

The International Day of Zero Waste

How to engage

30 March 2025

The **International Day of Zero Waste** will be observed on 30 March 2025 with a call for action to reduce waste and promote circularity in the fashion and textiles sector. The aim is to promote sustainable production and consumption patterns that help ensure no materials or resources go to waste. It will celebrate sustainable and circular solutions in the fashion and textile sector, drawing on individual stories championing creativity and emotional utility.

UN Environment Programme (UNEP) and the United Nations Human Settlements Programme (UN-Habitat), with support from the Zero Waste Foundation, are facilitating the observation of the 2025 International Day of Zero Waste. Here is how partners and stakeholders can get involved:

Spotlight zero waste solutions:

Use your social media platforms to give visibility to zero waste fashion and textile solutions starting 24 March and on the Day itself. For instance, you could hand over your Instagram or TikTok account for a day, work on a collaboration post or conduct a live interview to spotlight makers, entrepreneurs and innovators with market-ready circular solutions in place, such as in reuse, repair and upcycling. The aim is to offer a platform and to drive awareness about those doing incredible work around the world. Use the #BeatWastePollution and #ZeroWasteDay hashtags to join the global conversation.

Invite others to join UNEP's social media campaign:

Ask brand ambassadors, influencers you work with and your own consumers to post a short video of themselves wearing or showing a piece of clothing that holds particular meaning for them and embodies a "zero waste choice". This might be because it is second-hand or vintage, it was passed down from a loved one, it has been repaired, patched or upcycled, or they've worn at least 30 times. The video should present a personal story behind the item and be tagged #BeatWastePollution #ZeroWasteDay.

Host your own event:

Organize physical and virtual events in the days leading up to the International Day of Zero Waste on 30 March. This could include everything from seminars and webinars discussing global waste issues to repair workshops and cafés, clothing swaps, sustainable fashion showcases and more. **Register** your events, whether invite-only or open to the public, on the dedicated UN platform and have it featured on **the International Day of Zero Waste's global map**. There, you will also find information and be inspired by other events happening across the world, including UNEP's Youth Hackathon in Paris.

Highlight your own achievements:

Use the International Day of Zero Waste as an opportunity to share your work in the effort to curb textile waste. Do you have a new report or an assessment of your sustainable and circular solutions you could launch around March 30, or a current project you could promote? Perhaps you want to reveal future ambitions or a new partnership? Anything goes related to the theme.

Engage your audience:

Share **key messages** and repost UNEP and UN-Habitat's materials about International Day of Zero Waste to your customers, employees and wider stakeholders, **available on this Trello Board**. You could also create your own content for social media or newsletters to suggest concrete actions people can take, from repairing their own clothes to better caring for items so as to extend their lifespan.

Share this opportunity:

Spread the word about the ways to get involved in observing this International Day of Zero Waste. You can share in advance the tips listed here with your own networks through newsletters, LinkedIn posts and other dedicated communication channels.

MORE INFORMATION:

- Hashtags to use: #BeatWastePollution #ZeroWasteDay
- Dates: March 1 to April 7
- Further resources: Find UNEP's textiles resources **here**, access to the full International Day of Zero Waste assets **here** and keep an eye on UNEP's **global social media channels** to amplify #ZeroWasteDay content
- Stay in touch! Sign up to receive the UNEP Textile Initiative newsletter **here**
- Email for more information: **zerowasteday@un.org**

#BeatWastePollution #ZeroWasteDay

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