**9 APRIL 2021: FIRST EUROPEAN WOOL DAY**

From 10.00 CEST live streaming on Facebook [www.facebook.com/European-Wool-Exchange-Foundation-EWE-101361918497256](http://www.facebook.com/European-Wool-Exchange-Foundation-EWE-101361918497256)

**Wool was born to be loved.**

More than 100 million sheep now graze in Europe, reared together with their little lambs to produce cheese milk and meat for homes and restaurants. However, each of them naturally produces about 1.5 kg of wool per year and in the spring, it must be shorn for animal welfare so as not to suffer from the summer heat.

**Let´s give back value to wool!**

European Wool Exchange (EWE) is aiming to create a better coordination of the many associations and groups in Europe that are interested in the circular economy of wool, and in its return to our society as a precious resource for many uses. EWE supports the development of the European Wool Observatory and European Wool Bank concepts.

EWE is pleased to announce that it will be organizing the first European Wool Day on the 9th April 2021. The aim is to celebrate wool and to raise awareness of European wool and the day provides a unique opportunity to get involved on a European level. It is also great for networking and to learn from other countries and get a glance at what is going on.

**Wool has so many uses!**

Wool is used by the textile industry to produce cloth and garments, for furnishings, curtains, carpets and bedding. It can also be used as insulation in the construction industry, as a natural fertilizer in agriculture and even for cleaning up oil spills! Its lanolin has always been used in the production of cosmetics.

**Wool is good for health!**

Wool is natural protection for our bodies, whether it is by wearing wool garments during the day or sleeping in wool bedding. The wool acts as a thermostat, regulating our body heat, not too hot and not too cold.

Knitting with wool makes us less anxious, keeps our minds alert and their hand movements, both agile and quick. **Therapeutic knitting** is the use of knitting or crochet as a support for those who are sick. The handcrafts of the volunteers who knit warm the life of those in need, those who are poor and those who are alone. Wool is a great tool of solidarity!

**Using wool is good for planet Earth!**

We all know there is no planet B, and the creation of a circular wool economy is one of the many challenges that await us to leave our children and grandchildren a healthier and cleaner planet.

Amongst the many advantages in using wool:

Wool is renewable natural fiber.

Wool products are entirely biodegradable.

Wool can be recycled at home, making gloves from a sweater.

Wool can be recycled in industry, making cloth from used woolen products.

Wool absorbs moisture without feeling wet, and releases moisture by evaporation, excellent for sportswear.

Wool does not retain odor nor stain easily and requires fewer washes.

Wool does not burn easily, nor emit toxic fumes.

Wool cloth is elastic, so it keeps its shape.

Wool keeps you cool when it is hot, and keeps you warm when it is cold.

Wool garments last longer, must be washed at low temperatures and do not produce synthetic micro fibers that enter our water system.

**Which is the message to take home?**

In spite of all these advantages of the consumer buying wool and being able to contribute to the wellbeing of us all, there are many difficulties to be overcome.

Over the last 50 years the European wool sector has been decimated. It´s time to re-create a local, resilient textile economy by buying European wool instead of using cheap synthetic fibres.

The situation is very critical in some parts of Europe where for various reasons it is economically impossible for the raw wool to find a buyer, therefore the temptation is to abandon the wool in the field, or in some extreme cases to destroy it. It is thought that about 10% of Europe’s wool clip ends its life at this point, rather than being transformed by European designers and factories into natural, renewable and sustainable products.

Many times, on an institutional level, in the printed press and on the social networks, European wool is defined as waste. Wool is no waste at all because the use of wool is multivarious and it is possible to find a use for any kind of wool. Even wool not suitable for further processing can be used as fleeces to repair paths and hiking trails or it can be processed as fertilizer.

FOR ENQUIRIES PLEASE WRITE TO ewe@ewe.network