Naia™ sustainability goals

With Naia™, Eastman takes a holistic approach to sustainability. Through innovation and collaboration, we create transparency and empower others to drive sustainable change in the textiles industry.

Our sustainability goals are guided by the United Nations’ Sustainable Development Goals with three critical impact areas:

**Mitigating climate change**
- Establish at least three agreements with customers to make measurable environmental impacts by 2025
- Lower the greenhouse gas (GHG) footprint of the Naia™ portfolio (reducing GHG emissions scope 1, 2 and 3 per ton of product sold) by 40% by 2030 (baseline 2019)

**Mainstreaming circularity**
- By 2023, extend our Naia™ portfolio to include a fiber offering with a minimum of 60% recycled content, with the goal to progressively increase proportion in our portfolio
- Enable advanced technology and information solutions for “track and trace” of materials from forest floor and recycled feedstocks to factory door by 2022
- By 2025, more than 50% of the textiles portfolio is Naia™ Renew, and by 2030, more than 90% of the portfolio is Naia™ Renew
- By 2025, more than 25% of recycled content is derived from waste textiles
- By 2025, invest more than 75% of our textiles R&D resources in circular solutions

**Caring for society**
- Proactively engage in advocacy and programs to protect forest ecosystems and support thriving communities through membership and contribution to man-made cellulosic fibers (MMCF) initiatives, supporting the United Nations Free, Prior and Informed Consent (FPIC) policy
- Have an annual partnership that sponsors education and champions business startups for emerging, talented, sustainability-minded designers
- Annually publish and commit to improving our diversity and inclusion metrics
- Maintain our commitment to zero discharge of hazardous chemicals and use of certified wood pulp in the manufacture of Naia™ products
- Drive industry advancement in chemical usage and water quality in production of MMCFs
We make sustainable textiles a reality thanks to innovative collaborators around the world. Learn more about our partners.

**Sustainable style, your way**

© 2023 Eastman Chemical Company. Eastman brands referenced herein are trademarks of Eastman or one of its subsidiaries or are being used under license. The ® symbol denotes registered trademark status in the U.S.; marks may also be registered internationally.