



**MOVING**  
MOUNTAIN VALORIZATION THROUGH  
INTERCONNECTEDNESS AND GREEN GROWTH

# Engaging young people in mountain areas and value chains

**Rachel Creaney (James Hutton Institute, Scotland)**

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Co-authors: Kirsty; Flanigan, Sharon; Hopkins, Jon; Miller, Dave; Matthews, Keith.  
James Hutton Institute, Aberdeen, Scotland



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# Presentation/paper aim



- To emphasise the context for and importance of engaging young people in mountain areas through exploring value chains
- Beneficial for:
  - Rural development
  - Sustainability (environmental, sociocultural and economic)
  - Reducing the extent of 'the brain drain'



# H2020 MOVING project



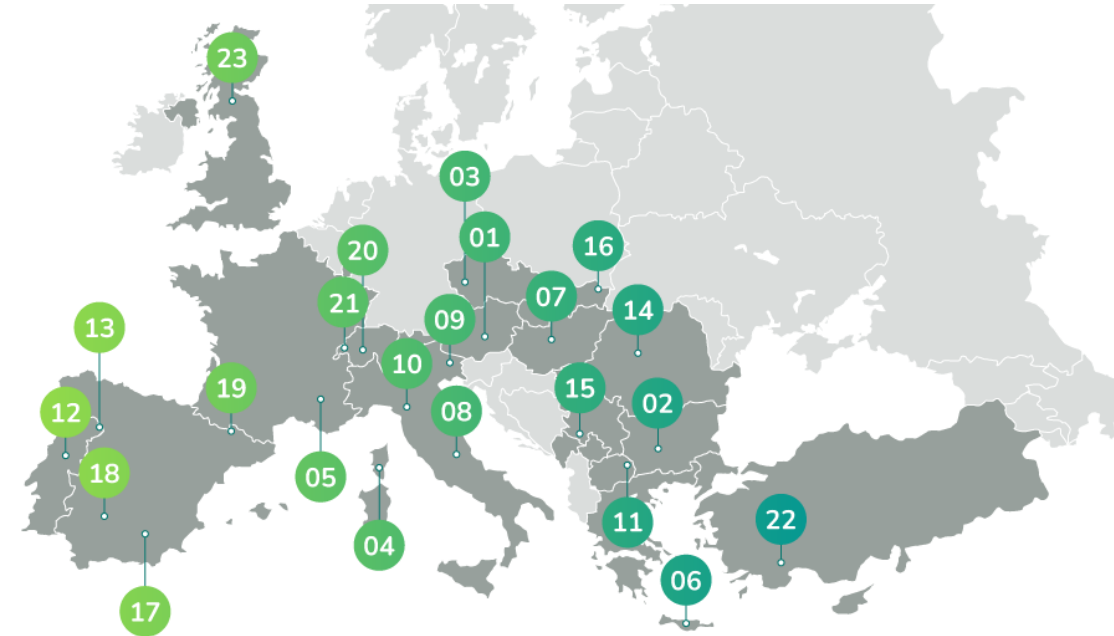
- **MOVING** (MOuntain Valorisation through INterconnectedness and Green growth) – is a four-year project (2020-2024) involving 23 Value Chain cases funded by the EU **Horizon 2020** programme.
- The **Project's main objective** is to build capacities and co-develop relevant policy frameworks across 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
- These 23 regions each represent a value chain with associated communities of interest/practice



# 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 chains (VCs) in MOVING



We are exploring 23 value chains across Europe including:

- Meat VCs: e.g. beef, lamb, Iberian ham
  - Alcohol VCs: e.g. whisky, wine
  - Public goods VCs: e.g. biodiversity, agroecology
  - Crops VCs: e.g. carob, olive oil, flour, cereals
  - Other VCs: e.g. bio-honey, cheese, tourism
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- We are also exploring how these focal VCs connect to other VCs in their regions including wool, farming, tourism and forestry



# Why the focus on young people?



- MOVING is exploring climate change, rural development and (often) areas faces depopulation of young people
- 2022 is European year of the youth
- ‘Europe's mountain areas are facing a constant threat to their attractiveness, especially among younger generations. In some regions, the rural exodus of young mountain people and the ageing of the population endanger the demographic balance, social cohesion, and economic appeal of our mountains. Yet, the new generations are the future of our territories’ (Euromontana, 2022)
- Euromontana survey (1134 young people living in mountain areas across 20 European countries).
  - The results identified that these young people want to remain living (and potentially) working in Europe’s Mountain areas.

# Policy and European context



- [Europarc Youth Manifesto](#) calls for the engagement of young people in connecting to their communities and developing sustainable futures
- [UNIMONT manifesto](#) which highlights drawing attention to the specificities of mountain areas
- Long-Term Vision for Rural Areas – common European vision for 2040
  - Stronger rural areas – service provision and digital tools
  - Connected rural areas – improving services, transport and digital infrastructure
  - More resilient rural areas that foster well-being – more resilient to climate change, natural hazards and economic crises
  - Prosperous rural areas – diversification of economic activities
- All of these require and promote opportunities for young people





# Youth engagement activities



Aim: to engage more young people (~16-25yrs) in the 23 mountain regions (and enable new networks between the VC actors and young people)

By way of:

- 23 participatory workshops/ events across Europe between June and October 2022
- To date, youth events have included:
  - Participatory workshops to strengthen economic activities in the region
  - Pitching future visions for rural mountainous areas
  - Careers fairs promoting the range of opportunities for young people in their VC
- In 2023-2024 – sharing of MOVING resources with school groups within the regions



Crete youth engagement workshop, June 2022



# What have we done in Scotland



- Young people (18-25) living or working in our region
- Trip to distillery – to understand their processes and sustainability innovations (our VC)
- We invited as speakers:
  - a young person working in a rural youth organisation to discuss their rural hackathons
  - A representative of the National Park to discuss their youth engagement activities
- Discussion on what they want to see by 2040?/ How we get there?/ How to involve young people more?/ Barriers

## **What do you want to see?**

- Some ways to economically and environmentally improve the land
- Better access to the environment
- Certification of very local food (and other) products
- Wellbeing economy
- Distillery involved in many VCs
- Universal basic income
- Tourist tax – money from tourism to go back into economy

## **How do we get there?**

- Funding for community committees (not voluntary)
- Get local authorities involved more
- More farmers markets
- Tourist tax
- Vocational education as important as more traditional education
- Less centralised governance
- On site housing
- More housing and better land access
- Behaviour change

## How do we involve young people more?

- Work experience in distilleries – high school age
- Funding for school trips
- Citizens juries for decision making – to involve young people i.e. more than the usual suspects
- Look to deprivates rural areas to involve young people

## Barriers?

- Seasonal/ multiple jobs
- Transport
- Cost of construction
- Access to land
- Price for local products
- Airbnb issues
- Carbon credits
- Land rights and tenure
- Voluntary committees

# Outcomes and next steps



- More to come once all partners have completed their workshops/events by October (i.e. can give results in-person at the ODT conference)
- A report and video will be created on the results too
- Then, starting to plan for the 2<sup>nd</sup> part of youth engagement work - sharing of MOVING resources in schools in the 23 regions

## Contact details:

- [Rachel.creaney@hutton.ac.uk](mailto:Rachel.creaney@hutton.ac.uk)
- Twitter: @RachelCreaney1



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# Thank you!

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