

Contributions of the livestock sector to textiles - Wool

Animal Task Force Seminar

IWTO

20 November 2024

www.iwto.org





OUR VISION

A sustainable, profitable, international industry working together for the future of wool.



OUR MISSION

To connect all parts of the wool supply chain in order to strengthen wool's credentials as the world's leading sustainable fibre.



OUR CORE VALUES

Global thinking
Transparency
Sustainability
Profitability



Japan Wool Industry Association



Lesotho National Wool and Mohair Growers Association



Ministry of Food, Agriculture and Light Industry (Mongolia)



National Council of New Zealand Wool Interests



Oswal Woollen Mills Ltd

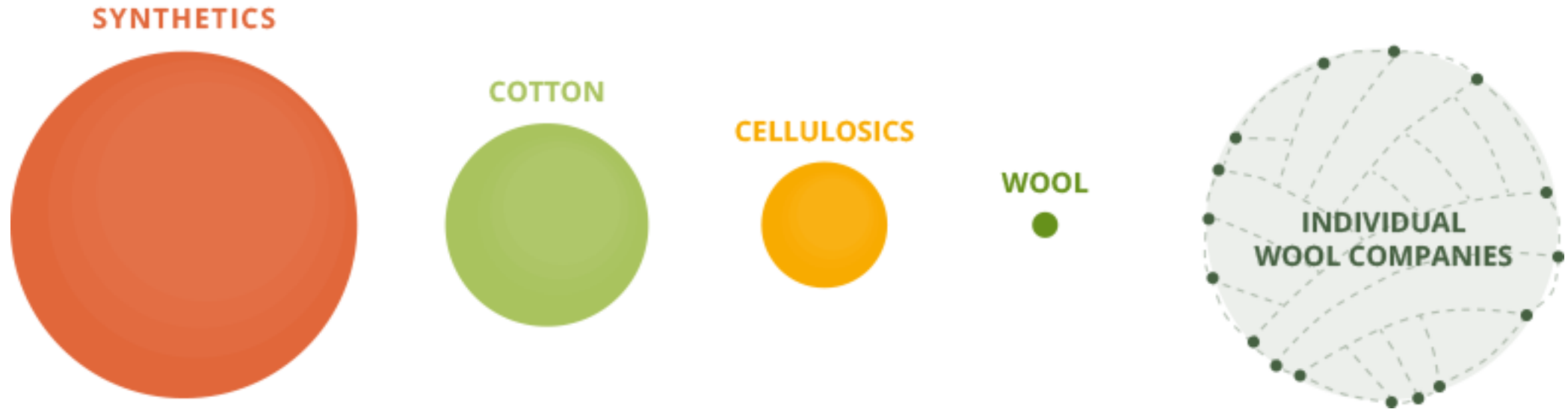


Passion for wool.

38 members representing 26 countries

IWTO MEMBERS HAVE A GREATER INDUSTRY IMPACT AND INFLUENCE BY WORKING TOGETHER.

Benefit from: joint research; access to a global network; industry-led engagement with legislators and policymakers.





Global waste crisis being swept under the carpet

EU Strategy for Sustainable and Circular Textiles

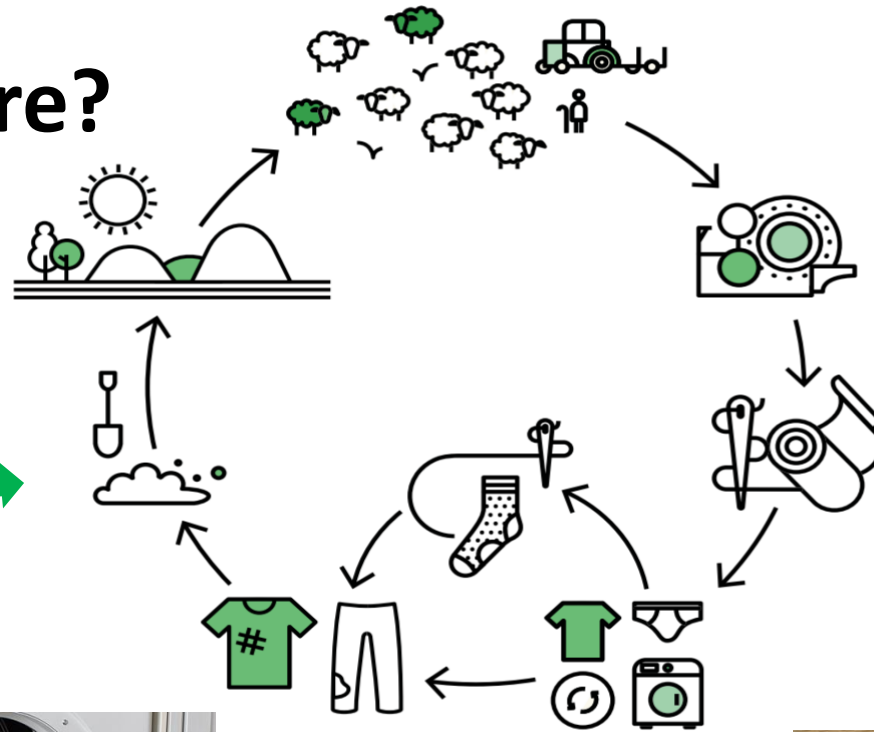


Source: United Nations, UN Helps Fashion Industry Shift to Low Carbon

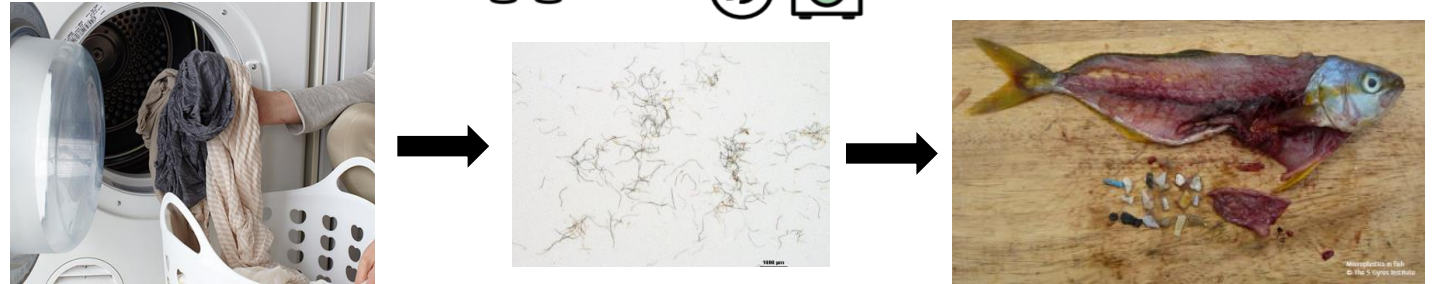


PEF – What doesn't it measure?

- PEF \neq sustainability
- PEF \neq renewability
- PEF \neq biodegradability

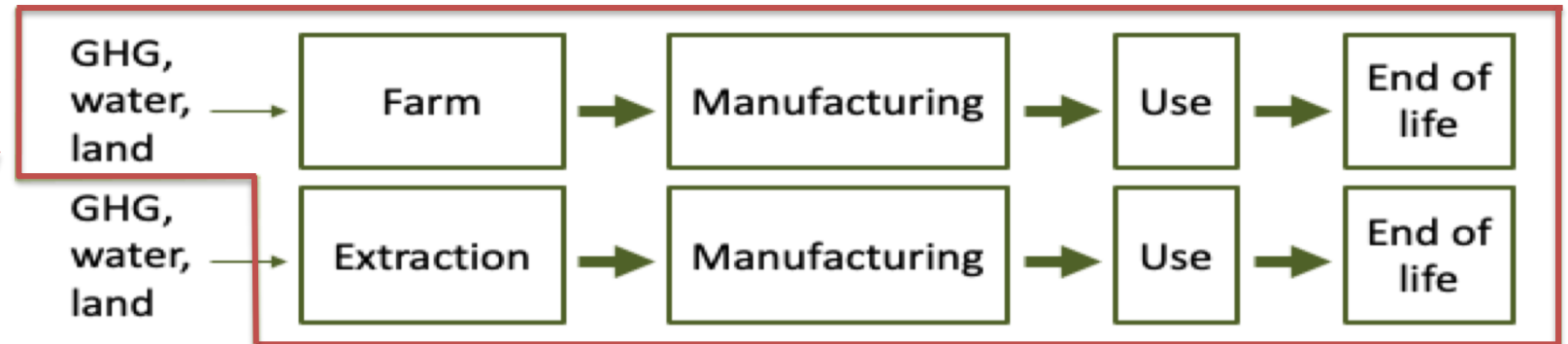


- Microplastics not considered



- Fibre formation (for synthetics)

System boundary



Current Footprint Measuring Tools LCAs

= flawed system,
treating animals as
machines



Private and Public Partnerships



Support Small-scale Farmers



Organise Local Structures



Agriculture and rural development

Modern Common Agricultural Policy

Leave no one behind

Unlock funding for Wool farming



Promote the Green Economic Benefits of the Wool Sheep



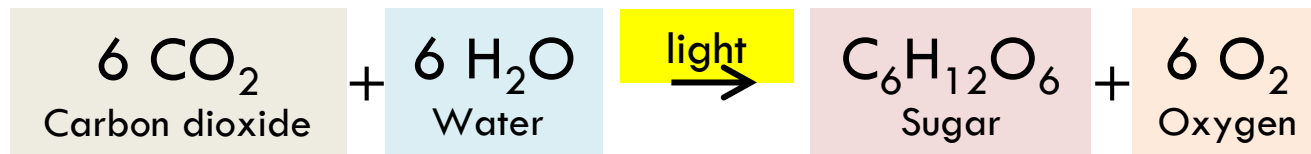
Financing the Transition



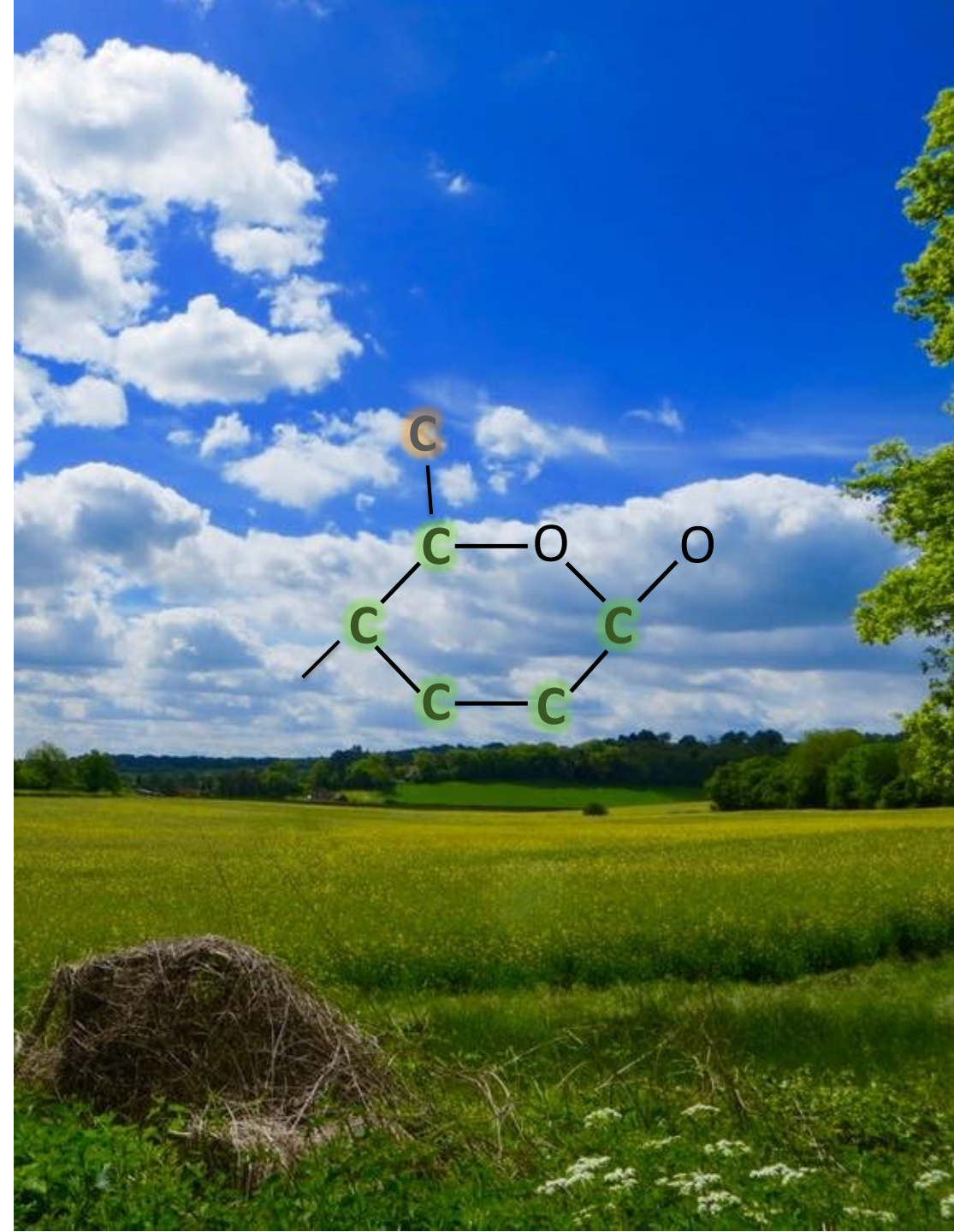
Clean Reliable Affordable Energy and Food Security

Fix the measuring system

The carbons in cellulose, starch & protein fibres have been *recycled*



**Sheep are part of the natural biogenic carbon cycle,
not adding to our carbon emissions**

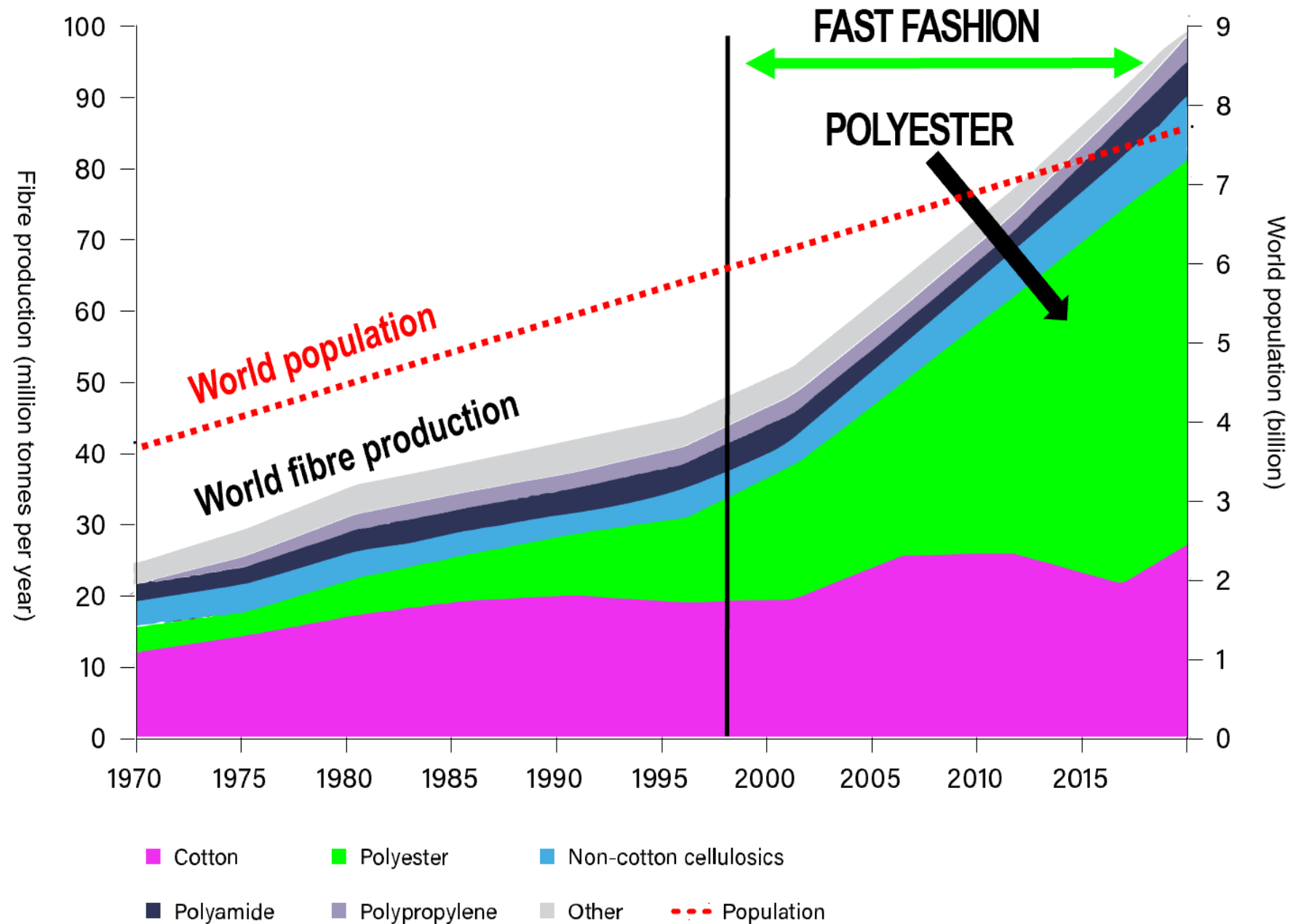




**“Doing the same thing over,
and over again,
And expecting different results”**

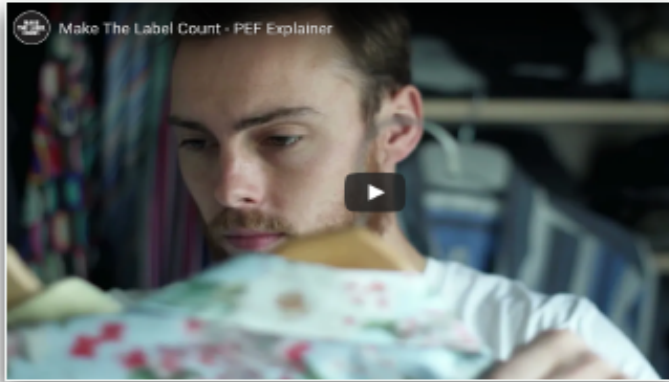
Sustainable Textiles ??

The availability of **cheap polyester clothing** has been the primary enabler of fast fashion



WEBSITE

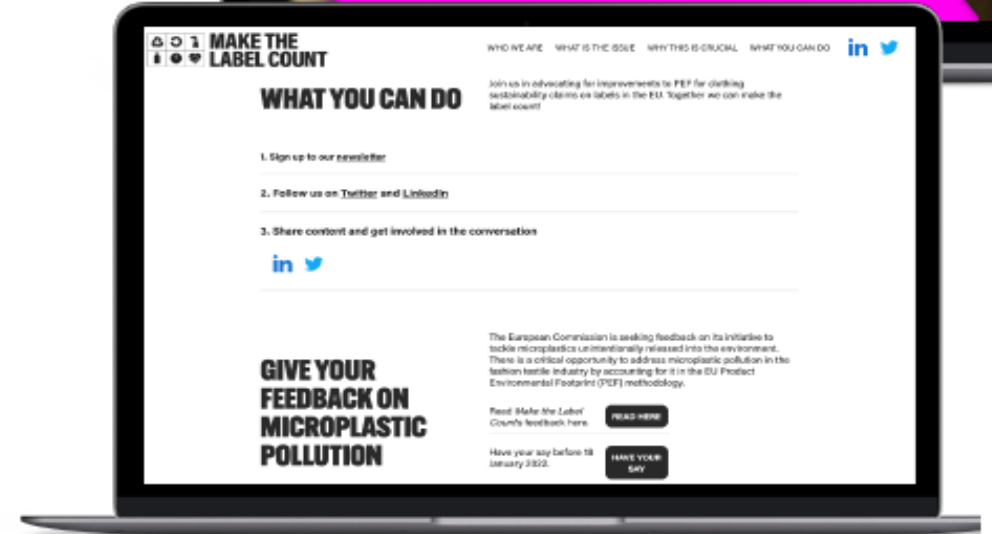
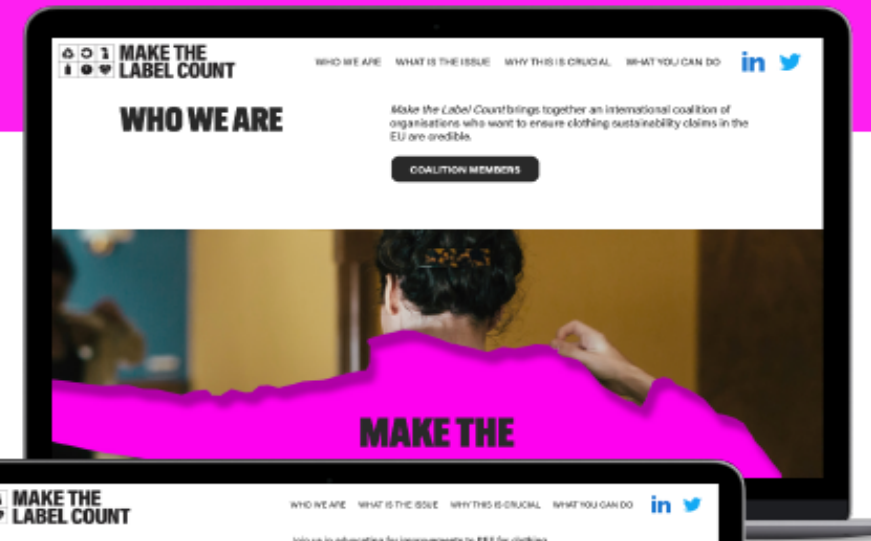
VISIT: www.makethelabelcount.org



EXPLAINER ANIMATION
Subtitled In English, French and Italian



CAMPAIGN BRIEFING DOCUMENT
Also translated into in French, German, Italian, Portuguese and Spanish



CALL TO ACTION
Encouraging audience to get involved in the campaign activities and the EU's consultation opportunities

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