



**F A S H I O N R O U N D T A B L E**

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**Wool Regeneration Strategy**



# **Wool Strategy Introduction**

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**Our aim is to build support for the British wool industry, its farmers and workers, heritage, and recognition of its sustainability and transparency capacity, in policy and by brands.**



# Why, and why now?

With wool values hit hard by the pandemic, British wool farmers are struggling, while fashion brands are not using British wool in their manufacturing. This is a missed opportunity we seek to change. Make It British reports an 83% increase in businesses seeking to onshore since 2020. This project will support UK wool's future and aligns with the UK's ambitions towards net-zero and greater sustainability, key to the post-COP26 agenda.

Fashion Roundtable's wool strategy will create unique research and data, followed by a campaign with key fashion brand partners using British wool in their designs, to support skills, manufacturing and the long-term production of UK wool fashion products. We have a unique opportunity to research and embed an exciting and sustainable proposition for the UK wool industry, supporting the greater demand for onshoring, as well as retaining skills, valuing our world leading wool heritage, and showing leadership in manufacturing and production innovation. This is an exciting opportunity to align heritage, innovation, onshoring and sustainability.

Wool mills, farmers, and weavers have seen their livelihoods diminish over the past century, these skills and local economies are facing economic, social and environmental collapse. The wool strategy will support local, sustainable business across the UK rural sector, and showcase the opportunities for brands to use British wool in their designs, in line with the levelling up agenda, and an increased desire for consumers to shop British, and support UK jobs and skills.



# Approach Summary

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- ***Stage one (Year one) - Research and mapping***

- We will establish the need for support to supply chains that can provide good and fair paid work, maintenance of skills and support UK environmental goals. This will include research and interviews culminating in a report that will include a study into the potential for full supply chain transparency and sustainability, simultaneously we will produce a mapping of the supply chain.

- Stage two - Industry Roundtables***

- We will utilise the outputs of the above research to connect all areas of the sector with brands and policymakers to promote the use of British wool by brands and to achieve supportive policies.

- ***Stage three - Recommendation Publication, Campaign Strategy and Lobbying***

- Push out of policy recommendations (following publication of research findings), roll out of events and media campaign celebrating the use of British wool and its sustainability, transparency, and heritage and skills maintenance with key fashion brand partners using British wool in their manufacturing and production.



# Year One - Summary

The first year of the Wool Regeneration Strategy will aim to collate a mapping of the wool industry across the UK to inform solutions and recommendations to boost the price of wool as well encourage as the usage of wool by UK brands.

It will also create a Wool Report with interviews and research across the sector creating a qualitative understanding of the supply chain, from farm to buyer. This will ensure the voices all across the value chain are included in this data gathering project.

## ***Research and Interviews***

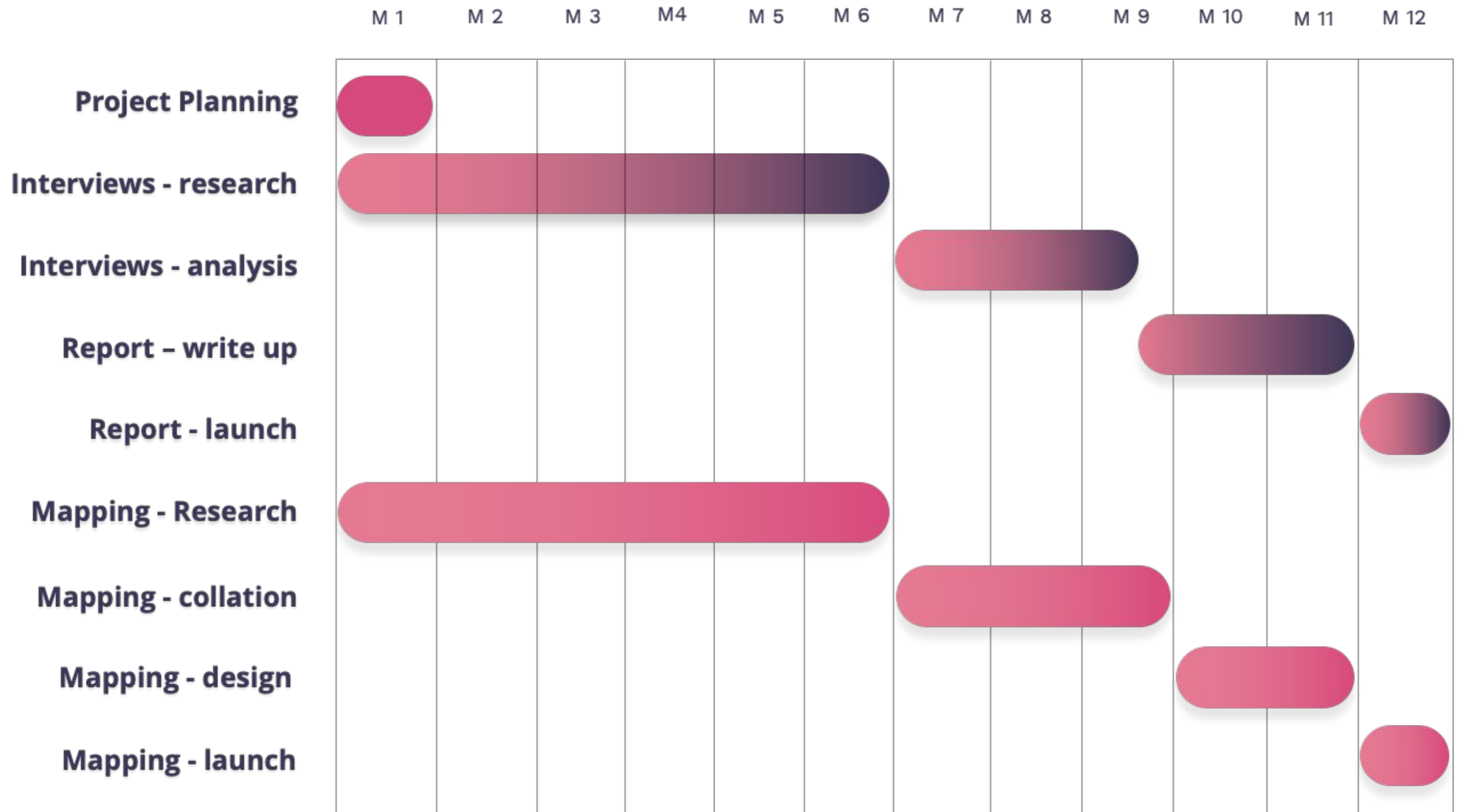
- Our research will include farmers, mill owners and workers, processing-plant workers, small-scale makers, designers and brands, buyers, case studies on Scottish wool and Northern Irish Covid-19 relief as well as interrogation of the economic impact of trade deals and the potential for full supply chain transparency and sustainability and the benefits of that for environmental goals.

## ***Mapping***

- A simultaneous mapping of all of the above will be carried out, including research projects, feasibility studies and all points in the supply chain which will be open access to improve support strategy, and inform policy recommendations.



# Year One - Timeline



# Current Collaborators

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Food, Farming  
& Countryside  
Commission





**LET'S TALK**

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