



# ANANAS ANAM

## IMPACT REPORT 2022

Certified



Corporation

This company meets high standards of social and environmental impact.



I believe the climate crisis is an ethical crisis  
This creates a rift between people and planet  
It is the reflection and consequence on how we treat life on this planet  
We must reconcile ethics and sustainability as one and indissociable.

We cannot accept complex equations for a definition of sustainability  
that omits the ethical treatment of living beings, humans, and our  
fellow animals, and diminishes without impunity  
the regenerative powers of our planet.

The choice is up to us; It is a reflection on the world we want to live in.  
Our steady progression towards our sustainability goals  
is a reflection of our choice.

Dr Carmen Hijosa, Ananas Anam Founder





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# We act to heal the rift between people and planet

Ananas Anam is an innovative company creating low-impact textiles from waste pineapple leaf fibre.

During 2022, we have focused on increasing our impact on people and planet, bringing positive change by expanding our product offering while growing our ecosystem into new areas, promoting social, environmental, and cultural development.

In all we do, we consider the impact of our decisions on our workers, customers, suppliers, community, and the environment.



Jayson and Isaiah at the Alfonso Cavite co-operative, Philippines



# 2022 at Ananas Anam



## ECOFRESH AGRO BANGLADESH

New partnership in Bangladesh with family-owned pineapple farm Eco Fresh Agro.



## ANANAS ANAM ESPAÑA

Opening of our European fibre processing facility and distribution centre in Canet de Mar, Spain.



## LAUNCHING PIÑAYARN

Launch of our new product Piñayarn: a low-impact yarn made from Anam PALF pineapple leaf fibre.



## PARTNERSHIP WITH FORVIA

Ananas Anam partnered with automotive technology leader Forvia to develop materials in the automotive sector.



## FIBRAL MATERIAL ALLIANCE LAUNCH

Launch of the Fibral™ Material Alliance, of which Ananas Anam is a founding partner.



## FEATURE IN GREAT CAMPAIGN

Piñatex featured in “Love Letters from Britain” a BBC documentary-style series for the GREAT Campaign.



## PIÑATEX X DOLE AWARDS

Our partnership with Dole received awards at the ANDYs, D&AD and Cannes Lions festival.



# Our Impact in 2022

## Saving waste & preventing CO<sub>2</sub>



**1729 tons**  
pineapple leaves  
saved from waste



**2794 tons**  
CO<sub>2</sub> emissions  
prevented



**15% reduction**  
CO<sub>2</sub> emissions  
company-wide

## Providing employment

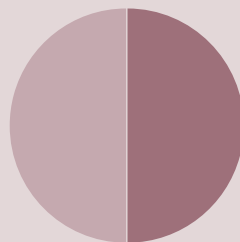


**550 jobs**

In 2022, Ananas Anam supported 550 indirect jobs created in rural farming communities in the Philippines and Bangladesh.

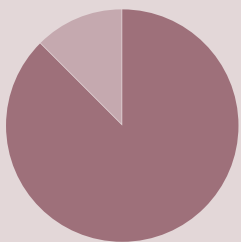
## Equal opportunities

Management Team



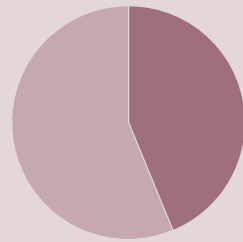
**50% female**  
**50% male**

Ananas Anam UK



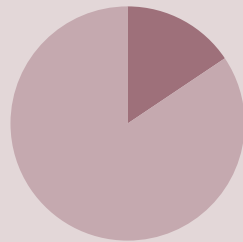
**87.5% female**  
**12.5% male**

Ananas Anam España



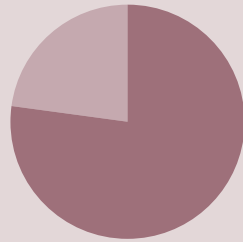
**43.8% female**  
**56.2% male**

Philippines



**15.6% female**  
**84.4% male**

Bangladesh



**77.1% female**  
**22.9% male**



# 27 million tons of pineapple leaves go to waste each year

Our world offers an abundance of natural resources that provide the answers to many of the issues we currently face.

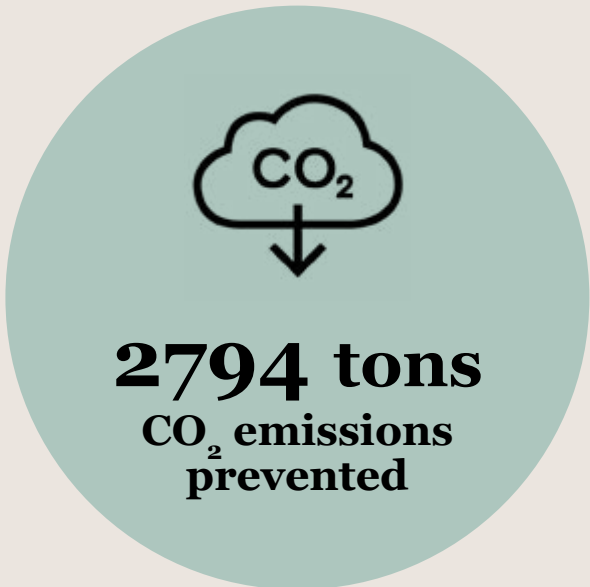
We choose to make use of agricultural waste, specifically the waste created from the pineapple fruit harvest, to produce low-impact textile solutions.

In using this agricultural waste, we follow the three pillars of sustainability, creating positive **environmental**, **social** and **economic** impact through the creation of our products.



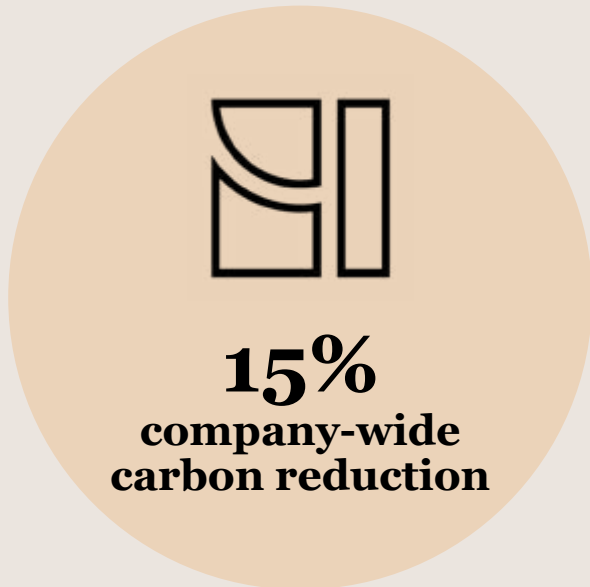


# Anam PALF pineapple leaf fibre: good for planet, good for people, good for business



**CO<sub>2</sub> REDUCTION**

Pineapple leaf fibre is a waste product of the pineapple fruit harvest. More than three quarters of the 27 million tons of leaf waste produced each year is burned. By creating textiles from pineapple leaf fibre, we save the leaf waste from being burned which prevents the release of CO<sub>2</sub> into the atmosphere, in addition to protecting the soil quality on the pineapple farms.



**WATER & ENERGY EFFICIENT**

The pineapple leaf fibre used in our textile products is a resource efficient raw material due to being an agricultural waste product. This means that the raw material is created using no extra land, water, or pesticides, and does not contribute towards deforestation. The raw material is then transformed into our textiles using water and energy efficient production methods.



**FAIR & TRACEABLE**

Ananas Anam is proud to work with a close network of partner farms and farming groups to produce the textile-grade pineapple leaf fibre used within our textile products Piñatex® and Piñayarn®. These farmers receive a second and diversified income stream from the sale of the waste produced through their existing pineapple farming business.



**JOB CREATION**

The demand for pineapple leaf fibre creates new jobs in rural communities, from leaf collection to the processing of the leaves to extract the fibres. These jobs offer opportunity for both men and women in remote locations, where employment options can be scarce particularly for women. We work closely with these communities to create our traceable textiles.



**SOLUTIONS FOR BUSINESS**

Ananas Anam textiles provide traceable and low-impact material solutions for brands and designers. This offering supports businesses to improve the sustainability credentials of their products, with the additional benefits of traceability and positive social and environmental impact. Ananas Anam contributes to 11 of the 17 United Nation’s Sustainable Development Goals (SDGs).



# Business as a force for good

Since the beginning of Ananas Anam, we have established our business as a force for good. We aim to build a sustainable, ethical and impactful business that will be relevant not only for today, but most importantly, for tomorrow.

Being B-Corp certified means that we strive to do business better, balancing people, planet and profit. The B-Corp certification measures our efforts and verifies that we meet high social and environmental standards, from farm to factory. We are proud to be part of the B Corp™ community.

Certified

B

Corporation

This company meets high standards of social and environmental impact.



Pineapple leaf collector at Alfonso Cavite co-operative in the Philippines



# Certified by Science

At Ananas Anam, we are committed to making low-impact products to benefit our planet, people, and animals.

Our B-Corp recognised sustainable practices are supported further by additional science-based and industry-recognised certifications, demonstrating our extensive pledge to create a business and products for a better planet.

In working with our certified textile solutions we provide manufacturers, brands and designers with the confidence that they are using materials that are verified to be both ethically and ecologically responsible.

## ANANAS ANAM



## PIÑATEX



## PIÑAYARN







## Growing in Europe: Ananas Anam España

In 2022, we set up our first fibre processing plant in Europe to further develop our traceable and more localised supply chain. Our new facility, Ananas Anam España, is located just outside of Barcelona in the municipality of Canet de Mar, benefiting from the local textile heritage of the Catalan region.

The factory is supplied with raw pineapple leaf fibre from our new partner EcoFresh Agro in Bangladesh, which is then transformed into textile-grade Anam PALF® pineapple leaf fibre through our own patented technology and proprietary fibre processing. Ananas Anam España also houses our global distribution centre; the hub for shipping and delivering our materials worldwide.

The addition of Ananas Anam España means that we are now able to process fully traceable, sustainable, textile-grade pineapple leaf fibre in Europe, offering flexibility for a more regional supply chain to support brands manufacturing in Europe, in addition to the production of our new yarn Piñayarn®.

By the end of 2022, Ananas Anam España has enabled us to double our production capacity of textile-grade Anam PALF pineapple leaf fibre. With a growing team and specialised machinery to process pineapple leaf fibres, Ananas Anam España supports our mission, making a greater positive impact in the textile world.



# What we do



## Anam PALF

We create our signature textile-grade pineapple leaf fibre, Anam PALF®, using our own patented process. Anam PALF is made from fibres extracted from waste pineapple leaves.



## PIÑATEX

Piñatex® is our pioneering vegan and cruelty-free textile, made from Anam PALF. It is a coated textile that can be used in many applications across the footwear, accessory and interior markets.



## PIÑAYARN

Piñayarn® is our new low-impact yarn, made from Anam PALF®. It is a versatile yarn that can be knit or woven for many applications in footwear, apparel, accessories, interiors, and more.



# PIÑATEX

Piñatex® is a low-impact and plant-based coated textile, made from Anam PALF® pineapple leaf fibre.

When Piñatex launched in 2016, it pioneered the way for plant-based textiles in the vegan textile market. This year Piñatex continues to offer a low-impact textile alternative for the cruelty-free market, with approval from both PETA and The Vegan Society.

Piñatex is made from up to 95% renewable and bio-based content, with a low environmental impact and positive social impact created through its traceable production.

**saving up to  
12 kg CO<sub>2</sub>  
per linear meter  
of Piñatex\***

\*Equivalent CO<sub>2</sub> savings based on waste valorisation, preventing the burning of pineapple leaf waste.



# Continuing to pioneer low-impact and plant-based textiles in 2022

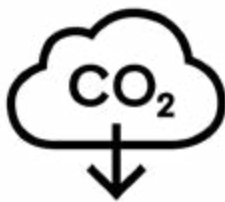
2022 brought us a wave of inspirational collaborations resulting in fantastic low-impact and plant-based pieces. From talented students and independent designers, to multi-national brands, we are pleased to support everyone in reaching their sustainability targets through our pioneering low-impact textile solutions.



TRACEABLE FROM  
PLANT TO PRODUCT



CERTIFIED VEGAN &  
CRUELTY FREE



MADE FROM WASTE LEAVES  
REDUCING CO<sub>2</sub> EMISSIONS



WATER & ENERGY  
EFFICIENT



UP TO 95% BIO-BASED AND  
RENEWABLE



ZERO HARMFUL  
CHEMICALS



**PIÑATEX IN  
SELFRIDGES**

Piñatex used in Selfridges, London for upholstering seating in the Pizza Pilgrims restaurant.



**PIÑATEX X  
ALL SAINTS**

All Saints launched the Bodega Boots: military inspired vegan boots made from Piñatex.



**PIÑATEX X SAUCONY**

Saucony (part of Wolverine Worldwide Inc.) released a collection of their classic trainers made from Piñatex.



**PIÑATEX X MERCER  
AMSTERDAM**

Mercer Amsterdam launched the PETA approved vegan Re-Run Pineapple sneakers made from Piñatex.



**PIÑATEX X ZARA**

Zara released capsule collection made from Piñatex, as part of their Sustainability Innovation Hub.



**PIÑATEX X  
EVELIN FINK**

Award-winning designer Evelin Fink creates statement pieces of apparel made from Piñatex.



**PIÑATEX IN THE  
DESIGN MUSEUM**

Piñatex used in Sanne Visser's LOCALLY GROWN (2022), exhibited in the Design Museum.



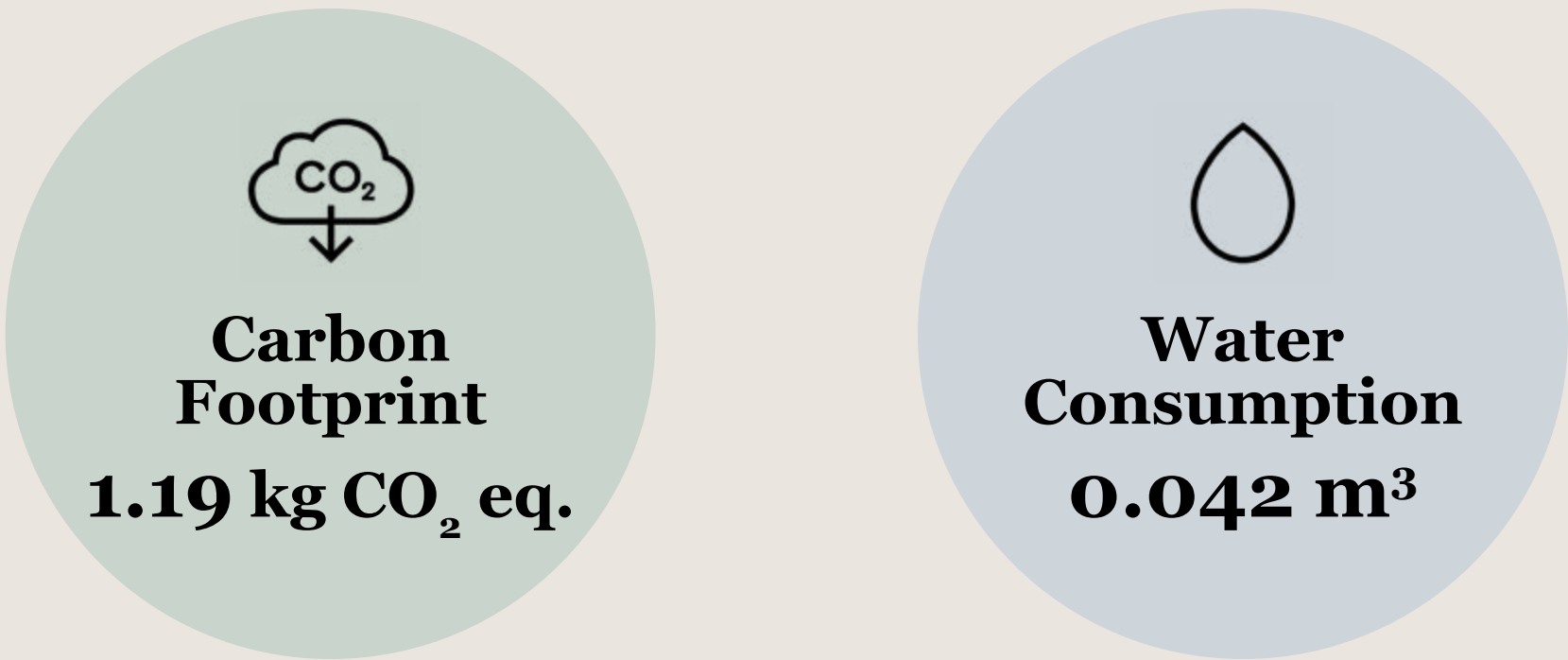
**PIÑATEX X  
MAXIMILIAN RAYNOR**

Central Saint Martins student Maximilian Raynor used Piñatex for his graduate collection, featured in British Vogue and Vogue Italia.



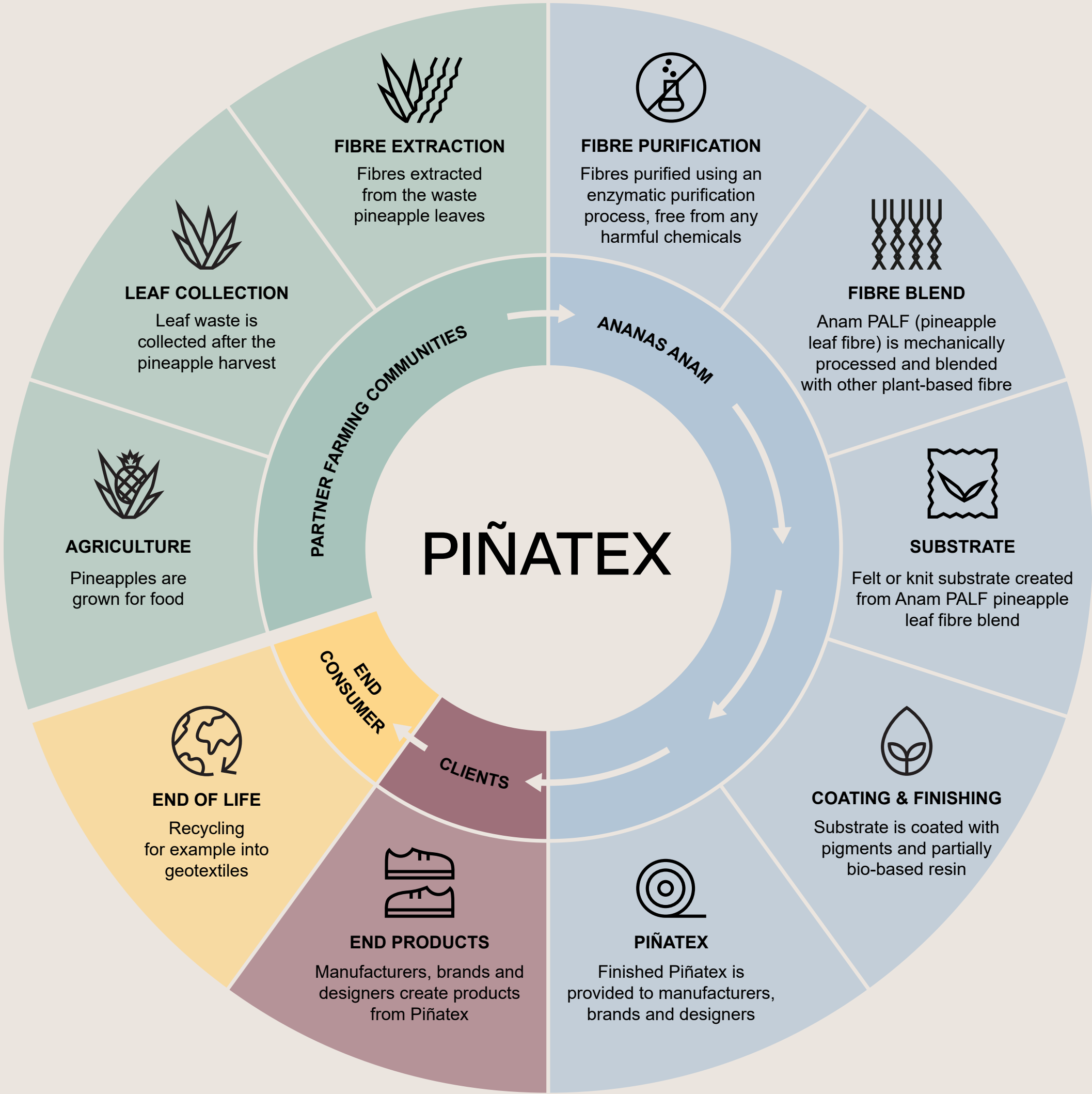
# The Impact of Piñatex

PIÑATEX LIFE CYCLE ANALYSIS (LCA) PER SQUARE METER OF PIÑATEX\*



Our Life Cycle Analysis (LCA) provides us with key figures that we use to inform developments and improvements on Piñatex, ensuring that our textiles continue to meet our high standards for sustainability.

In 2022, a new metric has been applied to measure the impact of Piñatex in the most accurate and reliable way possible. These metrics differ from those used previously and so the figures from the 2022 Piñatex LCA will be used as a baseline to guide us throughout our work.



\*Figures shown for Piñatex LCA data are based on the Piñatex Original collection.



# PIÑAYARN

This year we were delighted to launch our second product, Piñayarn®, a yarn made from the same waste pineapple leaves as our pioneering and low-impact textile Piñatex.

Piñayarn offers a 100% plant-based, recyclable, and biodegradable textile solution to help a world otherwise dominated by petroleum-based textiles and resource intense virgin fibres.

Complementing the existing product offering of Ananas Anam, Piñayarn provides a second solution to support brands with reducing their environmental impact.

**saving up to  
6 kg CO<sub>2</sub>  
per kilogram  
of Piñayarn\***

\*Equivalent CO<sub>2</sub> savings based on waste valorisation, preventing the burning of pineapple leaf waste.



# Piñayarn: a textile solution

By repurposing waste leaves that would usually be burnt after the pineapple harvest, innovative technologies are used to extract the natural fibres and blend with other plant-based fibres into yarns for the textile market.

The spinning technology used to create Piñayarn uses no water and zero harmful chemicals, making a naturally breathable and biodegradable yarn with a low environmental impact.

As a versatile yarn, Piñayarn can be tailored to suit multiple applications across the fashion, footwear, interior industries and beyond. Piñayarn has already captured the interest of global brands and innovators, with exciting collaborations on the way.

By operating with a social agenda and transparent supply chain, Ananas Anam ensures that Piñayarn is kind to people and planet.



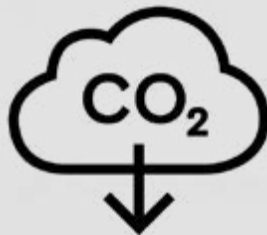
TRACEABLE FROM  
PLANT TO PRODUCT



ZERO HARMFUL  
CHEMICALS



100% PLANT-BASED  
RECYCLABLE & COMPOSTABLE



MADE FROM WASTE LEAVES  
REDUCING CO<sub>2</sub> EMISSIONS



WATER & ENERGY  
EFFICIENT

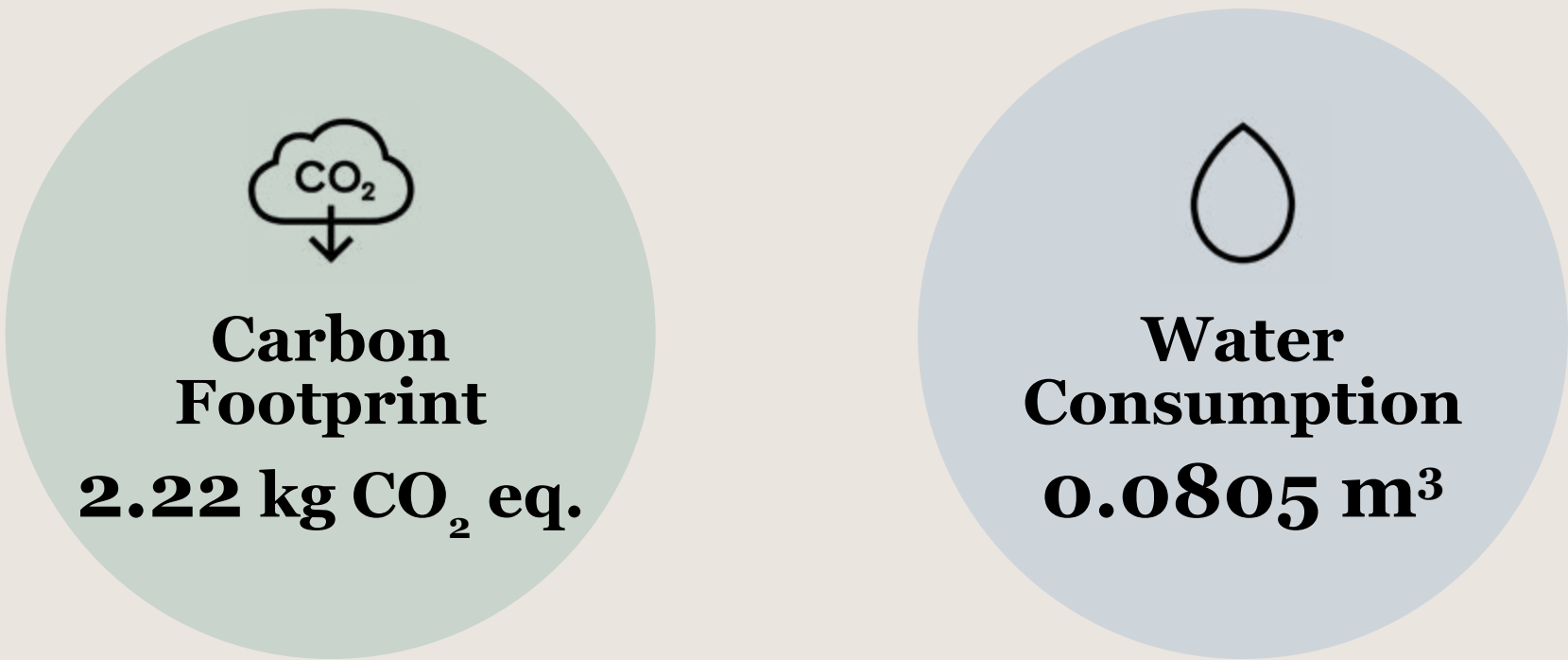


100% PLANT-BASED  
& ZERO MICRO-PLASTICS



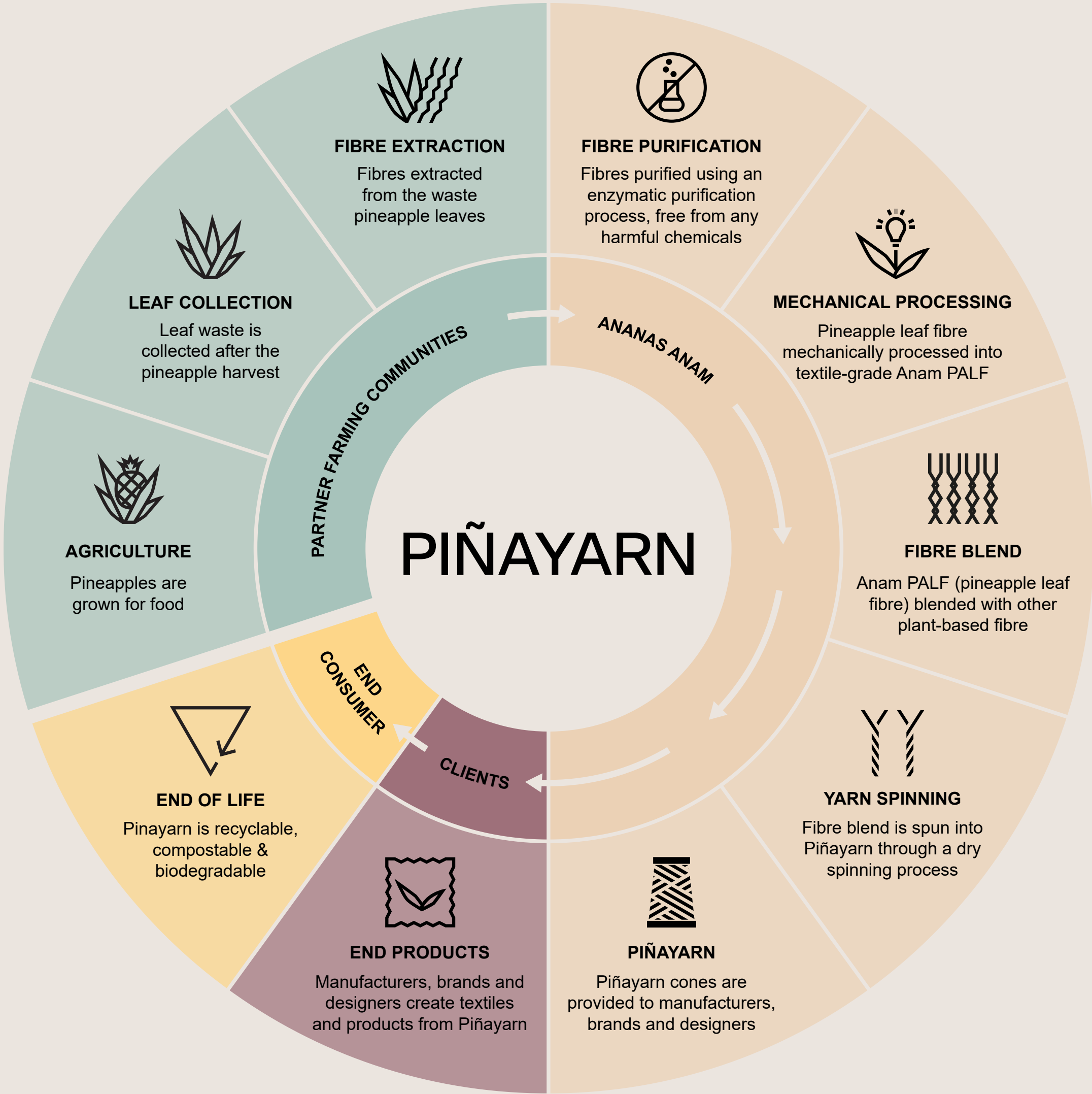
# The Impact of Piñayarn

PIÑAYARN LIFE CYCLE ANALYSIS (LCA) PER KILOGRAM OF PIÑAYARN\*



Our Life Cycle Analysis (LCA) provides us with key figures that we use to inform developments and improvements on Piñayarn, ensuring that our textiles continue to meet our high standards for sustainability.

As a brand new product, 2022 was the first year we collected data for the LCA of Piñayarn. We continue to update our LCA data with new optimisations of our process, and as such these figures will be used as a baseline to guide us throughout our work.



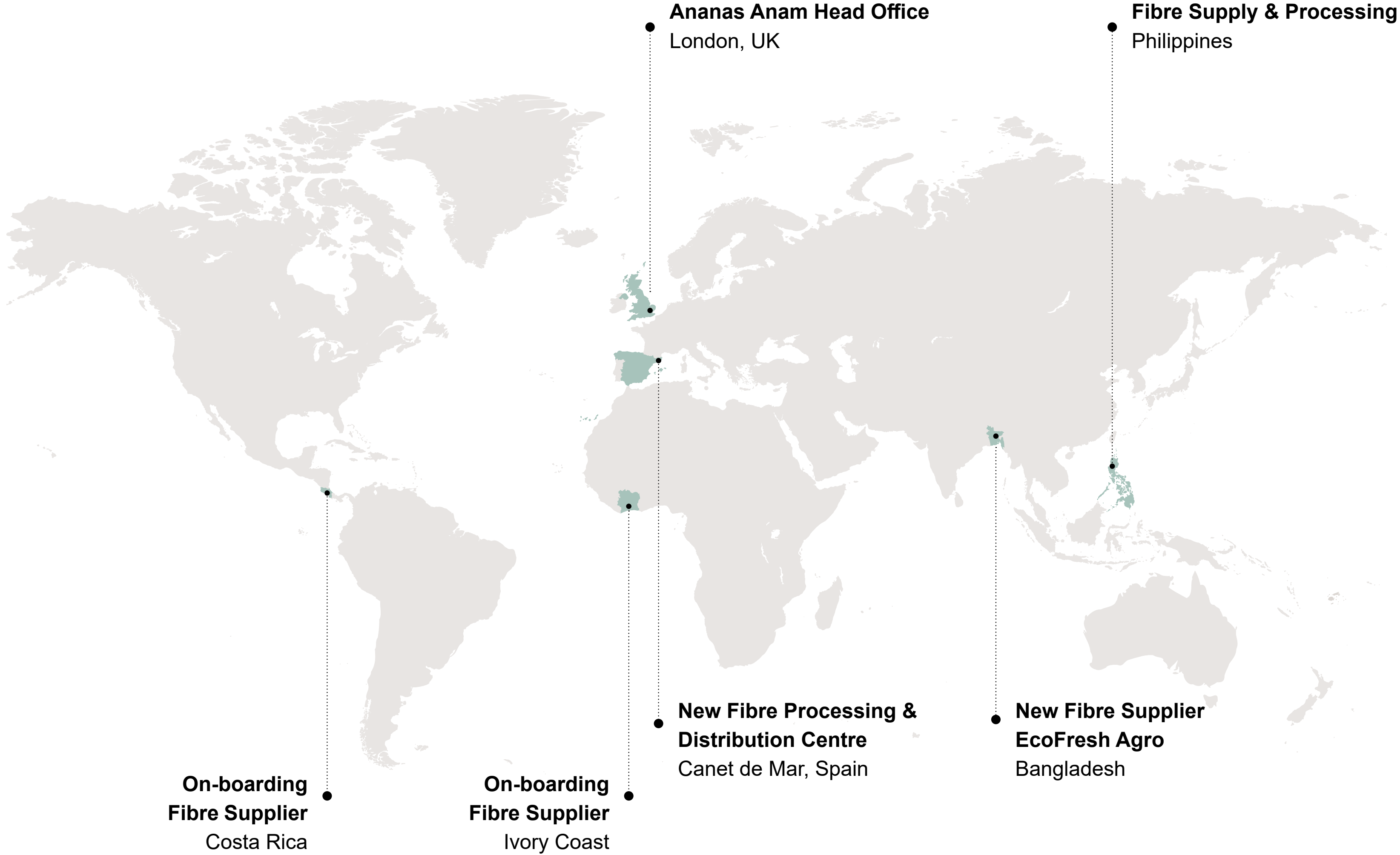
\*Figures shown for Piñayarn LCA data are based on the yarn blend of 30% Anam PALF and 70% TENCEL™ Lyocell



# Our growing ecosystem

Ananas Anam’s business model is unlocking commercial potential for natural fibres in developing countries: strengthening global value chains for rural development, poverty alleviation and the environment.

- 4 COUNTRIES TO SUPPLY PINEAPPLE LEAF FIBRE
- 2 FIBRE PROCESSING FACILITIES IN EUROPE AND ASIA
- 3 ANANAS ANAM OFFICES WORLDWIDE







# EcoFresh Agro, Bangladesh

Since the beginning of the business, Ananas Anam has aimed to bring socio-economic stability to the rural areas of pineapple farming.

Following the deep roots and established foundation already in the Philippines, in 2022 Ananas Anam was able to grow the pineapple leaf fibre procurement into Bangladesh.

Through collaboration with a family owned pineapple farm EcoFresh Agro, our partnership provides job security and diversifies income streams. Jobs have been created in multiple areas, including leaf gathering, fibre extraction, logistics, and quality control.



**Providing Employment**  
35 permanent employees  
27 women, 8 men  
40 temporary workers



**Nutrition and Education Program**  
supporting 27 children with a  
monthly allowance to buy nutritional  
food and educational materials



**Zero Waste Production**  
Green wastage is used  
as animal feed and  
organic fertiliser



# Fibral Material Alliance

Ananas Anam is one of the founding partners of the Fibral Material Alliance: a global network of farmers, fibre producers, academia, brands and other supply chain parties working with underrepresented and new plant-based fibres such as bast, leaf or agricultural residue fibres, including Anam PALF pineapple leaves.

The Fibral Material Alliance was launched in 2022 and seeks to align plant-based fibres under a common umbrella. The Alliance addresses the textile industry’s detrimental impacts and aims to bring positive impact to the Earth’s ecosystems by increasing the use of Fibral Materials. By diversifying the plant-based fibre market, we aim to restore global soils, maintain and enhance biodiversity and create opportunities for agricultural communities.

*“FIBRAL™ is the result of a fellowship of like-minded individuals whose vision, work and life purpose are to inspire change by bringing awareness to plant-based fibres, regenerative systems, local and indigenous communities and culture, and the importance of biodiversity. With this alliance we wish to activate a sense of community, sharing and collaborating by focussing on plant-based solutions, in particular the potential of under-represented fibres in the marketplace – today”*

Dr Carmen Hijosa, Ananas Anam Founder

67  
fibre producers  
and partners



# Partnering with automotive technology leader Forvia

This year we announced our partnership with automotive technology leader FORVIA, to co-develop natural and low impact materials for automotive interiors made from waste pineapple leaf fibre.

The partnership entails a Joint Development Agreement to facilitate industry-leading knowledge sharing between Ananas Anam's expertise in developing low impact textiles using pineapple leaf fibres, and FORVIA's expertise and knowledge as leaders in the automotive technology market. This co-development was announced in conjunction with the formation of FORVIA's new material unit MATERI'ACT, to develop and manufacture cutting-edge sustainable materials.

With a strong client presence already in the footwear, accessories and fashion markets, this partnership marks the next stage of our evolution, by diversifying our product offering and expanding our impact into the automotive sector.



# GREAT Campaign: Could great fashion start with a pineapple?

This year Piñatex featured in the series ‘Love Letters from Britain’ for the GREAT Campaign, telling the stories of the UK’s most innovative brands forging a fresh path towards sustainability.

Commissioned by the GREAT Campaign, Love Letters from Britain is a documentary-style series celebrating the British inventions that are breaking barriers and pioneering the way towards a more sustainable future.

Championing the unbounded creativity of the UK, the series delves further into the journeys of the most innovative products the UK has to offer, including Piñatex.

## Great Ideas

### shape our future

Dr Carmen Hijosa researched and developed Piñatex at the Royal College of Art. The ground-breaking material, made from pineapple leaf fibres, is now used by global brands including Tom Dixon, Nike and Paul Smith. Just one example of how the UK is contributing to a sustainable future. Join us and see things differently.







Showing the potential of Piñatex: student work from Elisava collaboration

## Achieving our Pledge for 2022

Each year, we make a pledge in line with our vision of healing the rift between people and planet for actions we will take in the following year. We are pleased to have achieved the pledge we set out in 2021.

Our pledge to reduce our carbon footprint in 2022 by a further 15% had already been achieved by October 2022.

We have supported educational institutes and young designers by providing materials and education, as part of our pledge to share knowledge and experience, through collaborations in academia and helping young minds.

Our partnership with EcoFresh Agro in Bangladesh, along with the two further fibre suppliers we are on-boarding in the Ivory Coast and Costa Rica, has helped us to strengthen the global value chains by expanding our fibre suppliers to additional rural farming communities, valorising their waste and diversifying income streams.

We have further developed our material and also introduced our new product Piñayarn, which has diversified our product offering to maintain our position as the leading sustainable textile provider.



# Our Pledge for 2023



To increase employment opportunities by 15% across the Ananas Anam ecosystem, including with our partner farming communities.



To continue sharing knowledge and experience with the communities we work with, alongside ongoing collaborations in academia and inspiring young minds.



To increase the use of renewable energy during our material production.



By 2025, all of our products will contain a minimum of 70% renewable resources.

We take many steps in the journey to meet our pledge, while investing in our people, facilities, and knowledge sharing. In 2023 we will introduce an in-house laboratory to improve efficiencies and perform frequent quality assurance on our products, while we act on our pledge.



Alfonso Cavite employees in the field of the co-operative in the Philippines





**ANANAS ANAM**

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