



QUARTERLY PROGRESS SUMMARY: April – June 2018

THE W³ WOOL UNLEASHED PROGRAMME (W³)

Summary of progress during this quarter

Project 1: Social Licence to Operate

- ZQ wool accreditation programme has now achieved ISO/IEC 17065:2012 accreditation standard.
- A collaboration creating educational booklets, webpages and factsheets, outline best management practice for controlling fly and lice on sheep for sheep growers. This work continues.
- NZM presented on wool life cycle assessment at the International Wool Textile Organisation (IWTO) Congress this quarter. A key theme was wool environmental credentials.
- A new traceability tool is being researched and findings and discuss opportunities will be assessed next quarter from both commercial and data positions.

Project 2: Crossing the Chasm

- Further in-market trips aligned the value chain and developed new and existing relationships with global brands in carpets, luxury rugs and automotive. The focus this quarter was on building a vanguard group of global wool businesses prepared to gather together at Stanford University to spend a week collaborating.
- The group of wool based businesses will focus on translating combined teachings and learnings into transformational design sessions and personal company action plans, driving the demand for New Zealand strong wool products.
- Wool was contracted for the first time this quarter with a new Danish carpet manufacturer, whom pride themselves on their high sustainability and corporate social responsibility standards.

Project 3: Blue Ocean

- Met with experts in acoustic engineering products and hold relationships with the NZ architectural/interior design community. They see NZ strong wool as a major growth area with potential in the global market.
- An international eco-automotive brand are keen to begin building their sustainability story, including using NZ strong wool in the materials section of their sustainability report.
- The eagerly awaited launch of an exciting new wool product has been pushed out to Oct/Nov 2018 due to some manufacturing challenges. Testing for the technology is currently underway at Waikato University.
- USA based wool insulation company, Havelock Wool, who focus on non-toxic, fire resistant and long lasting alternative insulation, has contracted wool for the first time this quarter, already growing from the original contract volume and increasing capacity for the next season. They are keen to tell a more ethical wool story, using traceable wool to market to their high end consumers.

Project 4: Primary Sector

- The Waka Aotearoa Summit happened this quarter. Speakers from the Stanford D. School gave insightful and thought provoking presentations, putting a design thinking lens over the problems Waka Aotearoa are aiming to address.
- The market sophistication plan and work plan for advancing the Waka Aotearoa Accreditation work have been prepared and being built into an overall business plan for Waka Aotearoa for the next six-twelve months.
- An innovation hub is a key W3 initiative, which will take learnings from the vanguard group event, happening next quarter. Building on these outcomes, a physical presence will be created in NZ and eventually in-market. This service will be offered to the wider primary sector, focusing on problem solving global issues relevant to the primary sector, through design thinking and insight gathering.

Key highlights and achievements

This quarter’s highlights and achievements:

- Havelock Wool insulation contracted wool for the first time, growing the original contract and increasing capacity for the next season.
- Wool was contracted for the first time with a new Danish carpet manufacturer.
- Preparation for the Wool Vanguard event at Stanford University

Upcoming

- Leaders in wool collaborate to increase demand at the Vanguard event.
- Development of wool prototypes in health and wellness, and interiors
- On-farm trials and data collection continues

Investment

<i>Investment period</i>	<i>Industry contribution</i>	<i>MPI contribution</i>	<i>Total investment</i>
<i>During this Quarter</i>	\$0.51m	\$0.51m	\$1.02m
<i>Programme to Date</i>	\$3.32m	\$3.32m	\$6.64m