



QUARTERLY PROGRESS SUMMARY: July – September 2016

THE W³ WOOL UNLEASHED PROGRAMME (W³)

Summary of progress during this quarter

Project 1: Social Licence to Operate

- Continuation of research provider and sheep industry consultation to explore opportunities for partnerships and collaboration.
- Insights derived from brand partners inform content generation.
- Connecting breeders to share knowledge and create community
- Collation of best practices for on farm guidelines.
- Desktop reviews, gap analysis and scoping work initiated to provide platform for key social licence to operate work.

Project 2: Crossing the Chasm

- New Brand Partner: The Dixie Group, USA wool carpet company.
- Forward contract for 12 months created for delivery of wool through supply chain
- New Brand Partner: Best Wool Carpets, The Netherlands, Wool carpet company
- Forward contract for 12 months created for wool delivery
- Design thinking sessions completed in Market
- Strategic partnerships being developed with key supply chain members

Project 3: Blue Ocean

- Continuation of industry and research community engagement to understand the current wool innovation landscape, particularly for new uses.
- Collaboration agreements entered into with a number of key industry participants.
- Innovation workshops held to explore a number of new concepts, both using wool as a fibre and a protein.

Project 4: Primary Sector Extension

- The Team USA project design workshop was held over two days in Silicon Valley in early July 2016. The session created a lot of momentum and each Team USA company is now refining and improving their own plans and initiatives to launch and grow in the US market.
- The Waka Aotearoa major producers group, attended a 5-day design experience in Silicon Valley in early July 2016. This was a highly rewarding and eye opening experience for the group. They are now more aware of the threats and opportunities that will be influencing their industry and we are working on ways to prepare for these.

Key highlights and achievements

This quarter's highlights and achievements:

- Social Licence to Operate, Crossing the Chasm and Blue Ocean work streams engage in a number of collaborative opportunities and agreements in industry.

- Waka Aotearoa, a grouping of major producers, attended a 5-day design experience in Silicon Valley in July 2016.
- A market insight initiative, the Team USA project design workshop was held over two days in Silicon Valley.

Collaboration with other PGP programmes

- NZSTX and W³ PGP programme complementarities and synergies identified and continue to be discussed.

Upcoming

- Further industry discussions planned
- Extensive in-market work
- Accreditation manual updates and guidelines released

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$0.30m	\$0.30m	\$0.60m
<i>Programme To Date</i>	\$0.75m	\$0.75m	\$1.5m