

Our vision for a future with full regional circularity of plastics



To turn this vision into reality, Eastman follows six key principles:



Reduce, reuse, recycle

The solution should adhere to and encourage the reduction, reusability, and recycling of plastics packaging.



Material circularity

Materials should be recovered using high yield, material-to-material recycling.



Environmental and social impact

Lower CO₂ and other emissions impact compared to virgin production; technologies meet or exceed regulatory requirements to improve quality of life for employees and communities.



Complementary types of recycling

Enabling an integrated waste ecosystem with complementary roles of mechanical and molecular recycling



Economic viability

Recycling options should be economically efficient to enable the long-term success of the circular economy.



Transparency

Claims about the different recycling technologies are clear, transparent, and accountable with third-party certifications.