

## QUARTERLY PROGRESS SUMMARY: February – March 2016

### THE W<sup>3</sup> WOOL UNLEASHED PROGRAMME (W<sup>3</sup>)

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#### Summary of progress during this quarter

*The W<sup>3</sup> programme commenced 1 February 2016, therefore activity in the first two months has been focussed on programme work stream establishment.*

##### Project 1: Social Licence to Operate

- Commencement of research provider and sheep industry consultation to explore opportunities for partnerships and collaboration.
- Woolgrower insights workshops have begun.
- Desktop reviews, gap analysis and scoping work initiated.

##### Project 2: Crossing the Chasm

- Commencement of wider New Zealand wool industry consultation to explore opportunities for partnerships and collaboration.
- Strong wool insights and consumer empathy work initiated.
- Wool 'Attributes and Benefits' review initiated.
- First brand partner contract for supply signed with Landcorp, Australian-based Prestige Carpets and New Zealand yarn manufacturer Woolyarns.

##### Project 3: Blue Ocean

- Wide industry and research community engagement to understand the current wool innovation landscape, particularly for new uses.
- A review of new wool uses concepts has been scoped, largely to establish that this work has not previously been undertaken. It has not and hence the review will begin in the next quarter.

##### Project 4: Primary Sector Extension

- Collaborative market insight work has commenced. Although not funded by PGP, the Team USA project is well underway.

#### Key highlights and achievements

This quarter's highlights and achievements:

- W<sup>3</sup> Programme announced through joint MPI and NZM press release in February.
- W<sup>3</sup> work stream leads and Programme Steering Committee confirmed. Additional W<sup>3</sup> resource recruitment begins March 2016.
- Active Social Licence to Operate, Crossing the Chasm and Blue Ocean work stream industry engagement to develop collaborative opportunities resulted in a number of exciting partnership and alignment opportunities. Memorandum of Understanding agreements progressing well.

- First brand partner contract for supply signed.

## Collaboration with other PGP programmes

- NZSTX and W<sup>3</sup> PGP programme complementarities and synergies identified and discussed.

## Upcoming

- Further industry discussions planned.
- W<sup>3</sup> Programme to feature in the MPI's Agri-gate e-letter.
- W<sup>3</sup> Communications Plan confirmation.
- Programme Stop-go points to be completed.

## Investment

<i><b>Investment period</b></i>	<i><b>Industry contribution</b></i>	<i><b>MPI contribution</b></i>	<i><b>Total investment</b></i>
<i>During this Quarter</i>	\$0.17m	\$0.17m	\$0.34m
<i>Programme To Date</i>	\$0.17m	\$0.17m	\$0.34m