

# Woolmark Nature Positive

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## Project background

There is opportunity for woolgrowers to measure their natural capital and environmental performance to support on-farm decision making and management. There is also considerable market demand for and increasing interest in promoting woolgrowers' environmental performance to consumers. To date, on-farm certification schemes have focussed on animal welfare but increasingly are expanding to include environmental reporting. Many of these schemes have been developed outside Australia, to measure environments and farming systems which are different to ours. Australian Wool Innovation (AWI) wants to ensure that Australian woolgrowers aren't disadvantaged by EU- or US-centric environmental performance measures.

The goal of this project is to provide woolgrowers and on-farm environmental certification schemes with science-based, practical metrics to measure environmental outcomes on Australian wool farms. The project will work in partnership with on-farm environmental certification schemes, and consult with woolgrowers, wool brokers, wool customers and mills, to develop a definition and measures for nature positive and regenerative, which are relevant to the wool industry, and consistent with other industry frameworks and standards.

The Woolmark Company will use the definitions and measures developed in this project to draft a nature positive specification for the wool industry, which will complement existing on-farm environmental certification schemes and align with International Frameworks for accounting for carbon and nature. Developing a science-based standard for the measurement of nature positive and regenerative will provide consistency in reporting, as well as simplify and reduce the costs for woolgrowers of meeting certification requirements. It will maximise options for sharing the cost and responsibility for environmental performance measurement along the wool value chain.

## Consultation aims

- Understand the commercial requirements for natural capital reporting from different value chain perspectives. This includes reviewing the value of data to inform on-farm decision making.
- Identify appropriate metrics for the Woolmark Nature Positive specification, which will define a minimum standard for making nature positive claims in the wool industry. The metrics need to make sense for players right along the value chain.
- Identify opportunities to streamline metrics for on-farm environmental certification schemes for Australian woolgrowers, facilitating efficiencies and managing costs.

## Nature positive and regenerative metrics

Nature positive and regenerative trends can be assessed over time by measuring on-farm natural capital (e.g. soils, water resources, remnant trees and vegetation, crops and pastures), as well as environmental performance (e.g. energy and water use, external inputs, waste generated and GHG balance). The metrics must be rigorous, fit for purpose, regionally relevant and cost efficient, to enable broad scale adoption. Differing grades of data and methods of measurement are required to meet differing end user needs. For example, the data needed for farm management decision-making will differ from that required to inform commercial transactions. Therefore, we need to engage with all value chain stakeholders to understand their needs, and develop appropriate metrics.

The project will explore evidence-based, outcome-focused metrics derived from Woolmark's historical research and the Farming for the Future (FfF) research program, and assess how they align with metrics used in existing certification schemes. This will result in the development of a comprehensive set of natural capital and environmental performance metrics for supporting nature positive claims on wool farms.



### **Woolmark licensing program**

The Woolmark licensing program was established in 1964 and is an independent textile and product certification scheme that guarantees quality assurance and fibre content. Over 5 billion wool textiles, wool care products and wool care technologies have been certified to date. The Woolmark symbol is the world's most recognised apparel textile fibre brand and has continued to grow in presence in recent years.

### **Contacts**

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### **Project partners**

