

A woman with short dark hair, wearing a white long-sleeved shirt and blue jeans, is walking through a field of tall, golden-brown grass. She is looking towards a large flock of sheep that is gathered in the middle ground. The background shows a flat landscape with some trees under a clear sky.

# Woolmark+ Australian Wool Insetting Program Overview

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FEBRUARY 2025

Woolgrowers have the opportunity to commercialise emissions reductions through insetting with their supply chain.

With up to 95% of an apparel brands emissions sitting within their supply chain, brands are looking for ways to help their suppliers reduce emissions.

The Woolmark+ Australian Wool Insetting Program is pioneering a new pathway for woolgrowers to be rewarded for good environmental stewardship and emissions reductions.



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# The Woolmark+ Australian Wool Insetting Program

The Woolmark+ Australian Wool Insetting Program will connect apparel brands with Australian woolgrowers looking to reduce emissions through nature-based solutions. It will develop and trial an insetting framework to deliver emission reductions and nature co-benefits within the textile supply chain.



## Activities

Baselining GHG emissions, measuring carbon sequestration, implementing environmental planting, improved flock management and practices that reduce methane and improve soil health.



## Cost

This program is supported by the Australian Government through funding from the Climate-Smart Agriculture Program under the Natural Heritage Trust and Australian Wool Innovation.

Participating brands will contribute to implementation costs.

Participating woolgrowers will provide value including day-to-day management and maintenance of their farm initiatives.



## Timeframe

Expression of interest to commence 2024. Implementation of activities in 2025. Pilot due to be completed in 2027.



## Emissions reduction

The program is aiming to evidence that insetting can facilitate financial investment from wool-buying brands to deliver material emissions intensity reductions for Australian wool procured by the participating brands.

The project aims to lead to scaling insetting across the Australian wool industry.

# The Woolmark+ Australian Wool Insetting Program

The program has a diverse and experienced consortium and is currently seeking brand and woolgrower involvement.

**5-10 woolgrowers**



Implementing emissions reduction and removal initiatives on farm and producing Merino wool

**3-5 wool-buying brands**



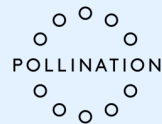
Co-financing emissions reductions and removals to deliver progress on their scope 3 targets.

**Program sponsor**



Not-for-profit Research, & Development Corporation for the Australian wool industry.

**Program facilitator**



Climate and nature advisory and investment firm supporting a net zero, nature positive and resilient future.

**Environmental plantings implementation partner**



Leading conservation, environmental plantings and carbon project developer.

**Productivity implementation partner**

Selection in process

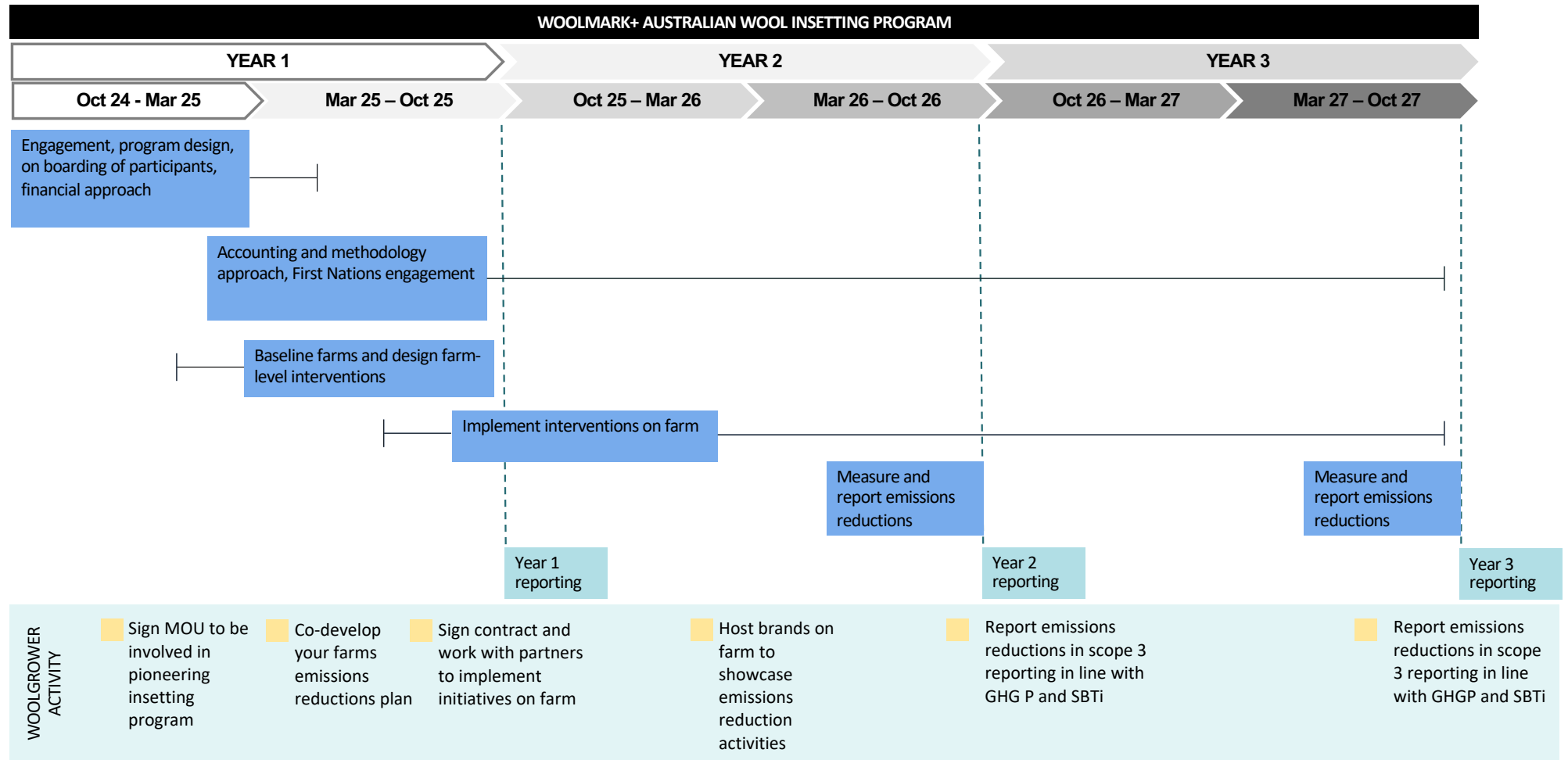
**Methane inhibitor implementation partner**

Selection in process

**Emissions baselining and MRV partners**

Selection in process

# High-level timeline of activities



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# Value of participation

## Key benefits supporting the business case for participation:

### Secure co-investment for emissions reduction activities on farm

Secure investment from the wool value chain to implement activities on farm such as tree planting, productivity and efficiency gains and methane inhibitor supplementation.

Be rewarded for environmental stewardship that you have already established, such as tree planting and conservation.

### Enhance capability and knowledge

Upskill on commercially viable pathways for you to engage with environmental markets.

Learn about the standards and reporting requirements needed to engage in insetting with your wool value chain.

Gain greater understanding of the market dynamics and demand for low emissions agricultural products.

### Build resilience in your farm business

Build business resilience through enhanced natural resource management, greater productivity and efficiencies and diversification of income streams.

The project will enable you to build relationships with the wool value chain and seek new commercial opportunities of mutual benefit through environmental stewardship.

### Reduce your on-farm emissions

Reduce your on-farm emissions and emissions intensity of the wool you produce. By reducing emissions, you are future proofing your business and creating new opportunities.

### Generate commercial opportunities through environmental stewardship

This program will seek to complement existing reporting, auditing and certifications that are already in market, such as Authentico, RWS and Savory EOVC certification to maximise commercial opportunities whilst reducing auditing and reporting duplication.

### Secure robust and high-integrity data on your natural capital and farm business

Generate a farm carbon emissions baseline, co-design a robust emissions reduction plan, receive annual data on emissions reduction progress and insights on what on farm activities generate the greatest emissions reductions and co-benefits for your business and farming system.

# Insetting background

## **Insetting refers to activities that:**

- relates to mitigation that occurs within a company's value chain to reduce or remove scope 3 GHG emissions
- are directly related to the company's business activities
- are robustly measured, monitored and disclosed
- can be funded by the company or co-funded with other organisations in the value chain (e.g., financiers or suppliers)
- could include credit generating or inventory accounting methods
- can create positive impacts for communities and ecosystems



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FUNDING PARTNER:



Australian Government  
Department of Agriculture,  
Fisheries and Forestry

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