



Cofinanced by the European Commission



Faculty of Agriculture
and Life Sciences



EUSKO JAURLARITZA
GOBIERNO VASCO

EKONOMIAREN GARAPEN
ETA LEHIAKORTASUN SAILA
DEPARTAMENTO DE DESARROLLO
ECONÓMICO Y COMPETITIVIDAD





EUROMONTANA
*a European network dedicated to
improving quality of life in mountain
areas*

Irene Piria
Bragança, 18 July 2014



Content

- What is Euromontana
- What is our vision of European mountains
- What do we do
- Euromontana and the new CAP



What is EUROMONTANA?



- European **multisectoral** association for cooperation and development of mountain areas (since 1996)
- Around 75 members from more than 20 countries
- Comprising :
 - regional development agencies,
 - regional authorities,
 - chambers of commerce and industry
 - agriculture organisations,
 - environmental organisations,
 - research organisations...



EUROMONTANA in Portugal

AJAP – Association of Young Farmers of Portugal

**ADRAT - The Development Agency for Region of Alto
Tâmega in Portugal**

**ADVID - Associação para o Desenvolvimento da
Viticultura Duriense**

CIMO-IPB - Centro de Investigação de Montanha



Our vision of mountain areas: mountains are potential!

- **Strengths:**

- The **positive image** of mountain areas
- Intense community life
- Very **rich culture**, traditions and heritage
- **The quality of life** of mountain population
- Rare, preserved and **renewable resources**
- Production of **quality goods and services**
- Modern and often **dynamic governance**

- **Weaknesses:**

- **Remoteness and accessibility**
- **Sparseness** of businesses and population
- **Competition** between economic development and environment
- Sensitivity to **climate change**





Our vision of European mountains

- **Our mountains are territories with a future and opportunities for Europe**
- Mountain areas are distinctive areas of Europe which need to be **addressed specifically.**
- We call for **private and public investment** in these areas. The return on investments might be longer but will be **more sustainable.**
- 36% of European territory, 118 million inhabitants.





Our actions

- Representing mountain communities:
 - Regular links with EU institutions
 - Experts in advisory groups, networks
- Promote the strengths.
 - Events, articles, external communication
- Organise cooperation amongst mountain people
 - EU projects
- Carry out, participate in or compile studies



Working themes: main transversal themes



TERRITORIAL COHESION
Mountain people have the
right to the same opportunities



POSITIVE EXTERNALITIES
Mountains deliver goods
and services to society



A new CAP

Mountains of opportunities

Agriculture and rural development



Education and training



Local development



Mountain products



All themes are interrelated

Need for an Integrated approach

R&I



Forestry & wood



Mobility & ICT



Energy



Sustainable tourism



Environment & Climate change



Services of general interest



The Common Agricultural Policy – CAP

The CAP is **the only one among European policies offering a specific approach for mountain areas** and differentiated measures. (**Article 18 of regulation 1257/99** on less favoured areas).

In the New CAP you have more attention to the small and mountain farmers but **there is still a lot to do to set up a more territorial CAP**, supporting different forms of farming in their diversity and ensuring sustainability of the activity on all territories.



How Euromontana has contributed to the NEW CAP

- **Advisory Group of DG AGRI** on CAP, Rural Development and Quality of Products.
- **MEPs of the AGRI Committee** and **NAT section of the CoR** and of the **EESC** .



How Euromontana has contributed to the NEW CAP

- In 2008: network of "**CAP referees**" on mountain farming and mountain rural development.
- In October 2009: preparation **Common position** and submission to the public debate on the CAP in June 2010.
- In January 2011: response to **public consultation** on the EC communication on the future of the CAP towards 2020 .
- Since 2011: Involvement in the **negotiation** at the **Council and EP** level on the legislative proposals on the future of CAP.



Euromontana welcomes in the new CAP:

- **support to areas with natural constraints** in the 1st and 2nd pillar .
- possibility to carry out more targeted actions in mountain areas through **dedicated thematic rural development sub-programmes**;
- The **maintaining of the coupled support** for sectors or areas facing specific risks of production abandonment.
- The integration of an **additional payment for young farmers under the 1st pillar**.
- The **simplified small farmers scheme**.
- The **wide range of rural development measures**



Euromontana hopes that Member States will apply all the available options to support mountain farming, including:

- **Support** under the **1st** and **2nd** pillar, will be **commensurated** with the **nature and severity of natural constraints** faced by farmers in mountains areas, in order to maintain production levels.
- **Support the development of market added value** through the new optional quality term "**mountain product**" and other quality schemes, and prevent abandonment of mountain farming.
- **Development of thematic sub-programmes** designed to foster mountain economic development.
- **Provide coupled support** for the eligible mountain productions.



IXth European Mountain Convention

“Quality from the mountains – Prosperity for people and territories”

Bilbao, 22-24 October 2014

• Reflection structured around **6 themes:**

- Innovation
- Territorial approach
- Socio-economic impact
- Environment and heritage
- Marketing approaches
- Tools for quality and traceability

• In order to improve:

- networking and cooperation
- synergies between mountain value chains and tourism
- synergies with LEADER

Morning 23/10

**Goals, challenges,
policy response and
evidence**

Goals

- Implementing the European Charter for mountain quality food products
- Improving mountain prosperity through supply chain development

Policies

- The new CAP: a promising tool box
- Translating the new CAP into national policy: programming in different Member States

Science

- Academic science on links between supply chain development and territorial development
- Family farming in mountain development

Afternoon 23/10
**6 dimensions of
mountain supply
chain development**



24/10
**Designing the way
forward**

Networking & cooperation

Synergies between products and tourism

Local development strategies

Way forward for mountain supply chain development

Free networking time



For more information:

www.euromontana.org