



THE INNOVATION JOURNEY



Established by fibre artist Lorna McCormack, 'Wool in School' is an educational company centred

around wool. The company is not just focused on using wool as a craft and textile material, but also as a vehicle for education on sustainability. Part of the goals of 'Wool in School' is to increase awareness and use of this sustainable, biodegradable, and hypoallergenic product.

Before the establishment of Wool in School Lorna created books and educational materials for deaf children. She has a background in social care and is fluent in Irish Sign Language. She is a Heritage Specialist with the Heritage Schools programme and is currently studying a Masters in Ag Innovation at the University of Galway. She also runs 'Feirm VR' - introducing children to farming practices through VR and 360 experiences.



Initially, it was the question from her son 'What is Wool?' that started Lorna on this business journey. Quickly identifying a lack of educational materials on wool, the business was born. 'Wool in School'

runs interactive workshops and through its online shop, a range of products for schools and families are available. Lorna is embedded in the wool and sustainability business community. For example, she is a member of the Circular Bioeconomy Cluster South-West Wool Hub for Research and Innovation as well as the International Wool Textile Organisation.

THE INNOVATION IMPACT

In a time of great environmental challenges, from the biodiversity crisis to climate change, sustainability education has an important role to play in our society. 'Wool in School' takes a novel, interactive approach to sustainability education. Fast fashion is a big challenge for sustainability and increasing knowledge and use of materials such as wool provide an important part of more environmentally conscious clothes consumption.

Cross generational learning is also a focus of 'Wool in School' - helping link older and younger generations, preserving and passing on knowledge through large scale art projects and intergenerational learning. This is aligned with the Education for Sustainable Development Strategy 2030, addressing consumer and environmental issues.

USEFUL LINKS

<https://woolinschool.com/>