



Newsletter # 2 2022

Dear WOOLUME-friends,

In March we delivered the 45-page report for 2021, with all activities and milestones for the project. Keeping track of all activities isn't easy; but our newsletters are helpful. As there hasn't been much concrete to report on since the January newsletter, we opted for summarizing as much as possible in this summer newsletter. We start with the latest news first:

Visit to Poland

Ingvild and Lisbeth visited Poland the last week of June. The goal of the trip was knowledge transfer and during it we held three workshops/seminars. At the University of Bielsko-Biala, teachers and pedagogy students were invited to a workshop about teaching wool to children, emphasizing the creative potential as well as cultural aspects of wool. Through a short lecture, they were introduced to how different actors in Norway work with wool and children, and then we worked practically with wet felting, carding and hand spinning.

At the university, we also held the seminar "How can wool replace plastic?", discussing the advantages and obstacles to this, following from SIFO's research reports on wool products published last year in this project. The example of Selbu Spinning Mill was used to show how the local wool comes into play in this context and underline the advantages of wool compared to plastic in relation to preserving heritage, creating a circular (bio-)economy and degrowth.



The last workshop was a wool sorting workshop held by Ingvild at Maria's venue in Koniakow. It gathered 20 people, both sheep farmers, other local people and academics. The sorting showed great variety in the quality of the wool, from finer longer fibres to coarser fibres, but also that through it, the variety of products possible to make from the wool greatly increases, including softer yarns for garments like socks and sweaters.

In addition, we visited local museums in Koniakow and saw the milking of the sheep, getting a great insight into the cultural heritage that the pastoral practice upheld in the Polish highlands is such an important part of! (Not to mention the lovely cheese it results in!)

Visit to Portugal

The Norwegian team in the hiWOOL project visited Portugal during the first week of May. One of the aims of the trip was to start discussing a wider cooperation for an EU or EEA application that could bring forward a wider cooperation. The team had an intensive and packed program, visiting a shepherd and his flock, visiting some very interesting museums that really showcased the value-chain for wool, how fibre is transformed or was transformed historically into finished goods; but also, the heritage clothing of Portugal, with much wool. It was particularly interesting to find common ground. We also visited a pedagogical city 'farm' where schools from Lisbon came to learn about wool from shearing to finished yarns and knitted or woven items. Very inspirational for the above-mentioned trip to Poland! We also visited a scouring facility, wool processing, factories and a wonderful yarn shop with local wool yarns. At the end of the trip, we discussed how we can move forward, and agreed on a hybrid conference arranged by Selbu Spinning Mill, which will take place 21st October. Hopefully some of the team from Poland will be able to join in person here. If anyone wants the full report, please email tone.tobiasson@gmail.com and I will supply it.



Research paper published

Katarzyna, Marcin, Jan, Monika, Ingvild and Ingun published the paper "Acoustic Performance of Sound Absorbing Materials Produced from Wool of Local Mountain Sheep" based on acoustic tests of the tufted carpets made with yarns spun at Selbu Spinning Mill. They found that "manufactured materials made from local wool possess good absorption capacity, similar to commercial products usually made from more expensive wool types.

You can access the paper here:

https://www.researchgate.net/publication/360212413_Acoustic_Performance_of_Sound_Absorbing_Materials_Produced_from_Wool_of_Local_Mountain_Sheep

Book launch

We launched the book *Local, slow and sustainable fashion: Wool as a fabric for change*. We wrote extensively about the book in the last newsletter, but it wasn't yet launched. The event was hybrid, and our Polish authors were able to attend via zoom. You can still see the launch online here:

<https://www.facebook.com/events/786275112338755> And on that note:

Our WOOLUME Facebook page

Make sure you follow Facebook, perhaps you missed this post?

Maria in Koniakow: According to old pastoral tradition sheep were collected from different farmers. Then the flock was blended and after some traditional ceremonies led into summer pastures in the mountains. Here is one of the pictures posted on Facebook:



Policy: Ruling from the Norwegian Consumer Protection Agency

The Norwegian Consumer Protection Agency has issued a ruling against the use of HIGG Co (mainly based on the HIGG MSI) in consumer-facing claims of a given product being 'more sustainable' than another is illegal. It is mainly the pilot-use of the HIGG Co label in marketing that they want to 'arrest', and thus Norrøna and H&M have been told to take down the claim (in the case of Norrøna) not use the claim (in the case of H&M, who have used it in other markets, but not the Norwegian). In addition, SAC has been told to inform their members not to use HIGG Co in consumer-facing marketing. In the specific instance the claims are around organic cotton products and that they are 87% 'less thirsty' to put it simply than conventional cotton products (and also have a lower carbon-emission), data that SAC has not been able to substantiate. They did originally send a 30-page letter to the Norwegian Consumer Protection Agency, which was pure smoke-screening. Once the

Norwegian Consumer Protection Agency asked for a meeting, SAC quickly admitted they did not have the data to back the claim. Here is the ruling (in Norwegian, we can send a translation if you like) with links to the letters sent to Norrøna, H&M and SAC, which are all in English:

<https://www.forbrukertilsynet.no/villeder-om-miljoevennlige-klaer>

You may recognize this discussion from the 'local wool' book that we mentioned was launched earlier in the email. A lot of research and work went into the chapter in the book that is critical of the LCA based tools and the data that is used. Now that the ruling has brought this to the forefront, we feel the work we did for the book was well worth it! There has been massive media-attention, we've attached some of the links at the end of the newsletter. As a result of the media-attention, SAC decided to adhere to the ruling and park the consumer-facing label, and to do a review of all the MSI data by a 3rd party: <https://apparelcoalition.org/statement-from-the-sac-regarding-the-norwegian-consumer-authority-and-environmental-claims/>

This may very well have ramifications for EU's Product Environmental Footprint, as the same data has been fed into this work. It just may be that the 'Swiss Cheese' so full of holes is about to crumble... We will keep you posted.

Coming up this fall

Both 'Fleece to Fashion' at the University of Glasgow (<https://fleecetofashion.gla.ac.uk/conference-2022/>) will overlap with the Natural Fiber Connect (formerly Wool Connect) conference. But we will be giving talks both places, which is made possible by the first being hybrid and the second being fully online. The following week Norway will be visited by a delegation of around Finnish wool-fiends who we will meet in Oslo before they make a tour of Telespinn, some sheep farms and the wool station at Gol. October brings the next Baltic Wool Conference, and perhaps we can plan to meet there? And then there is the conference in Klæbu, of course, which will the following day be hands on with a workshop. The Estonian, Polish and Portuguese projects will all be invited. WOOLUME was also presented here:

The image shows a promotional flyer for an event. On the left, there are logos for 'animaná' and the United Nations. The main text reads: 'ADRIANA MARINA Founder of B-Corp animaná & NGO Hecho por Nosotros invites you to UN High Level Political Forum 2022 event Emerging Regenerative Models in the Creative Industry: EdTech in the Hands of MSMEs for Collaboration, Inclusivity and Decentralized Financing'. A circular graphic contains portraits of several speakers: Radhika Shah, Tone Tobiasson, Sebastian Klamm, Lara Koch, Tricia Langman, Manoj Panjwani, Lionel Yang, and Paolo Vascari Speroni. On the right, it says 'Jul 07 Emerging Regenerative Models in the Creative Industries: by Hecho x Nosotros and animaná 338 followers Follow Free'.

Here are the links generated by the ruling against the use of HIGG for consumer-facing green claims:

<https://apparelinsider.com/norway-warns-hm-higg-labels/>

<https://www.ecotextile.com/2022061629487/labels-legislation-news/higg-data-declared-illegal-on-consumer-labels.html>

<https://texfash.com/special/higg-msi-stands-discredited-norway-rules-against-norrøna-warns-hm-hauls-up-sac>

<https://texfash.com/update/suspend-higg-index-immediately-demands-natural-fibers-alliance>

<https://www.ecotextile.com/2022061729492/labels-legislation-news/norrøna-defends-illegal-use-of->

[higg-data.html](#)

<https://www.just-style.com/news/hm-group-norrone-under-fire-in-norway-over-environmental-claims/>

<https://apparelresources.com/business-news/sustainability/hm-norrone-fire-norway-environmental-claims/>

<https://teknomers.com/en/the-norwegian-consumer-agency-believes-that-norrone-is-breaking-the-law-news-norway-overview-of-news-from-different-parts-of-the-country/>

<https://www.just-style.com/news/industry-news/sac-halts-consumer-programme-on-misleading-green-claims-concern/>

<https://www.ecotextile.com/2022062729533/labels-legislation-news/sac-suspends-higg-data-use-on-product-labels.html>

<https://apparelinsider.com/sac-to-pause-use-of-higg-profiles-globally/>

<https://fashionunited.com/news/business/sustainable-apparel-coalition-to-pause-use-of-higg-index-following-nca-report/2022062748331>

<https://sourcingjournal.com/topics/sustainability/higg-material-sustainability-index-sustainable-apparel-coalition-norway-hm-norrone-350831/>

<https://amp.theguardian.com/fashion/2022/jun/28/fashion-brands-pause-use-of-sustainability-index-tool-over-greenwashing-claims>

<https://www.linkedin.com/pulse/greenwash-simple-hogwash-peta-slack-smith/>

<https://www.linkedin.com/news/story/fashion-brands-suspend-green-index-5903482/>

<https://woolnews.net/2022/06/30/sac-halts-consumer-programme-on-misleading-green-claims-concern/>

<https://qz.com/2180075/hm-showed-bogus-environmental-higg-index-scores-for-its-clothing/>