

DOING INNOVATION FROM TRADITIONAL RESOURCES OF TERRITORY

The [EDILANA](#) entrepreneurial project, realized in collaboration with entrepreneurs, researchers and farmers of the Sardegna Region (Italy) is born in order to use the native sheep wool as high-quality insulation to produce materials for building renovation and bio-construction.



Through intense research with its partners, EDILANA has developed new uses for sheep's wool in different fields related to green development, building a large catalogue of products. Of particular interest, ORTOLANA line uses sheep's wool to make [organic products in agriculture](#).

The abundance of fatty acids of sheep's wool, maintained intact through an innovative manufacturing process, plays a preventive action for the health of the plants, avoiding the use of herbicides and other products of chemical synthesis. These sheep wool products allow halving the use of water resources, protecting the soil from erosion and runoff, maintaining humidity, maximizing solar gain in the production of clean energy in greenhouses, reducing soil and air pollution.

ORTOLANA products created from 100% sheep wool from the territory, allow to recover degraded and poor land by giving back fertility and to conserve biodiversity protection ecosystems at risk of extinction. These products help increase natural landscape without chemical solutions, wherever the balance between feed productions, water uses and protection of the beauty of the territory.

Other EDILANA manufactures products of sheep pure wool are used for thermal insulation, sound insulation and hygrometric regulation of the environment, using traditional knowledge and methods. This wool, thanks to the richness in keratin of its fibres, also has the ability to purify the air by absorbing polluting gases, particulate matter, heavy metals, smog and other substances that are very harmful to health (formaldehyde, nitrogen and sulphur oxides), also released from stoves, paints, resins, upholstery and insulation. The mixture of white and black sheep wool enhances their characteristics, making these materials effective to reclaim and restore the buildings built in the past with toxic materials. This avoids removing the materials with substantial demolition and reconstruction works, releasing harmful substances.



The wool used by the company comes from surplus or scrap, which incur costs for their elimination. The project thus guarantees farmers a market for the wool of sheep, which requires annual shearing, thus supporting a traditional productive activity of the territory.

To develop all its products, EDILANA has created a supply chain that brings together 42 companies of the regional territory. Another 33 companies from different Italian territories are associated with EDILANA, contributing to the development of a green cluster of large dimension and impact.

To know more

[ORTOLANA](#)

[EDILANA products](#)

[Article in italynus2013](#)

[Article in Gender and excellence](#)

