

DOING INNOVATION FROM TRADITIONAL RESOURCES OF TERRITORY

In the Sardinia region, in Italy, experiences are ongoing to promote the recovery of traditional knowledge of local communities, such as the *Bank of Time* in Guspini, where people of all ages share their expertise in the various areas. In this context, with the collaboration of Sardinian entrepreneurs, researchers and farmers, the entrepreneurial project [EDILANA](#) was born, in order to use the native sheep wool as high-quality insulation to produce materials for building renovation and bio-construction.



The wool is obtained from white and black sheep reared in Sardinian wild pastures, spread from sea to mountains. 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.

EDILANA manufactures products in Sardinian sheep pure wool 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 fibers, 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 to remove the materials with substantial demolition and reconstruction works, releasing harmful substances. The sheep wool is also used to make [organic products in agriculture](#).



For its environmentally-friendly value and the good impact on the sustainable economic development of the territory, EDILANA company won four major awards at the national level. The company makes part of a network of organizations dealing with development and recovery of local knowledge and resources, such as [Slow Food Terra Madre](#), the National Association *Ciudades de la Tierra Cruda* and other Italian innovative companies. The EDILANA wool layers, for example, are used for seasoning paper [Shiro Alga Carta](#) made with algae of the Venice Lagoon, to break down and neutralize the paper chemical residues before using it. This algae-paper is also used by EDILANA to produce advertising and communication materials.

