

## EULOGY UIST WOOL

Uist Wool convinces with its absolutely professional appearance on all levels, from an active wool center to a very appealing, modern website and communication via text, image, video and social media channels.

What is presented and communicated in such a modern and contemporary way stands for an old, local craft tradition:

Wool from the sheep on the Outer Hebrides is processed into high-quality wool in a spinning mill. In cooperation with local producers and creative people, a wide variety of wool products are created.

The Uist Wool team has thus managed to revitalize local yarn and wool production and make it accessible to a global customer through professional communication.

The locally produced products can be purchased worldwide via the online shop.

With this, the Uist Wool team is creating something that many of us still find difficult to put together: Thinking as well local and global and not seeing this as a contradiction but as an opportunity.

Acting in and from the local environment is becoming increasingly important in our lives - at the same time, a global mindset becomes a matter of course.

Uist Wool also proves how effectively tradition and digital technology can be thought of together and complement each other. Quality has its price, even if financial gain is not the main focus. This is about the community and the continued existence of the common cause in the common homeland. As a cooperative, non-profit organization, co-determination and identification with the project have high priority for work.

It is wonderful to see that Uist Wool is actually making the dream of many of us a reality and creates a place for social added value, preserves local traditions and handicrafts and develops them further - and with the sheep grazing Uist Wool makes also a contribution to active landscape conservation.

We wish you continued success!