



WORLD ENVIRONMENT DAY 2018

THE DAY THE TIDE TURNED ON SINGLE-USE PLASTICS

**BEAT
PLASTIC
POLLUTION**



**WORLD
ENVIRONMENT
DAY**



**INDIA
2018**

सत्यमेव जयते

UN 
environment



Our planet is drowning in **plastic pollution**



Want to learn more about plastic pollution? Check out **our interactive story**, published in eight languages.



As part of World Environment Day celebrations, thousands of people joined clean-ups around the world, including at the Taj Mahal in India.

INTRODUCTION

World Environment Day is the UN's most important day for encouraging worldwide awareness and action for the protection of our environment. Since it began in 1974, it has grown to become a global platform for public outreach that is widely celebrated in hundreds of countries.

In 2018, World Environment Day reached new heights. With India as host country, the world rallied

around a movement to "Beat Plastic Pollution". This simple yet ambitious call to action, inspired governments, institutions and civil society to take meaningful steps to combat one of the great environmental challenges of our time. The theme asked each of us to consider how we can make changes in our everyday lives to reduce the heavy burden of plastic pollution on our natural places, our wildlife and our own health.

By plugging into a long-building momentum to beat plastic pollution, World Environment Day served as a turning point to inspire innovators, activists and leaders worldwide to do more than just clean up existing plastics. The outcome of this historic and catalyzing moment is being recognized as the day the tide turned on single-use plastics.



"The choices that we make today will define our collective future. These choices may not be easy. But through awareness, technology and a genuine global partnership, I am sure we can make the right choices. Let us all join together to beat plastic pollution and make this planet a better place to live in."

Prime Minister of India, Narendra Modi



"On World Environment Day, the message is simple: reject single-use plastics. Refuse what you can't re-use. Together, we can chart a path to a cleaner, greener world."

United Nations Secretary-General, António Guterres



"We have been terrible users of plastic and terrible managers of our plastic waste. But we can still change it. If we change our habits, we help product designers design innovative products that are better for our oceans and our future."

Minister of the Environment of the Republic of Estonia/UN Environment Assembly President, Siim Kiisler

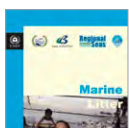


"Beating plastic pollution will preserve precious ecosystems, mitigate climate change, protect biodiversity and human health. Confronting this crisis of convenience is a fundamental battle that must be fought today as part of the broader struggle for a sustainable tomorrow."

UN Environment Executive Director, Erik Solheim

Plastic pollution has been a rising topic of concern worldwide for more than two decades.

This World Environment Day was the culmination of years of efforts by Member States to focus the world's attention and galvanize action around plastic pollution. For decades, UN Environment and its Member States have been developing innovative science and forging consensus on the complex relationships between plastics, society and the environment.



2005
 Marine Litter, an Analytical Overview.



2009
 Marine Litter: A Global Challenge.



2014
 Valuing Plastic.



2015
 Plastic in Cosmetics.



2015
 Biodegradable Plastics and Marine Litter.



2016
 Marine Plastic Debris and Microplastics.



2016
 Marine Litter Vital Graphics.



2018
 The State of Plastics.

AN ENVIRONMENTAL MOVEMENT



More than 4,000 World Environment Day events took place worldwide. Here, a beach clean-up in Peru.



Single-Use Plastics: A Roadmap for Sustainability

Developed in cooperation with the Indian Government and its Ministry of Environment, Forest and Climate Change, UN Environment's World Environment Day report offers a roadmap for policymakers worldwide.

BBC News, The New York Times, The Daily Mail and Xinhua.

World Environment Day is more than a day to commemorate: it's a day to act. And this year, the world went big. World Environment Day saw action in hundreds of countries, mobilizing dozens of partners and connecting millions of supporters worldwide. India set the tone early by hosting nationwide launch events and mobilizing resources in nearly

every state. From there, connected by a dynamic global communication campaign, UN Environment inspired and coordinated activities on every continent, shared stories of citizen action and innovative solutions, and engaged stakeholders and policymakers in this historic effort to beat plastic pollution.



70 stories on our website



Live updates from India's national campaign



44 videos featuring influencers, celebrities and citizens

A GLOBAL LEADER



 *India's Prime Minister Narendra Modi and UN Environment Executive Director Erik Solheim.*

As host country, India wasted no time displaying its leadership and innovation on the world stage. Through months of planning and campaigning, Indian communities large and small led the global charge to beat plastic pollution through civic engagement and celebration. With support from an inspiring cross section of Indian society, ranging from cricket pitches to boardrooms, the world witnessed an unprecedented national commitment to this global cause, making June 5, 2018 the largest and most consequential World Environment Day ever.

Clean-ups took place across the country on 48 beaches and polluted riverbanks.

Over 6,000 people gathered at Versova Beach in Mumbai to join UN Environment Champion of the Earth, Afroz Shah, in the 136th week of his beach clean-up, collecting over 90,000 kg of plastic.

Zero-waste marathons were carried out in six cities, with the participation of over 15,000 students in the capital alone.

24,000 eco-clubs across India were engaged in painting and drawing competitions.

The Centre for Environment Education designed an educational toolkit in 11 languages and organized 115 events across 24 states, reaching over 38,000 school children, teachers, and other community stakeholders.

Zero-waste marathons were carried out in six Indian cities, with the participation of over

15,000

students in the capital alone.



“India has demonstrated tremendous global leadership on climate change and the need to shift to a low-carbon economy, and will now help galvanize greater action on plastic pollution.”
- Erik Solheim



1 As global hosts to World Environment Day 2018, India put on a historic display, marked by unprecedented commitments and record engagement across the country.



1 One hundred of India's historic monuments, including the iconic Taj Mahal, will become litter-free.



1 Indian Culture and Environment Minister Mahesh Sharma announced the formation of advisory committees for environmental protection of monuments.



1 Sadhguru, an Indian yogi, mystic and New York Times bestselling author, Dia Mirza and Erik Solheim debated on how to beat plastic pollution.



Indian actress, producer and Goodwill Ambassador Dia Mirza joined World Environment Day celebrations, and engaged more than 5 million people through her social networks.



1 World Environmental Day received an official anthem, courtesy of the Bhamla Foundation.



1 Internationally acclaimed sand artist Sudarsan Pattnaik created the world's 'biggest' sand turtle with plastic bottles at Odisha's Puri beach.



Tribal artists from various traditions collected plastic waste from their communities to create beautiful, thought-provoking tribal paintings and sculptures.



Erik Solheim participates in the largest beach clean-up in history at Versova Beach Clean-up in Mumbai, India.

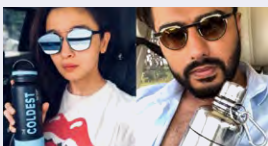
A VIRAL CHALLENGE

With thousands of events organized by individuals around the globe, the call to #beatplasticpollution created a viral moment. Hailed as a “new Ice Bucket Challenge”, the hashtag trended on Twitter, Instagram, and Facebook, mobilizing thousands of people online. From everyday consumers to some of the most famous names in Hollywood and Bollywood, they

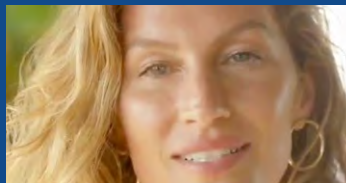
pledged to stop using disposable plastic items.

The social media Tag Challenge, in which people were tagged and encouraged to make a commitment to replace their single-use plastic products with reusable alternatives, gave people a fun and engaging way to get involved and spread the message to Beat Plastic

Pollution, one behavior change at a time. Supported by 20 UN Environment Ambassadors and at least 64 other celebrities and influencers — from Bollywood and Hollywood celebrities and prominent politicians to grassroots environmental activists, with a combined reach of 500 million people — the Tag Challenge was compared to the viral Ice Bucket Challenge within days of its launch.



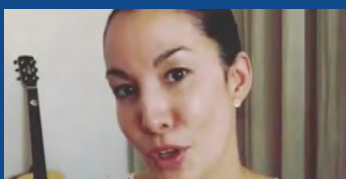
World Environment Day 2018: Alia Bhatt challenges Varun, Sonam and Arjun Kapoor to #BeatPlasticPollution.



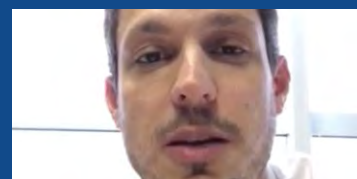
▶ Gisele Bündchen invited O Boticário to give up single-use plastic bags



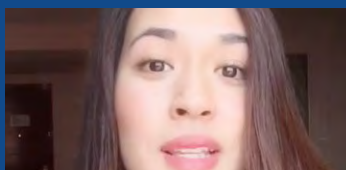
▶ Tag Challenge with Schwarzenegger



▶ L’Oreal replied to Nadya Hutagalung’s Tag video about their commitment to reduce their products’ environmental impact



▶ O Boticário, a cosmetic company with 4,070 stores across the world, replied to Gisele Bündchen’s Tag video with a pledge to reuse plastic waste in their new stores



▶ Raisa, an Indonesian celebrity, received over 3 million views for her Tag video



▶ Several Permanent Missions to the United Nations participated in the Tag Challenge, including Norway, Sweden, Rwanda and Costa Rica

世界环境日 环境艺术作品展览

2018.06.02 China · Beijing
World Environment Day –
Environment Art Installation Exhibition

生态环境部宣传教育司
联合国环境署驻华代表处
北京市环保局
中国消费者协会

Hosted by Department of Publicity and Communications
of Ministry of Ecology and Environment,
UN Environment China office,
Beijing Municipal Environmental Protection Bureau,
China Consumer Association.


北京电影学院 叶

Artist Beijing Film Academy · Ye Feng

北京电影学院数字艺术学院
朝阳规划艺术馆

Organized by Digital Media School, Beijing Film Academy
Chaoyang Museum of Urban Planning



 Ms Hui Ruoqi,
Olympic champion
and volleyball
icon, rallied her
supporters in China.

Twitter launched an emoji to accompany 22 hashtags in 11 languages, including #BeatPlasticPollution and #WorldEnvironmentDay. More than 1.3 million tweets used the #WorldEnvironmentDay hashtags. Snapchat launched a 3D bitmoji. The World Environment Day website — in eight languages: English, Arabic, Chinese, French, Russian, Spanish, Hindi and Portuguese — received more than half a million views in one week.

On the day itself, World Environment Day was the top global topic on Twitter, trending in English, Spanish and Turkish. It also trended in Chinese on Weibo, and became a main topic on the social media accounts of major news outlets such as CNN, Al Jazeera and the BBC.

The Beat Plastic Pollution campaign had over 6.5 million engagements, reaching audiences in more than 200 countries and over 60 languages.

Our engagement in China was off the charts.

In China, Weibo posts tagged with the hashtag #BeatPlasticPollution reached 350 million users during the week of World Environment Day.

The Secretary-General's video for Chinese social media received 5.36 million views. More than 35 Chinese celebrities participated in the Tag Challenge. Li Chen's video alone received more than 7.3 million views within 24 hours.

An interview on China Daily with Ms. Huiruoqi, Olympic champion and volleyball icon, calling for her followers to give up single-use plastic bottles, was viewed over 200,000 times.

World Environment Day dominated the conversation online with

915,222
mentions and
6,517,485
engagements.

In June 2017, UN Environment launched the Clean Seas campaign to clean up the world's oceans and forge global commitments against marine litter and plastic pollution.

After a year of successful campaigning, World Environment Day has accelerated momentum and turned awareness into action. With commitments from 51 nations covering 62 per cent of the world's coastlines, Clean Seas is now the largest global compact for combatting marine litter.

Today we're witnessing an unprecedented surge in national action. From bans, restrictions and levies on disposable plastic items to the implementation of better recycling facilities and the development of viable alternatives, the campaign to beat plastic pollution is now a global cause.

India made a bold commitment against plastic pollution, pledging to ban all single-use plastics by 2022.

In the UK, Wales announced its ambition to be the first "refill nation", with drinking water refill points along its 1,400 kilometre coastal path.

The European Commission proposed a far-reaching EU-wide ban on ten single-use plastic items representing 70 per cent of all marine litter, including plastic straws and plastic cutlery by 2025.

Seattle cut out all plastic straws and eating utensils in restaurants. Minneapolis has committed to becoming a zero-waste city with an ambitious goal of 80 per cent recycling and composting of citywide waste by 2030.

Other announcements on 5 June 2018

In **Peru** and **Uruguay**, new legislation restricting single-use plastic bags moved forward in Congress.

Namibia's Minister of Environment and Tourism called for new measures to reduce the use of plastic bags. The environment ministries of **Burkina Faso**, **Cameroon** and **Egypt** called on citizens to use alternatives to plastic bags.

In **Egypt**, the Environment Ministry will implement a new waste management system in Cairo.



● CLEAN SEAS COUNTRY

● INTRODUCED REGULATIONS ON SINGLE-USE PLASTICS

A COORDINATED EFFORT



India hosted an unprecedented exhibition in Delhi, highlighting science and innovation from across the country and the world.

World Environment Day brings together interests from all parts of the globe and all sectors of society for a common cause. This year we engaged with dozens of partners in areas ranging from education to big business, the private sector and policymakers. Together, we're bringing diverse perspectives and unique approaches to contribute to eliminating plastic pollution.

Private sector pledges to tackle plastic pollution flooded in from around the world. From Woolworths to the International Olympic Committee, from local outlets to global conglomerates, businesses large and small lined up with commitments to reduce plastic pollution in their operations.



The travel and entertainment industries announced measures to reduce single-use plastics, including bans on plastic straws, shopping bags and bottles, impacting a combined portfolio of 194 resorts and hotels, 12 theme parks and 50 ships.



Food delivery services are reducing plastic cutlery and single-use packaging. These include Thailand's Foodpanda, which delivers over 2.5 million meals annually, and China's two largest food-ordering platforms, Meituan Waimai and Ele.me.



Retailers around the world introduced measures to reduce single-use plastics in their operations and on their shelves.



Paytm's #BeatPlasticPollution video featuring actors, stand-up comedians and chefs, received 3 million views. Paytm also launched an in-app campaign to raise money and promote green purchases.



Ogilvy, one of the largest advertising companies in India, launched three videos on Beat Plastic Pollution and will launch a special fashion line at the 2018 Lakme Fashion Week.

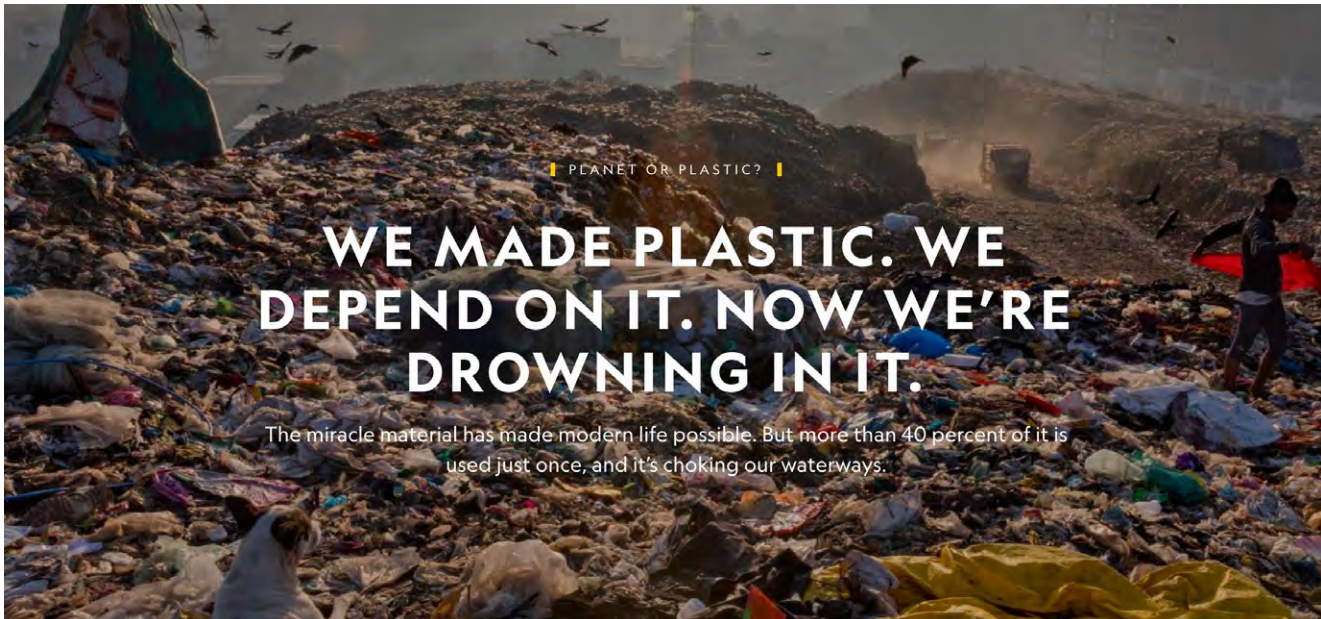



UN Environment Executive Director Erik Solheim participated in the presentation ceremony of the Paytm 'Fair Play' award, viewed 268,968 times on the IPL official website.



Sporting bodies also supported action against plastic pollution on World Environment Day in major pledges to reduce their plastic footprints.

A MEDIA MOMENT



 National Geographic dedicated its June 2018 issue to the plastic pollution problem.

Between 25 May and 7 June 2018, 43,695 articles mentioning World Environment Day were published in different languages including Arabic, Chinese, English, French, Hindi, Spanish and Russian, a 28 per cent increase from 2017.

In North America, outreach around World Environment Day succeeded in generating a significant amount of coverage, resulting in more than 357 million impressions across the United States and Canada. Coverage spanned local, national and international outlets, including top-tier outlets like MSNBC, CNN, Fortune, AOL, CBS News and The Washington Post.


UN Environment Goodwill Ambassadors proved to be the biggest asset when pitching top-tier U.S. and Canadian media, and local media responded strongly to the timely hook of World Environment Day in tandem with relevant statistics and a strong call to action. India's

commitment to eliminate single-use plastics by 2022 was integrated into numerous articles and CNN covered the announcement as a stand-alone story.

In India, World Environment Day generated 1,850 stories in national and regional media — including NDTV, India Today, Times of India, Republic TV, Aaj Tak, and News Nation — and a half-hour panel discussion on CNBC TV18, the nation's top business news channel, with Erik Solheim, Dia Mirza, Afroz Shah and business leaders.

The most relevant newspapers in 13 countries in Latin American and the Caribbean printed an op-ed by Erik Solheim, reaching millions of readers across the region. The publications included Clarín, Argentina; Valor Económico, Brasil; La Razón, Bolivia; La Tercera, Chile; El Tiempo, Colombia; El Comercio, Ecuador; La Prensa Gráfica, El Salvador; Prensa Libre, Guatemala; El Nuevo Diario, Nicaragua; and El Comercio, Perú.



 VOGUE also had a special feature on celebrity engagement to beat plastic pollution: *Gisele Bündchen, Candice Swanepoel... Les tops s'engagent contre le plastique.*

Highlights from top coverage



- ▶ *India's Modi calls for crackdown on plastic pollution on World Environment Day.*



ALJAZEERA

- ▶ *World Environment Day: 'Our world is swamped by plastic.'*

The Atlantic

- ▶ *World Environment Day 2018: 'Beat Plastic Pollution.'*

The Guardian

- ▶ *India will abolish all single-use plastic by 2022, vows Narendra Modi.*

Forbes

- ▶ *How One Under 30 Alum 'Beats Plastic Pollution' On World Environment Day.*

Aol.

- ▶ *Adrian Grenier on saving our planet and how Arnold Schwarzenegger is helping him.*



- ▶ *Ban plastic bags? U.N. seeks to cut pollution as recycling falls short.*

FORTUNE

- ▶ *Adrian Grenier and Aidan Gallagher Want You to Fight Plastic Pollution for World Environment Day.*



- ▶ *Non-recycled plastic costs Scotland £11m annually.*

A SUSTAINABLE FUTURE



World Environment Day was, above all, a global celebration. More than 4,000 events from all continents were registered on the World Environment Day website, including clean-ups of beaches, cities and parks. This was the highest number of events ever recorded for a World Environment Day.

Outreach efforts to partners resulted in **260,904** toolkit downloads. This included **27,000** business and organization toolkits, **19,000** government toolkits, **13,000** education toolkits and over **100,000** downloads of the brand toolkit.

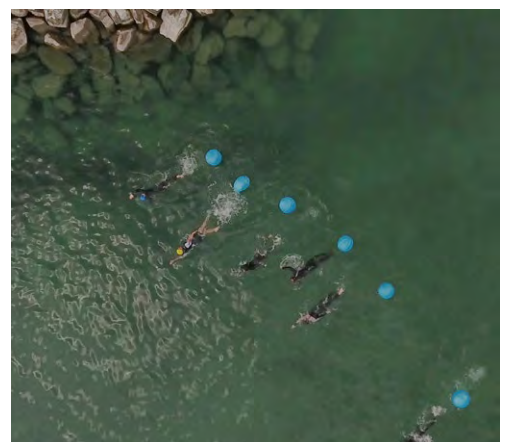
UNESCO distributed the education toolkit in English, French and Spanish to **26,000** schools in **182** countries through the UNESCO Associated Schools Programme.



A #BeatPlasticPollution video was screened on billboards in Times Square, New York, Piccadilly Circus, London, and across Victoria Harbor in Hong Kong.



In Nairobi, representatives from embassies and over 400 UN Nairobi staff and families joined the World Environment Day celebrations at the UN Gigiri complex, where a new waste recycling facility was inaugurated.



International Olympic swimmers competed in Lake Léman, Lausanne, each pulling a balloon equivalent to the weight of plastic waste produced each month by an average citizen in their respective countries.

Clean-up events worldwide



Over 1,000 people gathered to clean up Carpayo beach, Lima.



Underwater clean-ups were organized in Egypt, Bahrain and Tanzania.



Clean-ups took place at 11 European lakes, from Lake Baikal in Russia to Lake Como in Italy.



More clean-ups took place across Burundi, Cameroon, Côte d'Ivoire, China, Albania, Algeria, Bahrain, Haiti, Mexico, Uruguay, Morocco, Myanmar, Ethiopia, Tunisia, South Africa, Lebanon, Kazakhstan, Montenegro, Zambia and Kenya.



From surfers at Karnataka beach, to indigenous people cleaning Lake Tititaca in Bolivia, to nuns in Trinidad and Tobago, to Canada's Minister of Environment and Climate Change, Catherine McKenna, picking trash alongside innovative robots, tens of thousands of people got their hands dirty.



Barbara Hendrie, Regional Director for North America, and actor and UN Environment Goodwill Ambassador Adrian Grenier took part in an urban clean-up in New Orleans.

Art and exhibitions



Art exhibitions were unveiled across 12 major cities in Asia Pacific. The plastic pollution “demon” in Bali made it to the front page of the Jakarta Post. In Bangkok, all major print media covered a display in a mall with up to 150,000 visitors daily, as part of a three-day event.



Art exhibitions were on display throughout China including at the Beijing Museum of Urban Planning, Beijing Capital International Airport and Sinan Mansion Plaza. China Daily’s video on Weibo on the launch event at the Museum of Urban Planning got more than one million views.

Taking the message to the next generation

The next generation is crucial in any global initiative to create a better world. World Environment Day made sure it hit this demographic. Through our youth and schools network, we reached 78,000 schools and hundreds of thousands of children thanks to educational materials developed by partners and distributed through their networks.

Aidan Gallagher was designated as the youngest-ever UN Environment Goodwill Ambassador for North America. He's already been busy — giving interviews to Fortune and Entertainment Tonight, going on air with Toronto's number one morning talk show, and of course, playing Tag.



Dancer Blanca Li – who has choreographed dances for Beyoncé, Daft Punk and the Metropolitan Opera – invited children around the world to perform the “Pollution Dance.”



Wastebuster's Plastic Planet Challenge invited young people from across the globe to beat plastic pollution, reaching 1.3 million people from 16 countries in four days.



Bottle Island, a preschool adventure TV series, created a special mini-episode for World Environment Day, which received more than 84,000 views in a week.



Other efforts to reach children with important lessons on how to beat plastic pollution included the comic Poseidon Patrol and a special episode of BBC's Go Jetters.

World Environment Day Report 2018

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