

INTERNATIONAL DAY OF ZERO WASTE

2025 Wrap-up report

BEAT
WASTE
POLLUTION

UN
environment
programme



With support from

**ZERO WASTE
FOUNDATION**

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Pollution from fashion and textile waste at a glance

Every year,

92 million

tonnes of textile waste is produced globally.



This equates to a

garbage truck

full of clothing incinerated or sent to a landfill every second.

Clothing production doubled from 2000 to 2015 while the duration of garment use decreased

36 per cent.



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Towards zero waste in fashion and textiles

“Towards zero waste in fashion and textiles” was the topic for **International Day of Zero Waste**, observed on 30 March 2025. The day was established by the United Nations General Assembly (**Resolution 77/161**) and is jointly facilitated by the UN Environment Programme (UNEP) and UN Human Settlements Programme (UN-Habitat).

The International Zero Waste Day promotes sustainable lifestyles and highlights the role of sound waste management and sustainable consumption and production, which is linked to achieving the Sustainable Development Goals, as reinforced by UN Environment Assembly **Resolution 6/8**.

The 2025 observance spotlighted the fashion and textile sector’s significant role in the global waste crisis and the challenges of second-hand clothing being traded to countries that are unable to process them, particularly in the Global South. Supported by the **Zero Waste Foundation**, the Day recognized efforts to promote circular design and responsible consumption while urging governments, businesses, civil society and youth to accelerate zero waste initiatives.

The global waste crisis is escalating, driven by unsustainable production and consumption patterns that harm the climate, ecosystems and human health. The fashion and textile sector is a leading contributor with its linear model of overproduction and with mass consumption creating a cycle of waste. Clothes are often discarded long before the end of their life span. This generates massive textile waste and significant loss of physical inputs and financial value for the textile value chain. The growing waste crisis is polluting the environment, worsening climate change and depleting natural resources, making sustainable solutions more urgent than ever.

Global leaders spotlight urgent need for sustainable practices

On this year's International Day of Zero Waste, global leaders came together to shine a spotlight on the urgent need for more sustainable practices – this time through the lens of the textile and fashion industry.



UN Secretary-General António Guterres spoke with clarity. “Earth is a fashion victim,” he said, noting how textile production “devours resources” and “belches out greenhouse gases.” The waste generated by the fashion industry is staggering, yet Guterres remains hopeful. He spoke about promising efforts like the **Fashion Industry Charter for Climate Action** and the **Fashion Pact**, which show that change is not only necessary but possible. “Let’s all commit,” he urged, “to ensure fashion sense makes good sense – for people and planet.”



UNEP Executive Director Inger Andersen echoed this optimism. “Change is possible,” she said. Andersen noted that from consumers to corporations, everyone has a role to play. Individuals can choose to buy less, invest in long-lasting garments when they can, and support sustainable brands. Meanwhile, she added, industries must rise to the challenge – creating affordable, durable, recyclable clothing. Governments, too, have a part: by enacting policies that support circular businesses and helping them thrive, she said. Even cities, Andersen noted, can lead local transformations by supporting initiatives like clothing banks and other reuse systems.



UN-Habitat Executive Director Anacláudia Rossbach emphasized the need to rethink how we produce, consume and dispose of fashion. Cities, she said, have the potential to lead the way – by fostering circular economies, driving textile innovation and putting infrastructure in place to make clothing reusable, as well as making responsible disposal the norm. But she also reminded the world not to overlook the people already doing this work. “We must ensure that informal waste workers, who play a vital role in waste management in many cities, are integrated into city-led solutions,” she said.



UN Zero Waste Advisory Board Chair Emine Erdoğan called for a shift toward a zero waste lifestyle. She described how fast fashion drives overproduction and turns usable clothes into waste, warning that nature cannot shed these discarded garments as easily as we do. Yet Erdoğan remained hopeful, pointing to cultural traditions where clothing was repaired, reused, and passed down through generations. “Zero waste is not a trend, but a way of life,” she said, urging the fashion world to embrace durability, responsibility, and circular design. “Let us redefine fashion—not as disposable, but as meaningful and mindful.”



A panel of experts discusses sustainable textile solutions at the Nairobi Zero Waste Day event (27 March 2025).



Youth participants engage in circular fashion discussions at the Nairobi flagship event for Zero Waste Day (27 March 2025).

Flagship events spark global momentum in Nairobi and New York

Nairobi

On 27 March, UN-Habitat, UNEP, Zero Waste Foundation and the Republic of Türkiye **organized** the flagship event for International Day of Zero Waste in Nairobi, Kenya. Over 750 participants –including diplomats, industry leaders, students and activists – gathered to discuss sustainable fashion, textile waste and circular economy solutions. At the event, **Africa Collect Textiles** showcased how clothing can be creatively repaired, reused and repurposed by decorating the event space with discarded denim – transforming waste into a visual statement of possibility. The event opened with a music performance by Savara of Sauti Sol, who shared his personal journey into sustainability and the fashion industry. Notably, most of the participants were young people, reflecting strong youth engagement and leadership in building more sustainable and inclusive fashion systems.

A highlight of the event was a panel discussion featuring designers, experts and advocates who emphasized the urgent need for change in the fashion and waste management sectors. “When designing products, every material choice matters,” said Sarah Njau of Green Forest Solutions East Africa. H.E. Emine Erdoğan, First Lady of Türkiye and chair of the UN Secretary-General’s Advisory Board on Zero Waste, delivered a message stressing the environmental impact of textile waste, while H.E. Subutay Yüksel, Ambassador of Türkiye, shared Türkiye’s goal of reaching a 70 per cent recycling rate by 2053. UN-Habitat Global Solutions Division Director Rafael Tuts and UNEP Science Division Director Jian Liu both called for an urgent shift toward circular approaches that prioritize waste prevention, reuse and responsible production.

The flagship event also announced **three good practices** selected by the UN Secretary-General’s Advisory Board on Zero Waste, including a youth-led initiative. The Nairobi event concluded with a strong call for multi-stakeholder collaboration to transform the fashion and textile industry, scaling up existing solutions for a sustainable and circular future, and closed with vibrant discussions and networking opportunities.



NY Flagship Event at UN Headquarters addresses the global impact of fast fashion.

New York

A high-level event for the International Day of Zero Waste **was held** in the General Assembly Hall at UN Headquarters in New York City, focusing on the environmental and social impacts of linear business models driving overproduction and overconsumption, particularly in the fashion and textile sectors. The observance opened with *The Story of Our Planet*, a visual mapping projection produced by Türkiye and the Zero Waste Foundation that illustrates the toll of waste pollution and advocates for zero waste initiatives. H.E. Philemon Yang, President of the UN General Assembly, highlighted the links between fashion, employment and sustainability, aligning with the goals of the **Pact for the Future**.

UN Secretary-General António Guterres warned of the dangers of fast fashion, especially for the Global South, and called for stronger global initiatives. Türkiye First Lady H.E. Emine Erdoğan emphasized the importance of sustainable consumption, showcasing progress through the national Zero Waste Project. Leaders from UNEP and UN-Habitat stressed the critical role of individuals, cities and local action in creating a waste-free future. During the panel discussion, moderated by UNEP New York Office Chief of Service Jamil Ahmad, industry experts emphasized the need to rethink business models, support local governments and shift from recycling toward reduction, reuse and circular economy approaches.

The event concluded with a general debate, with 36 Member States and observers delivering statements reinforcing global commitments to zero waste goals. A recording of the event is available on **UN Web TV**.



Students and young professionals collaborate at the Paris hackathon hosted by UNEP's textile team (28-29 March 2025).



Student from Zhejiang University presents the Mottainai Youth Declaration on Zero Waste and Circularity at the flagship event in China (29 March 2025).

Youth engagement fueling circular innovation

This year, young people played a central role in advancing the message of the International Day of Zero Waste through dynamic, youth-led initiatives that encouraged innovation, collaboration and action.

The **Zero Waste Day Global Youth Webinar**, organized by UNEP with support from the **Children and Youth Major Group to UNEP** and the **International Solid Waste Management Association Young Professional Group**, brought together over 200 youth participants from around the world. The webinar explored the environmental impact of the textile industry and showcased circular economy solutions driven by youth. Divided into two regional sessions — Africa, Asia and Europe in the first; Latin America and the Caribbean in the second — the event featured youth speakers from countries including Kenya, Egypt, India, Ukraine, South Korea, Brazil, Yemen, Ecuador, Colombia, Grenada and Trinidad and Tobago. The **Mottainai Youth Declaration on Zero Waste and Circularity**, developed by the Children and Youth Major Group to UNEP, was also presented. The declaration is a youth-driven policy framework outlining commitments and recommendations to advance circularity and reduce waste. The discussions inspired participants to take meaningful action and further strengthened the global network of young changemakers tackling waste pollution.

In parallel, UNEP's network of textile interns organized a **two-day hackathon** in Paris at EDHEC Business School. Students and young professionals from around the world participated to co-create practical solutions to reduce textile waste. Participants formed 14 teams across three innovation tracks: data and technology, marketing and communication, and community-based solutions. Supported by industry experts, the hackathon featured keynote addresses and panels with leaders from UNEP, Fashion Revolution, Kering, Fédération de la Mode Circulaire, Paris Good Fashion and others. Winning solutions included UniLoop, a platform for exchange students to trade clothing; Wear It Again, a youth-led campaign to counter overconsumption in high schools; and Mélange, a cultural exchange series built around clothing swaps and repair workshops.

Together, these initiatives empowered youth to lead the charge in building circular and inclusive solutions, reinforcing their vital role in the global transition toward zero waste.



Members of the UN Secretary-General's Advisory Board on Zero Waste in front of the Zero Waste Day exhibition at UN Headquarters in New York.

UN Secretary-General's Advisory Board on Zero Waste

Under the leadership of Türkiye First Lady H.E. Emine Erdoğan, the UN Secretary-General's Advisory Board on Zero Waste continues to champion global zero waste efforts. Since its launch in March 2023, the advisory board has played a key role in raising awareness and sharing solutions through high-level events, including the International Day of Zero Waste observances in Nairobi and New York.

Building on this momentum, the board hosted a thematic webinar on 24 April focused on textile and fashion waste. The session brought together over 50 participants – from youth and policymakers to industry experts – to highlight innovative policies and circular economy practices, bridging the International Day of Zero Waste and **World Cleanup Day**.

To spotlight practical solutions, UN-Habitat, with the Board's support, **called** for good practices in fashion and textiles. From over 220 submissions, three outstanding initiatives were recognized at the Nairobi event:

- **The United Wardrobe Project (Bangkok, Thailand):** The project prevented 98,000 kg of CO₂ emissions and saved 33 million litres of water by transforming textile waste into a cycle of reuse and renewal.
- **LiiS.com (Krødsherad, Norway):** The textiles-as-a-service platform leases easily repairable garments for children, promoting sustainability and waste education from an early age.
- **Closing the Loop Program (Bengaluru, India):** Led by the Circular Apparel Innovation Factory, the program diverts post-consumer textiles from landfills and channels them back into the market through recovery facilities.



Repair Cafe Workshop hosted by Janet Chemitei an Environmentalist and Slow Fashion Educator (27 March 2025)

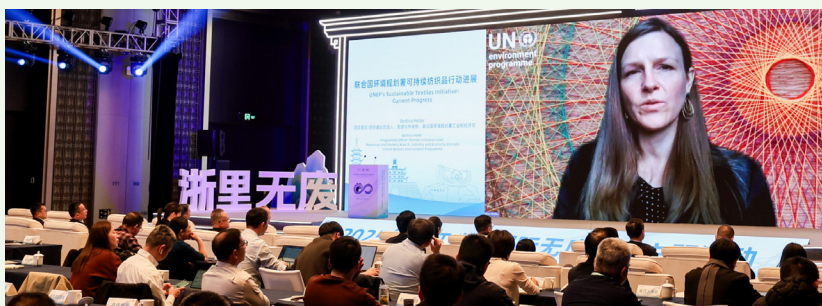


Cover image of the podcast "Transforming Textiles: The Policy Podcast with Global Leaders."

Advancing zero waste solutions through narratives

Through compelling storytelling, the campaign advanced high-impact solutions and broadened public understanding of the zero waste approach, particularly in the context of the fashion industry. Narratives were crafted across formats – from web stories to a podcast episode – illustrating how sustainable fashion practices can reduce waste and promote circularity. These stories highlighted innovative approaches such as using **natural dyes**, **embracing circular business models** and **addressing the environmental toll of overproduction and textile waste**. Maisa Rojas, Environment Minister of Chile, was a guest in the inaugural episode of UNEP's **"Transforming Textiles: The Policy Podcast with Global Leaders"**. The episode explored the country's rising textile waste crisis and its policy response, including efforts to establish a circular economy for textiles.

Complementing these efforts, UNEP and UN-Habitat jointly published a **press release** and a **wrap-up story** that captured the global observance of International Day of Zero Waste, amplifying the campaign's central theme and reinforcing its call for systemic change. Together, these storytelling tools raised awareness, supported policy dialogues and inspired international cooperation on the importance of zero waste and sustainable consumption practices.

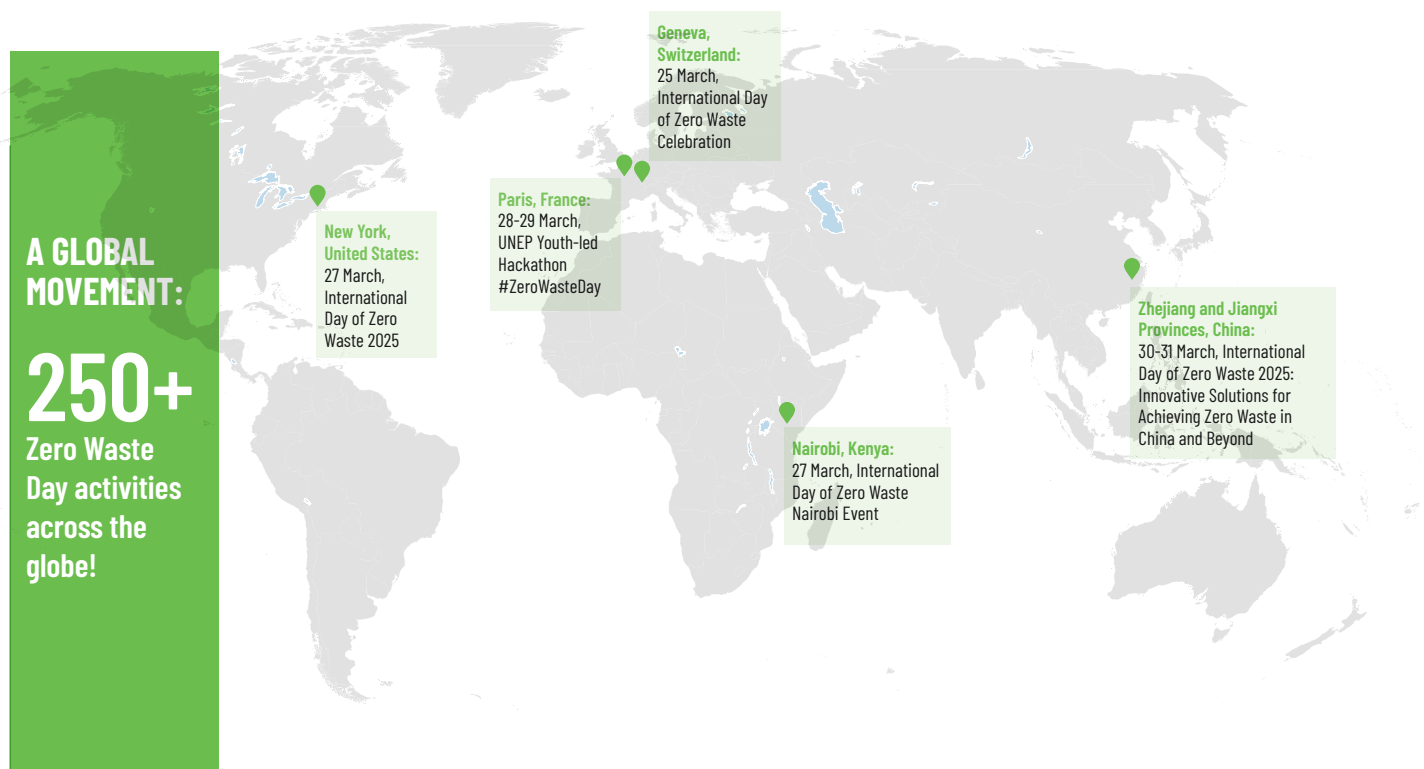


Bettina Heller, UNEP Programme Officer, presents on sustainable solutions to fashion and textile waste at the Zero Waste Day flagship event in China (29 March 2025).



Group photo of presenters, organizers, and students from the United Wardrobe Project at the Zero Waste Day event in Nonthaburi, Thailand (4 April 2025).

Regional highlights from six continents driving global change



Asia and the Pacific

In China, UNEP, the Basel Convention Regional Centre for Asia and the Pacific (BCRC China) and the provincial governments of Zhejiang and Jiangxi hosted a **three-day Zero Waste Day event**. The gathering brought together policymakers, international organizations, the private sector and youth to share experiences, ambitions and challenges related to sustainable textiles and waste management.

Key outcomes included China's first zero waste city declaration, the launch of "Wu Fei Bao" — a digital platform providing real-time solid waste data — and a joint pledge by three provinces and Shanghai to strengthen waste management in the Yangtze River basin. An interactive exhibition on sustainable textiles also attracted thousands of visitors.

UNEP and BCRC China also co-hosted a global webinar with participants from 34 countries, exchanging experiences on zero waste practices with a special focus on textiles.

In Thailand, UNEP, UN-Habitat, the Thailand International Cooperation Agency, and the Wastewater Management Authority, in collaboration with the Embassy of the Republic of Türkiye and with the contributions of the Zero Waste Foundation of Türkiye, co-organized a **Zero Waste Day event** in Nonthaburi. The event recognized the United Wardrobe Project in Thailand, one of the winners of the global call for good practices in zero waste fashion.

Africa

In Botswana, the Embassy of the Republic of Türkiye and the UN Resident Coordinator's Office with the contributions of the Zero Waste Foundation of Türkiye organized an event with participation from the Ministry of Environment and Tourism, UN officials, ambassadors and local stakeholders. The event featured presentations on sustainability and waste management and crafts made from recycled materials. Ambassador Ahmet İdem Akay highlighted Türkiye's zero waste initiative and the Global Goodwill Declaration.

In Senegal, the Embassy of the Republic of Türkiye with the contributions of the Zero Waste Foundation of Türkiye partnered with local women's cooperatives to host a zero waste textiles event focusing on the reuse of traditional fabrics through workshops and training. Led by Marie Khone Faye, wife of President Bassirou Diomaye Faye, the event included activities such as sweeping a schoolyard and planting a baobab sapling. Ambassador Nur Sağman emphasized Türkiye's commitment to recycling 60 per cent of all waste by 2035. Both events advanced the zero waste agenda and strengthened Türkiye's environmental diplomacy in Africa.



Experts and international organizations gather in Geneva for a Zero Waste Day event, highlighting the need for circularity and sustainable practices in the fashion industry (25 March 2025).



Veronika Hunt Šafránková, Head of UNEP Brussels Office, shares insights on circular economy strategies and sustainable textiles at the Zero Waste Day event hosted by the Permanent Representation of Türkiye to the EU (March 2025).

Europe

Across Europe, 2025's International Day of Zero Waste was marked by high-impact events promoting sustainable fashion and circular economy solutions. In Moscow, UNEP convened diplomats, ambassadors and haute couture designers to explore the creation of an International Sustainable Fashion Platform. Designers showcased garments made from natural and second-hand fabrics, contributing to **UNEP's Sustainable Fashion Communication Strategy** and encouraging high-end fashion stakeholders to embrace more sustainable practices.

In Geneva, an **event** co-organized with the Government of Türkiye brought together experts from key international organizations including UNEP; UN-Habitat; the International Labour Organization; the UN Economic Commission for Europe; the Basel, Rotterdam and Stockholm Conventions; the International Trade Centre; the UN Alliance on Sustainable Fashion; the World Business Council for Sustainable Development; and Better Cotton. The event emphasized the need for a circular economy in fashion, addressing waste at its source, the toxic impacts of textiles and the cultural shifts required to combat overconsumption. Speakers underscored the environmental toll of fast fashion, the importance of safe working conditions and the critical role of both businesses and governments in advancing sustainable practices and partnerships. The Zero Waste Foundation of Türkiye also contributed to the event's thematic focus, reinforcing the global message of sustainable production and consumption in the textile sector.

Türkiye's Permanent Missions also led a coordinated series of events across Brussels, Paris and Rome. In Brussels, UNEP Brussels Office Head Veronika Hunt Šafránková delivered a keynote speech on circular strategies to reduce textile waste. In Paris, educational sessions focused on sustainable fashion training, while in Rome, the Embassy of the Republic of Türkiye partnered with the Food and Agriculture Organization of the UN (FAO) and the International Fund for Agricultural Development (IFAD) to explore how textile waste can support income generation for rural women producers. These diplomatic efforts, carried out with the coordination and support of the Zero Waste Foundation, showcased Türkiye's leadership in driving circularity in the fashion and textile sector across Europe.



First Lady of Türkiye H.E. Emine Erdoğan visits the Zero Waste Day exhibition at UN Headquarters (March 2025).



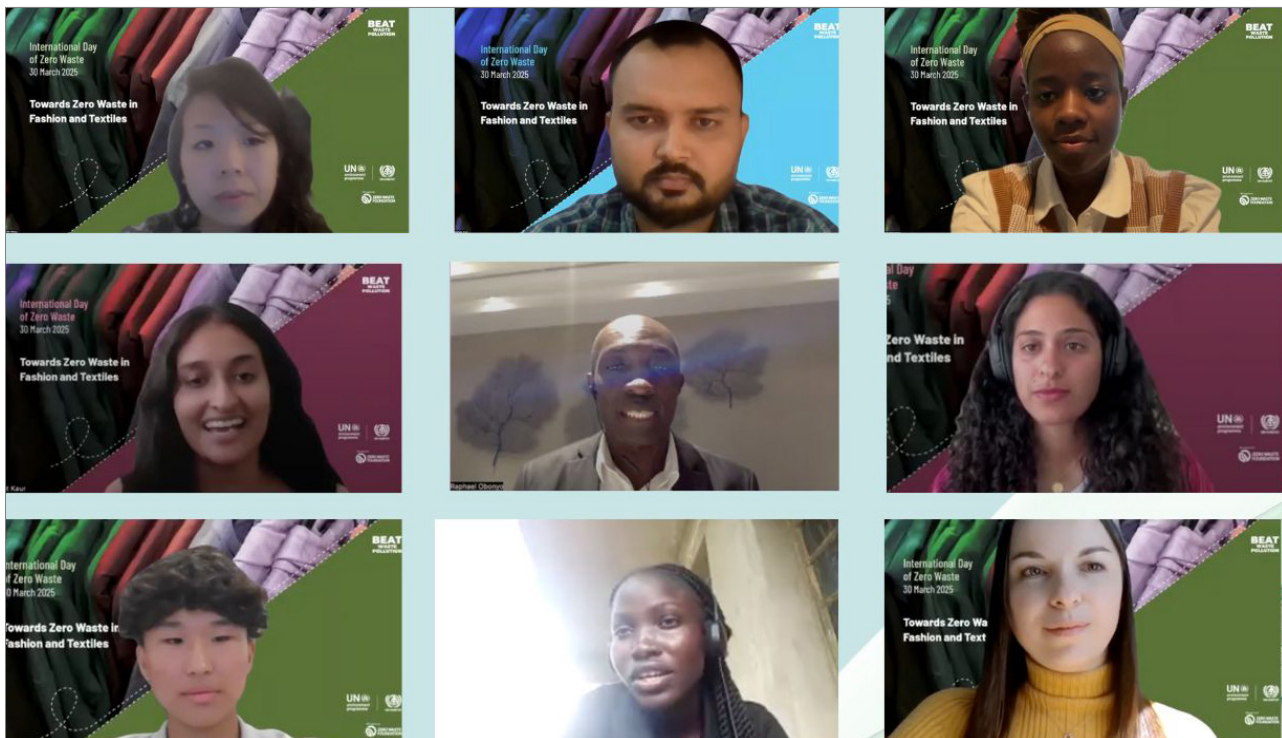
Projection mapping by the Zero Waste Foundation opens the Zero Waste Day flagship event at UN Headquarters in New York (27 March 2025).

North America

In North America, the International Day of Zero Waste was marked by a high-level **flagship event** at the UN General Assembly Hall in New York, which was also amplified through widespread digital outreach.

The NY event also included an outdoor exhibition, organised by the Zero Waste Foundation, in collaboration with UNEP and UN-Habitat, titled We Have Enough in the UN Gardens. The exhibition, aligned with the fashion and textile theme, visualized the impacts of overconsumption and showcased creative solutions for sustainable living. It also featured the three best practices recommended by the UN Secretary-General's Advisory Board on Zero Waste. Unveiled on 30 March, the exhibition remained open for display for one month, offering visitors an engaging and thought-provoking experience on the importance of circularity and mindful consumption. At the opening of the exhibition, Zero Waste Foundation President Samed Ağırbaş underlined the need to live in harmony with nature, explore innovative technologies, and foster collective awareness, stressing that the world already has enough people and resources to drive the transformation toward a more sustainable future.

Public messaging was further expanded through influencer collaborations and a large-scale digital billboard campaign in 13 markets across the country, supported by the **PVBLC Foundation** through the **UN Fashion and Lifestyle Network**, generating over two million impressions.



Youth leaders from Africa, Europe, and Asia exchange ideas on circular solutions during the Zero Waste Day Global Youth Webinar (4 April 2025).

Latin America and the Caribbean

UNEP's Latin America and the Caribbean regional office led impactful actions for Zero Waste Day that highlighted the urgent need for transformation in the fashion and textile sector. The regional webinar [Towards zero waste in fashion and textiles](#), supported by the Zero Waste Caribbean project and UNEP headquarters, gathered over 280 participants from across the Global South, showcasing solutions from textile reuse in Ecuador to post-consumer initiatives in Indonesia. Strategic communications amplified the momentum, with UNEP Regional Director and Representative of UNEP in Latin America and the Caribbean Juan Bello's op-ed featured on the UNEP website, and UNEP experts contributing to media like *El Mercurio* and *DW Español*.

UNEP's communications team also joined a training by Wikimedistas de Uruguay on open-access visuals to strengthen campaigns. Regional messages were further boosted by a widely shared [LinkedIn article](#) from 2023 Champion of the Earth José Manuel Moller spotlighting the environmental cost of fashion and innovative solutions emerging from the Global South.

West Asia

In West Asia, the campaign included an [op-ed](#) with Arab News and two media interviews with [al Ghad](#) in Jordan and [Al Hurra](#) in Washington to broaden public awareness and drive further media uptake on fashion and textile waste. Furthermore, outreach also focused on youth engagement and food waste reduction through a media collaboration with Chef Leyla Fathallah. Featured on [France 24](#), Chef Leyla shared practical tips for minimizing food waste and demonstrated a zero waste recipe, encouraging behavioral change among young audiences.



As part of a crowdsourced social media campaign, global influencers were invited to share personal stories highlighting zero waste fashion, among them included [Maria Bernad](#), [Marcela Recicladora](#) and [Melati Wijsen](#).

Digital engagement powering the zero waste message

Multilingual and multiplatform content and engagement activities were designed and facilitated to drive global participation in the International Day of Zero Waste. These included social media assets in Arabic, Chinese, English, French, Japanese, Russian and Spanish, allowing partners around the world to join the campaign with ease. A [How to engage](#) guide developed by UNEP's textiles team encouraged leading fashion and textile organizations – including the Africa Collect Textiles, Ellen MacArthur Foundation, Fashion Agenda, Fashion Revolution Global, the H&M Foundation, the Or Foundation, and Textile Exchange – to amplify the campaign and link the zero waste message to their sector. The Zero Waste Foundation also supported the initiative by advocating for circular practices and waste reduction within the global textiles value chain.

The campaign reached over eight million users and generated 600,000 interactions –representing a tenfold increase in reach and a thirteenfold rise in engagement compared to 2024. The hashtags #ZeroWasteDay and #BeatWastePollution were mentioned more than 15,000 times across platforms. Two dedicated campaigns further strengthened influencer and audience engagement.

The spotlight campaign paired dynamic zero waste solutions and initiatives in the Global South with influential content creators to celebrate sustainable and circular solutions in fashion and textiles, highlighting individual stories that champion creativity and emotional utility.

Kalpana Arias

× Fabrics for Caring (Argentina)

Repurposing textile waste into care products while supporting women affected by gender-based violence.

Janet Chemitei

× IRO IRO (India)

Transforming post-industrial textile waste using indigenous weaving techniques to create sustainable fashion.

Aishwarya Sharma

× The REVIVAL (Ghana)

Community-led initiative turning global textile waste into art, jobs, and awareness in Accra's informal settlements.



Zero Waste Day social media cards in different languages.

Media momentum builds global awareness

UNEP's media monitoring during the campaign week showed strong global traction, with nearly 3,000 articles referencing "zero waste" published by 1,855 media outlets across 101 countries in 42 languages – up from 800 articles in 2024. The highest media coverage came from China, followed by Canada and Venezuela.

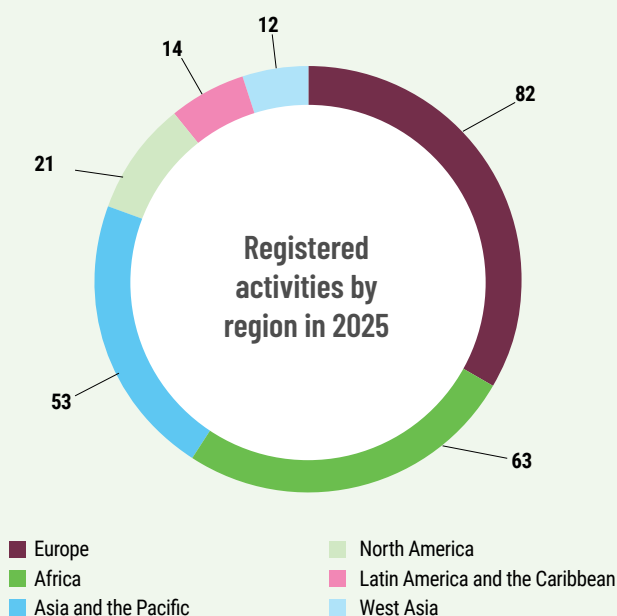
In West Asia, focused editorial efforts amplified campaign messages. An op-ed by UNEP Regional Director for West Asia Sami Dimassi titled "[International Day of Zero Waste: Turning waste into opportunities](#)" was published in *Arab News* on 29 March 2025. It spotlighted the day's focus on fashion waste and highlighted the West Asia Sustainable Fashion Academy – established in 2021 – as a key regional platform advancing circularity across the textile value chain. The piece also discussed new regional guidelines on composting.

Complementing this, *Al Ghad* newspaper in Jordan published [an interview](#) with Dimassi on 25 March 2025, addressing fashion waste, related challenges and potential solutions. This regional momentum was echoed globally: the op-ed "Threads of Change" by UNEP Regional Director and Representative of UNEP in Latin America and the Caribbean Juan Bello was featured on UNEP's website and cited by *El Mercurio* in Chile, while UNEP expert Jordi Pon contributed to a [DW Español](#) piece on sustainable consumption in Latin America.



A campaign activation video featuring Tengeneza Café - a community workshop in Nairobi, Kenya

Global civil society engagements for zero waste



There were nearly 250 activity registrations, with India, Italy, Kenya, Nigeria, the United Kingdom of Great Britain and Northern Ireland and the United States of America among the most represented countries.

These activities included conferences, training modules, school campaigns, waste collection drives and art competitions. They helped to raise awareness of the importance of responsible consumption and production practices and urban waste management across a wide demographic range.

The Zero Waste Foundation also contributed to these global efforts by supporting and promoting initiatives aimed at fostering sustainable waste management and encouraging local communities to take action, further amplifying the impact of local campaigns on a global scale.

Local campaigns making a global impact

Among key civil society engagements, members of the **Global Alliance for Incinerator Alternatives (GAIA)** shared their expertise through a LinkedIn Live session, #ThisIsZeroWaste: What zero waste solutions look like for fashion and beyond, which had over 50,000 views. GAIA members also organized impactful local events: Fundación Reverdesierto in Chile hosted a **virtual forum** on textile waste, AICED youth leaders in the Democratic Republic of the Congo demonstrated **textile-to-art transformations** – one of which was featured on UN radio station **Radio Okapi** – and UpCycle It in Ghana led a hands-on **workshop** on zero waste in fashion. These activities showcased practical zero waste solutions and empowering communities with replicable strategies.

Meanwhile, **Zero Waste Europe (ZWE)** and **Rezero** co-hosted a **Zero Waste Festival** in Barcelona, bringing together nearly 500 stakeholders to address challenges in textiles and fashion. ZWE members also marked the day across the continent: Zero Waste France joined the Stop Fast-Fashion mobilization, Zero Waste Italy launched nationwide initiatives and Slovenia's Ekologi Brez Meja introduced the **Strengthening the Implementation of Circular Textiles Strategies in the EU** project.

Complementing these civil society efforts, the Permanent Missions of Türkiye played a leading role in promoting the International Day of Zero Waste theme across major global platforms. They organized high-level panels at the European Parliament in Brussels, and advanced sustainable fashion education initiatives in Paris. In Rome, they collaborated with the Food and Agriculture Organization of the United Nations and the International Fund for Agricultural Development in Rome, to highlight innovative ways to empower rural women through textile upcycling. The Zero Waste Foundation actively co-organized and contributed to these international events, playing a key role in content development, stakeholder engagement, and the dissemination of best practices. Through these coordinated events, Türkiye demonstrated strong global leadership in advancing zero waste and circular economy practices.

Spreading zero waste messages globally, from terminals to town squares

A wide-reaching global multimedia campaign promoted the day through high-visibility displays, broadcasts and strategic public placements. Through collaborations with airports, media outlets and public spaces, the zero waste message reached millions around the world, reinforcing the urgent call for sustainable consumption and production.



Istanbul Airport: Specially designed banners created with UNEP and the Zero Waste Foundation displayed on LED screens in domestic and international terminals from 30 March to 5 April, reaching approximately 1.5 million travelers.



Kansai Airport: Zero Waste Day banners on display at the arrival hall of Kansai International Airport welcome travelers with a message on sustainable consumption and waste reduction.



Beijing Capital International Airport and Kansai International Airport: Promotional displays presented global travelers with zero waste messaging.



Mexico City: Subway advertisements brought the campaign to thousands of daily commuters.



United Nations Headquarters, New York: The *We Have Enough* exhibition showcased artworks made from recycled materials, emphasizing the philosophy of zero waste and highlighting the dangers of overconsumption.

TRT World: The Turkish broadcaster aired the #BeatWastePollution video **Waste: Fast fashion is fueling our ecological crises** from 30 March to 2 April, reaching an international audience.

The United States of America: Large-scale billboards in major cities amplified public awareness of Zero Waste Day.

Brazil (São Paulo): In partnership with UN Brazil and JCDecaux, Zero Waste Day messages were featured on urban furniture across the city.

About

UNEP:

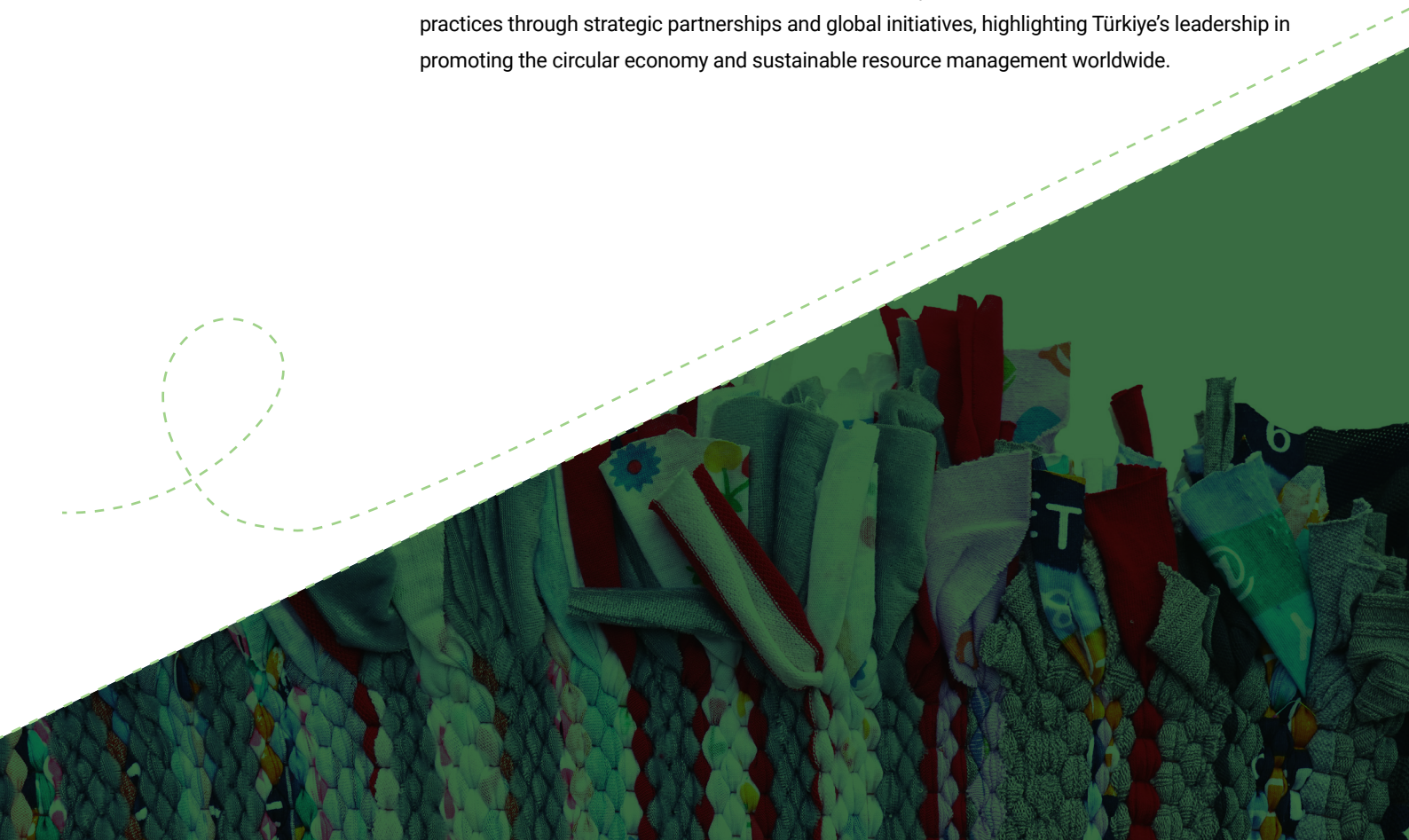
UNEP is the leading global authority on the environment, dedicated to tackling climate change, biodiversity loss, and pollution for over 50 years. Through its **International Environmental Technology Centre** (IETC), UNEP addresses the global waste crisis by promoting inclusive, effective waste management strategies in collaboration with governments, industry, and communities. Using tools like the Global Waste Management Outlook, UNEP supports context-specific plans that integrate social, environmental, and gender considerations, advancing solutions for challenges like e-waste and mercury waste while pushing for global action toward a zero waste future.

UN-Habitat:

UN-Habitat is the focal point for all urbanization and human settlement matters in the UN, guiding cities towards sustainable, inclusive, resilient and circular urban development. Through flagship programmes such as **Waste Wise Cities** and the **African Clean Cities Platform**, UN-Habitat provides technical expertise, policy guidance, and practical tools to support local governments in integrating zero-waste initiatives into their strategies and operations. It offers **data and monitoring, sharing of knowledge**, advocacy and education, and support for bankable project development.

Zero Waste Foundation:

The Zero Waste project was launched in 2017 by Her Excellency Mrs. Emine Erdoğan, setting a pioneering example in sustainable waste management. Building on this success, the Zero Waste Foundation was established in 2023 to institutionalize and expand these efforts on a national and international scale. The Foundation actively drives zero waste awareness and practices through strategic partnerships and global initiatives, highlighting Türkiye's leadership in promoting the circular economy and sustainable resource management worldwide.



Atif Ikram Butt
atif.butt@un.org
Chief, Public Advocacy and
Communication, UNEP

Katerina Bezgachina
ekaterina.bezgachina@un.org
Senior Public Information Officer,
UN-Habitat

#BeatWastePollution
unep.org | unhabitat.org

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