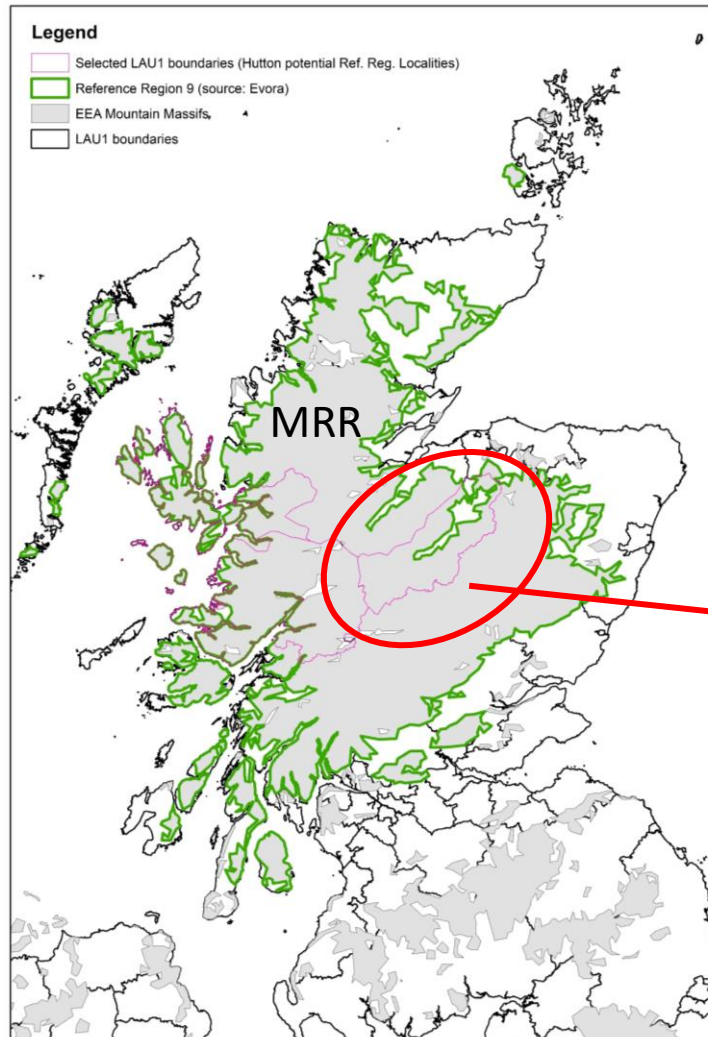
- Process of firms gaining competitive advantage along the chain (Porter 1985)
- Definitions informing MOVING:
 - 1) “the network of organizations that are involved, through upstream and downstream **linkages**, in the different **processes and activities that produce value** in the form of products and services in the hands of the ultimate consumer” (Christopher & Peck, 2004)
 - 2) “**series of steps** from the initial production to the final consumption and the **actors** involved at each stage. The **activities/operations** of these agents are geographically localised. They identify products, financial and information **flows between actors** and areas” (European Commission, 2018).



Value chain analysis



Scottish case study area



Background mapping: Ordnance Survey 1:250 000 Scale Colour Raster: © Crown copyright and/or database right 2019 OS.



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- Speyside**
- Lowland**
- Highland**
- Campbeltown**
- Islay**

Scotch Whisky Regions



Scotch Whisky Association (online)

Methodology

Desktop Review

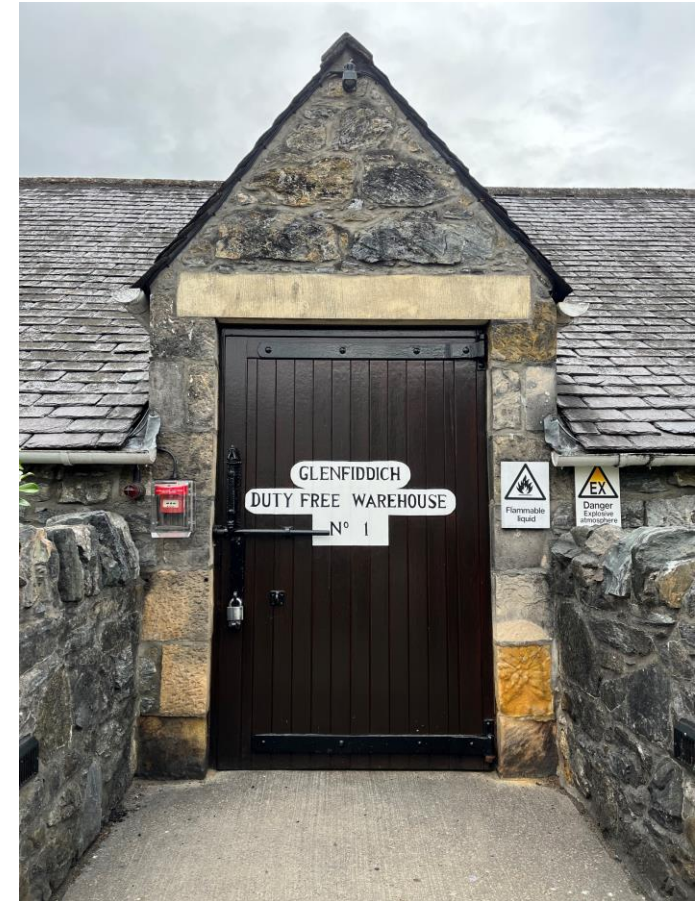
- Websites, grey & academic literature (~60)
- Government data sets where possible

Interviews & Field Visits

- 16 interviews
- 4 Visitor Experiences

Validation Workshops

- In person
- Online



Extended Value Chain Analysis



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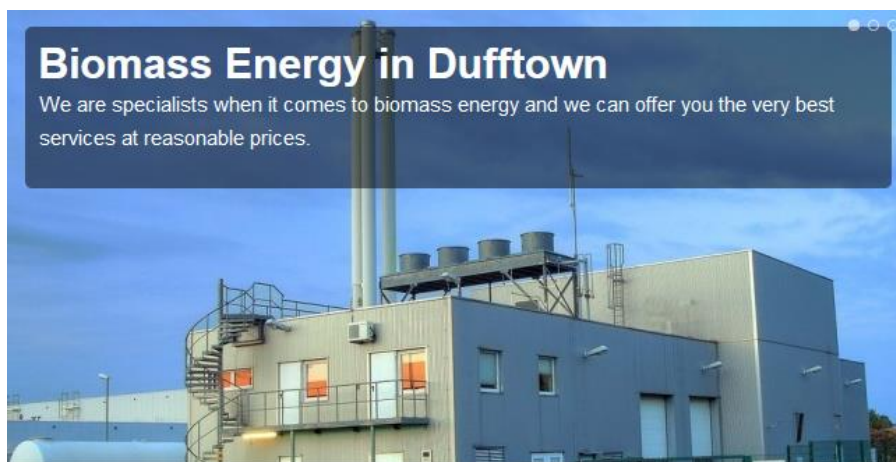
Assemblage in MOVING



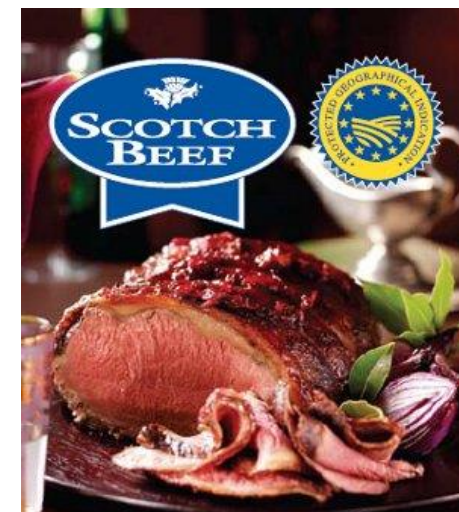
- DeLanda 2006 and Deleuze & Guattari 1987
- Describes complex social objects in which **heterogeneous components interact** with each other while retaining their capacity to act autonomously – including the **capacity to leave an assemblage and to participate in more than one assemblage** at the same time.
- Linkages between objects in related value chains
 - Whisky and tourism in Speyside

Alternative Assemblages

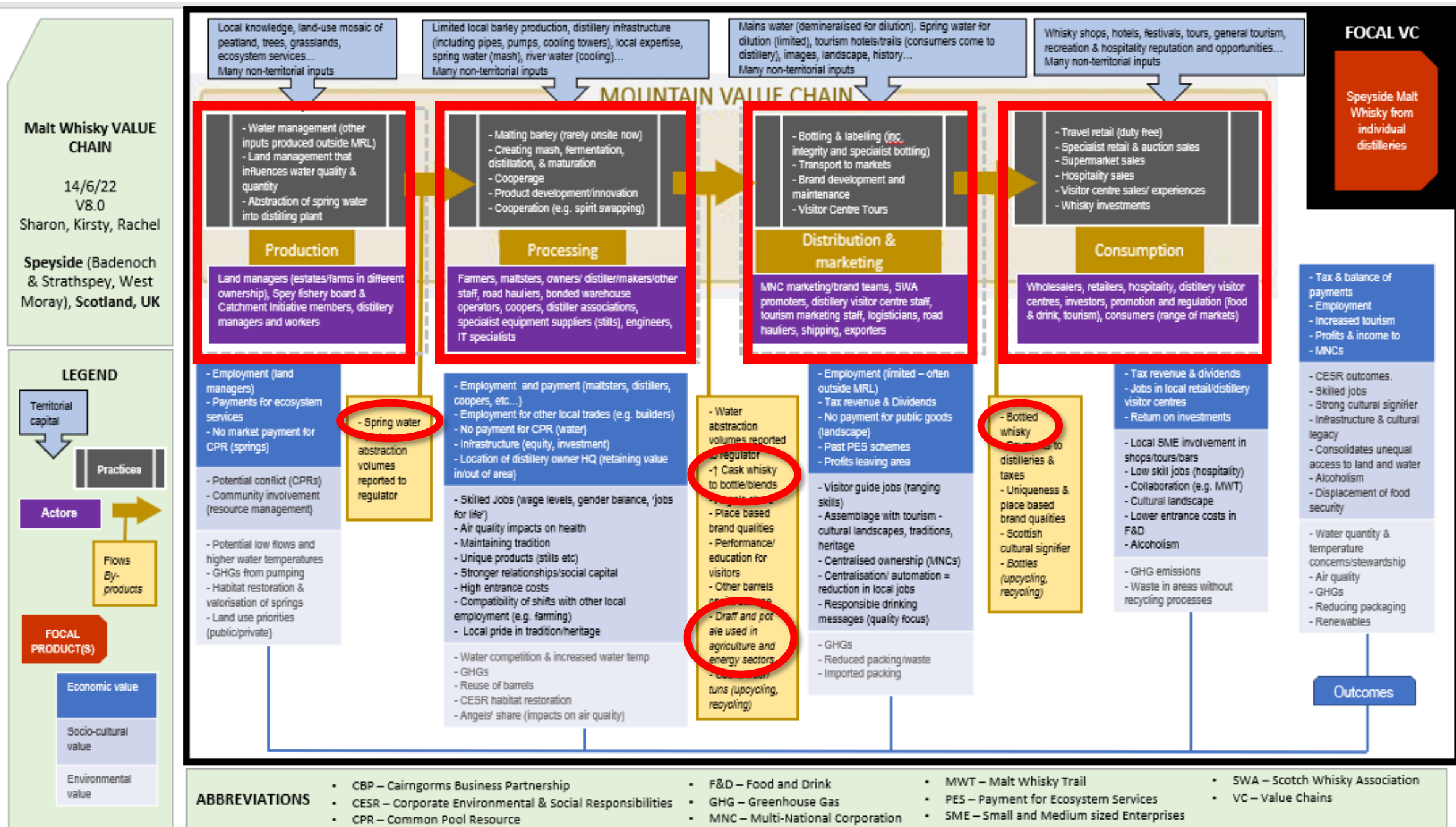
- Fly fishing (shared common pool resource of water)
- Bioenergy (site specific reuse + inputs to refinery)
- Livestock farming (reuse of pot ale and draff)



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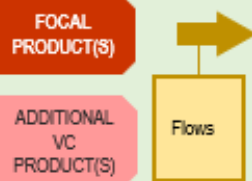
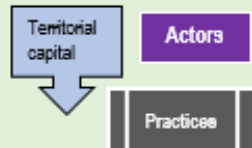
MALT WHISKY VALUE CHAIN

16/5/22
8.0

Sharon, Kirsty & Rachel

Speyside (Badenoch & Strathspey, West Moray),
Scotland, UK

LEGEND

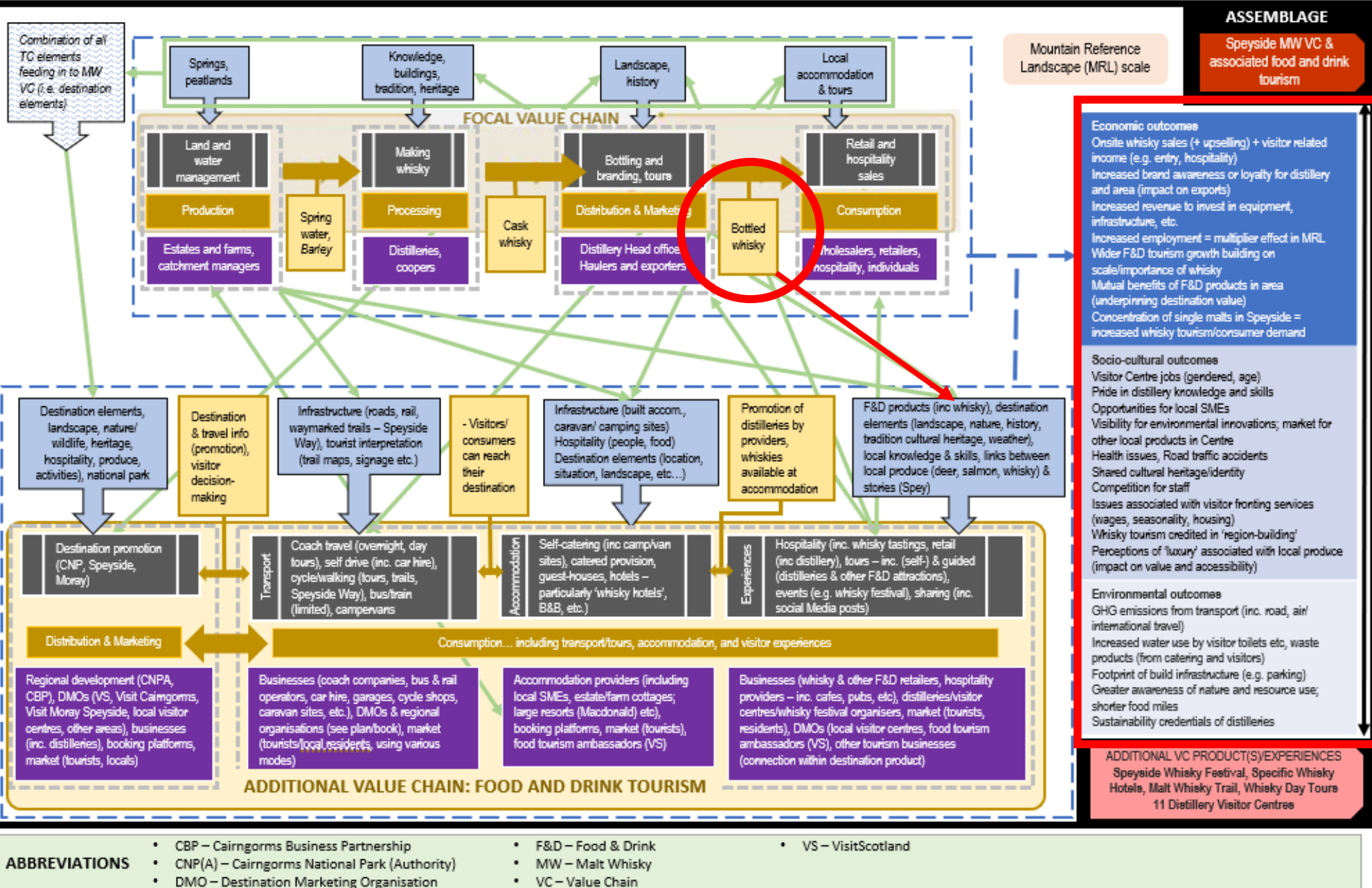


Mountain Reference
Landscape (MRL) scale



Connection (& direction)

Bi-directional connection



Rural resilience



- Opportunities
 - Shared cultural heritage/identity
 - Whisky tourism credited in 'region-building'
 - Wider food and drink tourism growth building on scale/importance of whisky
 - Mutual benefits of food and drink products in area underpinning destination value, e.g. salmon, venison.
 - Increased employment = multiplier effect in MRL
 - Sustainability credentials of distilleries



Rural resilience



- Challenges

- Increased water use by visitor toilets etc, waste products (from catering and visitors)
- Footprint of build infrastructure (e.g. parking)
- GHG emissions from transport (inc. road, air/ international travel)
- Issues associated with visitor fronting services (wages, seasonality, housing)
- Competition for staff
- Perceptions of 'luxury' associated with local produce (impact on value and accessibility)



References



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- SWA (2022b) Facts & Figures Scotch Whisky Association [online], available at: <https://www.scotch-whisky.org.uk/insights/facts-figures/> [accessed 18/5/22]



Thank you!



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