

World Environment Day 2023

Beat Plastic Pollution

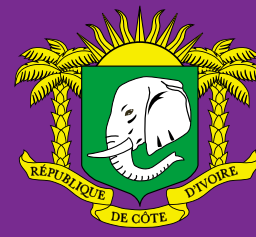
GLOBAL REPORT

**BEAT
PLASTIC
POLLUTION**



**WORLD
ENVIRONMENT
DAY**

UN
environment
programme



Republic of
Côte d'Ivoire

Supported by



Ministry of Infrastructure
and Water Management
of the Netherlands

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What is World Environment Day?

World Environment Day is one of the largest and most influential platforms to mobilize commitments and rally action to protect the planet. Facilitated by the United Nations Environment Programme (UNEP), it has been celebrated annually since 1973.

Every year on 5 June, the Day creates momentum and showcases a pressing environmental challenge facing the world. Past themes have focused on everything from desertification and the illegal wildlife trade to air pollution and ecosystem restoration.

World Environment Day 2023

This year's theme focused on solutions to plastic pollution. This followed a [historic resolution](#) at the UN Environment Assembly (UNEA) in 2022 to establish an [Intergovernmental Negotiating Committee \(INC\)](#) tasked with developing a legally binding global instrument to end plastic pollution. Hosted by Côte d'Ivoire and supported by the Netherlands, [World Environment Day 2023](#) served as a reminder that action on plastic pollution is necessary across all areas of society and that solutions are available to reduce plastic pollution. These solutions were highlighted in hundreds of events, webinars and workshops across the world.

The Beat Plastic Pollution Campaign

The [#BeatPlasticPollution](#) campaign was first launched at World Environment Day 2018, hosted by India. The campaign was part of a larger [#BeatPollution](#) platform

designed to highlight solutions. The [#BeatPlasticPollution](#) campaign created momentum for continued policy deliberations that were instrumental in passing the UNEA resolution in 2022. The campaign underscored the need for a comprehensive “whole-of-society approach” to combat plastic pollution. This requires a complete rethink of how humanity designs, produces, consumes and disposes of plastics, products and packaging.

Global Reach

The 2023 message resonated globally and reached a peak on 5 June. World Environment Day was mentioned in **53,000** news articles around the world, while content was seen more than **300 million** times across social media platforms in all **6 official UN languages** plus Portuguese and Kiswahili. **Users engaged with UNEP content 18 million times.**

There were **2.6 million visits** to UNEP's dedicated [World Environment Day website](#), and the [Beat Plastic Pollution Practical Guide](#) was downloaded **63,000 times** while world leaders, celebrities and influencers all raised awareness about the importance of the Day.

Notable Quotes



“It will take a whole-of-society approach to tackle plastic pollution. We must work as one – governments, companies and consumers alike – to break our addiction to plastics, champion zero waste and build a truly circular economy.”

António Guterres, United Nations Secretary-General



“For the sake of the planet’s health, for the sake of our health, for the sake of our prosperity, we must end plastic pollution. This will take nothing less than a complete redesign of how we produce, use, recover and dispose of plastics and products that contain them. I call on everybody to join the global movement. And help us beat plastic pollution, once and for all.”

Inger Andersen, UNEP Executive Director



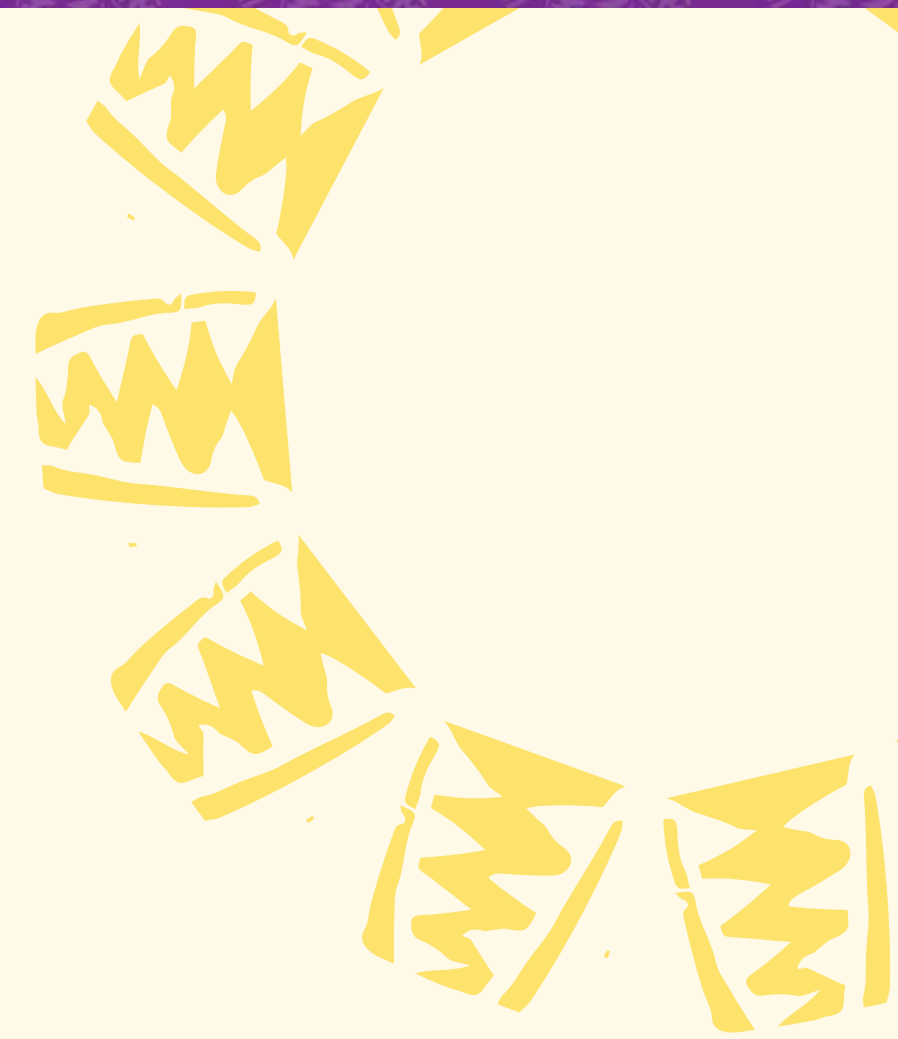
“Côte d’Ivoire has supported businesses in switching to reusable and biodegradable packaging. So, let’s all be aware of the need to combat plastic pollution. Let’s act now and all say ‘stop’ to plastic pollution.”

Jean-Luc Assi, Côte D’Ivoire Minister of Environment and Sustainable Development



“World Environment Day helps to highlight the urgent challenges we currently face. Challenges like climate change, biodiversity loss and pollution. Plastic pollution touches on all three of these challenges. It’s crucial we continue raising awareness, collecting best practices and ensuring commitments from all stakeholders. I hope that this edition of World Environment Day will prove to be a landmark event in our collective fight to beat plastic pollution.”

Vivianne Heijnen, Netherlands Minister for the Environment



UNEP's World Environment Day Campaign

UNEP's advocacy and communication campaign centred on solutions-focused messaging, compelling design and an intuitive, engaging user experience. The variety of communication tools – which included [videos](#), [interactive web pages](#), media outreach, and [short](#) and [long-form articles](#) – drove awareness, outreach and ultimately helped push for action.

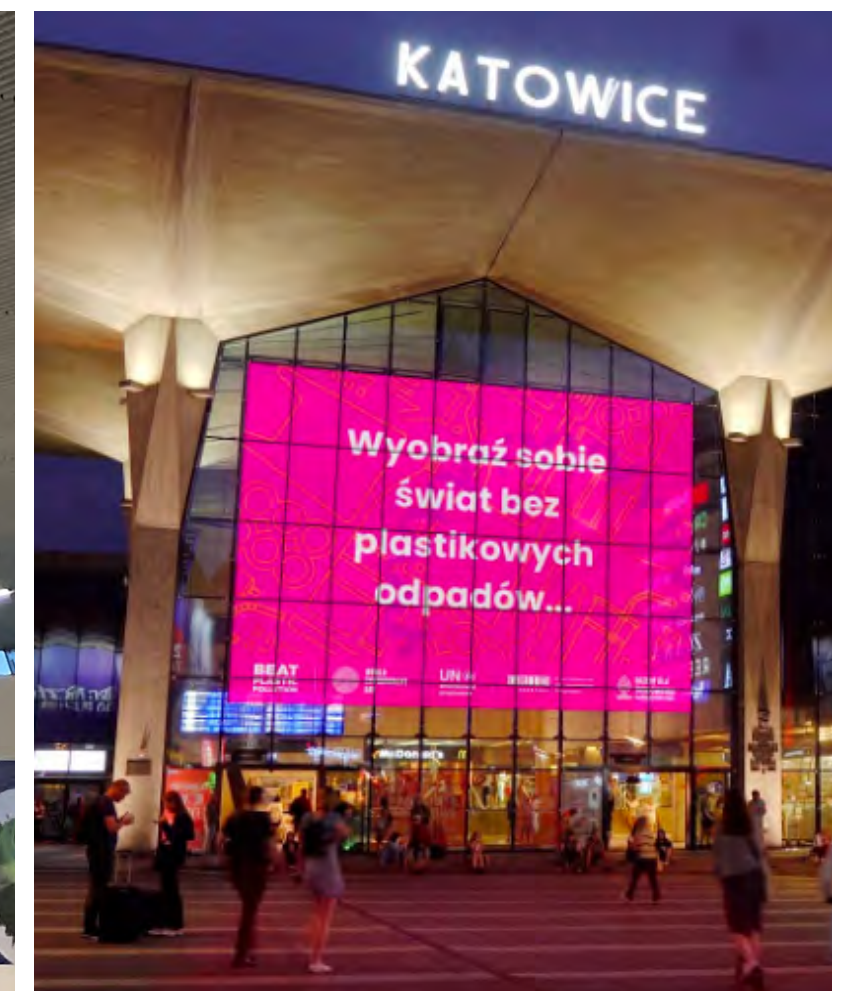
The multilingual [website](#) featured a number of sections, including an [interactive map](#), a [quiz](#), and [multilingual social media cards](#) and videos that visitors could download and share to their own social channels. The website also featured [rolling live updates](#), which

showcased the events happening around the world. Visitors could also download a number of assets, including the [Beat Plastic Pollution Practical Guide](#) and the [Turning off the Tap report](#).

Produced by UNEP, the *Beat Plastic Pollution Practical Guide* is a playbook for countering plastic pollution. The guide explains the scale of the problem and highlights the solutions available to key sectors of society. UNEP also produced [short videos](#) aimed at these sectors, including [governments](#), [businesses](#), and [individuals](#).

The [UNEP homepage](#) featured a range of stories on plastic pollution, highlighting those making a difference around the world. Stories focused on everything from how [Africa's private sector is combating plastic pollution](#), to the [destructive impact of plastic-based nappies](#), and [ways the tourism sector can use less plastic](#). More than **30 stories** produced for the UNEP homepage garnered over **52,000** views.

Videos and banners were broadcast on large digital billboards in Times Square and Piccadilly Circus, and at airports, bus stops and train stations from Chile to China to Kuwait.





World Environment Day in Numbers

1

#WorldEnvironmentDay was the top trending hashtag on Twitter on 5 June.

2

#BeatPlasticPollution was the second-most trending hashtag on Twitter on 5 June.

1,600

tally of registered events held in more than **150** countries around the world.

53,546

amount of times the Day was mentioned in news articles across **8,348** media outlets in **167** countries and **54** languages.

63,000

downloads of the [Beat Plastic Pollution Practical Guide](#).

2.6 million

visits to UNEP's dedicated [website](#).

300 million

number of times multilingual content was seen across social media with support from the UN system, UN Goodwill Ambassadors and partners, including [UN Secretary-General António Guterres](#), [Antonio Banderas](#), [Karry Wang](#), [Dia Mirza](#), [Aiden Gallagher](#), and [Jason Momoa](#) who alone received over **1 million views**.

316,000

number of times [#BeatPlasticPollution](#) was mentioned across media platforms.

2.2 million

views of UNEP's [videos](#) on YouTube.

6

number of [video messages](#) by faith leaders around the world, including by [Pope Francis](#).

2,000

the number of activities added to the [interactive world map](#), a catalogue of events. They included everything from beach clean ups to art exhibitions and community events.



Host Country Activities

Multiple [events took place in host country Côte d'Ivoire](#), highlighting the country's efforts to tackle plastic pollution. At events in the capital, Abidjan, UNEP, the African Development Bank, the Ivorian Ministry of Environment and Sustainable Development, the Netherlands and hundreds of other partner organizations showed their support. UNEP's Executive Director, members of Côte d'Ivoire's Ministry of Environment and UNEP Goodwill Ambassador Rocky Dawuni visited [the Ébrie Lagoon](#) to discuss efforts to address plastic pollution.

The delegation also visited the [Abobo Museum of Contemporary Art and Culture](#), where an exhibition featured works made of plastic waste.

At the [Africa CEO Forum](#), 2,000 business leaders, heads of state and ministers from across Africa explored solutions to plastic pollution.

Partnership Engagement

In 2023 World Environment Day provided a platform for organizations around the world to amplify their efforts to combat plastic pollution and marine litter.

The Day also served as an opportunity for organizations to unite under one umbrella campaign, #BeatPlasticPollution, and disseminate UNEP plastic messaging across their networks and social media channels. For example, organizations signed up to the [Global Partnership for Marine Litter](#), and long-time supporters of UNEP's [Clean Seas campaign](#) played a critical role in expanding the reach of World Environment Day globally.

The [2023 Green Game Jam](#) launched on 5 June has already reached more than **85 million gamers**. Some **US\$600,000** has so far been raised to support this year's wildlife theme. The Green Game Jam is an annual initiative by the [Playing for the Planet Alliance](#) where gaming studios are challenged to implement environmental elements into their games.

UN agencies, including [FAO](#), [UNHCR](#), [UNICEF](#), [IOM](#) and the [International Civil Aviation Organization](#), highlighted how they are helping to counter plastic pollution.

The [International Aviation Transportation Association](#)

hosted several webinars with airline partners to encourage commitments towards plastic-free in-cabin meals.

The [International Association of Public Transport](#) disseminated UNEP's messages and videos globally in airports and on trains and public buses, reaching hundreds of thousands of people. The Association engaged transportation networks in **112 countries**.

For the 2023 **Jakarta E-Prix**, UNEP partner [Formula-E](#) held an event with more than 60,000 fans in attendance, providing visibility to UNEP's #BeatPlasticPollution messaging featured in the fan zone. Additionally, more than [300 volunteers from race teams](#) and partners joined Formula-E staff in a beach clean up.

The [World Surf League](#) provided funding to conservation group [Paso Pacifico](#), to install barriers in some of El Salvador's rivers to prevent plastic from entering the ocean and polluting world-class surf breaks. World Champion surfer [Filipe Toledo](#) also recorded video messages in both [English](#) and Portuguese, offering tips on how consumers can reduce their plastic consumption.



Other major sporting organizations, including the [International Olympic Committee](#), the [Association for National Olympic Committees](#), the [Green Sports Alliance](#), [World Rugby](#) and [World Athletics](#), showed their support online and in person, sharing tips on how organizations can reduce plastic usage at live entertainment and sporting events.

[5 Gyres Institute](#) held its second annual [Plastic-Free Parks TrashBlitz project](#), a community science initiative to track plastic pollution trends in all United States national parks and federal lands. Its goal is to understand which types of waste are most common and devise recommendations at the federal, local and individual levels.

[Minderoo Foundation](#) launched the [Plastic Forecast](#) in the lead up to the second session of the INC in Paris. The organization combines science on atmospheric plastic with daily weather forecasts to estimate how much plastic will fall to earth when it rains.

Alongside the Planet Heroes platform, [GRID Arendal](#) organized community-based clean-up activities across Poland. On the banks of the Vistula River in Warsaw, people gathered to collect plastic garbage, which has been transformed into art.

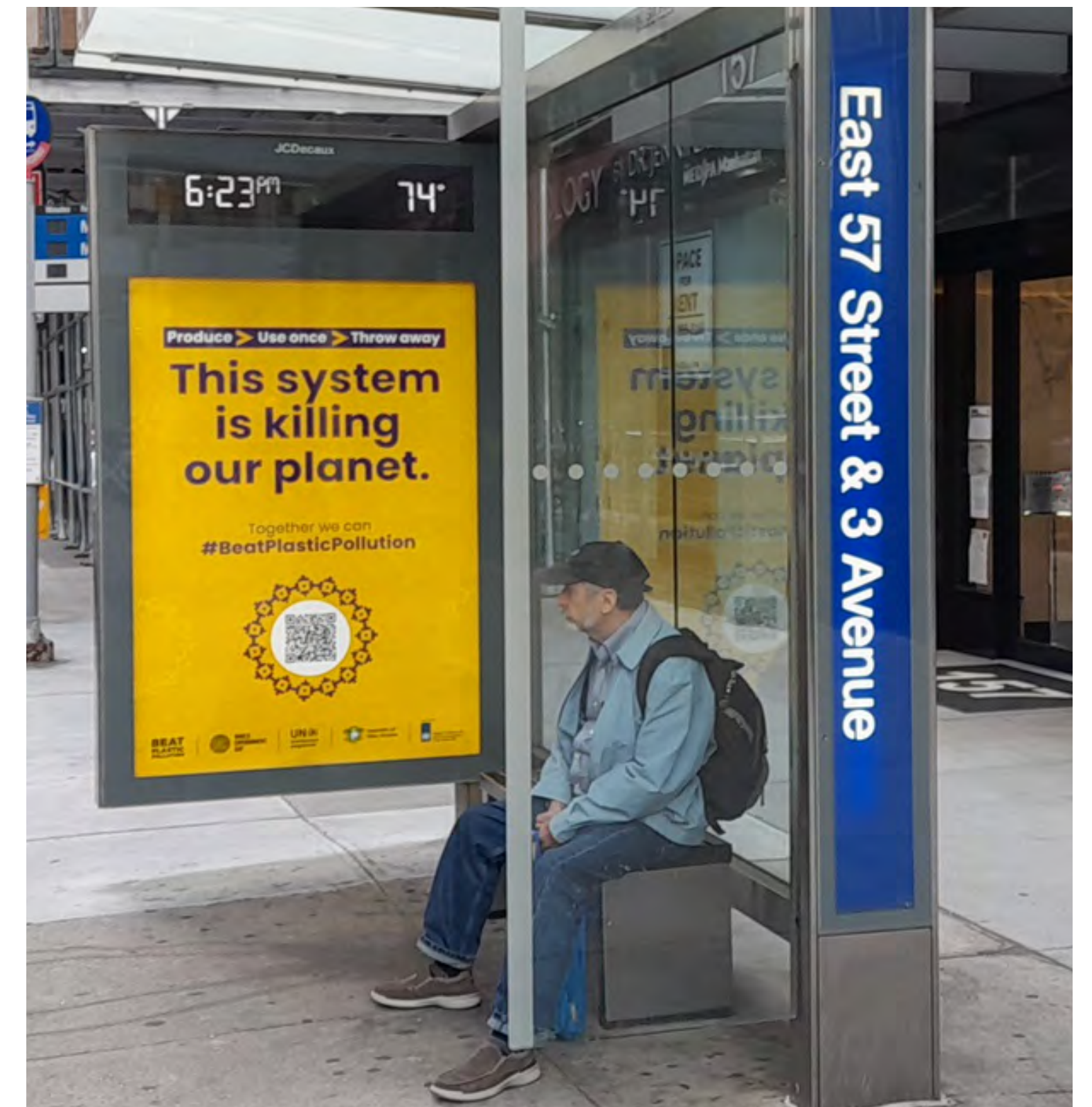
The [World Association of Zoos and Aquariums](#) disseminated UNEP's #BeatPlasticPollution messaging across its network, with the [Adelaide Zoo](#) showcasing how it recycles compostable cups to reduce habitat loss and divert plastic from landfills.

Clean Seas partner, the [Arabian Ocean Rowing Team](#), was invited to speak in Europe and the Middle East about their row across the Atlantic Ocean to raise awareness about plastic pollution and UNEP's [Clean Seas campaign](#). The row boat was exhibited at [Expo City Dubai](#).

Another longtime supporter of the Clean Seas campaign, [Lonely Whale](#), produced two feature stories focused on solutions to plastic pollution.

The [Bhamla Foundation](#) organized festivities in Mumbai, where **8,000 attendees** gathered to entertain, inspire, and ignite change to #BeatPlasticPollution. The event included performances by artists such as Neeti Mohan, Emiway Bantai, Shiamak Davar and Stebin. Actors, including Alia Bhatt, Raveena Tandon, Armaan Malik, Guneet Monga, Rajkummar Rao, Darshan Raval and Shaan Mukherjee, helped develop a powerful anthem, [Tik Tik Plastic 2.0](#).

Funded by the Government of Japan, the [UNEP-International Environment Technology Centre](#) [hosted a webinar](#) on environmentally-sound waste management. It included a special focus on plastic pollution and promoting the circular economy.



Global Commitments



Governments and corporations around the world committed to countering plastic pollution.

Mexico City joined the [New Plastics Economy Global Commitment](#), which will see the city promote the elimination of plastic products, encourage the adoption of reuse models, increase plastics collection rates and establish mechanisms to grow demand for recycled plastic.

Event organizer **Live Nation** launched the [TURN reusable cup system](#) at its venues in Atlanta. The company plans to roll out the system at its venues around the world.

The Cabinet of Ministers of the **Kyrgyz Republic** announced it will implement a phased transition from plastic products to environmentally friendly paper products.

Côte d'Ivoire unveiled a new environmental code to fight plastic pollution focused on regulating the waste sector and the end-of-life process of plastic products.

UNDP and non-profit, Rare, [announced a global partnership](#) to tackle plastic waste. The work will support developing and implementing behaviour change programs at national and local levels, applying the latest insights from behavioural science and design thinking.

UNEP signed a five-year memorandum with the [Commission for Environmental Cooperation](#), which supports public efforts to protect the environment and spur sustainable development in Canada, the United States and Mexico.

The **Asian Development Bank** signed a [US\\$44.2 million blue loan](#) with the Alba Group Asia Company to establish a recycling facility in Central Java, Indonesia, to reduce ocean plastic waste.



Goodwill Ambassador and Celebrity Support



UNEP's Goodwill Ambassadors amplified the call to end plastic pollution. This year, the participation of Goodwill Ambassadors was key in creating a series of videos directed at [governments](#), [businesses](#) and [the public](#).

[Li Bingbing](#), [Karry Wang](#), [Li Chen](#), [Rocky Dawuni](#), [Antoinette Taus](#), [Dia Mirza](#), [Don Cheadle](#), [Lewis Pugh](#), [Azziad Nasenya](#), [Lucas Di Grassi](#), [Chef Leyla Fathallah](#), [Tong Dawei](#), [Jin Chen](#), and 2022 UNEP Champion of the Earth, [Constantino Auca Chutas](#) recorded videos in their native language.

Celebrities demonstrated their support on their own social media channels, including [Jason Momoa](#), [Ellie Goulding](#), [Gisele Bundchen](#), [Jack Johnson](#) and Ivorian band [Magic System](#). Johnson also highlighted the Day during the [We Love Green music festival](#) in Paris.

Moreover, UNEP's Chinese Goodwill Ambassadors and celebrities strengthened online engagement, either by developing their own content or sharing

messaging to rally support for #BeatPlasticPollution. Chinese celebrities and influencers accumulated **5.4 million instances of direct engagement and delivered more than 5.7 million views** of UNEP videos.

UNEP Goodwill Ambassador and Chinese actor Karry Wang's voiceover for the main World Environment Day video received **4.2 million** views and was retweeted over **1 million times**. Chinese singer Chris Lee received **933,000 views, 202 retweets** and **63,996 likes** of his practical guide video. Meanwhile, Goodwill Ambassador and Chinese actor Li Chen received **442,000 views** of his practical guide video.

Dawuni, a Ghanaian singer and a three-time Grammy nominee, accompanied UNEP's Executive Director, Inger Andersen, on a tour of Abidjan's Ébérie Lagoon, the botanical garden [Dahliafleur](#) and the [Abobo Museum of Contemporary Art and Culture](#), where he closed out the festivities in Abidjan with a concert.



Global Events



Hundreds of events were organized worldwide, highlighting the global momentum building towards redesigning humanity's relationship with plastic.

In **Bahrain, Belgium, Ethiopia, India, Indonesia, Malaysia** and **Yemen** volunteers collected litter, including single-use plastics, from beaches and other public places.

At events in **Japan** and **Hungary**, children learned about the causes of plastic pollution.

Conferences and less-formal information sessions in **Chile, Lebanon, Paraguay, Switzerland** and **Thailand** shone a light on the damage done by plastic pollution and explored ways to solve the problem.

In **Argentina** and **Poland**, public service announcements flashed across screens in hundreds of locations, including airports.

In **Eritrea, Kuwait, Panama** and **South Africa**, public officials partnered with UN staff to hold celebrations.

In **Kazakhstan**, a fashion show highlighted how plastic can be reused, and in the **United States of America**, an [art installation](#) spotlighted the rising tide of plastic pollution.

In **Canada**, Prime Minister Justin Trudeau released [a statement](#) recognizing the importance of the Day and said his country was committed to working with international partners to finalize the legally binding instrument on plastic pollution.

In **Greece**, non-profit [Enaleia](#), led by UNEP Young Champion of the Earth Letteris Arapakis, held an event showcasing solutions to plastic pollution.

In **Jamaica**, a project was launched to counter plastic pollution – a joint effort between UNEP, UNESCO, UNICEF, UN-WOMEN and FAO.

Kenya held an event at Nakuru National Park, highlighting [local efforts](#) to establish an integrated waste management system.

In the **Kyrgyz Republic**, a dozen journalists visited the Issyk-Kul region to learn about a UNEP project to reduce plastic waste in the tourism industry.

In **Mexico**, several events were held in Cancún, greater Quintana Roo, and Aguascalientes.

In **Saudi Arabia**, UNEP and partners launched a national campaign to beat plastic pollution. The campaign featured

events, advertising and the deployment of plastic-bottle-recycling machines across the country.

In the **United States**, a [congressional workshop](#) was held on the [circular economy](#). As well, the annual [UNA-USA Leadership Summit](#) brought together almost 1,000 members, reenforcing the UN-US partnership.

In **Uruguay**, monuments and buildings across the capital city, Montevideo, were lit up in green.



#BeatPlasticPollution

FOR MORE INFORMATION

worldenvironmentday.global

[#BeatPlasticPollution](https://twitter.com/BeatPlasticPollution)

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unep.org

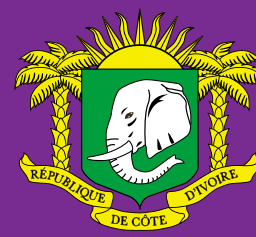
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