

## Conceptual Introduction

### The wool value chain in Europe

#### Decision making process to support the creation of shared values and practices

Interactive Online Workshop | October, 14th 2020 | 10:00 am - 12:00 am

*“ All of us became fully aware of the necessity of a wool chain in its entirety, the place where every step is a piece of knowledge linked with others. We don't do everything ourselves, we need transparent and efficient governance, information, interconnections. Everybody needs somebody. So that the Individual can experience the beauty of being part of a Collective System! The wool action comes from all directions and from different pushes. Sharing of responsibilities and recognition of the value among all parties, working towards the quality also in the quantity. If the wool grows, the value grows for everyone. It is a mutual value.*

*This is what we are aiming for! And here, in this focus, where we all met, as organizers, as speakers, as participants, each one with its own results, headaches and points of view...*

*During this historical period marked by separation/social distance, many threads are intertwining in a more thicker plots. We are all hoping to concretize visions, researches and projects without being afraid of the surrounding criticism.*

*Further to the workshop in April, came up how our country is full of knowledge and innovation, but even inclined to fragmentation. There is a range of researches and really virtuous projects which are looking for a common and concrete end. In Italy there is a consistent barrier in terms of interconnection and if 'value chain' means a connection of all processes, we face an intrinsic issue.*

*The topic of fragmentation reveals itself at any level of the production chain, although this variety can be considered a resource, not a threat. Following the order of processes, we could identify a sort of form of dispersion at different levels as per below:*

- *territorial and geomorphological, which would include the quality and quantity of sheeps; also considering the specific area were they grow and live;*
- *structural and logistic for all the transformation processes, from the scouring and washing centres to the final product;*
- *cultural and social, which would be strictly linked to the need of a new approach to make education and information;*
- *economical, even more transversal level, where we could identify a specific need of transformation.*

*At all the levels just mentioned, we can point out the relevance of the first and the last ring of the chain, and more specifically, which goes from the starting point of rural landscapes health, to our natural products awareness as consumers as well as pro-active citizens.*

*Today more than ever, any economical action needs a real selection of values and the transformation should pass by a process of recognition of the fair value.*

*It doesn't surprise us that the supply chain is intended as 'value chains', whereas 'chain' means also 'to connect/link'.*

*This process doesn't only concerns the high decision-making ranks, but includes in depth also*

- the primary sector (whoever works in the land is the first responsible to return all the values to itself and to the land ecosystem);*
- the secondary sector (which in the Sustainable Entrepreneurial Responsibility definitely needs to make choice for the common benefit)*
- and finally the third sector (which for its formative and informative nature is brought to create relationships and connect voices from different sides).*

*Everything is connected! In few words, working on a specific little issue would reflect its results on a bigger picture. There is a strong synergy with a need and volition of integration although there isn't an unique approach valid for everyone. It is necessary to find instruments and format of aggregation to allow any diversity to be included and emphasized, in the fibers, processes, products and thoughts.*

*Simplify transdisciplinary collaboration, is bringing beauty and comfort to daily life, A work we all are already doing on different orchestras, aiming to empower the wool supply chain as any other chain, which actually exists, and/or could be regenerated, by the observation and valorization of biodiversity.*

*Sustainability is not sustainable without a deep feeling, and deep feelings are associated to the territory, internal and external landscape. ”*

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