



World Cleanup Day celebration: Circular textiles and fashion

Event details

- **Date & Time:** Friday, 19 September 2025 | 10:30 – 12:00 EAT (UTC+3)
- **Venue:** United Nations Complex, Gigiri, Nairobi
- **Theme:** Circular textiles and fashion
- **Format:** Fireside chat and open discussion with participants from Ghana, Kenya, community-based organizations, and Missions to the UN

This year's observance will spotlight the environmental and socioeconomic impacts of fashion and textile waste, while amplifying innovative, community-driven solutions.

The fireside chat and audience sparks session are bringing together diverse voices, including circular fashion designers, waste pickers, youth leaders, and policymakers. We believe your expertise and insights would add immense value to this important conversation aimed at shaping solutions, mobilizing action, and inspiring sustainable lifestyles.

Background

The UN General Assembly resolution 78/122 "World Cleanup Day" corroborated 20 September as the annual World Cleanup Day, inviting all member states, organizations, and other relevant stakeholders, including civil society, the private sector and academia, to observe the day through activities aimed at raising awareness of its contribution to achieving the full implementation of the Sustainable Development Goals (SDGs) by 2030.

The observance of World Cleanup Day provides a crucial platform to address pressing global challenges, including environmental sustainability, public health threats, and economic inequalities. World Cleanup Day serves as a powerful demonstration of collective action towards these shared goals.

World Cleanup Day highlights the importance of addressing textile and fashion waste pollution, as well as the broader waste crisis, both of which are crucial to global environmental sustainability efforts. By mobilizing millions of volunteers, governments, and organisations worldwide, the event not only raises awareness but also fosters a sense of international unity and shared responsibility. Participation in cleanup activities highlights the immediate and tangible impact of collective action, emphasizing that everyone has a role to play in preserving and maintaining a clean and healthy environment.

Moreover, World Cleanup Day plays a crucial role in raising awareness about the broader implications of textile and fashion waste pollution. It raises awareness through the waste hierarchy, emphasizing the importance of rethinking, refusing, reducing, reusing, and recycling textile waste, and promoting a shift toward more sustainable lifestyles. This educational aspect is crucial for fostering long-term behavioral change. This year, it highlights the disproportionate impact of textile and fashion waste on the Global South and marginalized communities. Underscoring the growing challenge of textile and fashion waste, the Day and all associated cleanup events promote circular economy principles that bring both environmental and socio-economic benefits.

UN-Habitat sees this year's observance as a vital opportunity to inspire action at the local level in Nairobi and demonstrate how inclusive, community-driven efforts can accelerate the transition towards greener, cleaner cities.

Objectives

- Raise awareness of the environmental and social consequences of textile and fashion waste.
- Mobilize Nairobi communities, from schools, youth, and market vendors, to participate in targeted clean-up and textile-collection drives.
- Demonstrate solutions for extending garment lifespans, such as repair cafés, swap events and upcycling workshops,
- Foster partnerships between government, NGOs, civil society, the private sector and youth for circular fashion initiatives.

Target audience

Member States, local government representatives and waste-management authorities, civil society, such as environmental NGOs, fashion designers and textile recyclers, university and high-school students and youth groups, United Nations personnel and media outlets covering sustainability and urban innovation etc.