

**International Conference**

**Potentials for Territorial Co-operation with Western  
Balkans**



Maribor, 19. 4. 2010

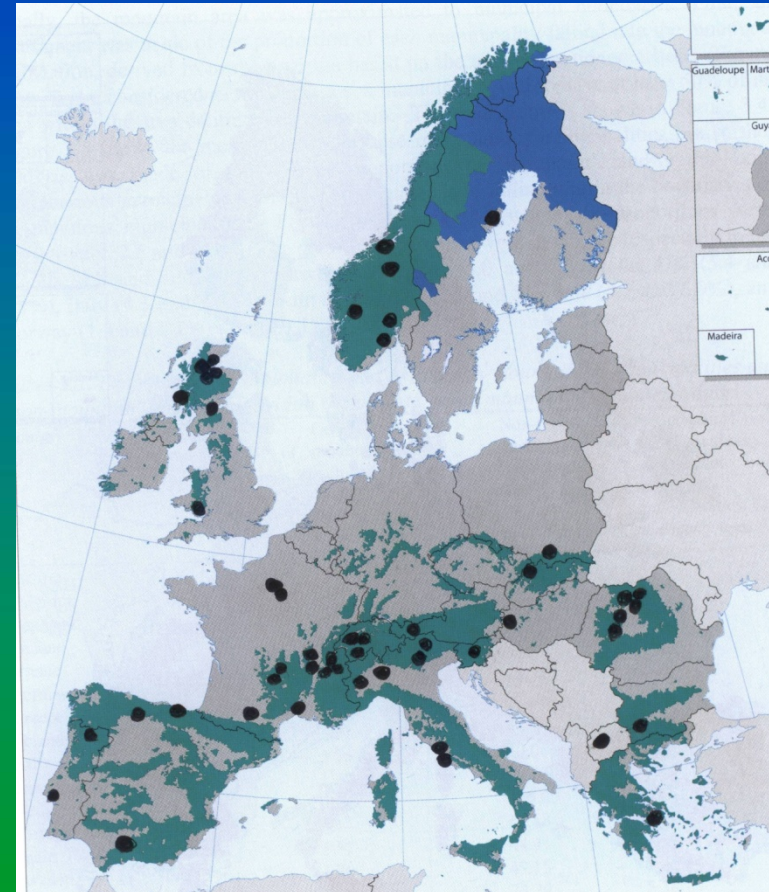
# **DEVELOPMENT OPPORTUNITIES AND POTENTIALS OF MOUNTAIN AREAS IN EUROPE**

**Assoc. Prof. Andreja Borec, EUROMONTANA  
Board Member**

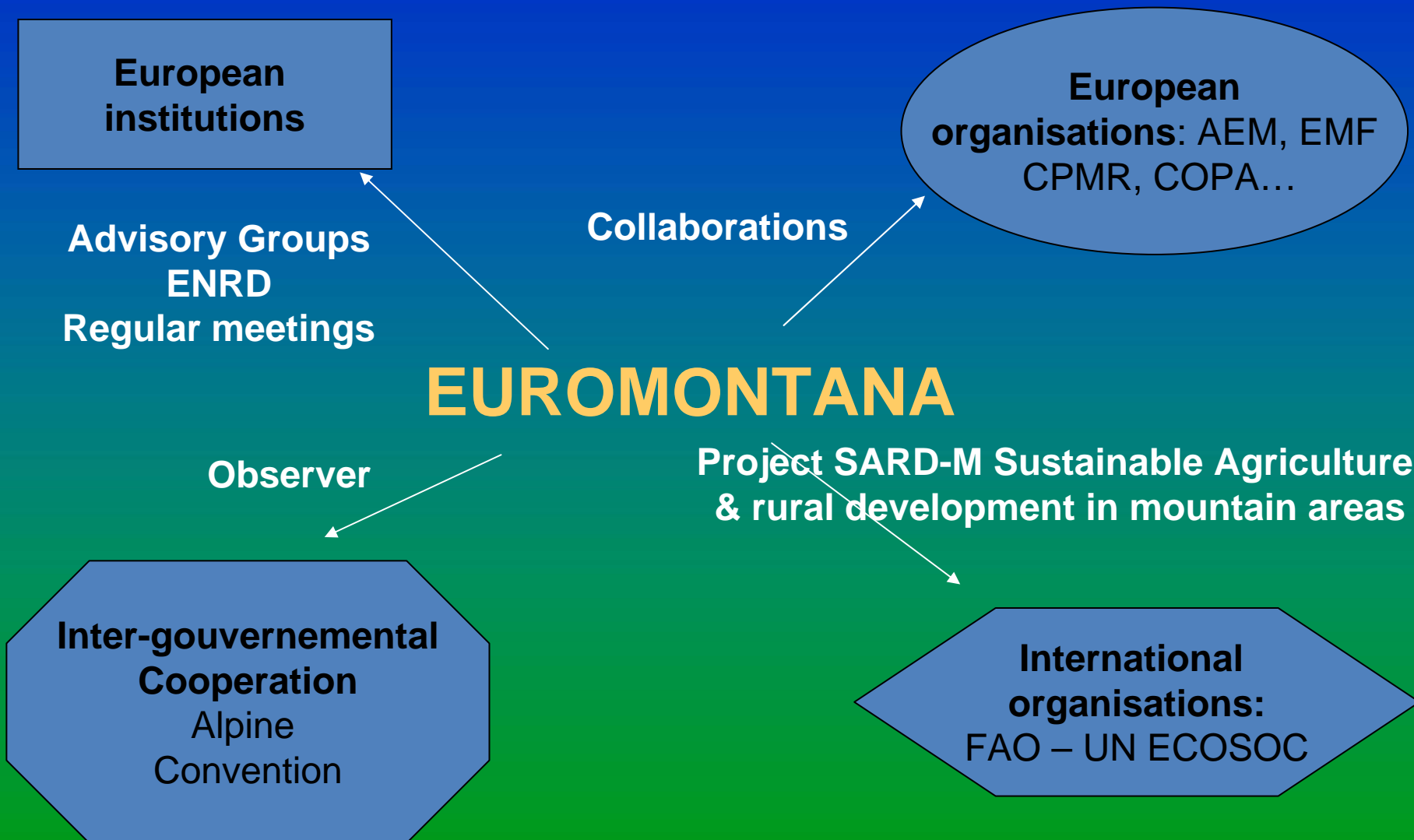
# EUROMONTANA - European association for mountain areas



- European **multisectoral** association (since 1996)
- Around 70 members from 17 countries
- Comprising:
  - RDAs,
  - regional authorities,
  - agriculture organisations,
  - environmental organisations,
  - research organisations...



# EUROMONTANA LINKS ITS NETWORK WITH EUROPE



# STRUCTURE OF THE ASSOCIATION



## Elected representatives

### President

André Marcon

president@euromontana.org

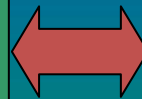
### Board of directors

20 members

including 5 Vice-presidents

### Senate

### General assembly of Members



## Secretariat in Brussels

### Director

Alexia Rouby

alexia.rouby@euromontana.org

### Project Manager

Marie Guitton

Marie.guitton@euromontana.org

### Project Officer

### Information Officer (EVS)

Daria Godlewska

project@euromontana.org

Election of new board (2008-2012)  
during the general assembly (10  
October)

**Network coordination**

# OUR VISION FOR THE MOUNTAINS



- **Living** mountain areas
- Culturally, economically and environmentally **diverse** mountains
- Mountains **overcoming natural handicaps** and marginalisation

**Mountains are territories with a future and opportunities for Europe!**





# OUR CONCRETE ACTIONS: COOPERATION AND DEVELOPMENT OF MOUNTAIN AREAS



1. Lobbying
2. Information on European policies:
  1. Seminars
  2. newsletters
3. Facilitating exchange of experiences between territories:
  1. 2-annual European Mountain Conventions
  2. European cooperation projects
4. Develop and manage projects
5. Develop our expertise (studies)



# WEAKNESSES OF MOUNTAIN AREAS



## Socio-economic and environmental weaknesses:

- Population decline
- Ageing of population (more than 30% aged over 60)
- Greatest out migration rates
- Natural handicaps
- Climatic restriction for economic activities
- Climate change
- Poor access and lack of infrastructure and services
- Mountain specificities are not sufficiently integrated in regional national and EU policies



The economic, social, cultural and environmental changes taking place in mountains present a complex and often inter-related set of threats and problems

# OPPORTUNITIES FOR MOUNTAINS



## Opportunities background – debate on market role of public goods:

Public goods are a special case of externalities and are goods for which consumption cannot be confined to a particular consumer or group of consumers.

Public Goods are characterized by:

- **Non-rival** – if the good is consumed by one person it does not reduce the amount available to others.
- **Non-excludability** if the good is available to one person, others cannot be excluded from the benefits it confers.





# OPPORTUNITIES FOR MOUNTAINS— cont.



- For the provision of goods with a high degree of publicness market mechanisms do not function.
- non-excludability and non-rivalry in consumption imply that users have no incentive to pay for public goods ⇒ over-exploitation.
- farmers have little incentive to provide public goods because they are not being paid to do so.
- these two factors explain the undersupply of public goods, and therefore, in the absence of functioning markets, **public intervention is needed** to achieve a desirable level of provision in line with societal demand.

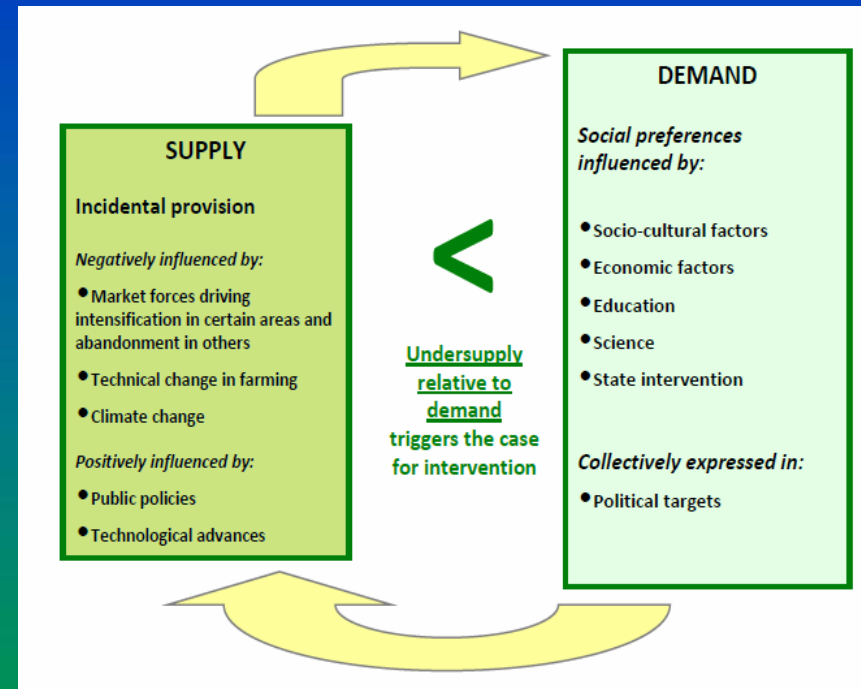


Figure 3: Factors influencing the supply of and demand for environmental public goods

# OPPORTUNITIES FOR MOUNTAINS—cont.



**Mountains produce a wide range of public goods valued by EU citizens:**

- Biodiversity
- Air of high quality
- Stable climate
- Non use values of landscape
- Rural vitality
- Food security and quality
- Animal welfare and health
- Soil functionality

**Why are public goods so important to mountains?**

- mountain areas can not compete in mass markets (communication difficulties, lack of scale)
- mountains have competitive advantage (environmental and cultural qualities)
- tradition is more common
- mountain farming practices support and maintain public goods in mountains

# Public intervention – future CAP and importance of public goods



- Vision of future CAP: using the principle: “**public money for public goods**” – rewarding farmers for the delivery of public goods
- At the same time, the EU citizens broadly support the new CAP (average 90%)
- According to public opinion, the future CAP should:
  - ensuring the quality and safety of agricultural products,
  - provide a decent standard of living for farmers,
  - ensure reasonable prices for consumers,
  - protect the environment
  - rise the challenges for climate change

# OPPORTUNITIES FOR MOUNTAINS- cont.



## To take advantage of opportunities the recognition of public goods is of vital importance

EU Policy measures with no or a low degree of targeting  
towards provision of public goods:

- Decoupled direct payments
  - Keeping farming in place
- Cross-compliance
  - Ensure that farmland is kept in good agricultural and environmental condition
    - Can preserve landscape features, existing habitats, water courses and contributes to soil conservation
- LFA payments
  - Keeps farming in place; often in marginal areas or areas of high nature value
- Farm modernization
  - Can contribute to enhanced water quality, better application of pesticides and fertilizer



# OPPORTUNITIES FOR MOUNTAINS- cont.



## EU policy measures targeted towards encouraging the provision of public goods:

- Agri-environment measures

By far the most important measure when it comes to the provision of public goods (also in monetary terms).

Provides for landscape preservation, maintenance or enhancement of habitats, biodiversity, soil quality, etc.

- Natura 2000

Preservation of biodiversity and habitats

- Training/ advisory services

- Diversification measures

Contributes to keeping traditional farming methods and region specific production methods in place.

# POTENTIALS OF MOUNTAINS



**With public goods as basis, mountains reflect also other key potentials:**

- High quality of water
- Sources of renewable energy (air, water, biomass)
- Sources of cultural diversity (tradition, language, local knowledge, music, culinary,...)
- Environmental values (biodiversity, clean air,..)
- Tourism and recreation
- Territorial innovation is very much developed
- Investments are more sustainable as in lowland.



# HOW TO REALIZE POTENTIALS?



- **Encouraging PPP-s** PP investment is crucial. The return on investment might indeed be longer in mountain areas but investment itself will undeniably be more sustainable.
- **Integrated work of different policies (horizontal and vertical)** – bottom up approach – LEADER or LEADER like programmes
- **Promote quality** (quality of soci-economic and environmental factors)



# European Charter on Mountain Products



**Objectives: to recognise and protect mountain food products specificities**

- **The Charter is based on the 5 following principles:**
  - The raw materials must be derived from a mountain region;
  - The processing must be carried in a mountain region;
  - Production must take into account local concerns relating to sustainable development;
  - Production must attempt to maintain the biodiversity and heritage of mountain regions;
  - Production must be able to guarantee at all times the transparency of information to consumers.
  
- **This charter and its principles are binding only on its signatories**

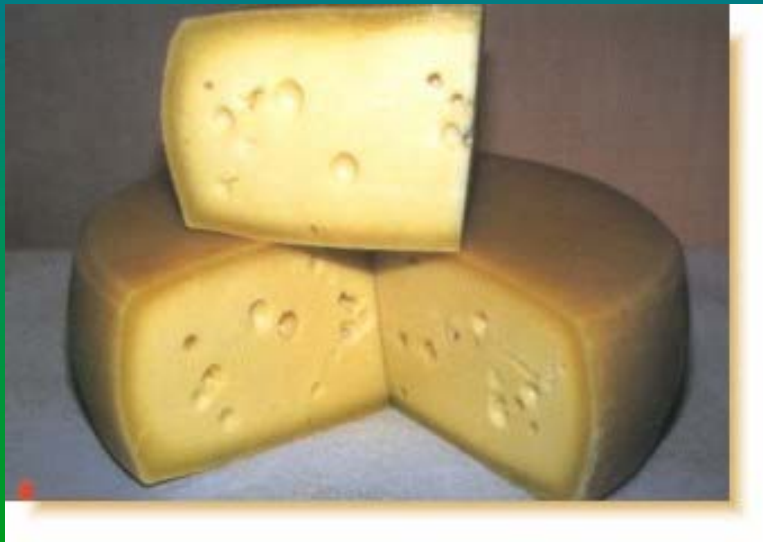




# Mountain quality food products



- 10 years of work!
- The European charter for Mountain quality food products
- EuroMARC Research project
- Revision of the European policy for agricultural food products



# Euro-Marc Project (6th RTD FP)



- Promote mountain agrofood products as a lever for sustainable development that ensures economic activity in mountain areas.
- Analyze actions of consumers, retailers, producers and policy makers with **respect** to these products.
- Outputs: successfully applying the European Charter of Mountain Quality Food Products for professionals and policy makers/ Consumer recognition of mountain products in Europe

FINAL CONFERENCE: 3-4 December, Maribor, Slovenia

To be developed: EuroMAP



# Other EU funded projects

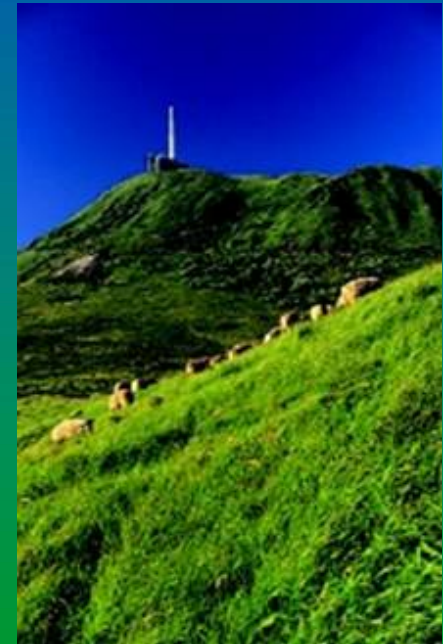


- **INTERREG IV C:**

- PADIMA: Policies against depopulation in mountain areas
  - 8 partners (inc Buskerud and Hedmark)
  - 3 sub-themes:
    - Education and training
    - Territorial marketing/promotion campaigns
    - Diversification of economy
  - Integrated policy recommendations
- European mountain ABC

- **Research (7th Framework programme):**

- MOUNTAIN TRIP: « Transforming research into practice »



# European mountain conventions



- 6<sup>th</sup> European mountain Convention Brig
  - How to generate added value from Europe's mountains?  
(8-10 October 2008, Switzerland, Canton of Valais, city of Brig)

## Declaration of Brig



- 7<sup>th</sup> European mountain convention Lillehammer, Norway, 15-17 Sept 2010



Thank you for your  
attention



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