



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

Sharon Flanigan

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

ESRS Scottish Satellite Event, 20-23rd June 2022



MOVING receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818194. The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).



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.



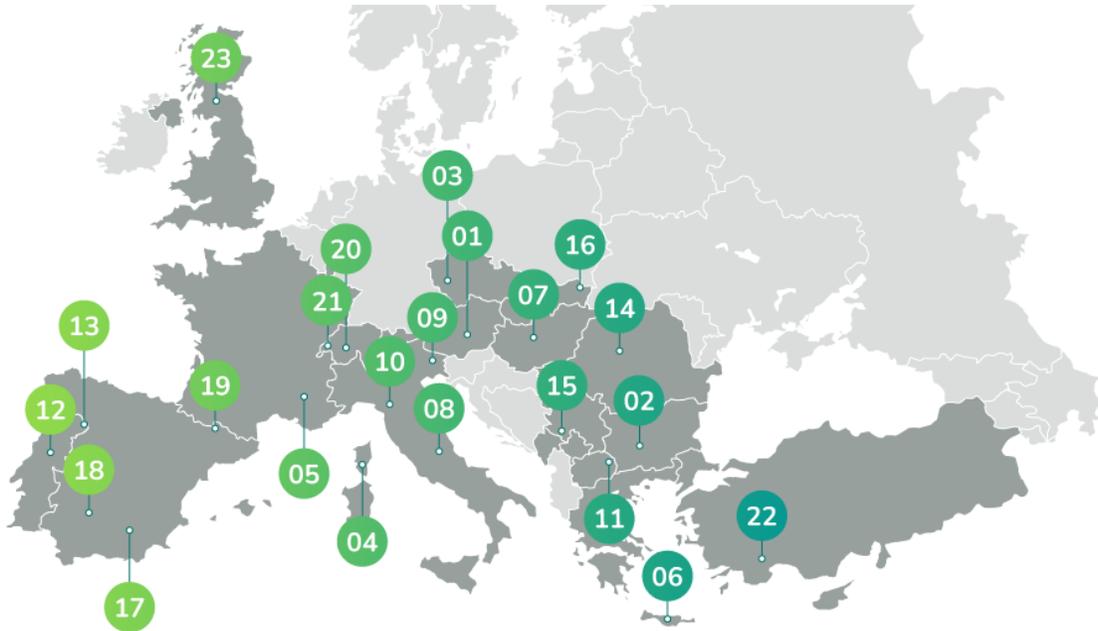
The **Project's main objective** is to build capacities and co-develop relevant policy frameworks across Europe for the establishment of value chains that contribute to the resilience and sustainability of mountain areas to climate change.



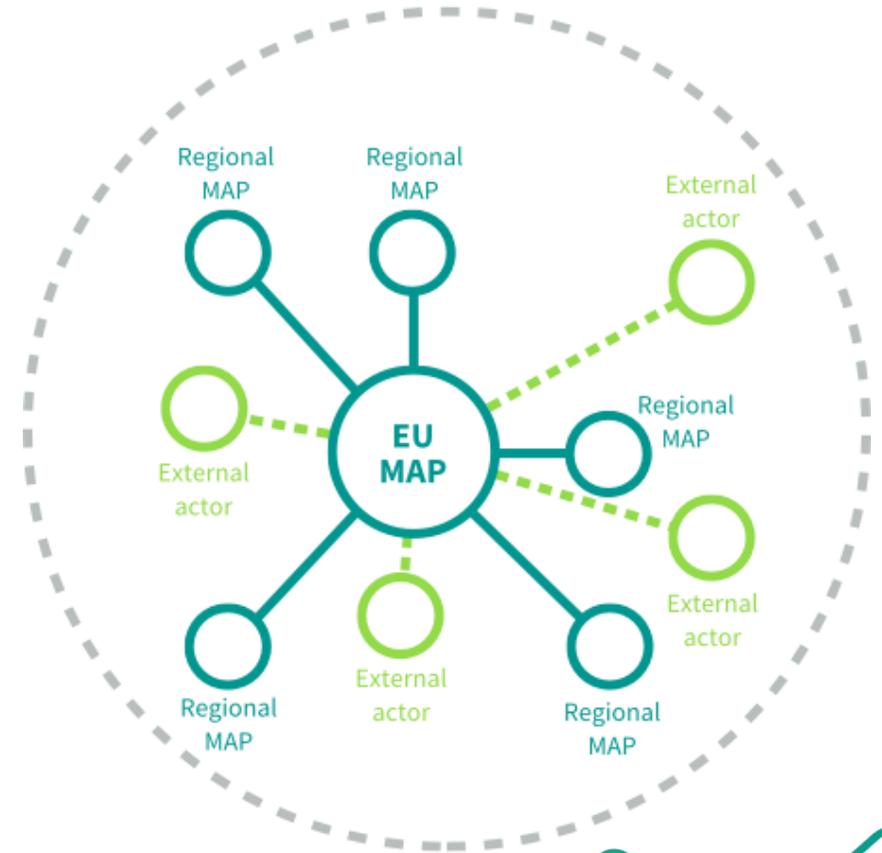
MOVING Regions

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

23 regional Multi-Actor Platforms



MOVING CoP



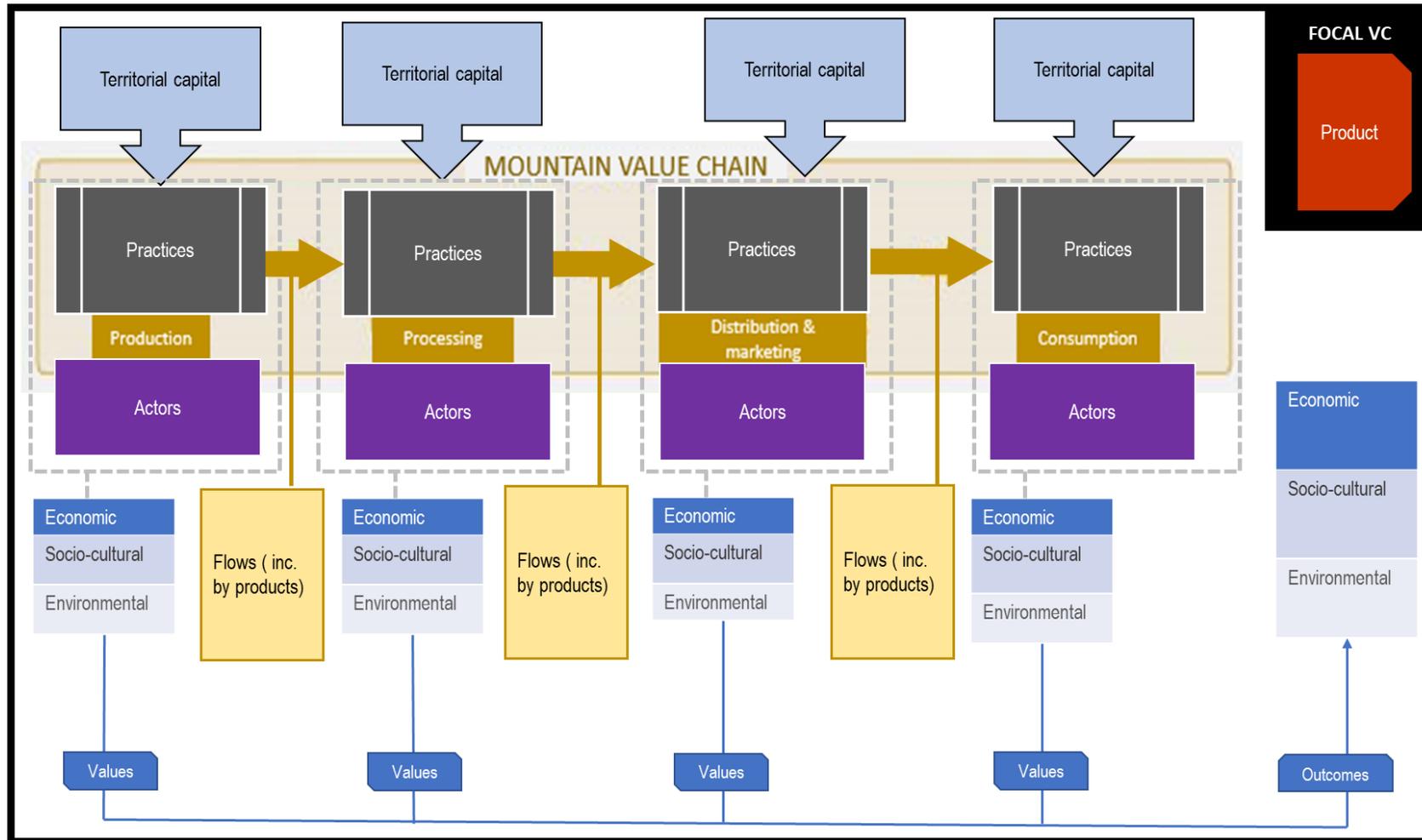
Value Chains



- 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).



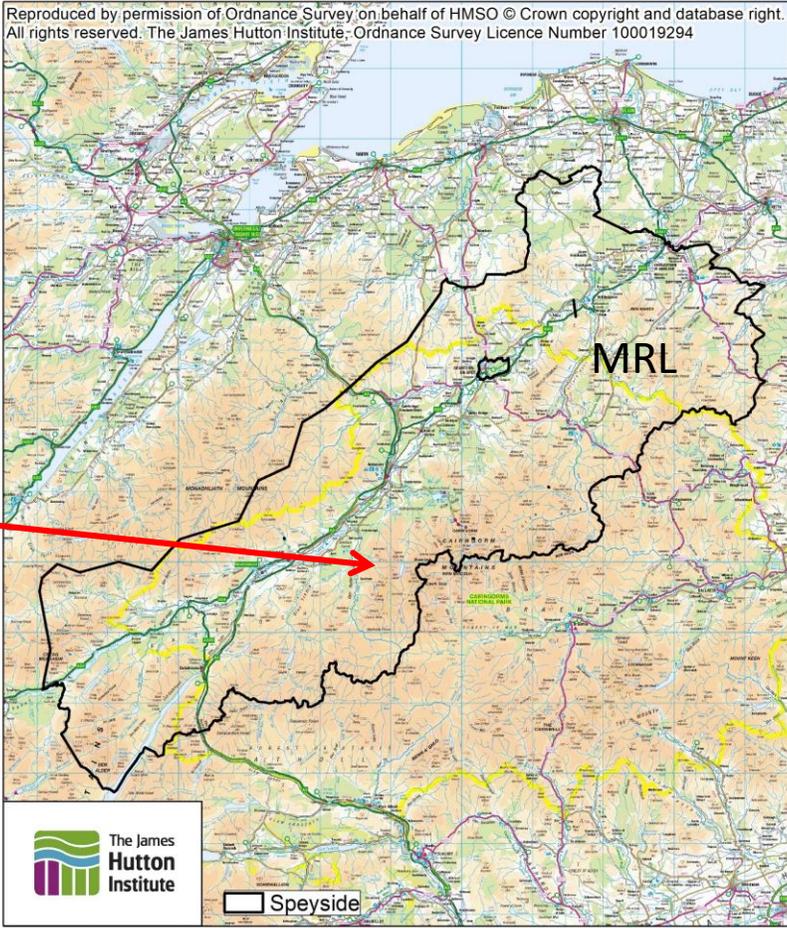
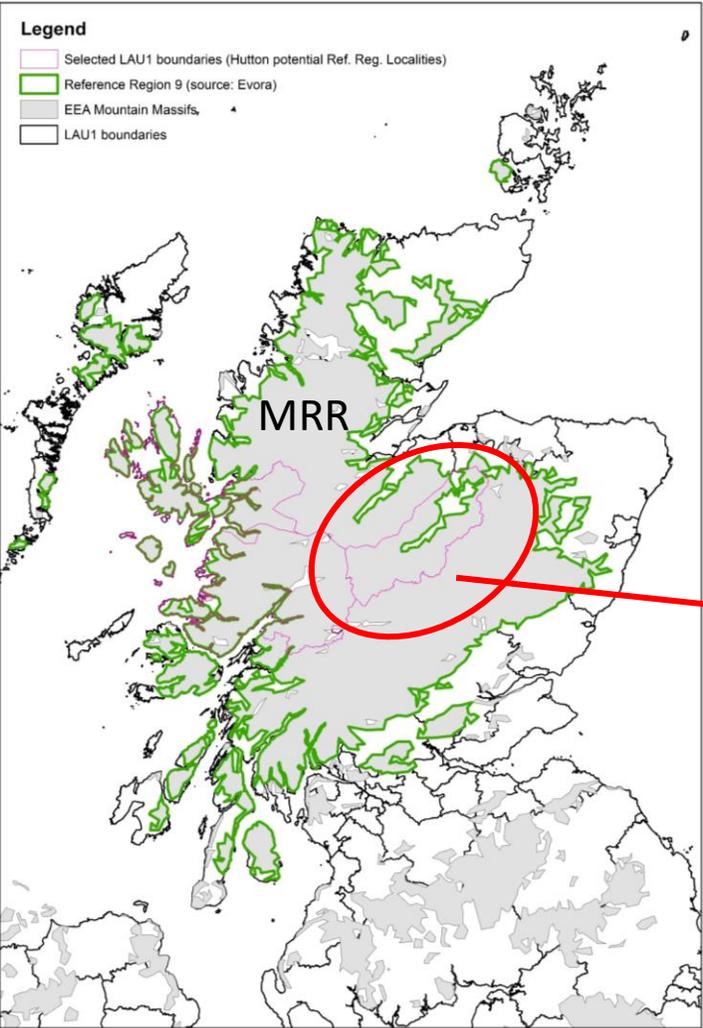
Value chain analysis



Scottish case study area



MOVING
 MOUNTAIN VALORIZATION THROUGH
 INTERCONNECTEDNESS AND GREEN GROWTH



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

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

Scotch Whisky Regions



Scotch Whisky Association (online)

Methodology

Desktop Review

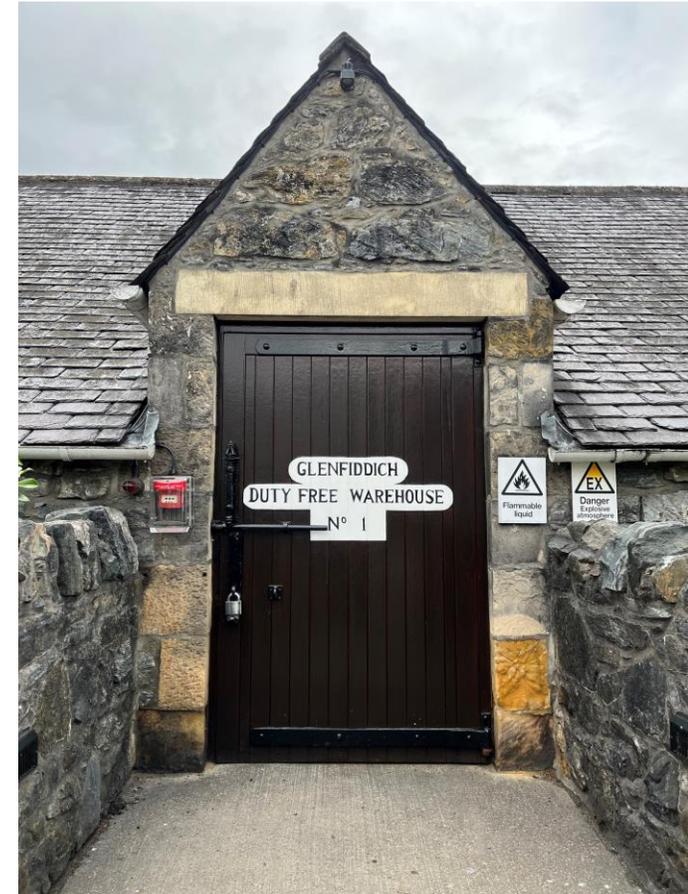
- Websites, grey & academic literature (~60)
- Government data sets where possible

Interviews & Field Visits

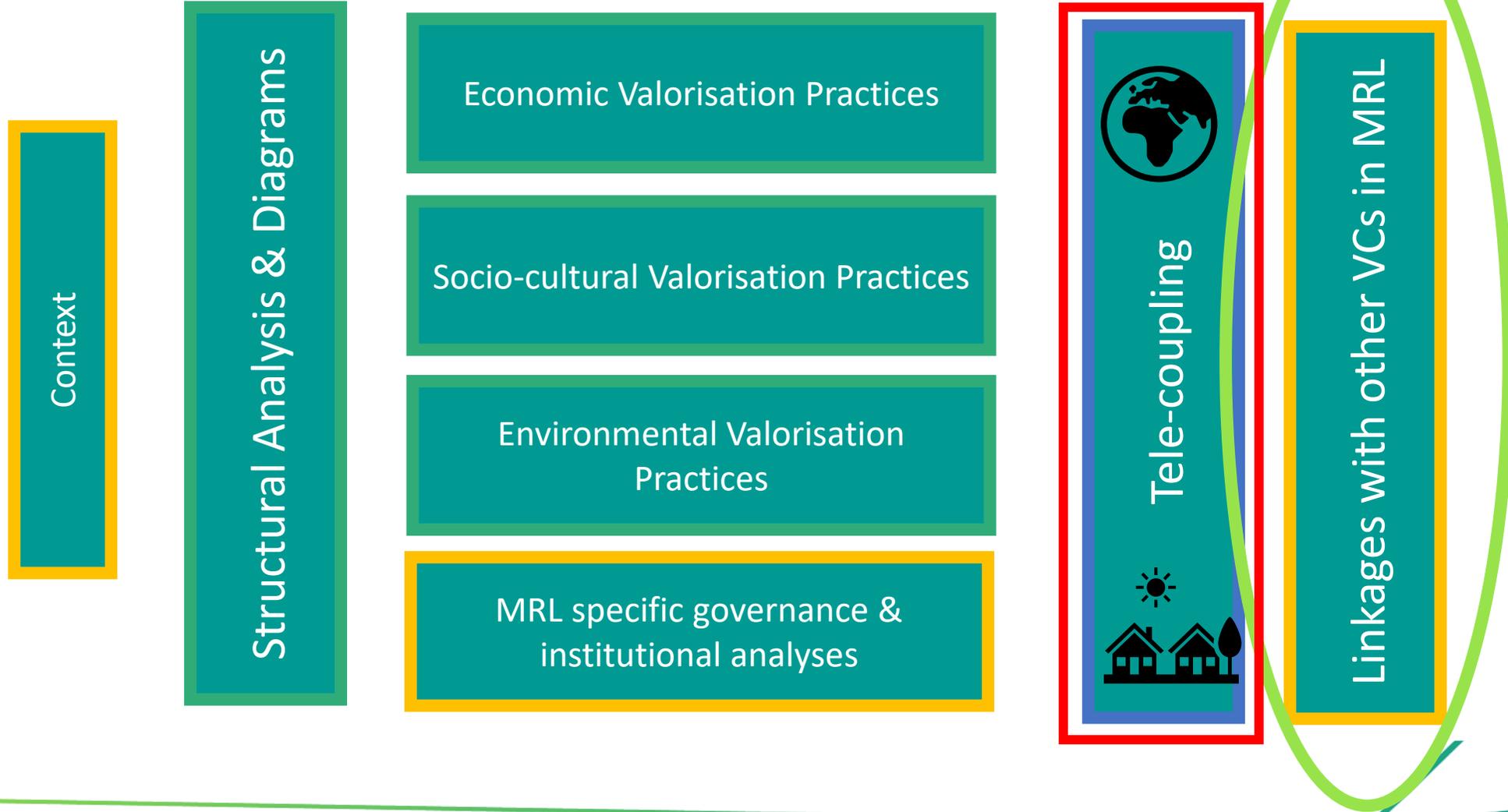
- 16 interviews
- 4 Visitor Experiences

Validation Workshops

- In person
- Online



Extended Value Chain Analysis



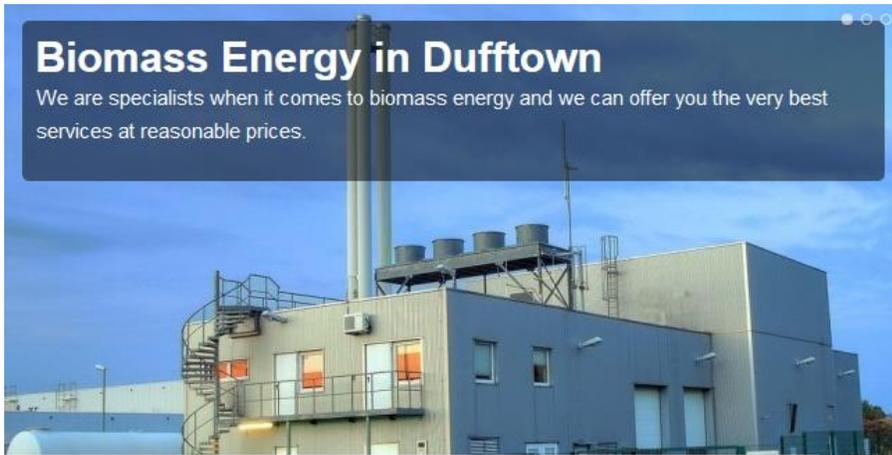
Assemblage in MOVING



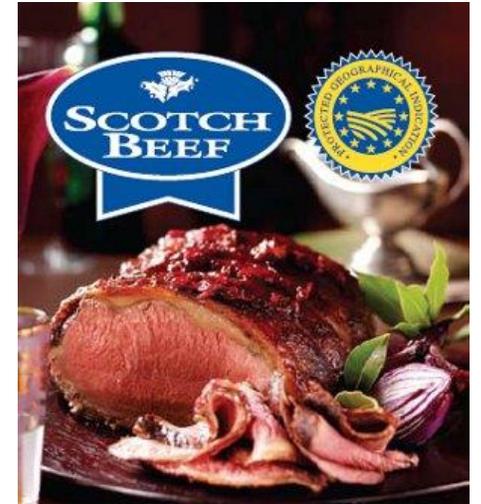
- DeLanda 2006 and Deleuze & Guattari 1987
- Describes complex social objects in which **heterogeneous components interact** with each other while retaining their capacity to act autonomously – including the **capacity to leave an assemblage and to participate in more than one assemblage** at the same 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)



[This Photo](#) by Unknown Author is licensed under [CC BY-SA](#)



[This Photo](#) by Unknown Author is licensed under [CC BY-SA-NC](#)

Malt Whisky VALUE CHAIN
 14/6/22
 V8.0
 Sharon, Kirsty, Rachel
Speyside (Badenoch & Strathspey, West Moray), Scotland, UK

LEGEND

Territorial capital

Practices

Actors

Flows

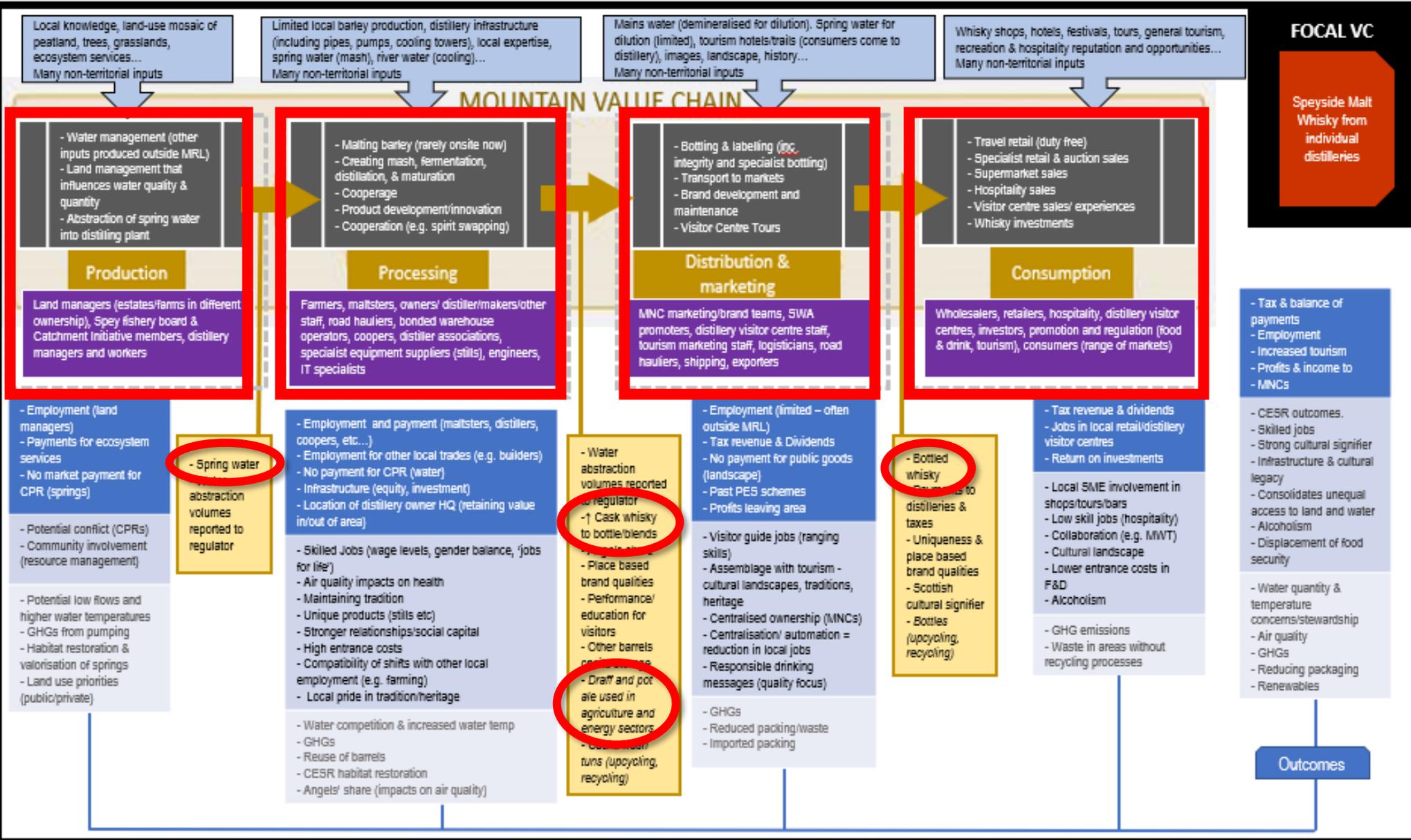
By-products

FOCAL PRODUCT(S)

Economic value

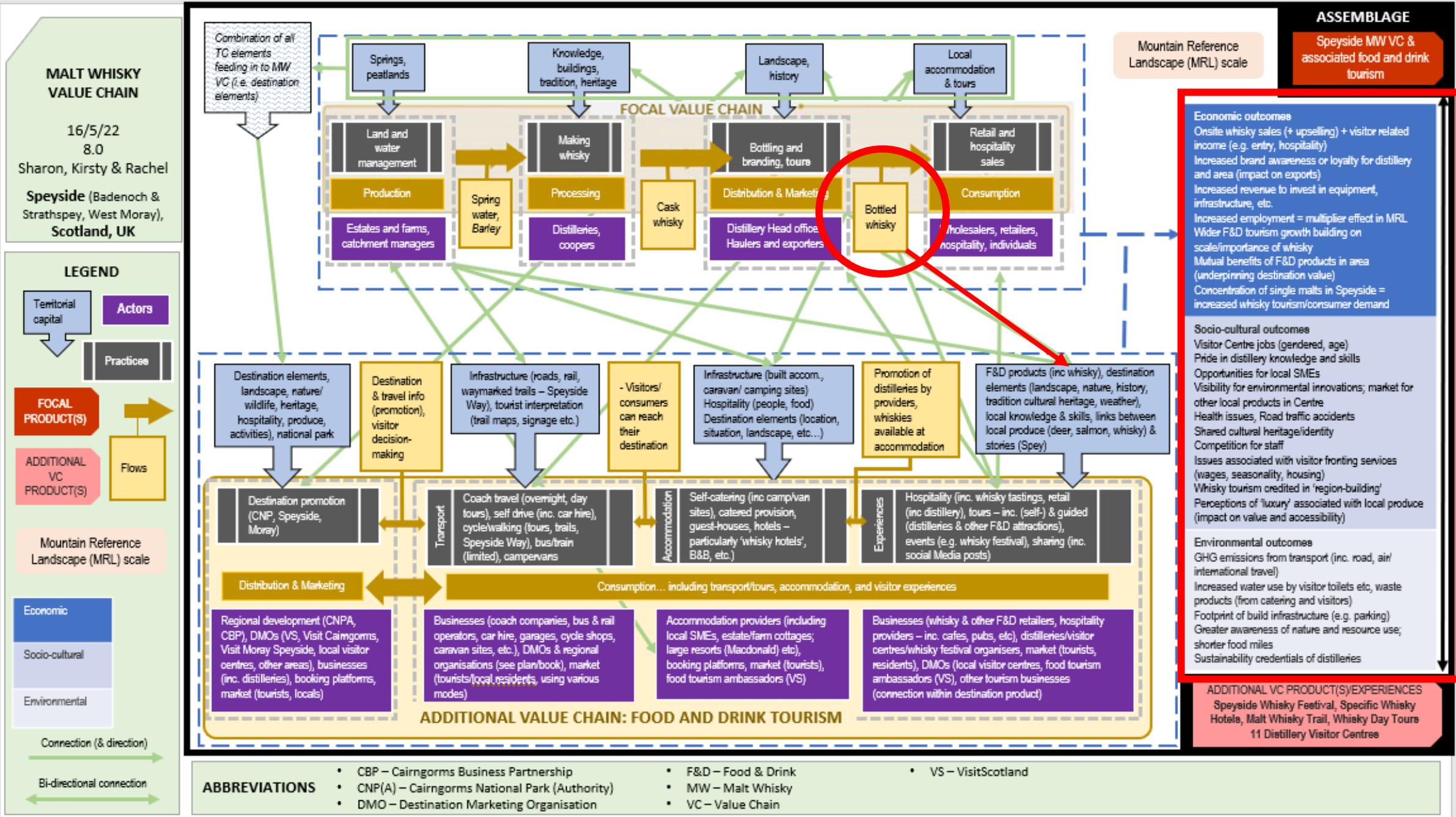
Socio-cultural value

Environmental value



ABBREVIATIONS

- CBP – Cairngorms Business Partnership
- CESR – Corporate Environmental & Social Responsibilities
- CPR – Common Pool Resource
- F&D – Food and Drink
- GHG – Greenhouse Gas
- MNC – Multi-National Corporation
- MWT – Malt Whisky Trail
- PES – Payment for Ecosystem Services
- SME – Small and Medium sized Enterprises
- SWA – Scotch Whisky Association
- VC – Value Chains



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



- Christopher M., & Peck H., Building the Resilient Supply Chain, International Journal of Logistics Management, Vol. 15, No. 2, pp1-13, 2004
- DeLanda M. (2006). A New Philosophy of Society: Assemblage Theory and Social Complexity, Bloomsbury Publishing PLC, London.
- Deleuze, G., Guattari, F. (1987). A thousand plateaus: capitalism and schizophrenia, University of Minnesota Press, Minneapolis MN.
- European Commission. (2018). Value Chain Analysis for Development (VCA4D), Methodological Brief - Frame and Tools. Version 1.2.
- Porter, M. E. (1985). Competitive strategy: the core concepts. In Competitive advantage: creating and sustaining superior performance. Free Press.
- SWA (2022a) 2021 exports show industry on road to recovery Scotch Whisky Association [online], available at: <https://www.scotch-whisky.org.uk/newsroom/2021-exports-show-industry-on-road-to-recovery> [accessed 18/5/22]
- SWA (2022b) Facts & Figures Scotch Whisky Association [online], available at: <https://www.scotch-whisky.org.uk/insights/facts-figures/> [accessed 18/5/22]



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Thank you!



MOVING receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818194. The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).