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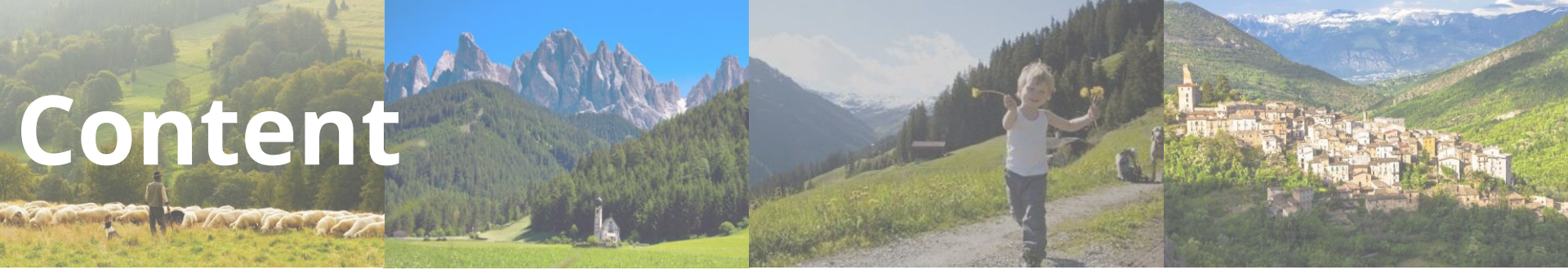## *Circular Economy and Innovation in Mountain Areas: A role for territorial brands?*

Marie Clotteau, Director of Euromontana

Small-Scale Territorial Brands in the Alps

10 June 2021, online

Content

► What is Euromontana?

► Why focusing on circular economy?

► Examples:
  – Pyrénées Création (wool)
  – Rakeistus (wood)
 – Brand Parc Naturel Régional des Pyrénées Ariégoises (farm /wood)

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What is Euromontana?

► European **multisectoral** association for cooperation and development of mountain areas (since 1996)

► **Improving the living conditions of the mountain populations of Europe**

► Around 65 members from 15 countries

► Comprising :
– regional and local authorities
– regional development agencies
– chambers of commerce and industry
– agriculture organisations
– environmental organisations
– research organisations
– training institutes…

Diversity of members = strength ➔ increased interest from institutions

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A New European Green Deal
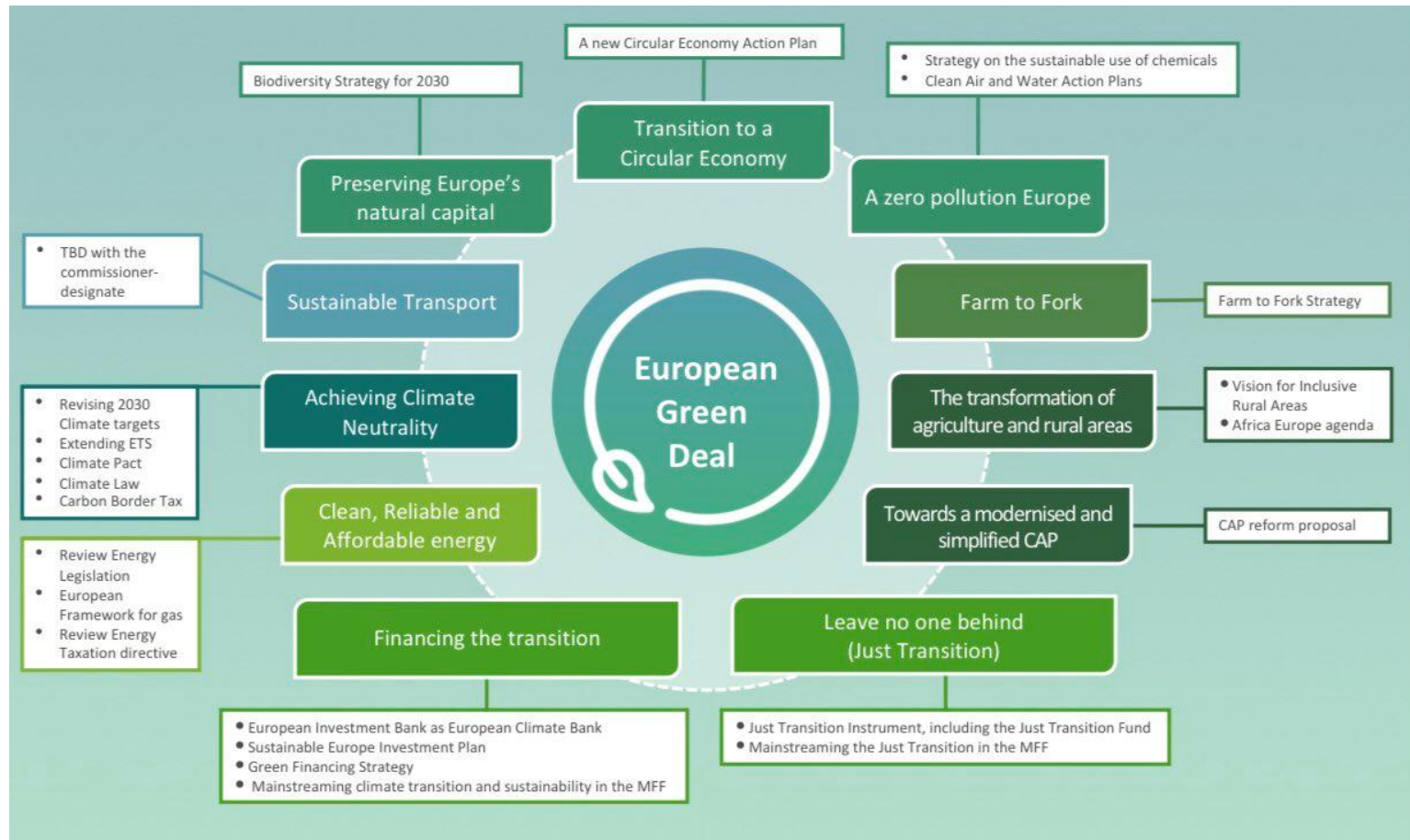
Source: European Commission

Why focusing on circular economy?

► Current economic models based on linear economy are not sustainable

► Every year, humanity consumes 1.4 times the resources available on the planet

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Why focusing on circular economy?

► Sharing, leasing, reuse, repair, refurbishment, and recycling

► Create new economic opportunities in mountain areas

► Waste can be gold

The circular economy involves intrinsic recycling and feedback loops and applies to the whole economy.
Source diagram: European Commission

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Facts & figures on European Mountains

- **36 % of Europe's area (29% EU)** is defined as mountainous

- **17 % of Europe's population (13% of EU)** live in mountain areas

- **18% of Europe's agricultural holdings** are in mountain areas

- **35% of PDOs and PGIs** are produced in mountain areas

- **43 % of Natura 2000 areas** are mountainous

- **15% of EU species** exclusively exist in mountain areas

- **41% of mountain areas cover by forests**

- 95 million long-stay tourists and **60 million day-trip** visitors visit the Alps every year

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► Opportunities for mountain areas:

- For the environment
- For economic and resource security
- Economic competitiveness
- Better valorisation of local productions
- Avoid transport costs
- Encourage synergies and innovation

Pyrénées Création: restoring the nobility of wool

► Restore the use and transformation of wool locally

► Working hand-in-hand with farmers

Pyrénées Création: restoring the nobility of wool

► Quality comes first:

–a dozen breeders who respect the wool tradition

–Esprit Parc National" brand

–Respecting charter of ATELIER Laine d'Europe (traceability and ecology)

Photo credit:

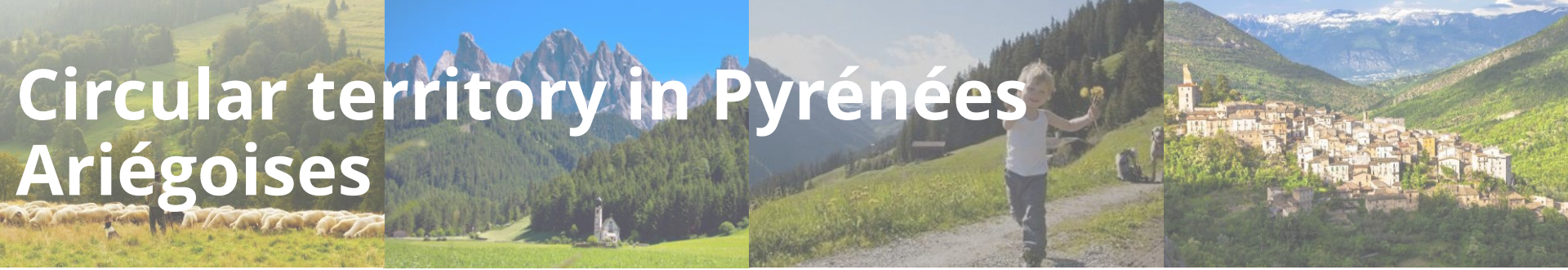*Pyrénées Création*
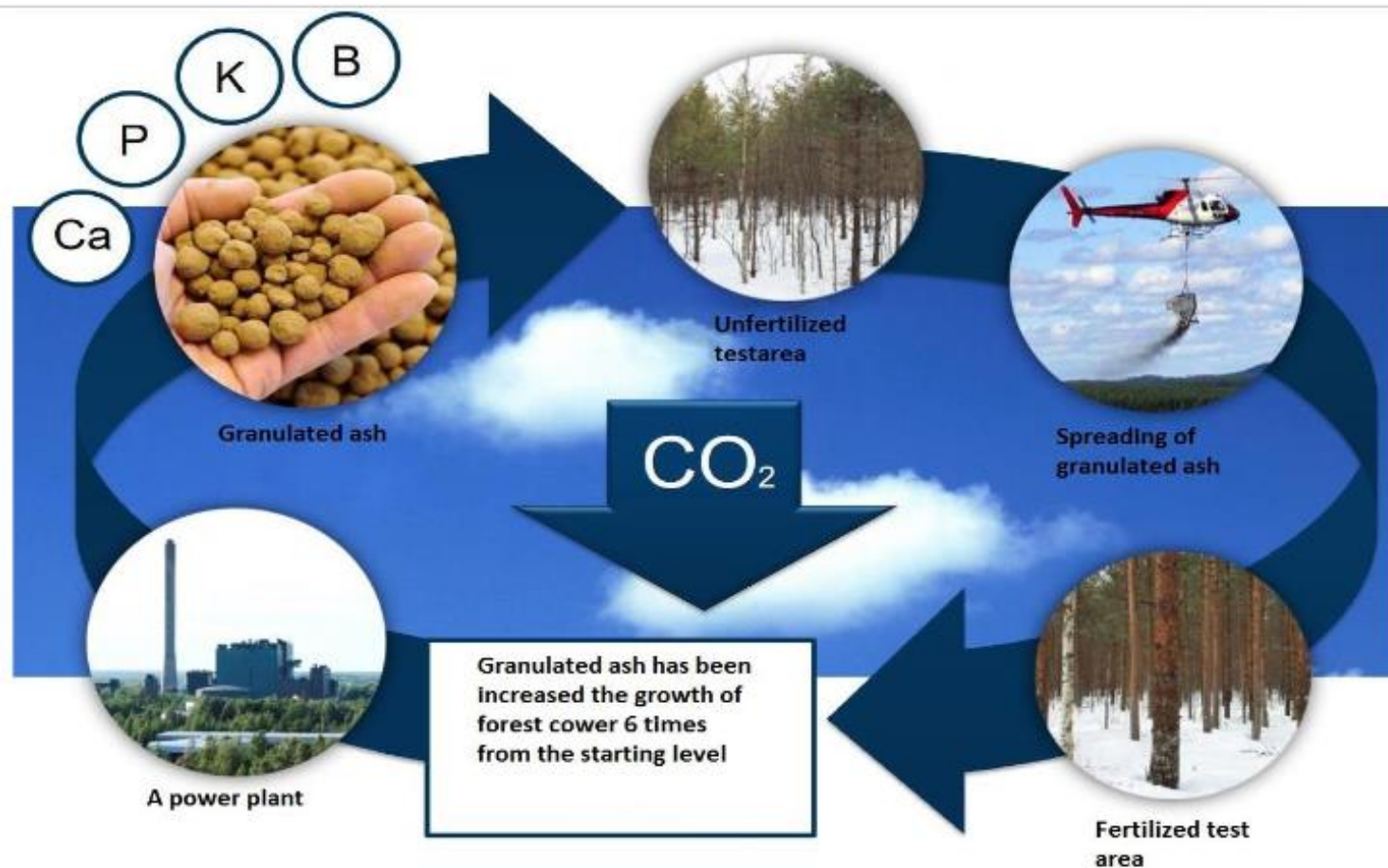
Figure 6: The circular economy of bioash. Source: Sakari Kiviniemi, Presentation on 29/11/2016 at Innovation and circular economy in mountain forest supply chains workshop, Skrad, Croatia
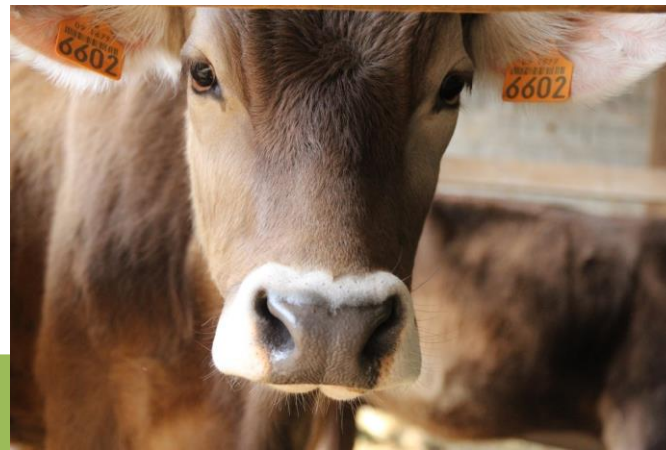
Circular territory in Pyrénées Ariégoises

▶ Brand "Parc naturel regional des Pyrénées Ariégeoises":

- Link with territory
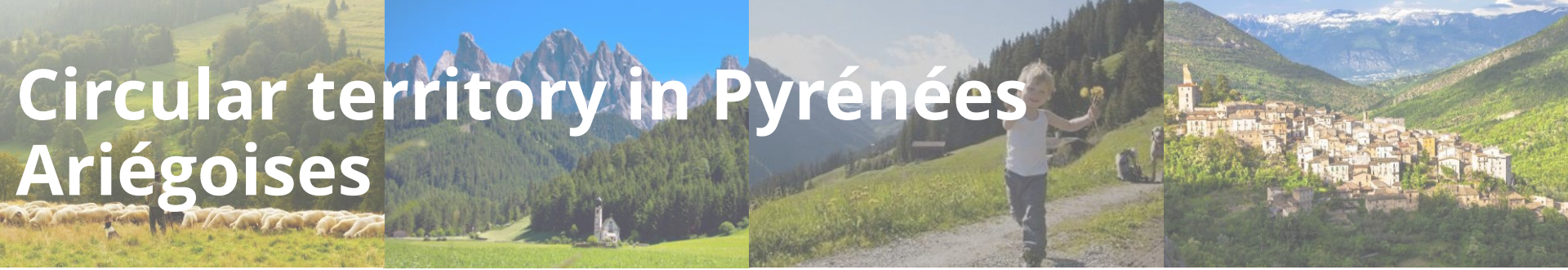- Human dimension
- Respect of the environment

▶ 3 examples:

- A completely autonomous farm

Circular territory in Pyrénées Ariégoises

– Wood platform: Wood chips   – A bistro renovated in local wood

Some final words

► A real environmental and economic opportunity to be circular

► Importance of collaboration and exchanges inc. at local level

► Role of (social) innovation

► Get inspired:

- **European Circular Economy Stakeholder Platform**
- **Innovation and Circular Economy in the Mountain Forest Supply Chain: How to close the loop?**

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Thank you !

www.euromontana.org

info@euromontana,org

+32 (0)2 280 42 83

Euromontana
Place du Champ de Mars, 2
1050 Brussels

Let's keep in touch