

EWE Foundation Launches the 2nd Edition of the Wool4Health Awards: Promoting the Revaluation of European Wool and its Benefits

- *The Wool4Health European Awards gala will be held on October 10 at the Museo del Traje (Spain).*
- *Wool takes center stage in awards that promote the use of natural fibers in innovative uses.*
- *Wool to help people with Alzheimer's and Autism.*

On October 10, the European Wool4Health Awards gala will be held at the Museo del Traje in Madrid (Spain). This initiative, led by the European Wool Exchange (EWE) Foundation, aims to promote the use of therapeutic tools made from environmentally friendly raw materials such as wool across Europe.

Currently, European countries face challenges throughout the wool production chain, from shearing to production and sales processes. Therefore, the EWE Foundation advocates for refocusing on European wool to restore its former prominence, which can help address some of today's challenges.

This marks the second edition of the awards, which were first held in Croatia in 2022. This year, categories are expanded to include new therapeutic tools. In a nod to environmental sustainability, only tools made from natural fibers are eligible, with a special award for those using 100% wool. The goal remains to promote the benefits of these tools and encourage creativity in their creation. Additionally, the foundation aims to increase the availability of these tools in as many care institutions as possible.

The Benefits of Wool

One of EWE's main objectives is to highlight wool as an excellent raw material for the circular economy, emphasizing its versatility in various industrial applications beyond the well-known textile uses. Wool is a reusable, renewable, and biodegradable material used in industries such as pharmaceuticals, cosmetics, and furniture. It holds great potential for innovation in fields like bio-construction and bioplastics production. Moreover, the results of working with wool in innovative uses, through "health and wellness," increasingly demonstrate its health benefits, and its use in education is becoming more widespread.

Revaluing wool and exploring its many uses and applications, besides as a textile material, would present a significant opportunity for sustainable job creation and future development in rural areas. It would also restore wool as a source of income for traditional extensive sheep farming. To reverse the current situation, countries affiliated with the EWE Foundation propose initiatives such as creating a European Network of Wool Museums to facilitate knowledge exchange and promoting a Well-being and Health Program through the responsible use of natural fibers in garment production to avoid polluting our oceans with non-biodegradable textile fibers.

Sensory sleeves

These sensory tools are designed to help alleviate certain symptoms of Alzheimer's and dementia. They can also be used for people with autism spectrum disorder. The base for any of these sensory tools is a square or rectangle, knitted and made with different materials and colors that stimulate the senses. These tools are used when users feel lost and anxious, as they attract their attention, occupy their hands, calm, and provide comfort, and help with restless hands syndrome. They are a very useful aid in caring for people with neurodegenerative disorders, both at home and in institutions.

This non-pharmacological intervention has been recognized in clinical practice as an effective complement to medication, without the risk of additional side effects. They are a useful aid in caring for people with neurodegenerative disorders, both at home and in institutions.

The recipients of the knitted garments participating in the awards will be people with dementia, children with autism, as well as organizations interested in experiencing the health and wellness benefits of these sensory tools to improve the quality of life of their users.

As part of the Wool4Health European Awards 2024, everyone is invited to create sensory tools: sleeves, enlarged sleeves, or sensory mats using crochet, knitting, looms, or felting. This initiative is aimed at all audiences, inclusive, intergenerational, and innovative. These garments can be sent until September 10. For more information on how to participate in these awards, please visit the following link: [Wool 4 health | Ewe Foundation](#).

EWE Foundation

The European Wool Exchange (EWE Foundation) is a non-profit organization dedicated to improving the quality of life of vulnerable groups in Europe through the creative and therapeutic use of 100% wool craftsmanship. Its mission is to promote the innovative use of wool to support mental health, social inclusion, and well-being, especially for those with dementia and other cognitive disabilities.

One of its main projects is promoting the use of sensory therapy tools designed to alleviate dementia symptoms by providing tactile stimulation and comfort. The EWE Foundation has not only a therapeutic but also a social impact. It seeks to engage communities across Europe in creating these tools, fostering a sense of purpose and connection among participants in the crafting process.

Achievements and Recognitions: Celebration of European Wool Day every year in a European country (April 9); Twiddle Muffs European Awards in 2022. It also collaborates with and supports associations with healthcare providers, social services, and cultural institutions to expand the reach and impact of its initiatives.

Public Exhibitions: Presentations of their work in various cultural and public settings, showcasing the therapeutic and cultural importance of their initiatives. For more information, visit their website at www.ewe.network.

Details

- **WHAT:** European Wool4Health Awards (Wool for Health)
- **WHERE:** Museo del Traje, Madrid (Spain)
- **WHEN:** October 10, 2024
- **Contact:**
 - **Phone:** +34 662324363
 - **Email:** spain@ewe.network

#Wool4Future
#EuropeanWoolDay

WOOL IS NOT WASTE. IT IS THE FUTURE

Each ewe produces 3.3 lb of wool

Thousands of tons of wool are wasted every year
Let's give the value back to wool



Do you know for which industries wool could be useful?

 Textil	 Furniture	 Construction	 Felt	 Cosmetics and pharmaceutical	 Isothermal packaging	 Bioplastic
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#EuropeanWoolDay

WOOL THERAPY

Reduces anxiety

Activates the mind

Maintains the skill of the hands

Knitting in a group creates bond and avoids the feeling of isolation



ewe
EUROPEAN WOOL EXCHANGE

