



Activities Report

Empowering the Global Wool Industry

2025

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Committees

IWTO Executive

The IWTO Executive Committee implements IWTO's strategies and is responsible for the overall administration of the organisation. We welcomed Paul Lynch as a new Executive member in 2025, along with Mustafa Surmegoz and Geoff Kingwill as special advisors. Klaus Steger, Olivier Segard, and Mirko Lindner continue as President, Vice President, and Treasurer. We thank Sansal Cetin for his service, and Pedro Ortegui and Giovanni Schneider for completing their terms as special advisors in 2025.



Klaus Steger
President



Olivier Segard
Vice President



Mirko Lindner
Treasurer



Peter Ackroyd
Special Advisor Retail



Francesco Botto Poala
Member



Michael Jackson
Special Advisor C&S



Liu Jiaqiang
Member



Geoff Kingwill
Special Advisor
Wool Farm Research



Paul Lynch
Member



Rosstan Mazey
Member



John Roberts
Member



Matthew Rowe
Special Advisor
Strong Wool



Mustafa Surmegoz
Special Advisor
Turkey

Committees

Contracts & Specifications

The Contracts and Specifications Committee is the approving body for all IWTO Draft Test Methods and for amendments to existing IWTO Test Methods. The Licensing Panel and Technical Groups (Raw Material Group, Product Group, and Innovation & Technology Forum) report to the C&S Committee. We thank Micheal Jackson for his tenure as chair of the C&S Committee and welcome the new chair, Duane Knowles as of 2024.



Duane Knowles
Committee Chair



David Crowe
Committee Secretary



Victoria Fish
Technical Group
Secretary



Wian Heath
Technical Group
Chair



Enrico Prina
Wool Innovation &
Technology Chair

Wool Retail Forum

Members appreciate the retail trends shared by this forum, reflecting the latest consumer purchasing patterns.

Market Intelligence

Committee members collect and analyse wool textile trade data, providing statistics and forecasts for wool related industries, summarised in the annual IWTO Market



Peter Ackroyd
Committee Chair



Isak Staats
Committee Chair

Working Groups

Sustainable Practices

The Sustainable Practices Working Group (SPWG) originated in 2012 to quantify wool's score in textile rating schemes. Members of this group have invested more than 1.5 million euro to substantiate wool's sustainability. The group was chaired by Emma Gittoes with Angus Ireland as vice chair. We thank Elisabeth van Delden for serving as interim chair during 2025. The SPWG's Technical Advisory Group (TAG), is chaired by Geoff Kingwill and sponsored by Australian Wool Innovation (AWI). Angus Ireland retired at the end of 2025, and we thank him for his service to this group and to the wider IWTO community.



Current TAG Research Projects

- French Ecolabelling Scheme: (Ecobalyse) engagement on wool LCA scores
- Participation in the EU's PEFCR Technical Secretariat for Apparel & Footwear
- Engaging Science Based Targets Initiative (SBTi)
- Development of an EF-compliant dataset for wool

Working Groups

Product Wellness

Established in 2013, the Product Wellness Working Group (PWWG) serves as a strategic forum for industry collaboration to develop, implement, and validate the health and wellness credentials of wool textiles. The group is chaired by Monica Ebert. The PWWG's Technical Advisory Group (TAG), chaired by Trevor Mahar and sponsored by AWI, supplies the science that supports wool's benefits for health and wellness.



Current Projects

- Dynamic breathability test methods for the active wear industry and flammability studies for emergency services.
- Cognitive Health: Study completed assessing cognitive performance in stressful situations, wearing Wool and polyester.
- A Meta-Analysis of wool's health and wellbeing attributes is underway, with a focus on marketing solutions.



Working Groups

Wool Trade Biosecurity

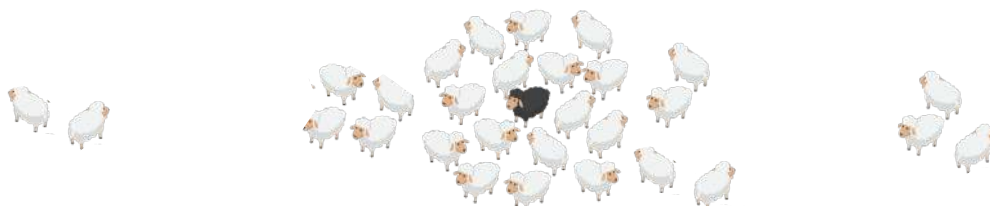
The Wool Trade Biosecurity Working Group (WTBWG) was established in 2014 and strives to ensure positive animal health outcomes for the global wool industry, including freedom from emergency animal diseases such as Foot-and-Mouth (FMD). Representatives attend annual and regional meetings of the World Organisation for Animal Health. The Wool Trade Biosecurity Working Group is Chaired by Dr. George De Kock.

During the Executive Committee strategy meeting in Paris (April 2025), members decided to merge this working group with the Wool Sheep Welfare working group. The process of establishing a new Terms of Reference is now underway.



Current Projects

- Members share information and research between countries and organisations.
- Liaise with the World Organisation for Animal Health (WOAH).



Working Groups

Wool Sheep Welfare

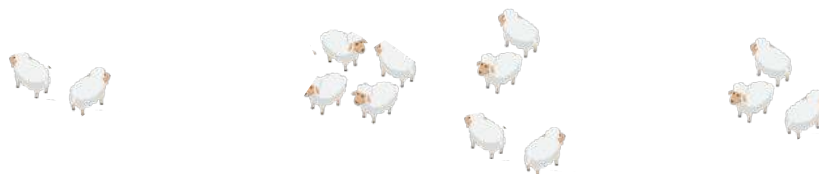
Established in 2017, the Wool Sheep Welfare Working Group (WSWWG) champions global best practices in animal welfare through collaboration with key organizations, including the World Organisation for Animal Health (WOAH). The group produces the IWTO Wool Sheep Welfare Specifications, a compilation of wool sheep welfare standards and national legislation, updated every three years. We extend our appreciation to Dr. Leopoldo Stuardo of the WOAH for his ongoing valuable contributions. The Wool Sheep Welfare Working Group is Chaired by Peter Ackroyd.

During the Executive Committee strategy meeting in Paris (April 2025), members decided to merge this working group with the Wool Trade Biosecurity working group. The process of establishing a new Terms of Reference is now underway.



Current Projects

- IWTO Specifications for Wool Sheep Welfare ([available to download on iwto.org](https://www.iwto.org))



Working Groups

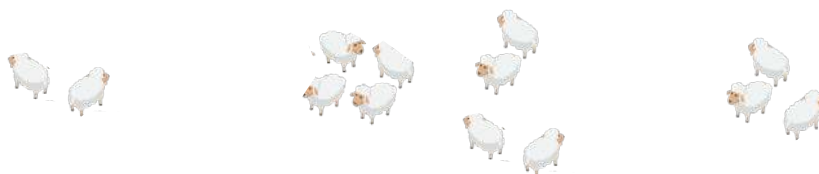
Wool Interiors

The Wool Interiors Working Group (WIWG) was activated in May 2022 and its Terms of Reference approved by the Executive Committee. A list of wool science sources for the interiors market is now [available on the IWTO website](#). The WIWG's Chair is Carol Sebert.



Current Projects

- Mapping the roadblocks that prevent interior design and textile businesses from selling more wool.
- Proposing solutions, and identifying opportunities for new innovative uses of strong wool.
- Formulating a marketing strategy for interior wool messaging.



Wool Growers

The Terms of Reference for this group was approved by the Executive Committee and Jo Hall was appointed as the chair, with Simon Cameron appointed as vice-chair. The group arranged a meeting during Congress Lille and an online meeting in August of 2025. During the Wool Round Table, the chair asked members to think about the strategy going forward and key points will be discussed during Congress Dalang. There is no financial activity yet.

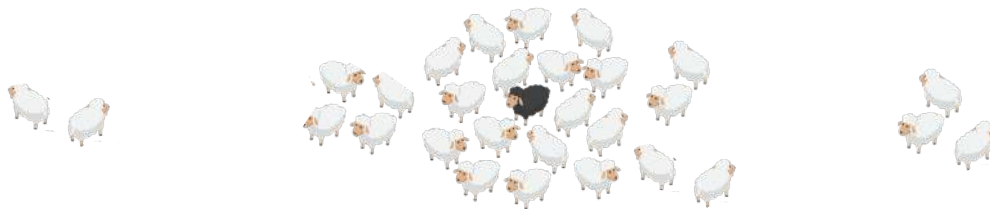
Working Groups

Wool Policy Reports

IWTO members receive 10 monthly reports per year offering a summary of global economic and trade policy developments, animal disease reports and wool sustainability news.

The reports are compiled inhouse with the aid of PANALiS Monitoring, a predictive analytics and policy tracking platform.

We thank the working group chairs who frequently contributed to the reports: Peter Ackroyd, George de Kock, Monica Ebert, and Elisabeth van Delden.



Events

94th IWTO Congress



The 94th IWTO Congress brought 300 delegates representing 25 countries together in Lille, France. Delegates represented the full wool pipeline, from paddock to shop floor. Hosted at the historic Palais de la Bourse at the CCI de Lille, the Congress provided a platform for knowledge sharing, networking, and collective strategy development to address both challenges and opportunities facing the global wool industry.

The three-day event featured comprehensive sessions covering sustainable wool production, traceability innovations, emerging market trends, and wool's expanding applications in performance textiles and sustainable fashion. Delegates participated in working groups, panel discussions, and networking events designed to foster collaboration across all sectors of the wool value chain.

Key outcomes from this Congress include:

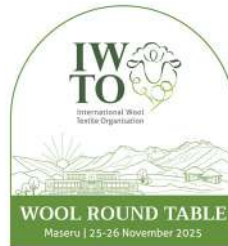
- Renewed industry commitment to enhanced sustainability metrics and reporting
- Consensus on approaches to upcoming legislative challenges
- Progress on international standardization of wool traceability systems
- Collaborative research initiatives for new wool applications
- Strategic responses to shifting global trade dynamics



We thank the sponsors of the 94th Congress for their generous support and the hospitality of the local French wool industry for making this event a success.

Events

IWTO Wool Round Table



The 2025 Wool Round Table took place in Maseru, Lesotho and was attended by more than 200 participants representing 13 countries. Of these, 105 delegates represented Lesotho Wool and Mohair growers, forming the biggest grower contingency at an IWTO event ever. Wool and Mohair production forms the economic backbone of the Mountain Kingdom, where nearly 70% of the population lives in rural highland areas dominated by livestock production.

Lesotho holds global significance as the world's second-largest mohair producer, contributing 14% of global mohair production, while wool production represents 0.2% of world output at approximately 5,800 tons annually.

"The country's wool industry demonstrates remarkable resilience and commitment to quality, supporting rural livelihoods whilst producing fibre that meets exacting international standards. This Round Table has showcased the innovation and dedication present throughout Lesotho's wool production," said IWTO President Klaus Steger.

We thank the Wool Round Table Sponsors and *Lesotho Mohair Trust* for their support.



Publications

1. Market Information: Wool Trade Statistics

This summary of wool trade statistics is compiled by the IWTO Market Information Committee, with the support of Independent Commodity Services, Mecardo and Delta Agri-consultants, with contributions from Wood Mackenzie. Learn more about IWTO's wool trade statistics on [iwto.org](https://www.iwto.org).

2. Red Book: Test Methods & Specifications

A collection of voluntary standards for the testing of raw wool. Available to IWTO Members as part of their annual membership. Non-members may purchase the Red Book in whole or in part [on IWTO's online store](https://www.iwto.org).

3. White Book: Specifications

IWTO Regulations define the sampling and certification procedures and explain the procedures for resolving disputes relating to test results. Available to IWTO Members as part of their annual membership. Non-members may purchase the White Book in whole or in part [on IWTO's online store](https://www.iwto.org).

4. Blue Book: Arbitration

The Blue Book contains the International Wool Textile Arbitration and trade agreements, available to IWTO members as part of their annual membership. Non-members may purchase the Blue Book [on IWTO's online store](https://www.iwto.org).

5. Specifications for Wool Sheep Welfare

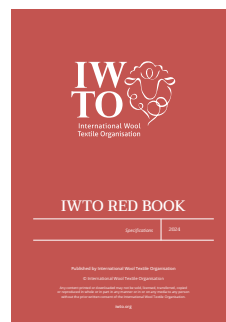
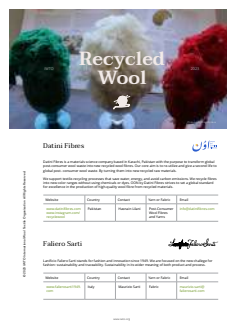
Published by members of the Wool Sheep Welfare Working Group and available to [download from iwto.org](https://www.iwto.org).

6. Wool Traceability List

IWTO's Wool Traceability List showcases innovative systems developed by member organizations that enable complete supply chain transparency, meeting the growing demand from fashion and textile stakeholders for verified and responsibly sourced wool products. [Available to download from iwto.org](https://www.iwto.org).

7. Recycled Wool List

IWTO's Recycled Wool Supplier List connects sustainability-focused retail managers with member organizations that produce high-quality recycled wool yarns and fabrics, supporting the growing circular economy initiatives and renewable textile sourcing priorities across the industry. [Available to download from iwto.org](https://www.iwto.org).



New Publications

1. Green Book: Sustainable Wool Standards

The IWTO Green Book was commissioned and funded by the Italian National Committee during the 2024 Congress. Designed specifically for retail buying managers and environmentally conscious consumers, the Green Book will offer authoritative guidance on sustainable wool practices across the industry's value chain.

Release date: June - Congress Dalang

2. Guide to the EU Green Deal for Wool Stakeholders

This Guide, produced through the Market Intelligence Committee, offers wool stakeholders guidance to incoming legislation in the European Union. The regulations outlined in this guide—from the Ecodesign for Sustainable Products Regulation to the Green Claims Directive and Waste Framework Directive with its Extended Producer Responsibility—will fundamentally reshape how wool products are designed, marketed, and managed at end-of-life. [Download from iwto.org](https://www.iwto.org).

3. National Industry Report - France

The Market Intelligence Committee produced a national industry report for the French wool industry, in parallel to our Congress in Lille. The report covers the country's wool history, cultural significance and key players.

[Available to download from iwto.org](https://www.iwto.org).

4. National Industry Report - Lesotho

Also produced by the Market Intelligence Committee, this report gives an overview of the Lesotho Wool and Mohair industry, in parallel to our Wool Round Table in Maseru. [Available to download from iwto.org](https://www.iwto.org).



Digital & Social

Real Wool News

1. IWTO's Websites

IWTO's flagship website, iwto.org, serves as our primary communication platform, providing comprehensive information about wool and the wool textile supply chain to both industry professionals and the general public. In 2025, the site maintained a perfect on-page SEO score and ranked for over 3,000 organic search keywords, reflecting the strength and breadth of our content..

Search interest continues to centre on sustainability, wool's heritage, and its functional properties, with growing queries around supply chain transparency and fire resistance reflecting the evolving priorities of our audience. The Wool Blog and News sections enhance the website's reach.

In addition, we counter wool misinformation with wool science facts on realwoolfacts.com.

2. Social Media

IWTO actively promotes wool industry news and member achievements across multiple digital platforms. In 2025, our social media following grew by 18.8% to reach 17,401 followers across LinkedIn, Instagram, and Facebook, generating over 941,000 impressions throughout the year — nearly double the previous year's figures. Our content continues to resonate strongly, with an average post engagement rate of 7.31%, well above industry norms for niche organisations. This work is supported by the agency [Greenroom Voice](#).

Help amplify wool's story by following our accounts and sharing our posts with your professional networks.

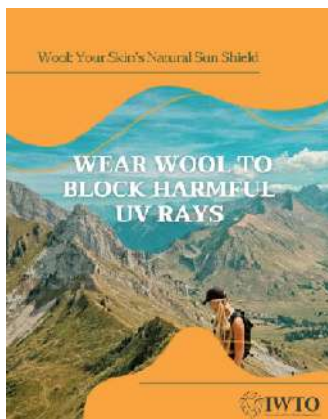


3. Ticker Newsletter

IWTO's Ticker newsletter informs the wider wool community on IWTO activities, member news, product innovation and more. Published six times per year. Sign up to receive your copy on iwto.org.

4. IWTO Focus

Members of the Executive Committee offer Heads of Delegation the opportunity to have their say through the annual IWTO Focus document. A summary is discussed at each annual Congress.



Campaign

Make the Label Count



Improving Methodology for All Fibres

Make the Label Count is an international coalition aiming to ensure that sustainability claims made about textiles in the EU are credible and empower consumers to make informed choices about the clothes they buy and wear. We do this through targeted stakeholder engagement in Brussels, meeting with Commission officials, Members of the European Parliament, media, and industry stakeholders to share information about the natural fibre industry and support the EU's planned legislative direction for clothing and textiles.

IWTO's concerns with the limitations of the PEF and the Commission's plans to use this methodology to substantiate environmental claims on apparel and footwear were shared by other organisations active in the natural fibre industry. Together, we launched the Make the Label Count Campaign in October 2021 to bring awareness to the issue.

Product Environmental Footprint (PEF)

As part of its work around the circular economy and protecting consumers from greenwashing, the EU is proposing companies substantiate the environmental claims they make on clothing using harmonised methodology.

While its aims are laudable, the methodology currently being proposed – the Product Environmental Footprint (PEF) – is narrowly drawn and fails to take account of key sustainability considerations including the benefits of using circular fibres that are renewable and biodegradable, the adverse impacts of microplastic pollution, and the full environmental footprint of fossil fuel fibres that create plastic waste.

The PEF risks misleading consumers about the impacts of their products, and ultimately undermining the EU's sustainability objectives.

Key achievements since the Campaign's launch:

- More than 100 meetings conducted with EU institution representatives, including European Commission officials, Members of European Parliament, and Member State Permanent Representatives.
- Strategic email outreach to more than 500 EU institutional stakeholders, establishing broad awareness of wool industry priorities.
- Coalition membership grew to 71 members during 2025, up 11 from 2024.



Roundtable in the European Parliament: How Natural Fibres Protect and Support Our Environment

- In April 2025, MEP Daniel Buda (EPP, Romania) and Make The Label Count hosted 40 attendees to highlight fair labelling for fibres and the environmental benefits of agricultural fibre production.
- Speakers included MEP Daniel Buda; Miachael Loasch, DG AGRI; Lesley Prior, Tellenvy Merino Stud; Stijntje Jaspers, Fibershed Nederland; Elke Hortmeyer, Bremen Cotton Exchange; and Influencer Charlotte Lemay.

Learn more at www.makethelabelcount.org

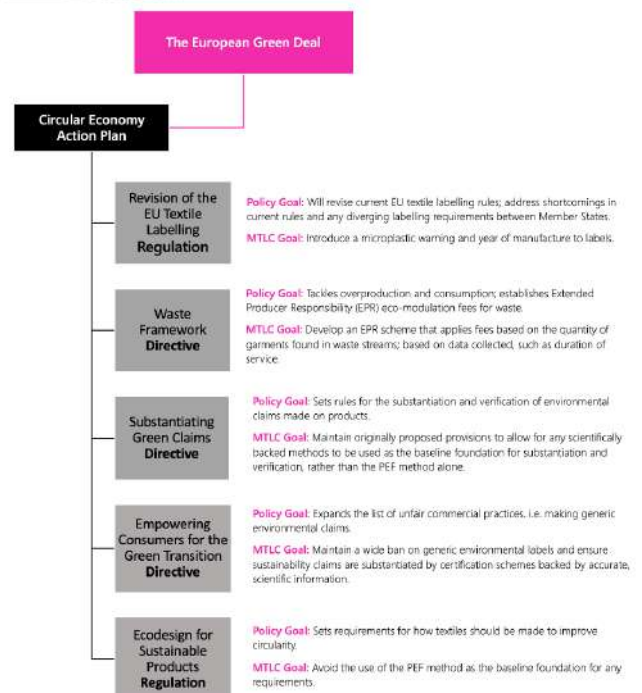
Campaign

Make The Label Count

Campaign updates

- Successfully influencing public discourse regarding natural fibres' crucial role in the EU's transition toward sustainable and circular fashion industry practices
- Coordinating coalition member responses to European Commission public consultations on key legislative proposals including ESPR, Green Claims, Waste Framework Directive, and the Textile Labelling regulation revision
- Strategically working to impact trilogue negotiations on the Green Claims proposal, advocating against mandating PEF as the sole methodology for substantiating green claims in the EU market
- Raising critical awareness about Product Environmental Footprint (PEF) and related legislative developments at major industry events including IWTO Congress, Wool Round Table, Natural Fibre Connect, Hong Kong Fashion Summit, Regenerative Agricultural Summit, Bremen Cotton Conference, Heimtextil, and others
- Broadening coalition diversity by expanding outreach to underrepresented natural fibre sectors, particularly cotton, to encourage more active participation within the campaign framework

Make The Label Count is made possible with the generous support of its members:



IWTO

Brussels Office

The IWTO Secretariat is based in Brussels, with offices near Place Luxembourg in the heart of the European district. Midi/Zuid (South) Station and the Eurostar are a short metro or taxi ride away. Zaventem airport is accessible by train, bus, and taxi.

If you should find yourself in Belgium, please let us know, we would love to see you.



IWTO Team

Amanda Millard concluded 23 years of dedicated service to IWTO and the global wool industry in 2025. We are grateful for her many contributions and wish her well in the chapter ahead.



Simona Sabatelli joined the team in January 2026. Welcome, Simona!



Dalena White
Secretary General



Jeannette Cook
Communications



Simona Sabatelli
Operations &
Finance



Ben Roberts
Events &
Membership



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