

World Environment Day 2025

#BeatPlasticPollution
#WorldEnvironmentDay

BEAT
PLASTIC
POLLUTION



WORLD
ENVIRONMENT
DAY

UN 
environment
programme

 2025 JEJU
KOREA



World Environment Day 2025

Date : 5 June 2025

Host : Jeju, Republic of Korea

Website: worldenvironmentday.global

Hashtags : #BeatPlasticPollution |
#WorldEnvironmentDay

Theme : Ending global plastic pollution

Campaign Objectives

Mobilize global public awareness

- Plastic pollution is a problem we can fix

Solutions are available and come with huge benefits

- A circular economy for plastics offers a sustainable path forward
- A just transition is crucial

Build public momentum for a treaty for the ages

- A global treaty is our chance to end plastic pollution while protecting human and environmental health



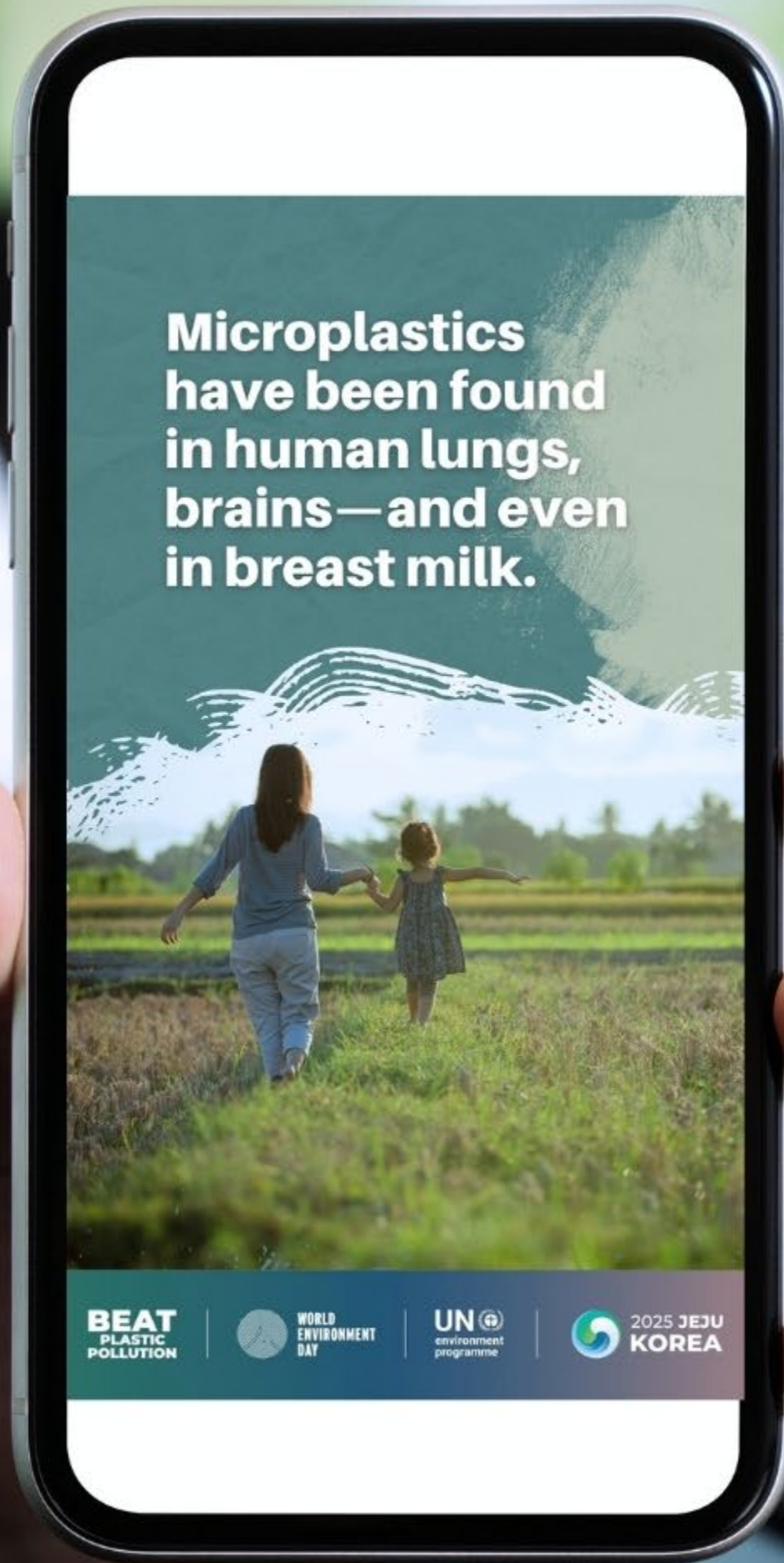
Focus



- Plastic pollution is a pervasive global issue, with microplastics even found in human bodies
- World Environment Day 2025 is a call for collective action to address this pollution
- The campaign draws inspiration from nature and encourages sustainable practices for systemic change
- Join the #BeatPlasticPollution movement — because together we can create a cleaner, healthier future

Campaign Toolkit

- Public Trello Board: bit.ly/2025WED
- [Brand Guide](#) & Logo lockups
- [Campaign Brief](#)
- [Key Messages](#)
- [Videos](#)
- [Social Media Cards](#)
- [Templates](#)



Get Involved

- Organize an event focused on #BeatPlasticPollution or broader environmental action
- Register your activity on the World Environment Day 2025 global activity map:
[worldenvironmentday.global/get -involved/register-activity](https://worldenvironmentday.global/get-involved/register-activity)
- Share on social media UNEP's campaign assets or create your own to spread the word

5 JUNE
WORLD ENVIRONMENT DAY



**Hey, it's me,
the ocean.**

I carry life, please don't
make me carry plastic waste.

© iStock/Armiblu

Social Media Ask

Tell the world how nature inspires you to
#BeatPlasticPollution

On Instagram

- On 4 June, Go to @UNEP's Instagram Story
- Tap the "Add Yours" sticker
- Share a photo or video of your favorite natural place
- Add a short caption (e.g., "Protect our oceans! #BeatPlasticPollution")
- Post to your Story and keep the chain going!
- Tag friends, family, organizations
- Use these hashtags: #WorldEnvironmentDay #BeatPlasticPollution
- Mention us: @UNEP



**Nature's
waste...**



**is nature's
resource.**

Embrace circularity.
End plastic pollution.

© Canva/Creative Nature_nl

Social Media Ask

On other platforms

- Add a photo or video of your favorite place in nature — a forest, a beach, a mountain, or even your neighborhood park
- Write a short note or caption(e.g.: "It's time to #BeatPlasticPollution to give nature space to breathe)
- Don't forget to use these hashtags:
#WorldEnvironmentDay #BeatPlasticPollution
and mention us: @UNEP
- Post it on your feed and keep the chain going!

Global Media Engagement

UNEP will engage global media through:

- Media advisories and press releases
- Media trips
- Press briefings
- Interviews with experts
- Op-eds



Events Arounds the Globe

Global events:

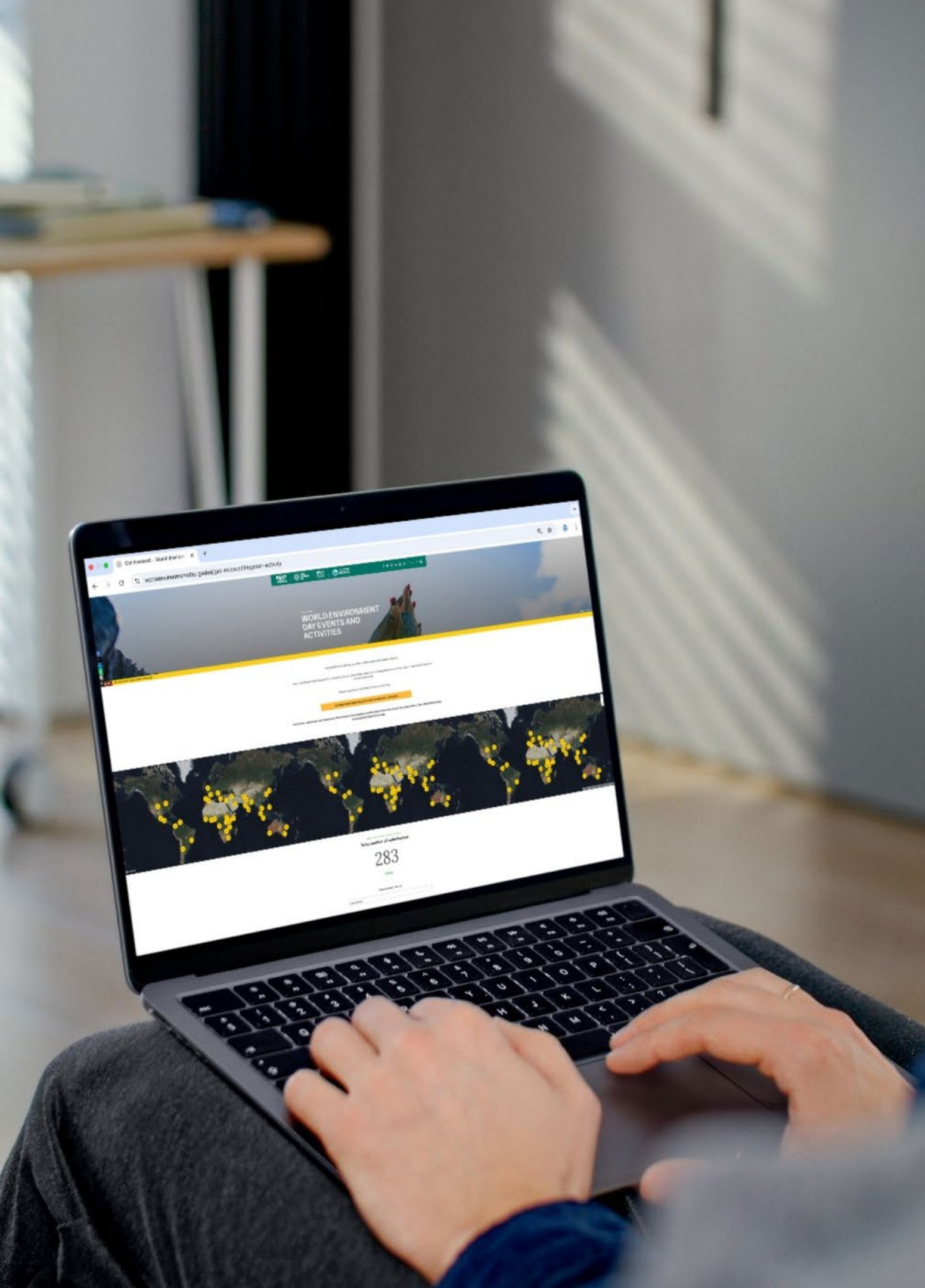
- 4-5 June, Jeju: WED 2025 Commemoration, Ministerial Roundtable, Future Generation Forum, UNEP-KEI International Forum, etc

Regional events:

- Some States in India to announce 'Plastic Free' Biosphere reserves on WED
- Toronto as the WED host city in North America
- Flagship events in Mexico and Colombia
- Geneva's Jet d'Eau will be lit up in green

Other:

- Public billboards in Beijing Airport, Osaka Airport, Geneva Airport, Qatar Airport, NYC, Boston, Chicago, London, Brussels, etc





The Republic of Korea: 2025 Host Country

- Host country campaign launched on April 28
- Official ceremony in Jeju, RoK on 5 June
- UNEP will produce multimedia products highlighting the country's efforts
- Thousands of outreach activities will take place to highlight action on the theme



The Republic of Korea's efforts to #BeatPlasticPollution

- **ROK:** Second time hosting WED (First in 1997: "For Life on Earth")
- **Significant Progress:** Improved water & air quality, safe chemical management, ecosystem protection & restoration
- **National "Full Life -Cycle Plastic Strategy":** Addresses all stages in the life cycle of plastics
- **Key Actions :** Curbing waste at the source; expanding recycling efforts; accelerating the transition to a circular economy
- **Jeju Province :** Host venue for WED 2025
- **Jeju's Vision :** Plastic pollution-free by 2040

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