



QUARTERLY PROGRESS SUMMARY: July – September 2017

THE W³ WOOL UNLEASHED PROGRAMME (W³)

Summary of progress during this quarter

Project 1: Social Licence to Operate

- Continuation of algorithms being developed to analyse sheep behaviour.
- A cloud-based tool has been developed and being trialled to help growers monitor changes in ecosystem health.
- Life Cycle Assessment planning complete with consultants engaged and contracts confirmed.
- Clear and effective communication plan developed to educate brand partners in situations of risk.

Project 2: Crossing the Chasm

- A natural wellness space has been created as an iterative teaching tool to help drive messaging around using wool for wellbeing with new and existing brands.
- New grading system developed and finalised for interior retail stores
- Further in-market trips helped to align value chain partners and form new relationships with global brands.
- A market insights literature review has begun alongside AgResearch, with a focus on environmental sustainability.

Project 3: Blue Ocean

- An innovative US based company is prepping to launch an exciting product using wool in a new way later this year.
- Supported an NZ based company to align their supply chain for their wool product, ready for launching in the health and wellness space next quarter in London.
- Time spent in market this quarter, resulting in introductions and meetings with new brands and opportunities. Relationships are progressing.
- A wool innovation project is being finalised which will utilise skills from universities across NZ to ascertain new uses and users for strong wool.

Project 4: Primary Sector Extension

- Further development of the business case for an in-market, innovative propellant hub which will bring together a market empathy and strategy design package, and the design of a prototype event that will also underpin our Crossing the Chasm and Blue Ocean opportunities.
- Farmer driven Waka Aotearoa Group finalised research into standards with the view of developing a top standard to benefit the wider primary sector.
- NZM connected with NZ universities and research partners to establish what research has been carried out in the rural health sector.

- The group continue to lead adoption of W3 initiatives in the primary industries, with a focus on environment, water and animal welfare.

Key highlights and achievements

This quarter’s highlights and achievements:

- New educational and selling tools developed for promoting the NZ wool story to consumers around the globe.
- Relationship building with large Scandinavian interiors company
- Prototypes and products developed for an innovative new use of wool in the health and wellness space.

Upcoming

- Further in-market activity
- Interiors grading system launching in retail stores
- Building on new relationships and developing prototypes
- Trials for improving on-farm practises
- Accreditation manual being recognised as an ISO standard.
- Further development of a prototype in-market event for early 2018 financial year.

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$0.39m	\$0.39m	\$0.78m
<i>Programme to Date</i>	\$2.01m	\$2.01m	\$4.02m