

“REFRAMING - THE FOUNDATIONS TO BUILD A FUTURE FOR ALL’

Workshop given to the students at the Bio-Integrated Design,
Dept of Biochemical Engineering, University College London, (UCL)

Tuesday 28th October

Sponsored by The European Patent Office, (EPO),
based on

The European Inventor Network Agreement No. EIN23/11

Dr Carmen Hijosa

TITLE

‘REFRAMING – the foundations to build a future for all’

The 28th October 2025 I was invited to give a workshop in the University College London (UCL), in the faculty ‘The Bartlett School of Architecture in London’.
<https://www.ucl.ac.uk/bartlett/architecture>

The Bartlett School of Architecture has been ranked World #1 for Architecture and the Built Environment. It has also ranked #1 in the UK for the tenth year in a row, (2025).

The students are international and can study at undergraduate, postgraduate and PhD/MPhil levels, with the PhD being based on Research Projects.

The Bartlett Faculty was chosen for the workshop based on the interest of the PhD/MPhil students and tutors that UCL and in particular the Faculty expressed when I presented my proposal, taking into account that their degree is based on research and sustainable practices.

The workshop was divided on two sections:

Part one:

1. Background of my work as the founder of a pioneer start-up company – Ananas Anam and the background story that made me start the company.
 - a. General story of AA – the importance on strategic partnerships to build a start-up.
 - b. Value chain development; circular economy, regenerative systems, natural materials and materials coming from agricultural waste: upscaling and market potential.
 - c. Piñatex – how and why it came about, first steps and strategic partnerships with the pineapple farming communities, the textile industry, brands and industrial players. i.e. the automotive industry.
 - d. IP and the need to protect the IP.
 - e. R&D and route to market and markets.

See presentation enclosed.

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2. Topics of discussion

Open discussions on:

- Product development, and natural materials for the environment,
- R&D different routes and innovations.
- The need to protect our ideas and IP
- Team building.
- Circular economy and design
- Regenerative design and its role in product development/architecture.
- Main challenges in keeping products, materials, and components circulating in the system.
- About the use of biomaterials in architecture and product development
- Regulations shaping circular design, development, and innovation over the short term.

Part two:

1. The second part was about the need to strengthen ourselves, our inner core based on values, integrity, empathy, creativity and imagination while developing the ability to create partnerships based on trust, respect and care for people and planet.

See presentation enclosed.

“REFRAMING - THE FOUNDATIONS TO BUILD A FUTURE FOR ALL’

Reframing our thinking

- Who are we?
- What are our values?
- What drives us?
- What is that inner, driving force by which we act in the world?

Reframing our purpose

- What is our purpose?
- It is meaningful?
- To whom? myself - the world?

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Reframing our product

Matter is derived from consciousness – and consciousness is about values:

- Integrity
- Empathy
- Humanity
- Creativity & imagination

We need to create from our values

Reframing our work methods

- Building bridges between us and the world
- Developing collaborations based on trust
- And to build trust we need to trust ourselves – trust is what support us in times of conflict and crisis –

The journey of Reframing is about inner transformation

2. Topics of discussion:

- How can we shift our thinking from being influenced and pressured by the outside world, to being guided and strengthened by our values, ethics and collected responsibilities towards people and planet.
- The need to encompass the social and cultural network as part of our work practices, based on ethical values, integrity, collaboration and responsibility towards the whole.
- Regenerative practices are based on seeing ourselves as part of the whole, not
- Building bridges..
- How a product, raw material and manufacturing processes impact on people’s lives, socially, culturally, economically.
- Regenerative design takes into account the entire living system—we are all interconnected – we are not separate from nature, and its people - it includes cultural, social, economic, and ecological factors. The aim is to improve all those living systems, not just a product, or a system related to that product.

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Final note

The students engaged fully, and some have followed it with one to one conversation; with relevant questions and genuine interest.

I am very happy with the results.

Students were fully engaged in the preparations also, with the poster, photos and videos done by them.

Future events

In January 9th I have been asked to give a talk based on **Reframing** to the Royal College of Art & Design (RCA) in London.

Enclosed in the report:

- Photographs mainly, a video from the event, the event poster, letter of acknowledgement from the University.

Carmen Hijosa
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