

**BEAT
PLASTIC
POLLUTION**



**WORLD
ENVIRONMENT
DAY**



**INDIA
2018**

World Environment Day 2018: Beat Plastic Pollution

UN 
environment

United Nations
Environment Programme



2018 Global Host Country

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Why #BeatPlasticPollution?

Beating plastic pollution is a defining environmental challenge of our time

In the next 10-15 years global plastic production is projected to nearly double

Citizens must act

both as consumers and informed citizens; demanding sustainable products and embracing sensible consumption habits into their own lives

Private sector must innovate

adopting business models that reflect responsibility for the downstream impact of their products

Governments must lead

enacting strong policies that push for a more circular model of design and production of plastics

Beat Plastic Pollution

If you can't reuse it, refuse it

#BeatPlasticPollution

[Enjoy the video]



Stories, Tools, and Resources



STORIES

One year after the launch of #CleanSeas, the tide is turning

Do you feel uneasy when you buy a coffee in a takeaway plastic cup? Perhaps you feel awkward buying that bottle of water?



STORIES

From birth to ban: A history of the plastic shopping bag

A rare novelty in the 1970s, plastic shopping bags are now an omnipresent global product, produced at a rate of one trillion a year. They are...



STORIES

How the Indian state of Sikkim is working to end plastic pollution

The tiny state of Sikkim nestled in the Himalayas in northeastern India has been leading a green revolution of its own kind.



STORIES

Strawless in Seattle: How a major coastal city is tackling marine litter

In July 2018, customers in Seattle – the largest city in the State of Washington, along the United States' Pacific Coast – will have to ask for a...

Digital activation

Tag

The one game that unites children all over the world

A global game of #BeatPlasticPollution tag

To show positive behavior change around plastic consumption habits

Kick-off on 24 May

Influencers and celebrities posting a video or photo on social media of the switch they've made from single-use plastic to more sustainable alternatives. When they do so, they will "tag" 3 people or organizations, challenging them to show the action they're taking to beat plastic pollution and to continue the game, tagging three more people

Multiplier effect and a positive message

#BeatPlasticPollution Tag has tremendous potential to travel virally and inspire.

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Cleanup!



New Reports

Banning Single-Use Plastic: Lessons and Experiences

Economy Division and the International Environmental Technology Centre

Exploring the Potential for Alternatives to Oil-Based Plastics

Ecosystems Division

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Regions and beyond

Peru

High-level forum: Ministers will take to the beaches to clean up

Asia Pacific

#BeatPlasticPollution art installations across select capital cities

USA

Summit of 1000 youth leaders on Plastics, with G7 virtual link-up

Kenya

Kisumu, Mombasa; Clean-ups across the coast, rivers, lakes

Europe

12 countries to date with planned major events

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Partner mobilisation

Social mobilisation

Rotary, Zoos, Sports

Education

Schools and universities

Private Sector

Partner outreach, conference, announcements

Influencers

Digital activation, regional events, Everest ascent

Media and Social Media

Story telling and campaign engagement

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How can you get involved in World Environment Day?

Take a lead: Pass new laws to curb the production and use of unnecessary single-use plastics.

Work with the private sector to innovate: Collaborate with industry to reduce the downstream impact of their products.

Engage citizens: Encourage the public to change their plastic habits and exercise their buying power by refusing single-use plastics.

Joining the Clean Seas campaign: Already 43 governments are on board, take action and show your commitment by leading on this issue

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worldenvironmentday.global



Thank you

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