

Restoring the interrupted woollen path



The innovator

Jasminka Gršković

Region: Croatian Littoral/Northern Adriatic/Island of Krk (Croatia)

Sector: sheep wool waste management/environment protection/arts and crafts



Features of my innovator journey

- Finding a solution to wool waste on an island with traditional sheep farming
- Reviving the ancient technique of wool processing
- Kindergarten teacher passing on her knowledge of felting wool to new generations
- Innovation of woollen balls for machine-drying clothes and an anti-stress sensory woollen ball
- An innovating venture of creating a brand @bluesheephandmade
- Restoring the lost value of the wool and solving the disposal of discarded wool

Innovation from 3 perspectives

Economic

Contributing to the diversity of the local economy

Promoting the use of local and natural resources

Promotion and sales through social networks are possible in the off-season

Environmental

Sheep farming prevents overgrowth of pastures and succession that would occur on abandoned farmland

Protecting the biodiversity of the pasture ecosystem

Use of wool as a resource after several decades of no solution to wool waste disposal

Reduced dependence on shopping

Increased knowledge of ecosystem protection and sustainable practices

Social

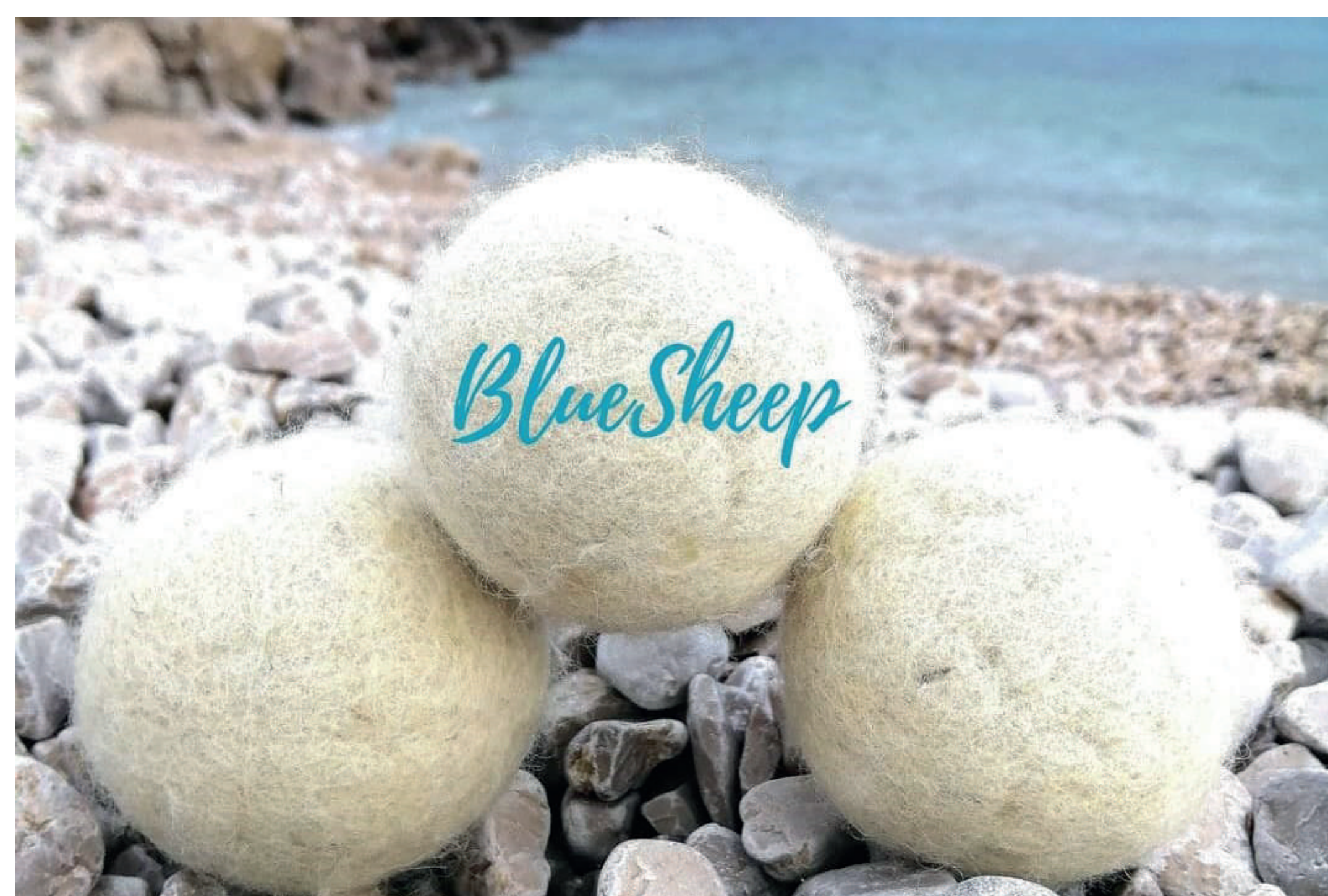
Passing on traditional skills between generations, making traditional practices visible

Opportunity to earn a living in a rural area

Collaboration and partnerships between different generations and local actors make a stronger society and a vibrant rural community



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Barriers

Sheep farming is declining due to game damage, deagrarisation and touristification.

Problems related to the production of packages

Lack of available labour due to rural out-migration and depopulation

“ I have restored the interrupted woollen path on the island of Krk, and I would like this experience to be transferred to our other islands”. Jasminka Gršković, innovator and educator



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