

ananas anam IMPACT REPORT



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B-Corp™ values have
always been in our DNA

At Ananas Anam, we aim to meet the challenges of our times by developing innovative products in which commercial success is integrated with, and promotes, social, ecological and cultural development.

B-Corp™ certification celebrates outside recognition of the values that have always been fundamental to our DNA.

Vision & Mission

We have captured the essence of what Ananas Anam is here to achieve in the phrase:

Ethics and economics as one.

We want to integrate commercial success with positivity for the planet and its people. If this vision is met, Ananas Anam leads by demonstrating that such a balance is viable. And if others follow, the accumulative effect will lead to even greater benefit.

We stay on the cutting-edge, continually innovating as a vital force for the future. This is how we'll continue to inspire people to make the world better for all life. We act on our mission with complete understanding of the measurable value of our commercial innovations and the immeasurable value of our societal and environmental work. That balance is what we set out to find. And it's one we will continue to nurture.

Values

We have three ways of being as a company. By placing these values at the heart of everything we do, we continue to activate change.

In Touch
By connecting on a deep level with the people we work with and create for, we build healthy, traceable supply chains and relevant, advantageous products.

Out Front
By using our imagination and developing our collective ability to think creatively, we develop ingenious, pioneering plant-based material technologies that lead change.

For Life
Every action we take is inspired by genuine care. And we share all our doings and learnings for the greater benefit, now and forever.



In Touch



Out Front



For Life

Pinatex® and its reach

Pinatex® is a vegan, natural and sustainable alternative to leather. It is proudly built on a responsible, transparent and traceable circular value creation model.

Our products have reached 81 countries, from Fiji to Hawaii. Across the globe, Piñatex exceeds material property requirements in footwear, accessories and upholstery applications.

If an unwanted leaf can become an object of desire, empathy can become energy.



Environmental Betterment

All our thinking, feeling, and doing is about building thriving futures for humans, nature, and animals. We take our planet's messages to heart. We listen. Total respect and reverence for nature is the foundation on which everything we do is built.

Our planet continues to try to tell us how it feels. And its voice is our call to action. Our instinctive and heartfelt desire to protect and nurture life is integral to our progressive business model. Our products offer practical solutions and tangible benefit to environmental problems.

Environmental Betterment

We certified in April 2020 with a total score of 80.5. We are the first textile company certified in the UK. Our target is to be outstanding by 2023, which means a score of 100.

Carbon neutral

We reduce our direct CO₂ emissions by optimising our manufacturing process and using recycled plastic in our packaging. We also use recyclable cardboard pallets and choose carbon neutral shipments. We will create an Ananas Anam forest to offset CO₂ emissions.

95% renewable resources

Renewable resources are used in the making of Piñatex, composed of agricultural waste and renewable feedstock.

264 CO₂ tons saved

By using 825 tons of leaves wasted from the pineapple harvest instead of burning them. The burning of these would release the equivalent of 264 tons of CO₂ into the atmosphere. This is equivalent to charging more than 33 million smartphones.

The life cycle assessment tool guides us in our journey to reduce the environmental impact of our manufacturing process.

Between 2018 and 2020, we have reduced our carbon footprint by 42%, fossil resources by 30% and water usage by 74%.

Impact per sqm of Piñatex	2018	2020	
Carbon Footprint	Kg CO ₂ -equiv 4.71	Kg CO ₂ -equiv 2.69	
Fossil Depletion	Kg Oil-equiv 1.44	Kg Oil-equiv 0.99	
Water	m ³ 0.56	m ³ 0.14	

Social Betterment

Let's not speak for people; let's speak of people and encourage them to speak up for themselves. We have a human agenda. Living up to our social responsibility is an intrinsic part of who we are.

Our social consciousness is grounded by the development of a business proposition that develops regenerative economic outcomes. Those outcomes being as essential as security, respect, inclusion, employment, improved health and wellbeing and an end to hunger.

Social Betterment

£200K

Additional income was earned by Philippine pineapple growers through this new second stream of revenue.

Gender balance

Was attained at factory, management and board levels.

100+ Jobs

Were created in rural Philippine communities.

Ananas Anam contributes to 9 out of the 17 United Nation’s Sustainable Development Goals.



Dr. Carmen Hijosa

Founder of Ananas Anam
Inventor of Piñatex

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

