

Sustainable Innovation 2025
Sustainable Innovation in Products, Services and Business Models
Past, Present and
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**Dr Carmen Hijosa, Founder and Chief Creative & Innovation Officer,
Ananas Anam Ltd, UK**

Dr Carmen Hijosa, Founder and Chief Creative and Innovation Officer of Ananas Anam Ltd, 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. The journey of Piñatex® began when she realized the toxic impact of mass leather production while consulting in the Philippines. Driven to find an alternative solution, Carmen undertook a PhD at the Royal College of Art (UK) to develop Piñatex; As a result she has spearheaded a vibrant new industry that is socially, environmentally and economically responsible.