



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

- By 2035, lower the GHG footprint of current Naia™ U.S. production by 35% (Scopes 1 and 2 GHG emissions per ton of product sold) and achieve net-zero operations by 2050.
- By 2030, achieve a closed-loop, zero-waste Naia™ production facility in the U.S.
- Comply with 100% of the Materials Matter Standard’s sustainability, environmental and social requirements, including monitoring outcomes for water, biodiversity and other industry best practices.



Mainstreaming circularity

- By 2028, launch a commercially scaled Naia™ product with a minimum of 60% certified recycled content using apparel waste.
- By 2028, comply with EU and China Digital Product Passport requirements and offer physical and digital traceability options for our Naia™ portfolio.
- By 2030, invest more than 90% of Naia™ textiles R&D in circular and sustainable innovations.
- Run at least one take-back program annually with brand partners committed to measurable impact to show what is possible with complex textile waste and push industry understanding and action.



Caring for society

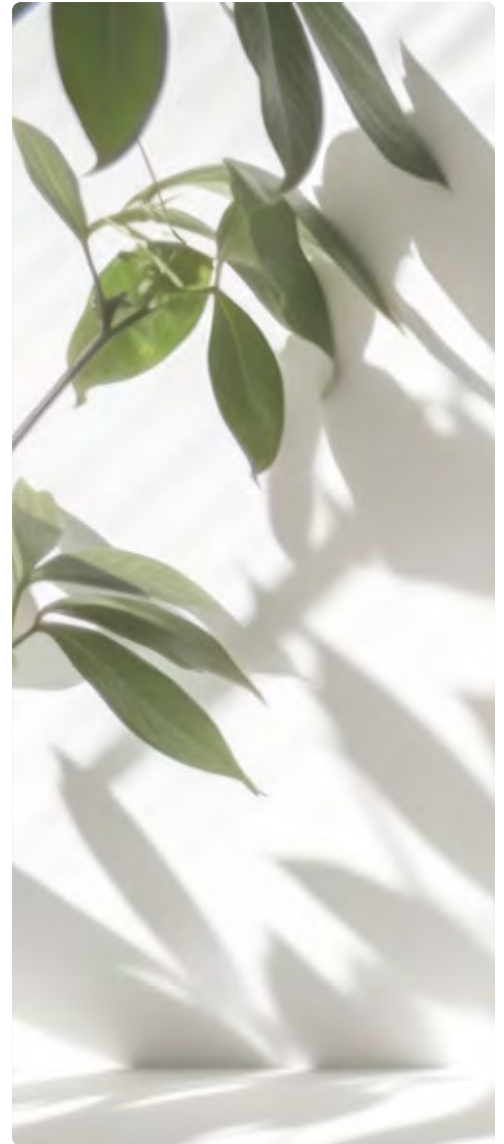
- Proactively engage in advocacy and programs to protect and renew forest ecosystems and support thriving communities through membership and contribution to MMCF initiatives, supporting the United Nations Free, Prior and Informed Consent (FPIC) principle.
- Annually adopt a school to educate 1,000+ students on actionable sustainability through Naia™ programs, with a focus on educating and sponsoring emerging sustainability-minded designers, community activation and children’s education.
- Serve as an industry thought leader by leading dialogue on safe, circular materials, and remain committed to responsible chemistry and sustainable forestry through compliance with regulatory and industry guidance.
- Preserve our unique Naia™ team culture and measure and review employee engagement through annual global surveys.



Partnerships



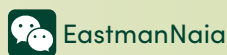
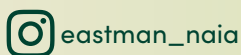
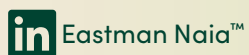
Alliance of Chemical Textiles Recyclers (ACTR)
initiated by



We make sustainable textiles a reality thanks to innovative collaborators around the world. Learn more about our partners.



Sustainable style, your way



naia.eastman.com
naiateam@eastman.com

