



# IWTO Newsletter



EDITION 3 / 2010

## INSIDE THIS ISSUE:

Guest Editorial	2
Project News	3
Membership News	5
Miscellaneous News	6

## New IWTO Website Launched

### New Site Provides Improved Navigation, Easy Access to Information on Wool, Improved Membership Section and many other New Features

The International Wool Textile Organisation (IWTO) redesigned its website as a vital communication tool for its members and for the wool community as a whole. This decision resulted in an improved website which offers a fresh new look that technically provides its online visitors with significant improvements in navigation and easier accessibility for users around the world.

The new website of IWTO reflects its vision on the positive development of the natural fibre "wool", its high quality equitable benefits for the consumers, and the strength of its work. IWTO has experienced exceptional growth in its policy influence and importance within its membership, as well as other



stakeholders. Having a new section on wool as a fibre, it is also providing information for retailers and consumers, and just anybody interested in wool.

Today, the new website reflects the breadth and dynamism of IWTO, charting its progress on core activities and campaigns.

The new website offers:

- rich content provided by IWTO members and stakeholders
- direct access to individual sections of interest
- streamlined searching and more intuitive navigation
- interactive members' only section

## Biella Wool Round Table Outcome



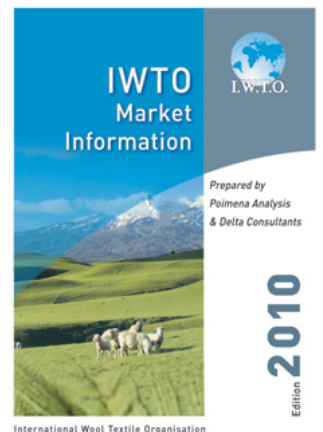
The two-day I W T O Round Table in Biella

closed on the evening of Tuesday, 16th November after a series of topical presentations from delegates around the world that produced some lively discussions.

## Market Information Released

In addition to the usual data on the global wool industry, this year's edition includes new information and statistics, expanding the coverage of animal fibres to include the production of alpaca, angora, cashmere, mohair, camelhair, yakhair, llama, vicuna and guanaco in the past twenty years.

Included are prices for six other animal fibres (in addition to wool prices), including cashmere, mohair and alpaca, since July 2006.



December 2010

(Continued on page 2)

## Guest Editorial by Elisabeth van Delden



Let's face it, I am young and I have no experience in the wool-industry. What could I possibly have to tell you in this guest editorial? Well, as I belong to the young generation of potential wool consumers, let me try to explain what we are like.

I congratulate IWTO for launching the new, visually appealing and easy to use IWTO website. YouTube videos and soon to be launched profiles on Facebook and Myspace are also the right way to go forward. My generation expects to find information, or shall we call it infotainment, on organisations and brands online. We like to experience, participate, express our opinions, hear the stories behind, become a fan and forward it to our social network.

Another good example for reaching out to us is the Campaign for Wool. First of all we (and the media) have an open ear

for what celebrities, like HRH The Prince of Wales, have to tell us. Second of all we love fashion and shopping. Therefore the cooperation between the wool industry and retail works well, because that is where you will find us (if not online): shopping. Everyone who was on Savile Row during the first day of the Wool Week saw how many people stopped to take a picture of the sheep flocks with their smart phone, probably posting it directly to their facebook pages.

Besides spending our time surfing the net and shopping, we also care about our planet. We worry about topics like climate change, scarcity of resources, landfill, child labour, chemicals or animal welfare. We expect companies and industries to clean up their act and behave sustainably in economic, social and environmental terms. But because there is so much for us to worry about and so much information to consider whenever we purchase a product we rely on labels and standards. Like brands it gives us security and trust. I understand the industry's criticism that the criteria of some of the labels and standards are often questionable. I also understand that setting

certain animal welfare standards or establishing one Life Cycle Assessment across a very diverse wool industry demands a lot of sacrifice. However, the pressure from governmental as well as non-governmental stakeholders is increasing while consumers are asking for transparency. Therefore these sustainability efforts will sooner or later be a necessity and a licence to operate.

Last but not least old-fashioned is the new-fashioned. Knitting being the new Yoga, two of my friends just taught themselves knitting by watching tutorials on YouTube. And with the third snowy European winter causing chaotic traffic situations, every fashionable girl enjoys having warm feet in her wool-lined boots while waiting for the bus busily posting about it on her smart-phone.

*E. van Delden*

Elisabeth van Delden, 30, holds a MA degree in "Social and Business Communications" with 3 years work experience as a communications consultant. She has recently finished her second MA degree in "Strategic Fashion Marketing" at the London College of Fashion writing her thesis on „Sustainability on industry level by the example of the wool industry“.

## Biella Wool Round Table Outcome

(Continued from page 1)

Major items on the Agenda were:

- New Developments of the IWTO Super 'S' Scheme and related updates on IWTO's lobbying and fibre advocacy efforts.
- Important elements of IWTO fibre and advocacy policy were discussed in the Plenary Sessions relating specifically to LCA/Carbon Footprint of Wool and Animal Welfare Issues. A session on marketing initiatives included presentations and updates by Vice President Peter Ackroyd, on the Campaign for Wool – Patron HRH The Prince of Wales. The Campaign is supported by IWTO, the British Wool Marketing Board, New Zealand Wool industry, Wool-



mark and Viking Wools. Peter Ackroyd was able to report on a very successful Wool Week in the UK, and on the considerable PR value for wool obtained this season to date.

Of note was the imminent announcement by HRH The Prince of Wales about the global roll-out of the Campaign in Australia and New Zealand for the Southern Hemisphere Winter in 2011, and further Campaigns in the Northern Hemisphere Winter in the UK, Japan, Korea, the USA, Italy, Germany and Scandinavia. The AWI/Woolmark campaign 'No Finer Feeling' was presented by Fabrizio Servente of AWI Italy, and the recent Gold Woolmark initiative that was launched this autumn in Shanghai during Intertextile, including prominent European weavers, was presented by Peter Ackroyd.

A series of nine episodes entitled 'A Question of Style' will be broadcast by China's leading business television network CBN that aims to illustrate quality behind the brand.

A major highlight of the two-day session was the official launch of the Italian version of the IWTO Wool Road Map, together with the wool film in Italian. A press conference was held on the final day of the Wool Round Table and speakers included the IWTO President, Guenther Beier, Pier Luigi Loro Piana, Peter Zedda and Rodolfo Botto Paola. The Panel highly praised the Road Map and strongly advocated its greater dissemination outside trade circles as part of a positive policy to educate consumers about the natural, biodegradable and sustainable aspects of wool in all lifestyle applications.

# Project News

## CEN Kick-Off Meeting “Super S”



**The Kick-Off meeting for the CEN Workshop Agreement of the IWTO Super S Scheme took place in Brussels on 30.11.2010 at the CEN head office.**

This official launch of the CEN Workshop is a further important step towards the assurance of the Super S Scheme in the consumer market for fine wool fabrics as defined in the IWTO Code of Practice (IWTO Blue Book).



shop is a flexible, open and rapid tool for the development of a document based on the standardisation principles of openness, transparency and agreement through consensus of interested parties. In addition, CEN Workshops are open to any interested party, without any geographical restrictions. She underlined that the result of a CEN Workshop is a CWA – CEN Workshop Agreement, a document which can contain technical specifications, guidance material, best practices, and which can serve as a basis for the development of future EN, ISO or EN ISO standards. Finally, Mrs. Le Gall emphasized that

and implemented during the years, in particular when a code of practice was developed in 1992 to protect not only manufacturers and producers, but also consumers, avoiding misleading (or false) labelling of wool fabrics. He underlined how the United States government in 2006 adopted the "Super S" and "S" code description in its Wool Products Labelling Act, making the use of this code regulated by law.

The Workshop timetable programme was also set, and fixed for circulation of the second draft document which will take place in April 2011.

The tentative date for the Workshop final meeting is 5th July, 2011 in Brussels (to be confirmed by CEN Workshop participants).

The Workshop structure was approved as indicated in the draft business plan. Therefore, UNI (the Italian National Standardization Body) will hold the secretariat of CEN/WS, Mr. Piercalo Zedda (IWTO Executive Committee

Member) will be the Chairman of the workshop and Mr. Henrik Kuffner (IWTO Director General) will be the Vice-Chairman. The business plan was approved and adopted. The approved final

At the Kick-Off meeting, which was open for all stakeholders, the business plan was discussed and implemented towards the Workshop and the expected outcome. Next to IWTO President Günther Beier and other IWTO office bearers, delegates from various stages of the supply chain and several countries have participated in the event.

It was agreed during the Kick-Off meeting, that the deadline for official registration to this CEN Workshop is 15th January, 2011.

At the meeting, the responsible CEN Manager, Mrs. Gaïd Le Gall explained to the attendees the general principles on which European standardisation is based, the relation between mandatory regulation and voluntary standardisation, and gave an overview of the different kind of documents produced by CEN/CENELEC: i.e. European Standards, Technical Specification, Technical Reports and CWA – CEN Workshop Agreements. Moreover, she explained the procedures, objectives and advantages of a CEN Workshop. In particular, she drew the attention to the fact that the CEN Work-



CWA are valid for 3 years after which a decision shall be taken on its withdrawal, prolongation for three more years, republication (with modifications) or its use for the development of an European or International standard. The full presentation of Mrs Le Gall is available from the IWTO head office.

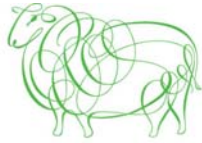
Mr. Peter Ackroyd, Vice-President of IWTO, gave general background information on how the codification of "Super S" was born and how it has been used



version of the BP will be circulated to Kick-Off meeting registered participants for information and will be available on CEN webpage dedicated to CEN/WS 62. Anyone interested in the business plan, should contact the IWTO head office for further information.

# Project News

## Wool Week - Campaign for Wool running successfully



THE CAMPAIGN FOR WOOL  
PATRON: HRH THE PRINCE OF WALES

With a first huge event, the Wool Week, the Campaign for Wool, which is supported by IWTO, has started with a lot of positive noise within the textile supply chain and consumers.



Main activity during the Wool Week was the sheep show on Savile Row. Savile Row, the world's most prestigious tailoring location was closed to traffic as dozens of sheep grazed in specially laid pasture on the Row. Watched over by two farmers, the first dressed in an Anderson & Sheppard bespoke suit created using Fox Brothers' new 'West of England' tweed cloth. Fox's new tweeds have been produced using a blend of wool sourced from Exmoor Horn sheep and Merinos. The second farmer was wearing a Gieves & Hawkes suit made from Dormeuil's Made in England, Dormysport cloth.

As the sheep grazed, visitors were welcomed to open house events and tours of the Row's most famous tailoring houses to learn how wool is used by the great British mills, such as Fox Brothers and Dormeuil, to in-

spire the world-class bespoke tailors of Savile Row. Members of the public also learned more about the qualities of wool and why it is revered as a sustainable, natural fibre.

In an equally prestigious suburb by the river Thames, over 40 of London's leading Interior Designers celebrated Wool Week in Europe's largest design centre at Chelsea Harbour. London's renowned Regent Street, Oxford Street and Knightsbridge retailers dedicated some very impressive shop windows to the Campaign for Wool in their stores nationwide.

World wide media coverage has surpassed all expectations, some of which is documented in this report. Wool Week was supported by over fifty of Britain's leading fashion and interior brands in over 400 stores across the UK. The list of supporters grew exponentially following His Royal Highness The Prince of Wales' launch of the Campaign of which he is now Patron, in January this year.

His Royal Highness has agreed that the Campaign for Wool should 'go global' and the Steer-



ing Committee is currently working on an international strategy for a worldwide Wool Week in mid 2011.

Several other activities and events have been executed and are in planning, among them a wool auction.

The Campaign for Wool auction has been built to provide you with the opportunity to purchase a natural, exclusive, wool edition for your wardrobe or your home. The funds raised will assist Campaign for Wool in further promoting the natural benefits of wool around the world, and supporting sheep farmers who are providing this amazing natural fibre to the world.



# Project/Membership News

## United Wool Bodies make progress with Wool Carpet Classification Standard



With the support of key wool and testing organisations, an IWTO task force led by IWTO Advisor Klaus Steimann in coordination with Warren Maden (Agrisearch New Zealand) and other sector specialists successfully argued that wool-rich carpets should be classified in a separate system to that used for products made with synthetic and other fibres at a recent combined meeting of CEN and ISO standards groups.

Using floor trial data that showed current testing systems have biases against wool and in favour of synthetic fibres in relation to practical performance on the floor, the task force drafted a standard for classification of wool carpets based on well-established systems used in wool quality systems for more than 20 years and proposed it to the meeting.

The proposed standard had been previously circulated to the key industry groups and key wool

and testing organisations and received their endorsement.

It is the first time that the harmony of the wool bodies achieved an united approach which will have a much better chance to be implemented.

While considerable effort had been made by delegates from countries with strong wool markets to introduce different test procedures for wool products for some time, the strength of the unified wool support made the difference at the meeting of CEN (European Committee for Standardization) and ISO (International Organization for Standardization) textile floor coverings groups in Gent held in October this year.

The meeting agreed that CEN will introduce a new work item to develop a standard system specifically for the classification of wool carpets at the next CEN Technical Committee Meeting in December this year. This is a major step forward which means that carpets containing more than 80% wool will be classified according to appropriate testing

systems and not forced to comply with tests developed to suit the properties of non-wool products. Non-wool products will be classified in a separate system appropriate to their properties. With the support of the convenor of the CEN group, the chances that the work item will be approved are very high.

ISO will commence parallel work following the preliminary CEN work and shorten the timescale for introduction of the ISO standard.

IWTO is very pleased that the work item will be proposed to CEN and the task force will continue to work with CEN and ISO to maintain progress with the development of the standard.

A realistic timeframe for introducing new norms at CEN and ISO is between 2 and 3 years.

IWTO is also pleased to have played a role in the achievement of this first milestone in creating fair and realistic wool carpet standards at ISO and CEN which when introduced will benefit IWTO members and the wool carpet industry.

## New Associate Member: Standard Wool (Chile)



The operations of Standard Wool S.A. are situated in the Magallanes region of Chile, centred on Punta Arenas, where they are able to source and supply greasy wool as well as process and supply long tops, noil and high grade wool grease for international customers representing

a diverse range of textile related industries.

The company has a long-standing relationship with Chilean producers and deals directly with 450 of the region's most reliable and experienced farmers.

## Leitat Licensed Lab withdraws from IWTO

The IWTO Licensed Laboratory "Leitat - Acondicionamiento Tarrasense, Spain, IWTO Laboratory No. 08" has withdrawn as IWTO Licensed Laboratory as of 01.10.2010.

The mentioned laboratory is consequently no longer authorised to issue IWTO Certificates, or any other IWTO documents related to an IWTO Licensed Laboratory.

You can get more information as well as view a list of currently certified IWTO Licensed Laboratory on the IWTO Website: [www.iwto.org/laboratories/](http://www.iwto.org/laboratories/)

# Miscellaneous News

## International Conference on Animal Welfare Education



IWTO was present as official stakeholder of the EU Animal Welfare unit at the first 'International Conference on Animal Welfare Education' which

took place in Brussels in October 2010, organised by EU Commission, Directorate "Animal Welfare".

With over 300 international participants the conference helped to further the creation of a relevant network at European and international level. IWTO was present with an information desk at the event, promoting the wool industries continued involvement

in animal welfare and animal welfare education.

Numerous animal welfare educational programmes and tools have been presented by diverse organisations, including the 'IWTO Wool Roadmap' in several languages. With this presence, the wool industry could once again show its serious concerns and efforts in regard to animal welfare within its sector.

Intensive dialogue of IWTO with prime stakeholders like the EU Commission is part of the new strategy on animal welfare which IWTO has entered in 2010.

## Pierre Cardin Jeans withdraws misleading product labelling

IWTO could successfully intervene in another instance of heavy misuse of the expression "wool", in which the German company AHLERS GmbH had named and promoted their PIERRE CARDIN trousers collection made from 100% synthetic materials with the misleading name "CASUAL WOOL".

As a result of action taken by IWTO, AHLERS has now announced in an official letter that it is withdrawing all labels from the remaining trousers and will rename the collection.

AHLERS GmbH, traditionally a heavy user of wool, has officially apologized to IWTO for the

misuse, and regrets the mistake made by its marketing department. AHLERS further stated that they are currently increasing their efforts to including more wool into their collections and are happy to stay in close contact with IWTO and its member organisations.

## IWTO Congress 2011 Hangzhou (China) Save the date: 9-11 May

The 2011 IWTO Congress will take place in China, in Hangzhou to be precise. The city is one of China's ancient and historical capitals, situated on the shore of the famous West Lake.

Please visit the IWTO Website for a video presentation of Hangzhou and surroundings as well as a presentation of the Congress Venue and Hotel, the Hyatt Regency:

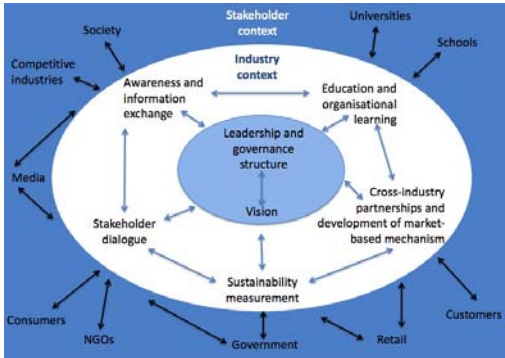
<http://www.iwto.org/events/IWTOUpcomingEvents.htm>

Do check back often as further information, including speakers list and programme, will be regularly updated as we get closer to the congress.



# Miscellaneous News

## Sustainability and the wool industry a research study at the London College of Fashion



by Elisabeth van Delden

The following article is a summary of the MA thesis research study at the London College of Fashion on the topic "Sustainability on industry level by the example of the wool industry".

Sustainability is about how an industry can successfully continue to exist without compromising the ecological, social and economic survival of its current and future environment. Research shows that the implementation and management of sustainability on industry level becomes more and more important as some issues like animal welfare, land and water usage or climate change do not stop at a company's or wool-grower's gate. Dealing with sustainability issues as an industry reduces costs and risks for each industry member while sustainability standards can be raised enabling businesses within the industry to innovate at a higher and more differentiated level. Also, industry wide sustainability improvements can support and improve the competitiveness towards other industries and hold against criticism of NGOs and other stakeholders.

When it comes to the question on how to actually work together as an industry to become more sustainable there are different so called "challenges" that need to be addressed to make the industry's efforts a success. Through the method of qualitative interviews with different

members of the wool industry on local, national and international level a total of seven challenges were identified supporting the findings of the existing literature. All challenges are interconnected with each other and are embedded within the industry's stakeholder context.

holder context.

1. Awareness building and information exchange: This challenge is about the wool industry to become aware of the importance of improving the industry's sustainability performance. This awareness also includes the understanding that the wool industry has a great advantage in having this wonderful versatile and naturally eco friendly wool product. To reach industry wide awareness, information exchange on local, national and international level is necessary through different communication tools and platforms.
2. Vision and industry wide compliance: Formulating a sustainability vision including measurable objectives on a democratic basis by including all industry members' interests supports the success of the sustainability implementation and management process.
3. Leadership and governance structure: This challenge is about leadership commitment and support as well as establishing transferral sustainability structures across all industry levels as well as efficient processes and systems.
4. Cross-industry partnerships and development of market-based mechanisms: This means that the sustainability efforts should also lead to an economic benefit, that doing well by doing good also pays to the bottom line. Collaborating on industry level and identifying the right mechanisms to increase sales is difficult. The Campaign for Wool is a good example of how to address this challenge.
5. Stakeholder dialogue: This challenge points out the necessity of communicating and involving the most important if not all stakeholders in the sustainability process by understanding their needs which should be considered by the industry's sustainability strategy.
6. Education and organisational learning: The development of educational programs together with schools and universities to ensure a long-term sustainable change process is vital. Feedback and evaluation systems should also be developed to ensure organisational learning. This also includes platforms for industry members to exchange their knowledge and success stories, e.g. in the form of conferences and workshops.
7. Sustainability measurement: Any form of sustainability action or communication needs to be supported by data proving the industry's sustainability claims. A sustainability proof like a Life Cycle Assessment for example also ensures that improvements can be measured over time.

In summary the challenges would not be called challenges if they were not challenging. Improving the wool industry's sustainability performance is a difficult task and relies on the collaboration, participation and communication of all industry members with each other and its stakeholders. Literature as well as the interviewees confirmed the important and active role wool associations on international and national level play in the industry's sustainability process. The associations already have systems, communication tools and the necessary internal and external networks in place to support the wool industry in this challenging sustainability implementation and management process.



**Thank you for your friendly support and  
collaboration this year.  
We wish you a happy and successful 2011!**



**International Wool Textile  
Organisation**

Rue de l'Industrie, 4  
1000 Brussels  
Belgium

Phone: +32 2 505 40 10  
Fax: +32 2 503 47 85  
E-mail: [info@iwto.org](mailto:info@iwto.org)  
Website: [www.iwto.org](http://www.iwto.org)

**IWTO is the international body representing the  
interests of the world's wool-textile trade and  
industry.**

**IWTO membership covers woolgrowers, traders,  
primary processors, spinners, weavers, garment  
makers and retailers of wool and allied fibres in its  
member-countries, as well as all kind of organisa-  
tions related to wool products and the wool busi-  
ness in general.**

**IWTO offers you a perfect network & world wide  
platform for business contacts in the following  
sectors:**

- Apparel***
- Interior Textiles***
- Technical Textiles***