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Boosting the adoption of Bio-Based Technologies

Cross-Fertilisation Meetings

Bio-Based Practices on Farms & Forests

"Sustainable Sheep Wool Processing"

Overviews:

- Irish Grown Wool Council
- REVEIRE: Regenerative Value Systems for Irish Grown Wool in Ireland
- European Wool Day Conference 2026

Catherine Phibbs, Irish Grown Wool Council

Online, 29/01/2026

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.

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IRISH GROWN WOOL COUNCIL



About

Established in April 2023, IGWC is an industry led, voluntary body, with an all island approach.

Purpose

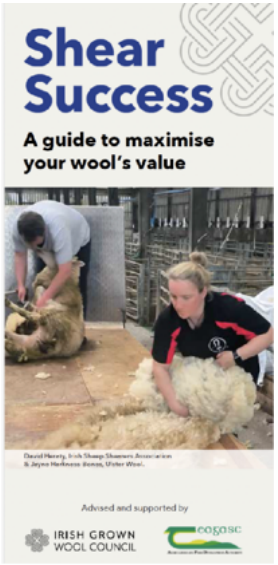
To transform Irish grown wool; an underutilised and undervalued resource, into a **branded value-added product for the benefit of farmers and the wider supply chain**.

Approach

We facilitate collaboration and partnerships nationally and internationally to **apply innovative solutions** to address current challenges and **create pioneering innovations** in Irish grown wool and sustainable practices.

Milestones





2021:

- Research and development of Irish wool feasibility study

2022:

- Publication of Department of Agriculture, Food and the Marine feasibility study
  'Review of Market Opportunities for Irish Grown Wool Based Products' https://bit.ly/4k1vDH8

2023:

- Establishment of Irish Grown Wool Council
  All Island industry led steering group www.irishgrownwoolcouncil.com

2024:

- 'Shear Success' a new guide (and videos) for farmers on how to maximise their wool's value
  Distributed to approx 50,000 registered sheep farmers in Ireland, focused on wool quality and presentation https://bit.ly/4sXRPWx

2025:

- Development of an Irish Grown Wool Traceability Scheme
  To show origin and authenticity of Irish grown wool

2026:

- Establish membership of Irish Grown Wool Council To enable individuals and organisations to join
- Hosting of European Wool Day Conference 2026 (28th March) For tickets / submissions visit bit.ly/EWD26IRL

Irish Grown Wool Applications

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IRISH GROWN WOOL COUNCIL



Rhyme Studios rug, Ireland House (New York) using Donegal Yarns & Galway Wool rhymestudio.com



Work by knitwear designer Lydia Eakin, knit avant-garde pieces, wool by Donegal Yarns instagram.com/lydiaeakindesigns/



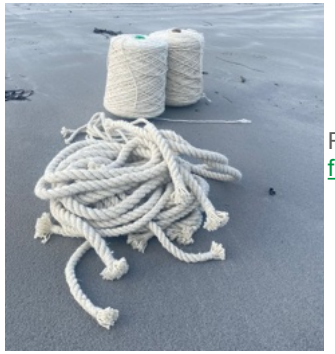
Vibe By Vision Acoustic Solutions collaboration with Magee Weaving using Irish grown wool vibebyvision.com

Pillow, duvet and blanket made using Irish grown wool. Sustainable bedding by dooleyswool.ie





Larkfield Pellets fertiliser pellets for gardens made using a mix of Irish grown sheep's wool, horse manure and spent coffee grounds. instagram.com/p/DR1hT6SDHCf/



Rathlin Island wool rope futureisland-island.org

Awareness & Engagement

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IRISH GROWN WOOL COUNCIL



Irish grown wool panel talk, international craft & design trade show, 'Showcase Ireland'.

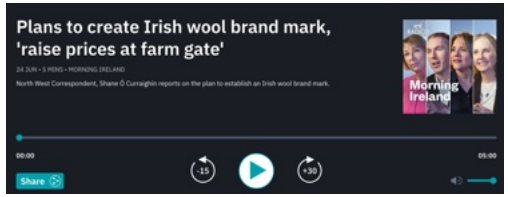
Machine knitting demonstrations and exhibition of Irish grown wool products and European wool innovations at Bord Bia Bloom Festival.

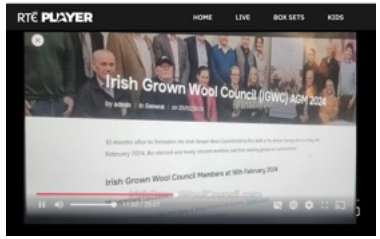






Meetings with Ministers for Agriculture across the Island of Ireland; (L-R: Minister Martin Heydon, Republic of Ireland and Andrew Muir, MLA, Northern Ireland)





National TV and radio coverage of Irish grown wool initiatives across the Island of Ireland



Sheep shearing demonstrations, wool spinning demonstrations and exhibition of Irish grown wool products, crafts and European wool innovations at National Ploughing Championship.

REVEIRE: Regenerative Value Systems for Irish Grown Wool in Ireland

The REVEIRE project is funded under the EPA Research Programme 2021-2030.
The EPA Research Programme is a Government of Ireland initiative funded by the Department of the Environment, Climate and Communications.



Start Date:
31st March 2025

End Date:
30th March 2028

Funding Body:
Environmental Protection Agency (EPA), Ireland

Coordinator:
Dr Archishman Bose, Eli Lilly Lecturer in Process and Chemical Engineering, University College Cork (UCC), Ireland; Environmental Research Institute, UCC; Circular Economy, Energy and Environmental Systems (CEEES) Research group, MaREI, the SFI Centre for Energy, Climate and Marine.

Co-Lead:
Dr Helena McMahon (Munster Technological University) &
Dr Tim Yeomans (Centre for Applied Bioscience Research)

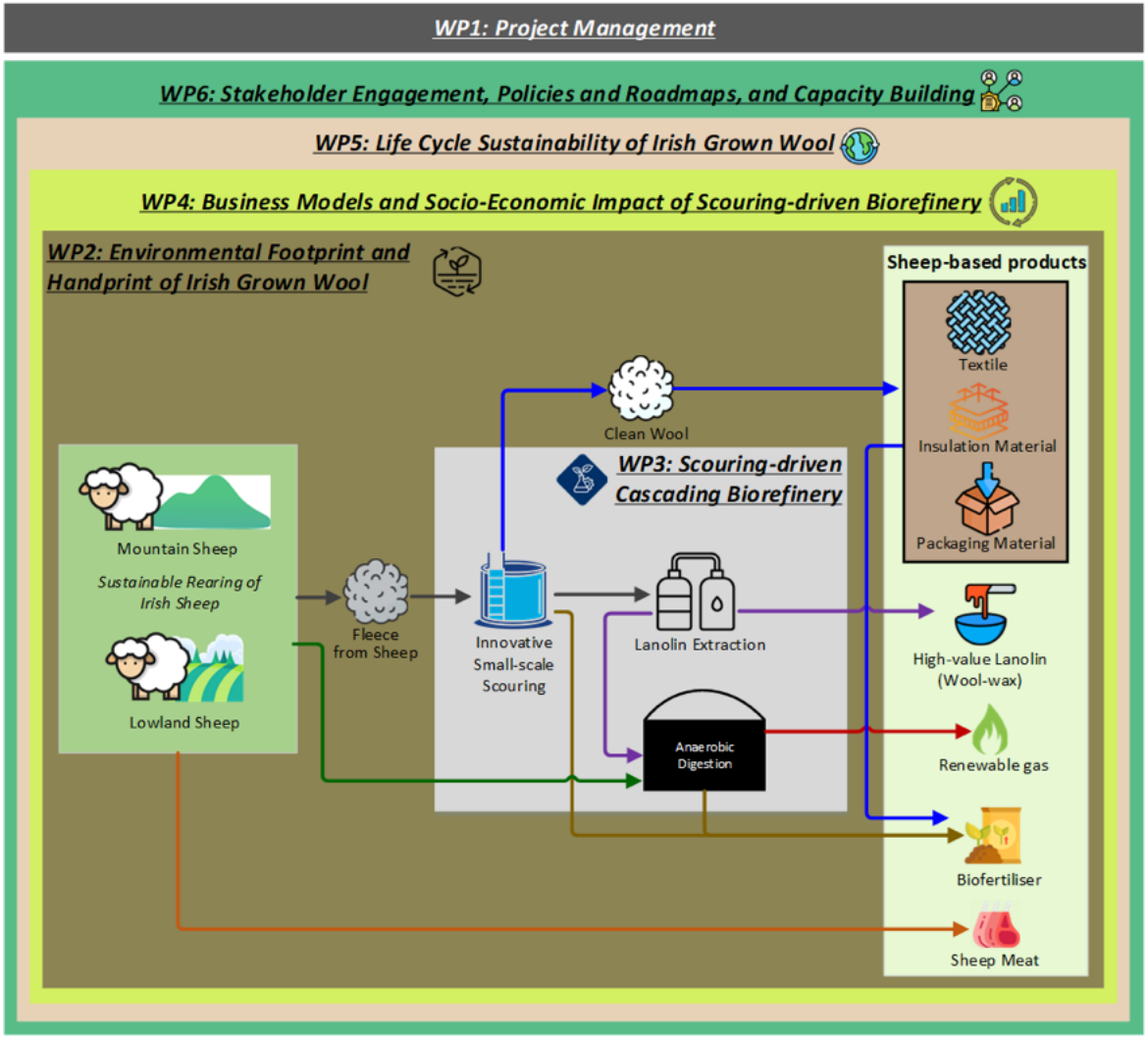
www.marei.ie/project/reveire/

Project Partners:

Irish Wool: Missing Elements



- Local Data for Ireland
- Specific Assessments for Irish Wool
- Feasibility for Scouring
- Integrating into the Circular Bioeconomy



Aims: 2025 - 2028

1.
Evaluate the environmental (including biodiversity) footprint and handprint of Irish grown wool.

2.
Investigate feasibility and business models of novel scaleable scouring in a cascading bio refinery to enable local scouring of wool across the island of Ireland.

3.
Evaluate socio-economic benefits of processing wool in Ireland (creating value beyond net zero goals of doing no harm.)

4.
Perform Life Cycle Sustainability Assessments (LCSA) compiling environmental, social and economic indicators results to inform overall sustainability of Irish grown wool.

5.
Inform policy, initiatives and investments required to regenerate the Irish-grown wool industry.

REVEIRE Team

Name	Role	Partner Institute	Leader of WP(s)
Dr Archishman Bose	Lead	UCC/ MaREI	1 & 2
Dr Tim Yeomans	Co-Lead	MTU/ CABR	3
Dr Helena McMahon	Co-Lead	MTU/ CircBio Research Group	6
Dr Tracy Bradfield	Co-PI	UCC/ CUBS	4
Dr Richard O'Shea	Co-PI	UCC/ MaREI	5
Dr Bernadette Power	Co-PI	UCC/ CUBS	-
Prof Valeria Andreoni	Co-PI	UCC/ CUBS	-
Prof Jerry Murphy	Co-PI	UCC/ MaREI	-
Dr Deirdre Hennessy	Co-PI	UCC/ Vistamilk	-
Dr Yin Zhu	Co-PI	TUS	-
Dr Catherine Collins	Co-PI	TUS	-
Dr Alison Gault	Co-PI	Ulster University/ IGWC	-
Dr Tim Keady	Co-PI	Teagasc, Athenry	-
Catherine Phibbs	Co-PI	IGWC	-
Rohankumar Solanki	Researcher	UCC	-
Ameera Butt	Researcher	UCC	-
Matthew Carroll	Researcher	TUS	-
Research Assistant	Researcher	MTU	-

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European Wool Day®

EWE
EUROPEAN WOOL EXCHANGE

European Wool Day is an initiative of the European Wool Exchange Foundation.
The European Wool Exchange Foundation (EWE) is a philanthropic organisation dedicated to revitalising European wool as a valuable, circular resource. Registered in Cyprus and active across Europe the foundation connects wool breeders, processors and end-users to foster a sustainable wool economy.

EWE promotes initiatives such as European Wool Day (held annually on 9 April), the establishment of wool museums and craft villages and also therapeutic knitting.
By championing the social and environmental value of wool, EWE seeks to re-integrate wool into European life while supporting wellbeing and community. www.ewe.network

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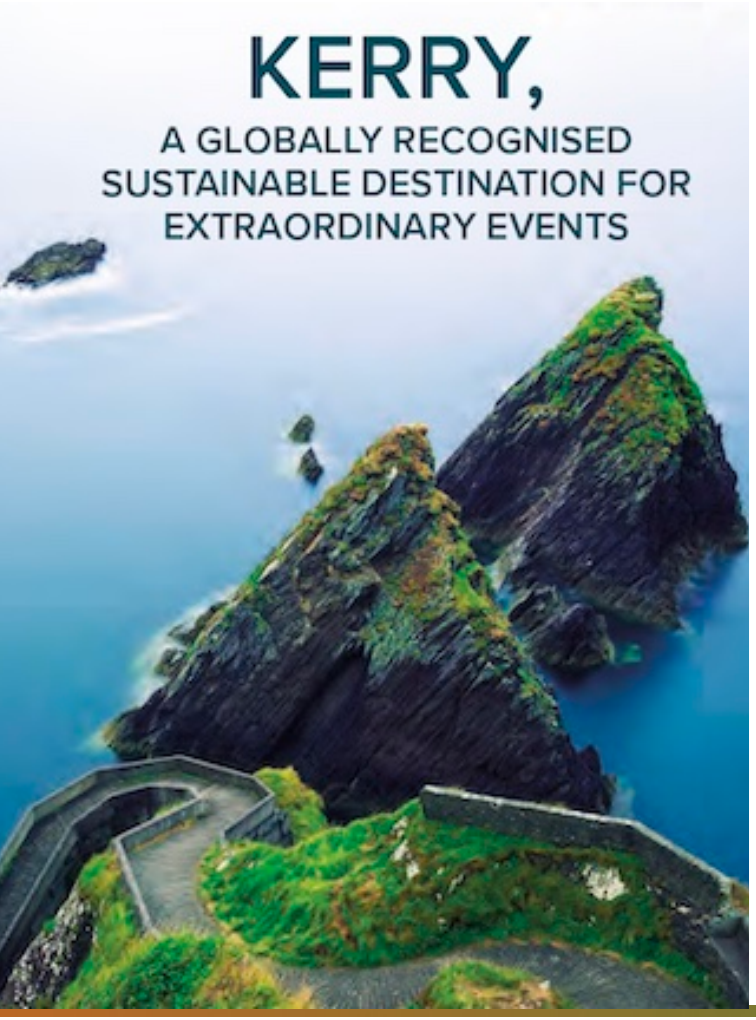

This is the 6th year of European Wool Day

Previously European Wool Day has been hosted in Museo del Traje (Spain), Zlatibor (Serbia), Metsovo (Greece) and) Rome (Italy) and Cyprus.

Following a pitch from the Irish Grown Wool Council and Sharon Wells (fibre artist) in October 2025, Ireland secured the bid and are the host country for European Wool Day 2026 Conference and activities in Tralee, Co.Kerry on 28th March 2026.
irishgrownwoolcouncil.com/european-wool-day-2026-ireland/

Officially European Wool Day is celebrated on 9 April each year, whilst the conference can take place on or before this date.

European Wool Day 2026 aligns with three UN International Years in 2026:

International Year of the Woman Farmer; recognising women's contributions to agriculture, land stewardship and wool traditions

International Year of Volunteers for Sustainable Development; highlighting community action for the Sustainable Development Goals

International Year of Rangelands and Pastoralists; celebrating sustainable pastoral systems

Co-Hosts:

Sponsors:

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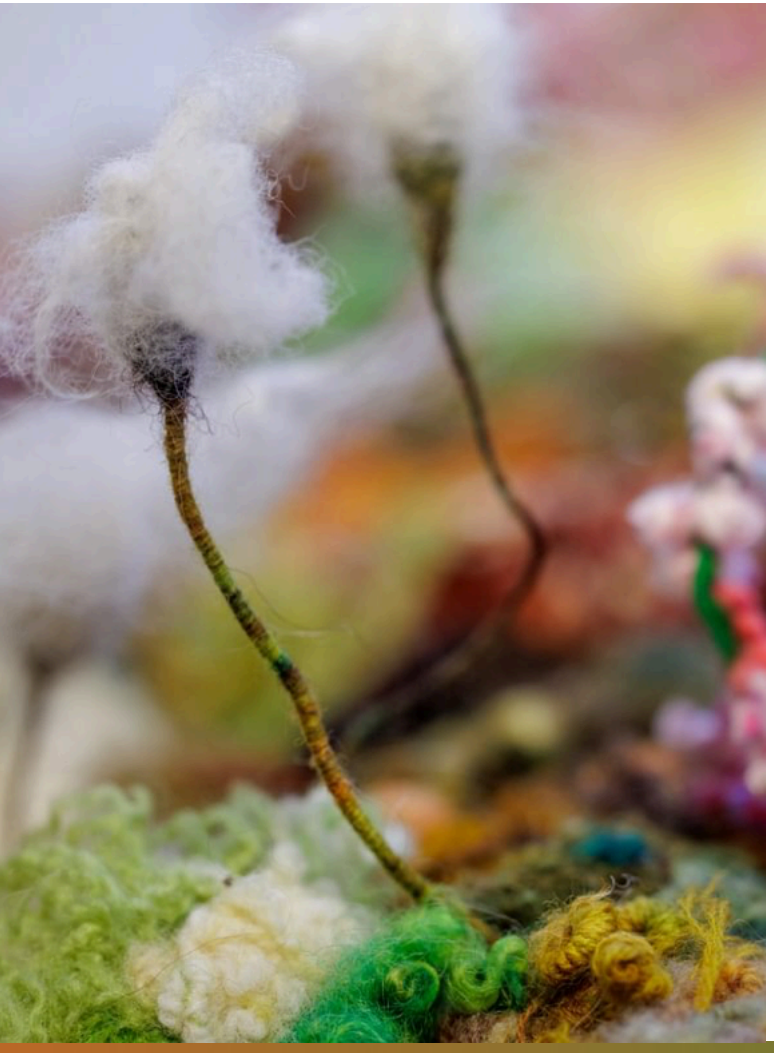
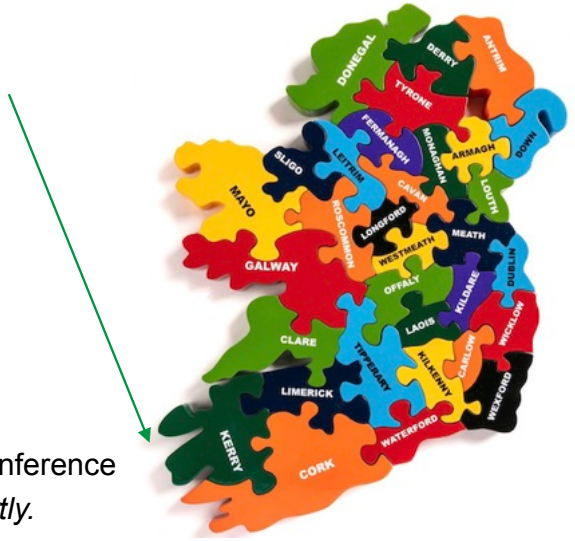
EWE European Wool Day Tralee, Ireland 28 March 2026



What to expect: In-person gathering; presentations and panel talks including researchers, designers, sheep farmers, crafters, industry experts and policy makers from Ireland and Europe will unpack the world of Irish and European wool. Offering an opportunity to connect, learn, collaborate and celebrate everything wool-related in a social atmosphere.

Destination: Tralee, Co. Kerry, Ireland
Venue: Meadowlands Hotel, Tralee, Co.Kerry



Friday, 27 March 2026
Fringe activities open to the general public.
Details to follow shortly.

Saturday, 28 March 2026
European Wool Day 2026 Conference (ticketed)
https://bit.ly/EWD26booking
Plus exhibition of wool related projects and display, open to conference attendees and general public on the day. *Details to follow shortly.*

Call for applications to present at the conference are open now via EWE www.ewe.network/ewd2026/ *(live stream or pre-record options available)*

Co-Hosts:

EWE European Wool Exchange · Irish Grown Wool Council · Circular Bioeconomy Cluster · Centre for Applied Bioscience Research

Sponsors:

Beveire · UCC · Future Island Island

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Join us at the European Wool Day Conference 2026

For tickets / submissions visit **bit.ly/EWD26IRL**

Co-Hosts:

Sponsors:

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irishgrownwoolcouncil.com

www.linkedin.com/company/irish-grown-wool-council/

Follow our flock #irishwool

REVEIRE

Regenerative Value Systems for Irish Grown Wool in Ireland

www.marei.ie/project/reveire/

www.linkedin.com/showcase/reveire/

www.linkedin.com/in/archishman-bose-3b272467/

EWE EUROPEAN WOOL EXCHANGE

European Wool Day

Tralee, Ireland

28 March 2026

www.ewe.network

www.bit.ly/EWD26IRL

#EWD26

Thank you!

Catherine Phibbs
(Brand & Marketing Sub Committee)
Irish Grown Wool Council

www.linkedin.com/in/catherinephibbs/

www.irishgrownwoolcouncil.com