



Strategic Plan 2024

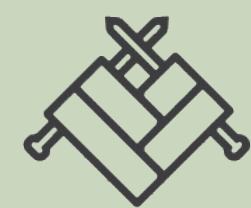
Executive summary



Fibreshed Ireland is a community-supported not-for-profit social enterprise building networks to craft a regenerative Irish textile system based on local fibre, local dyes & local labour. We do this by sparking collaborations with verified provenance, supporting farmers in implementing beneficial practices, and catalysing communities to facilitate regional fibre processing facilities. Our vision for Ireland is one of biodiverse ecosystems and thriving livelihoods, woven by culturally vibrant Irish fibres.



As an organisation that works accross all links of the textile value chain, our members include fibre & dye growers, fibre processors & manufacturers, crafters, designers, brands, retailers, researchers, educators, consumers and general supporters of our vision.



We work to provide our members with networking opportunities, better access to regenerative Irish-grown fibres & dyes and opportunities for fibre processing. We also engage in research, advocacy and policy change.



CO-DIRECTORS



Malú Colorín
co-founder / natural dyer



Jessica Leonard
agroecology educator & nature-friendly farmer

TEAM MEMBERS



Kit Keawwantha
co-founder / felter & spinner



Liadain Aiken
knitwear designer



Sandra King
wool expert



Jennifer Lienhard
natural dyer



Ciara Doyle
knit & crochet pattern designer

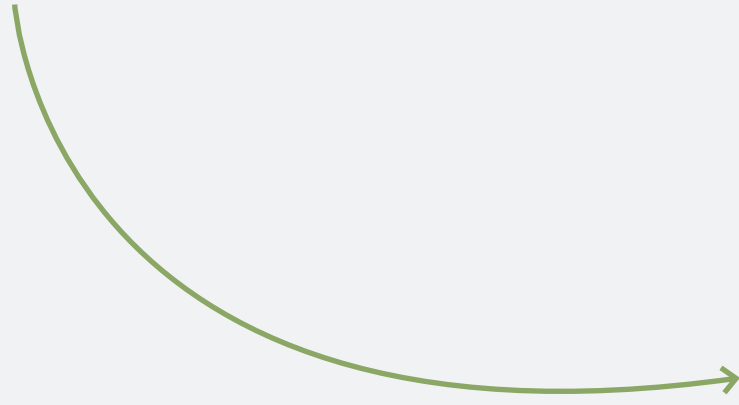
We're a community-supported not-for-profit social enterprise building networks to craft a regenerative Irish textile system based on local fibre, local dyes & local labour.

Fibreshed Ireland started in March 2022 as a registered independent affiliate of the global [Fibershed](#) movement. Each affiliate works locally to develop regional fibre systems that help regenerate local ecologies, communities and economies. We are one of "65+ fibersheds working in their specific bioregions to connect the pieces of intricate land-based textile systems... to produce clothing and other textiles rich with life and stories of the land and communities." (Lexi Fujii, Fibreshed Affiliate Network Coordinator)



Our philosophy is based on Fibershed's soil-to-soil model of textile production, which offers true circularity by harnessing Nature's inherent ability to cycle and recycle nutrients, returning organic material to its source—the soil—to start again.

There is no waste because all products and byproducts of the circle can help feed the soil: the ultimate recycler.



Fibershed's Soil-to-soil model for textile production graphic, adapted by Fibreshed Ireland.

OUR VISION:

Biodiverse ecosystems and thriving livelihoods,
woven by culturally vibrant Irish fibres.



OUR MISSION:

We build supportive networks to craft a regenerative Irish textile system based on local fibre, local dyes & local labour.

We do this by sparking collaborations with verified provenance, supporting farmers in implementing beneficial practices, and catalysing communities to facilitate regional fibre processing facilities.



THE FOUR MAIN PILLARS OF OUR OPERATIONS:



1 — Networking

Mapping Ireland's fibre networks to facilitate collaborative partnerships and verified provenance.



2 — Regenerative fibre & dye farming

Expanding opportunities for regenerative farming to support farmers in transitioning to more resilient, biodiverse agricultural practices which sequester carbon and ameliorate climate change.



3 — Fibre processing

Catalysing regional fibre manufacturing to build equitable, local circular bio-economies and resilient rural enterprise.



4 — Education, research and advocacy

To shift policy, industry practice and public awareness towards reducing textile waste and pollution. Improving appreciation and utilisation of our indigenous raw materials through education and upskilling of local communities.

WE LOOK AT THE TEXTILE VALUE CHAIN HOLISTICALLY, FROM THE GROUND UP. OUR MEMBERS ARE:



Fibre & Dye Growers

Wool, Flax, Alpaca, Hemp, Natural dyes, Leather...



Processors & Manufacturers

Mills, Natural tanners, Natural dyers, Hand processing...



Crafters, Designers & Brands

Knitters, Weavers, Fashion & Textile designers, Leather workers, Natural dyers, Brands...



Retailers

Local businesses, Supporters of local & sustainable products...



Universities, Educators, Policy Makers & Aligned Partners

Research, Education, Policy change, Collaborations...



Consumers & Supporters

Strategic analysis

STRENGTHS:

- Support from the global Fibershed network
- The “Fibershed” brand
- The variety of skills our team has
- The diversity of our membership base
- Support from SEI, The Wheel & DCCI

WEAKNESSES:

- Reliance on volunteers for our operations
- Reliance on external funding for projects
- Limited time available for operations due to voluntary nature of the team

OPPORTUNITIES:

- General interest in sustainability
- Changing models of business geared towards cooperation
- More supports for the circular economy
- Eagerness of event attendees to connect and learn

THREATS:

- Rising living costs
- Lack of consumer awareness
- Inadequate policies at EU and national level
- Cheaper prices in fast fashion
- Deceptive labelling of textile products

Where we are

- Active membership base of **127 farmers, crafters, small businesses and community groups** who support and benefit directly from our work.
- Reciprocal Textiles Programme, led by **7 producers** co-designing a regenerative verification system for Irish-grown textiles.
- Educational events – in person and online– including a series of free online tutorials attended live by **65 people** and our **growing membership** has access to the recordings.
- Community events– such as the Kilcoe Studios weekend of events, attended by **150+ participants**.
- Demonstrations at IMMA's Earth Rising Arts Festival. We created a collaborative tapestry with **200+ festival goers**.
- Our annual symposiums, attended by **120 concerned citizens of all ages and backgrounds**.

Action plan for 2024

SHORT TERM GOALS (6 MONTHS - 1 YEAR):

- Focus on financial sustainability
- Expand the workshops we have developed to reach a wider audience. For example, we are currently working with Transition Year students and plan to expand into higher education and corporate events
- Double our membership base through outreach and increasing our events schedule
- Develop our website to serve as an information hub for the public
- Launch our Reciprocal Textiles fibre & yarn sales
- Develop a robust framework for onboarding new volunteers and/or interns to increase our capacity
- Develop a toolkit for members and interested people to self-initiate and lead crafting hubs around the island. Such groups will meet periodically to craft together and network



Activities & Events for 2024

IMMA Earth Rising, 22 - 24 September

→ **pending**

→ In collaboration with AppleOak FibreWorks, Seeds4All and ShamrockSpring

→ An interactive space which will include displays, hands-on workshops, demos and talks showing the whole process of how seeds turn into textiles and why agrobiodiversity is key in this process

Dublin Fibre Festival, 26 October

→ **confirmed**

→ Dedicated space with sale of members' products, our own Reciprocal Textiles fibre & yarn and workshops/demos/talks

Symposium 2024, Design Week, November

→ **confirmed**

→ Suggestions on the format, length and activities welcome!

Action plan 2025-2026

MID TERM GOALS (YEARS 2 - 3):

- Triple our workshop offerings
- Quadruple our membership base
- Double regeneratively grown yarn sales
- Planning, funding identification, and start up of a learning centre to hold workshops, events, and community meetings. Will serve as both an educational centre and a textile tourist destination
- Feasibility study (Phase I) for a centrally located, educational, and functioning mini mill to connect farmers and crafters in sustainable production. There is nationwide community support behind this project, so we will establish working groups for each element of the project within the larger community



Action plan 2027-2028

LONG TERM GOALS (YEARS 4 - 5):

- Learning centre up and running early in year 4
- Initiate Phase II of mini mill project: identifying location, securing funding, initial start up planning



Budget 2022-2024

	2022	2023	2024
INCOME			
Grants	€4,816.67	€11,169.79	€0.00
Symposium ticket sales	€1,738.81	€954.75	€199.88
Event-specific funding	€1,000.00	€3,190.00	€0.00
Memberships	€58.00	€2,980.68	€421.62
Workshops / Talks / Events	€0.00	€2,254.73	€0.00
Awards / Donations / Tips	€0.00	€1,052.00	€0.00
Sales of product	€7.45	€827.11	€0.00
Other income	€0.00	€11.61	€1.95
TOTAL INCOME	€7,620.93	€22,440.67	€623.45
EXPENSES			
Symposium	(€2,244.95)	(€4,466.10)	(€0.00)
Reciprocal Textiles programme	(€0.00)	(€2,430.03)	(€0.00)
Workshop facilitation	(€0.00)	(€2,300.85)	(€0.00)
Sales of product	(€0.00)	(€798.99)	(€0.00)
Legal / Accountancy fees	(€0.00)	(€2,526.50)	(€0.00)
Team salaries	(€1,000.86)	(€2,371.88)	(€600.00)
Travel expenses	(€0.00)	(€1,136.87)	(€0.00)
Website & software	(€506.10)	(€1,011.44)	(€71.67)
Other operations expenses	(€50.56)	(€1,477.94)	(€6.09)
TOTAL EXPENSES	(€3,802.47)	(€18,520.60)	(€677.76)
NET CASH FLOW	€3,818.46	€3,920.07	(€54.31)
CLOSING BANK BALANCE	€3,818.46	€7,738.53	€7,684.22

Financial projections 2024-2026

	2024	2025	2026
INCOME			
Grants	€88,180.00	€39,080.00	€54,080.00
Loans	€36,600.00	€0.00	€0.00
Workshops / Talks / Events	€15,000.00	€30,000.00	€45,000.00
Sales of product	€10,275.00	€19,960.00	€29,940.00
Event-specific funding	€10,000.00	€15,000.00	€20,000.00
Fundraising	€10,000.00	€15,000.00	€23,000.00
Memberships	€8,046.00	€23,352.00	€32,186.00
Symposium ticket sales	€2,000.00	€3,000.00	€3,750.00
TOTAL INCOME	€180,101.00	€145,392.00	€207,956.00

EXPENSES			
Team salaries	(€48,800.00)	(€73,200.00)	(€76,860.00)
Fundraising / Events / Projects / Operations	(€39,602.00)	(€46,982.00)	(€61,577.00)
Loan repayment	(€3,050.00)	(€12,200.00)	(€12,200.00)
Travel expenses	(€1,800.00)	(€2,400.00)	(€3,600.00)
Website & software	(€910.00)	(€956.00)	(€1,003.00)
Legal / Accountancy fees	(€2,544.00)	(€2,670.00)	(€2,891.00)
TOTAL EXPENSES	(€96,706.00)	(€138,408.00)	(€158,131.00)

ANNUAL EBITDA	€83,395.00	€6,984.00	€49,825.00
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What we need now:

- Social media manager
- Website updater
- Community manager to run monthly events such as Zoom member gatherings
- Experts in community building to contribute to our “start a local craft hub” toolkit

Follow our journey!

<https://fibreshedireland.ie>

📷 [fibreshed_ireland](#)

fibreshed.ireland@gmail.com

