



World Environment Day 2025

GLOBAL REPORT

"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, UN Secretary-General

On June 5, millions of people across the globe came together to mark World Environment Day 2025—uniting around one of the most pressing environmental challenges of our time: plastic pollution.

UN Environment Programme's (UNEP) #BeatPlasticPollution campaign shed light on the deepening crisis—now infiltrating oceans, soils, and even human bodies through microplastics.

The campaign struck a chord, drawing a record 5.2 million visits to its website. More than 3,000 events were officially registered across 155 countries, as people turned out for nature, the planet, and one another.

From Times Square to Beijing Airport, UNEP's messages filled transit hubs, billboards, and public spaces. Governments unveiled new initiatives, signaling a growing global will to end plastic pollution.

Republic of Korea's Global Leadership

"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 Byoung-hwa,
Vice Minister of Environment for the Republic of Korea

As the host of World Environment Day 2025, the Republic of Korea (RoK) showcased its leadership in global environmental diplomacy. Under the theme *"Shared Challenge, Collective Action,"* Jeju Island became a vibrant hub for dialogue, innovation, and international cooperation.

The official ceremony brought together government delegations from 19 countries, alongside representatives from major international organizations. More than 10,000 participants—including civil society groups, academics, youth leaders, and innovators—joined the two-day commemoration.

Key moments included:

- The Future Generations Forum, where UNEP Executive Director Inger Andersen engaged in a candid discussion with young people, encouraging them to "take the microphone themselves rather than wait for opportunities, and continue to ask questions and speak out based on scientific facts."
- The ministerial roundtable, where high-level delegations from 11 countries explored cooperative strategies to end global plastic pollution.
- The Korea Environment Institute Global Forum: Bridging Science and Policy for Environmental Sustainability, where Andersen stressed the importance of strong and timely science to driver policy.

The commemoration culminated in the launch of the Action for Circular Economy Initiative by the RoK's Ministry of Environment—a new international cooperation framework which aims at delivering practical, scalable solutions to help countries tackle plastic pollution. Meanwhile, the host venue, Jeju Special Self-Governing Province, reaffirmed its commitment to ending plastic pollution by 2040 through a locally tailored "Jeju-style resource circulation system" that manages the full lifecycle of plastics.



#BeatPlasticPollution Campaign

The 2025 World Environment Day #BeatPlasticPollution campaign mobilized engagement across every continent:

- 5.2 million visits to the campaign [website](#)
- 3,000+ [events registered](#) across 155 countries
- 56,000+ media stories published in 56 languages
- 13 million video views on UNEP channels
- 812,000 views of World Environment Day newsletters
- 100 million views of UNEP's World Environment Day stickers, with social media content trending across platforms worldwide
- UNEP's messages appeared on billboards and in transit hubs across Belgium, China, Indonesia, Iraq, Italy, Jordan, Lebanon, Mexico, Paraguay, Switzerland, Thailand, the United States, Uruguay, and beyond



On June 5, #WorldEnvironmentDay trended on X (formerly Twitter), generating over 568,000 mentions across platforms. World leaders—from President Lula and Prime Minister Modi to Prime Minister Pedro Sánchez and President Sheinbaum—joined the conversation, alongside civil society groups and major news outlets.

"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

The Day also became a cultural moment, drawing creative voices from around the world. Artists and public figures lent their influence to the cause, including [Alex Rendell](#), [Antoinette Taus](#), [Chef Leyla Fathallah](#), [Dia Mirza](#), [Don Cheadle](#), [Jason Momoa](#), [Felix Neureuther](#), [Jack Johnson](#), [Karry Wang](#), [Roberta Annan](#), [Rocky Dawuni](#), and [Yann Arthus-Bertrand](#), among others.

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



Policy Initiatives



Polymakers around the world used World Environment Day 2025 to announce new measures to combat plastic pollution and advance environmental reforms.



In Mexico, President Claudia Sheinbaum launched a five-year national strategy to eliminate plastic waste from beaches and coastlines by 2030. Ethiopia enacted a nationwide ban on single-use plastic bags, while Nigeria unveiled a national Extended Producer Responsibility framework to support long-term plastics management.

Other highlights included Rwanda opening 24 plastic collection sites and creating nearly 1,500 green jobs; South Africa launching its first Coastal Climate Change Adaptation Response Plan; and Ghana pledging to plant 30 million trees. India added two wetlands in Rajasthan to the Ramsar list, while the Republic of Korea introduced the "30x30 Alliance" to conserve 30% of its land and seas and restore 30% of degraded ecosystems by 2030.

Global Activities

From public awareness campaigns to grassroots mobilizations, World Environment Day 2025 sparked action worldwide as communities turned out in force to champion circular solutions and call for change.



Asia-Pacific

In India, digital payments giant Paytm promoted World Environment Day directly on its home screen, reaching over 300 million users daily. A roundtable in Delhi brought together industry leaders to explore scalable circular economy solutions, while the UNEP-led [National Youth Summit](#) spotlighted youth leadership through the Tide Turners Plastic Challenge.

In China, [events](#) underscored a comprehensive approach to plastic governance. The Ministry of Ecology and Environment in Beijing emphasized a “whole-chain” strategy, while the 14th International Student Conference on Environment and Sustainability—co-hosted by UNEP and Tongji University—drew young environmental leaders to Shanghai.

Thailand launched [a nationwide campaign](#)—“Use Plastic Wisely, Transform Thailand Sustainably”—highlighting its commitment to circularity. Across the Pacific, Samoa convened youth from seven island nations for legal training and tree planting, while Fiji led a UN-supported beach cleanup.

UNEP messages appeared in transit hubs from Beijing to Jakarta to Osaka, reaching hundreds of millions of travelers.

Africa

Kenya marked the Day with national tree planting, river cleanups, and youth innovation showcases. The Kenya Girl Guides Association led the Tide Turners Plastic Challenge in Nairobi, Kilifi, Mombasa, and Kisii, engaging over 900 youth in awareness campaigns.

UNEP launched the [Global Plastics Hub](#)—an open platform for data, research, and collaboration. Faith leaders gathered virtually under the [UNEP-led Faith for Earth Coalition](#) to discuss a new guide on faith-based environmental action towards a pollution-free planet.

In Ghana, a UNDP-backed “[One Child, One Tree](#)” initiative reached hundreds of schools. [UNICEF Zambia](#) held a two-day workshop that empowered children and young people to speak up on environmental issues. Mauritius hosted a beach cleanup at Les Salines, while in the Democratic Republic of the Congo, 300 volunteers joined a [UNESCO-led cleanup](#) in Kisangani.



Europe

In Poland, UNEP/GRID-Warsaw hosted “[Closing the Loop, Opening the Future](#)” conference, uniting leaders from government, business, science, and civil society to drive solutions to plastic pollution. In Belgium, UNEP held an [intergenerational dialogue](#) at the European Committee of the Regions, while JCDecaux aired campaign messages on digital billboards across major cities, reaching 18 million viewers. Brussels Airport also joined in, displaying sustainability messaging to over 70,000 travelers.

Landmarks across Europe lit up green in solidarity: Brussels City Hall and seven other Belgian towns, along with Geneva’s Jet d’Eau, which glowed as campaign messages filled Geneva Airport screens.

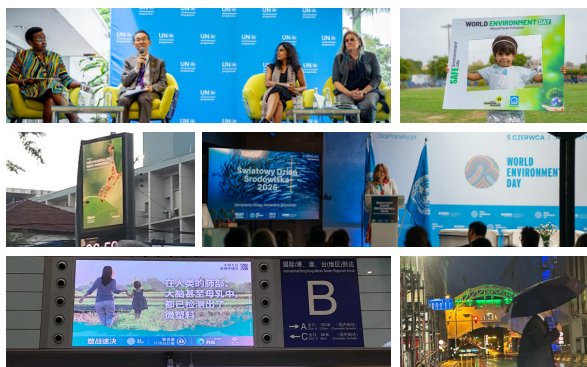
Geneva also hosted an event showcasing the role of international organizations in tackling plastic pollution through innovation and collaboration.

Latin America and the Caribbean

In Mexico City, World Environment Day campaign messages aired on 225 metro screens, reaching approximately 3.4 million daily commuters. Uruguay and Paraguay also extended their outreach to airports, ferry terminals, and other public transit hubs.

Montevideo's Channel 5 aired a UNEP segment on plastic pollution, while in Jamaica, UNEP drew attention to sustainable cities during National Environmental Awareness Week through Global Environment Facility projects.

A collaboration between UNEP and WikiMedistas de Uruguay updated Spanish-language Wikipedia articles on plastic pollution, expanding access to verified environmental information.



North America

At UN headquarters in New York, UNEP hosted a multilateral event on plastic pollution and zero-waste pathways.

In Toronto, Deputy Mayor Ausma Malik and UNEP officials joined a flagship World Environment Day event at Harbourfront. UNEP, with the Commission for Environmental Cooperation, launched Last Stop: The Ocean, a transit campaign reaching over 6 million riders via subway and bus shelters.

The YouTube channel Howtown created a segment on #BeatPlasticPollution that drew over 2 million views.

Digital billboards amplified the message in major cities. LinkNYC kiosks and JCDecaux shelters lit up in New York, Boston, and Chicago, while LG's "Hope Screen" in Times Square aired UNEP's What Can Nature Teach Us video—a call for nature-inspired solutions to #BeatPlasticPollution.

West Asia

In Jordan, telecom provider Zain broadcast #BeatPlasticPollution messages via SMS and digital platforms, reaching millions. In Kuwait, the Environment Public Authority and the Scientific Center used public displays to promote awareness on plastic pollution.

A regional billboard campaign—spearheaded by UNEP and Picasso—brought World Environment Day messaging to shopping malls in Jordan and high-traffic areas in Lebanon and Italy. In Iraq, Baghdad International Airport featured educational installations, while a youth forum co-hosted by UNEP and Mustansiriyah University highlighted the role of young leaders in driving environmental protection.

Qatar launched a national biodiversity database cataloging over 2,500 species—a UNEP-supported initiative. The Ministry of Environment and Climate Change also lit its headquarters green and shared practical tips to reduce plastic use.



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.