

Sustainable Innovation 2023
Accelerating Sustainability in the Creative Economy and Creative Industries
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University for the Creative Arts
Epsom, Surrey, UK



**Dr Carmen Hijosa, Founder & Chief Creative & Innovation Officer,
Ananas Anam, UK**

Dr Carmen Hijosa, Founder and Chief Creative and Innovation Officer of Ananas Anam Ltd, invented and developed Piñatex® - a natural plant-based material made from pineapple leaf fibre. She is an ethical entrepreneur with a vision for a more sustainable future, connecting people, ecology and economics.

Originally from Spain, Carmen's career has taken her around the world. As an expert in leather goods manufacturing she was brought to the Philippines in the 1990s to consult on improving the leather industry, where she was shocked to realize the toxic impact of mass leather production. She was driven to find an alternative solution, which started the journey of Piñatex®. This led Carmen to seven years of research, including undertaking a PhD at the Royal College of Art (UK). Through perseverance and belief in her values of social and environmental responsibility she developed a new, commercially viable textile and scalable supply chain that has created a vibrant new industry for pineapple farming communities.

Her innovative work has been widely recognized, and she has received laureates including the InnovateUK *Women in Innovation* award (2017), the Cartier Women's Initiative Award (2016) and the Grand Designs *Green Hero* award (2016); Carmen regularly represents Ananas Anam at sustainable summits, such as the World Forum for a Responsible Economy, Lille, France (2018) and the World Trade Organization, Aid for Trade Global Review, Geneva (2019). The latest recognition for her work includes being a finalist in the European Inventor Award by the European Patent Office (2021). Carmen was also granted a lifetime Honorary Fellowship of the Cybernetics Society (2021). She is one of only two women to receive this honour.

Dr Hijosa is committed to research and innovation, as well as developing regenerative projects which seek to develop the inherent potential in everyone and every living system.

Design is not just about a product. Design is about responsibility.

Dr Carmen Hijosa