



## **QUARTERLY PROGRESS SUMMARY: October – December 2017**

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

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#### Summary of progress during this quarter

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

- Data analysis continues looking at sheep behaviour during lambing and mating.
- An ecosystem monitoring tool for growers is being developed into an app and website
- Authenticity partner has been confirmed to start building a traceable chain system for strong wool brands.
- First draft component of an economic model for optimal farming has been completed through a PhD at Massey University.

##### Project 2: Crossing the Chasm

- First container of wool delivered successfully through to supply chain spinning partner for large European interiors company.
- Further in-market trips align the value chain through new relationships with global brands in carpets, insulation and luxury rugs.
- Progress made through literature reviews on wool biodegradation performance in aquatic environments, comparing wool to those of synthetic fibres
- Progress continues on a key W3 initiative, in the form of an event, which will see a select group of businesses from the strong wool industry come together to address global challenges, acting as the catalyst for change, elevating NZ wool, and New Zealand as a whole, as the exemplar in sustainability, and through this lifting demand for NZ strong wool.

##### Project 3: Blue Ocean

- Innovative new product using wool with US based company ready to launch worldwide in the next quarter.
- In-market trips launched a new category focusing on wool's potential uses in the future of transport.
- A wool innovation project collaborating with universities across NZ was carried out to design think new uses and users for strong wool, coming away with the selection of two potential ideas for further scoping.

##### Project 4: Primary Sector Extension

- Farmer driven Waka Aotearoa Group further develop their own top environmental standards to benefit the wider primary sector.

- The group continue to lead adoption of W3 initiatives in the primary industries, with a focus on environment, water and animal welfare.
- NZM continue to connect NZ universities and research partners, establishing current research work and learnings in the rural health sector, focusing on the ‘sustainability of our people’.

#### Key highlights and achievements

This quarter’s highlights and achievements:

- First draft component of an economic model for optimal farming completed with Massey University.
- Successful wool delivery with large Scandinavian interiors company
- Wool innovation project promoting collaboration within the sector and resulting in potential ideas for further scope work.

#### Upcoming

- Further in-market activity
- Interiors grading system launching in retail stores
- Development of new prototypes using wool in different ways
- Trials and data analysis for improving on-farm practises
- Accreditation manual being recognised as an ISO standard.

#### Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$0.45m	\$0.45m	\$0.90m
<i>Programme to Date</i>	\$2.46m	\$2.46m	\$4.92m