A Global Wake-Up Call

On June 5, millions across the globe came together for **World Environment Day 2025**, uniting around one of today's most pressing environmental challenges: plastic pollution. UNEP's **#BeatPlasticPollution** campaign carried renewed urgency, as evidence continued to mount on the presence of microplastics in ecosystems, food chains — and even in human bodies.

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World Environment Day 2025

Global Highlights

5 June 2025 | Hosted by the Republic of Korea

BEAT PLASTIC POLLUTION | WORLD ENVIRONMENT DAY | UN environment programme | 2025 JEJU KOREA

The result:

5.2 million visits to the official site

3,000+ registered events in 155 countries

56,000+ top-tier media stories in 56 languages

13 million video views on UNEP channels

812,000 newsletter views

100 million views of UNEP's World Environment Day stickers, with social media content trending across platforms worldwide

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"Plastic pollution is choking our planet – harming ecosystems, well-being, and the climate... And as it breaks-down into smaller and smaller parts, it infiltrates every corner of Earth: from the top of Mount Everest, to the depths of the ocean; from human brains; to human breastmilk. Yet there is a movement for urgent change."

— António Guterres, United Nations Secretary-General

2 Republic of Korea’s Global Leadership

As host of World Environment Day 2025, the Republic of Korea reaffirmed its **leadership in global environmental governance**, turning Jeju Island into a hub for dialogue, innovation, and international cooperation. Under the theme ***“Shared Challenge, Collective Action,”*** the two-day commemoration moved the global conversation from awareness to policy influence and practical action.

“We are both victims and perpetrators of plastic pollution. Therefore, we must also be the ones to solve this problem. Before plastic pollution ends us, we must act to end plastic pollution.”

— Lee Byounghwa,
Vice Minister of Environment,
Republic of Korea

The official ceremony brought together delegates from 19 countries. More than 10,000 participants joined the two-day commemoration.

Key moments included:

- The **Future Generations Forum**, where UNEP’s Inger Andersen urged youth to “lead with science and courage”
- A **ministerial roundtable** where delegates from 11 countries explored cooperative strategies
- The **Korea Environment Initiative Global Forum** on bridging science and policy
- Launch of the **Action for Circular Economy Initiative** which aims at delivering practical, scalable solutions to help countries tackle plastic pollution.

“We still do not know exactly what these microplastics do to our bodies, although new research is emerging all the time. We do know that we did not choose to ingest them. We do know that they do not belong there. And we do know that only ending plastic pollution will stop such plastics accumulating inside of us.”

— Inger Andersen, UNEP Executive Director

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3 Cultural Resonance

Artists, actors, and influencers lent their voices to the cause.

Their shared message: by listening to nature's rhythms—circular, connected, regenerative—we find the answers to tackling plastic pollution and protecting what protects us.

What can nature teach us about how to end plastic pollution?
Please click to view.

4 Policy Commitments

Policymakers used the Day to announce new measures to combat plastic pollution and advance environmental reforms.

Ethiopia enacted a nationwide ban on single-use plastic bags.
Ghana pledged to plant 30 million trees.
India added two wetlands in Rajasthan to the Ramsar list.
Mexico launched a five-year national strategy to eliminate plastic waste from coastlines by 2030.

Nigeria unveiled a national Extended Producer Responsibility framework to support long-term plastic waste management.

Republic of Korea introduced the “30×30 Alliance” to conserve 30% of its land and seas and restore 30% of degraded ecosystems by 2030.

Rwanda opened 24 plastic collection sites, creating nearly 1,500 green jobs.

South Africa launched its first Coastal Climate Change Adaptation Response Plan.

5 Global Highlights - Local Action

World Environment Day 2025 proved that change is happening everywhere — in schools, public transportation systems, beaches, and boardrooms.

Asia-Pacific

India: Paytm delivered the Word Environment Day messaging to 300M users; UNEP's youth summit galvanized youth-led plastic solutions

Thailand: Launched "Use Plastic Wisely" campaign

China: Tongji University hosted a student conference on sustainability

Fiji & Samoa: Youth training, cleanups, and tree planting supported by Secretariat of the Pacific Regional Environment Programme

Africa

Kenya: National tree planting and river cleanups led by Ministry of Environment, Climate Change, and Forestry

Ghana: Hundreds of schools engaged in the “One Child, One Tree” initiative

Zambia: Plastic pollution education was integrated into local schools’ curricula

Democratic Republic of the Congo & Mauritius: Community-led plastic pollution cleanups

Europe

Poland: “Closing the Loop” conference advanced plastic pollution solutions

Belgium & Geneva: Landmarks lit green, digital billboards reached 18M+

European Union: Intergenerational dialogue on circular economies

Latin America & Caribbean

Mexico City: 225 metro screens aired the Day’s messages (3.4M daily reach)

Uruguay: Wikipedia contest updated 10+ articles on plastic pollution

Jamaica: UNEP showcased sustainable cities during Environmental Awareness Week

North America

New York: LinkNYC kiosks and Times Square's LG "Hope Screen" lit up with UNEP calls to action

Toronto: Hosted the Day's celebrations with a public awareness campaign across 15 subway stations

YouTube: A viral video from *Howtown* reached 2M+viewers

West Asia

Jordan, Iraq, Kuwait, Qatar: Multi-platform outreach across airports, malls, and youth forums

Qatar: Launched national biodiversity database with UNEP support

Looking Ahead

World Environment Day 2025 served as a powerful reminder that people everywhere want an end to plastic pollution. Solutions are available and come with undeniable benefits.

The fight against plastic pollution is far from over—and it belongs to all of us. The momentum ignited from World Environment Day 2025 will carry forward, continuing to drive action to #BeatPlasticPollution and move us toward a cleaner, healthier world.

For full report of World Environment Day 2025, visit **here**.