

THE GREEN PULSE





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From the Editor's Desk

Dear Changemakers,
Welcome to the very first edition of our EETF Newsletter for 2025 — a year where conversations around sustainability are louder, deeper, and more urgent than ever.

This issue is special. Not just because it opens a new chapter for us, but because it reflects the growing need to look at environmental issues through a wider lens — from plastics to textiles, from policies to personal choices.

With this year's World Environment Day theme, "Ending Plastic Pollution," we were reminded that tackling waste in all its forms is a shared mission. At Eleven Eleven Twelve Foundation (EETF), we're not just talking change — we're living it, and we're doing it together with people like you.

Inside this edition, you'll find a recap of our unforgettable World Environment Day Symposium, hear voices that stirred the room, and gain insights into the global movement led by the UNEP. But that's not all — we're also diving into another pressing issue that often gets less attention: **"Fashion Waste"**. What happens to all the clothes we throw away? Why should it matter to you and me? This issue unpacks it all.

We've also packed in tips to green your habits, updates on our upcoming **"Green Webinar Series"**, and ways you can plug into what's next.

Here's to staying informed, inspired, and involved — because the future of our planet isn't just an idea. It's something we build, piece by piece, voice by voice.

Let's keep doing the work.

With purpose,

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WORLD ENVIRONMENT DAY 2025: EETF SYMPOSIUM

This year, World Environment Day carried a bold message — “Ending Plastic Pollution.” And at Eleven Eleven Twelve Foundation (EETF), we kicked off our 2025 activities with a high-impact symposium that brought the conversation to life.

Held in partnership with the Embassy of Sweden in Nigeria, the event was more than a gathering; it was a statement of intent. From bold ideas to actionable conversations, the symposium served as a platform for engagement, education, and momentum

We were honored to host Her Excellency Annika Hahn-Englund, Swedish Ambassador to Nigeria, Ghana, and Cameroon. Her presence reinforced the international urgency around plastic pollution and the power of partnerships that cross borders.



Barr. Temilolu S. Ashamu, Honourable Commissioner for Environment and Natural Resources, Oyo State, also joined us, offering critical insights into the state's environmental roadmap and the growing need for sustainable waste solutions.

Also present at the event was the Founder of the Eleven Eleven Twelve Foundation, Adetunji Lam-Adesina, whose unwavering passion for environmental justice continues to shape the Foundation's mission. His presence and support served as a powerful reminder of the role grassroots leadership plays in driving meaningful climate conversations and inspiring collective action.



Our panel session was a standout moment, featuring voices from across sectors and backgrounds, addressing:

- The policy gaps in plastic regulation
- Scalable solutions for a circular economy
- The role of young people in climate advocacy
- Community-centered innovations that work

It was a discussion that felt like a blueprint for progress.

Panelists

- Hon. Olorunpoto Rahman; Chairman, Oyo State House of Assembly Committee on Environment.
- Prof. Aina O. Adeogun FAS; Head, Aquatic Toxicology Research Group, Department of Zoology, University of Ibadan.
- Representative from 7UP Bottling Company & Pan African University Life and Earth Sciences Institute (PAULESI)



We were thrilled to announce Adesewa Aina of Ibadan International School as the winner of our World Environment Day Essay Competition. Her powerful words captured the urgency of our climate reality — and the hope that young voices bring to the global sustainability movement. Her writing reminded us that the future is not tomorrow — it's in the actions we take today, especially those led by informed, passionate youth.

From eco-conscious students and grassroots innovators to public officials and diplomats, the symposium reflects one thing: real change requires collaboration. And we're grateful to every single person who showed up, spoke up, and stood up for our planet.



This event wasn't just about marking a date. It was about igniting a mission — one that aligns with our vision at Eleven Eleven Twelve Foundation to build resilient, sustainable communities across Africa.





PLASTIC





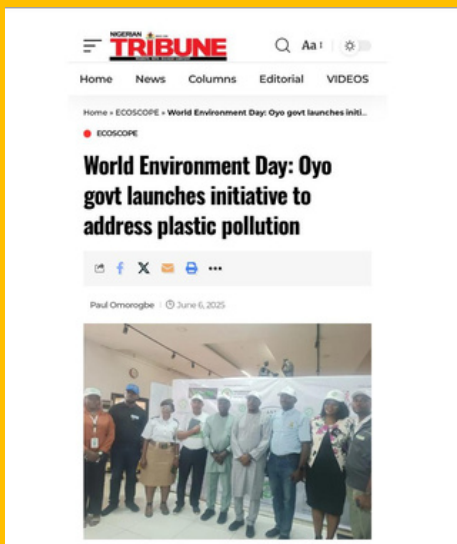


HOT OFF THE PRESS

OUR NEWSPAPER SPOTLIGHT

Did you catch us in the news?

Our World Environment Day symposium made it to national media, amplifying the conversations we started in the room to thousands more across Nigeria.



Oyo State Government has used the occasion of this year's World Environment Day to announce the launch of the Oyo Plastic Drive, promoting awareness, incentivising plastic collection, and collaborating with recycling industries.

The initiative, a partnership involving the Oyo State Government, For Nature, and the Future Eco-Green Initiative, was launched at a symposium organised by the Eleven Eleven Twelve Foundation (EETF) and the Embassy of Sweden to mark World Environment Day, celebrated annually on June 5. This year's theme is 'Beat Plastic Pollution'.

At the event held at the American Corner, Ibadan, Oyo State Commissioner for Environment and Natural Resources, Temilolu Ashamu, said, "It is estimated that Nigeria generates over 2.5 million tonnes of plastic waste annually, with less than 15 percent effectively recycled. In Oyo State, this reality is visible in our urban spaces, markets, and public drainage systems. However, it is also important to note that we are not powerless in this crisis."

"At the Oyo State Ministry of Environment and Natural Resources, we have taken deliberate steps to address plastic pollution through a multi-stakeholder approach. Our Oyo Plastic Drive, flagged off today in the ministry in partnership with NGOs and community-based organisations, promotes awareness, incentivises plastic collection, and collaboration with recycling industries. We are also reviewing waste management policies to encourage the transition from linear to circular waste economies."

The Oyo Plastic Drive will commence in six local government areas: Lagelu, Akinyele, Egbeda, Ido, Oluyole, and Ona-Ara.

According to him, communities in these LGAs will serve as pilot areas for plastic waste reduction efforts, setting the stage for broader implementation across the state.

The campaign will involve awareness roadshows, educating students on sustainable practices and the significance of reducing plastic usage, media outreach, and community mobilisation.

Also speaking at the event was Hon Olorunpoto Rahman, the chairman, Oyo House of Assembly Committee on Environment.

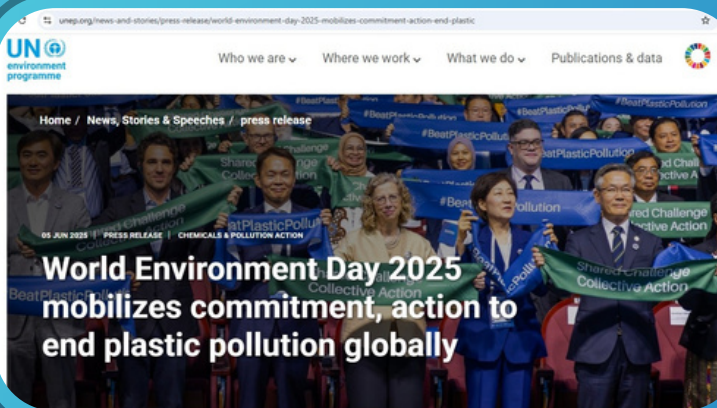
He told the Nigerian Tribune that "Oyo State House of Assembly will be coming up with laws to address this issue of plastic waste and encourage the use of biodegradable products."

In her remarks, Professor Aina Adeogun, Head of Aquatic Toxicology Research Group, Department of Zoology, University of Ibadan, said emphasis should be placed on reducing, reusing, and recycling plastics. "Both the formal and informal sectors of society must be involved. There should be a balance between environmental sustainability and economics if we are going to make it work," she noted.

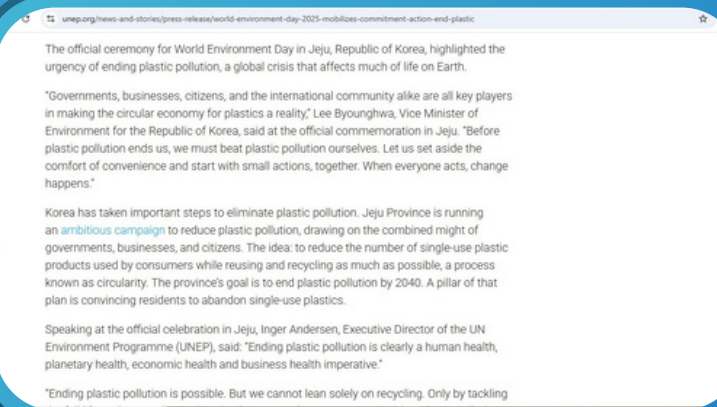
Adetunji Lam-Adesina, founder of EETF, said that this year's World Environment Day theme on plastic pollution was very significant. He added that the Oyo Plastic Drive will aid the reduction of plastic waste in Oyo State.

He said, "We are making sure that this is not all about the government. We plan to launch an Environmental Protection Network, which will bring together the civil society organisations working in the environment sector in Oyo. There must be incentives for this to continue from one generation to another."

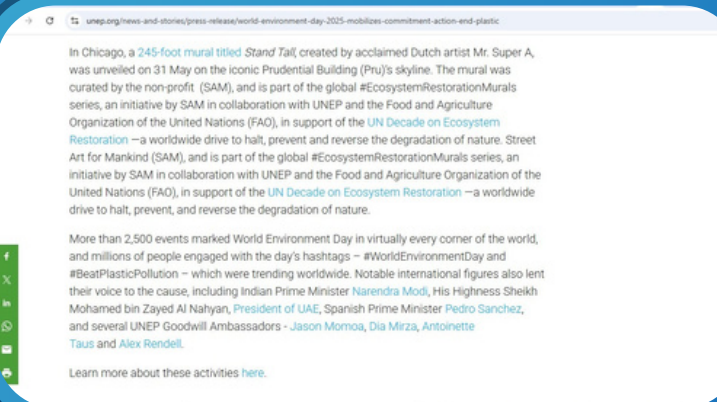
From the Global Stage: UNEP's Call to Action



"Before plastic pollution ends us, we must beat plastic pollution ourselves." — Vice Minister Lee Byoung-hwa, Republic of Korea From Jeju, South Korea, to communities across Africa and beyond, the 2025 World Environment Day echoed a resounding call: "It's time to rethink plastics — for good."



The United Nations Environment Programme (UNEP) reminded us that the crisis is deeper than littered streets or overflowing landfills. Plastic is now found in the air we breathe, the water we drink, and even the food we eat. The time for surface-level solutions is over.



Recycling isn't enough. It's about redesigning the system — how we produce, package, consume, and discard. It's about challenging industries, governments, and ourselves to prioritize sustainability over convenience.

From the Global Stage: UNEP's Call to Action

unep.org/news-and-stories/press-release/world-environment-day-2025-mobilizes-commitment-action-end-plastic

to mark World Environment Day – billboards in New York's Times Square carried World Environment Day messages, while Geneva's iconic Jet d'Eau lit up in green, as did city halls and prominent buildings in Brussels and other Belgian cities.

On 4 June, the [Global Partnership on Plastic Pollution and Marine Litter \(GPML\)](#) – for which UNEP serves as the secretariat – launched the [Global Plastics Hub](#), a one-stop platform for data, knowledge, and collaboration to end plastic pollution. The Hub is intended to offer a single point of access for accurate, up-to-date information on marine litter, plastic pollution, and related topics, as well as a virtual forum in which stakeholders can come together.

As part of World Environment Day 2025, UNEP's initiative, the Tide Turners Plastic Challenge, held a summit in India showcasing inspiring stories and best practices from youth leaders across the country who have taken meaningful steps to reduce plastic waste in their communities. Tide Turners is one of the largest youth-led environmental movements, mobilizing young people to take action against plastic pollution. Since its inception in Kenya, the programme has expanded globally and has engaged over 980,000 youth in 60+ countries as key drivers of environmental sustainability, particularly in the global campaign to [#BeatPlasticPollution](#).

In Chicago, a 245-foot mural titled *Stand Tall!*, created by acclaimed Dutch artist Mr. Super A, was unveiled on 31 May on the iconic Prudential Building (Pru)'s skyline. The mural was curated by the non-profit (SAM), and is part of the global [#EcosystemRestorationMurals](#)

This year's theme, Ending Plastic Pollution, isn't just a hashtag — it's a mandate. UNEP's powerful message pushes us to move from awareness to action, from talk to transformation

unep.org/news-and-stories/press-release/world-environment-day-2025-mobilizes-commitment-action-end-plastic

"Ending plastic pollution is possible. But we cannot lean solely on recycling. Only by tackling the full life cycle, as well as using circular approaches, can we ensure that plastic pollution stays out of our oceans, our soils, and our bodies," she added. "This means a complete rethink of how we design, make, use and reuse plastics."

Writing in the Republic of Korea's *Kukmin Daily*, former UN Secretary-General Ban Ki-moon said: "In my 10 years as Secretary-General of the UN, I realized that plastic pollution is a global problem, and that a universal effort of the international community is needed to solve it. World Environment Day on June 5th should be a turning point for governments, civil society, companies, the scientific community, and the future generation to take action together."

Governments, businesses, educational institutions, civil society, and communities worldwide joined in efforts to advocate for an end to plastic pollution and addressed plastic pollution in their spaces.

In Mexico, President Claudia Sheinbaum launched a National Strategy for Beach and Coast Cleanup and Conservation (2025-2030) on 5 June, aiming to eliminate 100% of plastic waste from the country's beaches and coasts within five years.

Airports around the world – in Baghdad, Beijing, Brussels, Geneva, and Kansai (Japan) – reached millions of travellers with public messages about plastic pollution, as did other large public transport hubs, including metro stations in Beijing and Mexico City. Several cities lit up

At Eleven Eleven Twelve Foundation (EETF), we echo this call. Through our initiatives, events, and engagements, we're championing circular thinking and encouraging people everywhere to reimagine their relationship with plastic.

unep.org/news-and-stories/press-release/world-environment-day-2025-mobilizes-commitment-action-end-plastic

Jeju, Republic of Korea, 5 June 2025 – Communities, civil society, businesses, and governments around the world today marked [World Environment Day](#) under the theme [#BeatPlasticPollution](#), with official celebrations held in the Republic of Korea's Jeju Province.

Plastic pollution permeates every corner of the planet. By 2040, plastic leakage to the environment is predicted to grow by 50 per cent, and that pollution creeps into our bodies through the food we eat, the water we drink, and even the air that we breathe. World Environment Day 2025 calls for collective action to tackle plastic pollution. It comes exactly two months before countries resume negotiations towards a [global treaty to end plastic pollution](#).

In his message for World Environment Day, UN Secretary-General António Guterres said: "Plastic waste clogs rivers, pollutes the ocean, and endangers wildlife. And as it breaks down into smaller and smaller parts, it infiltrates every corner of Earth: from the top of Mount Everest, to the depths of the ocean; from human brains; to human breastmilk."

"Yet there is a movement for urgent change. We are seeing mounting public engagement...

Steps towards reusability and greater accountability... And policies to reduce single-use plastics and improve waste management. But we must go further, faster," he added.

12
years
of
plastic
pollution

Further Resources

The Global Plastics Hub
In pictures: how the Republic of Korea is taking on plastic pollution

Let's go beyond campaigns. Let's shift culture. Let's build systems that respect both people and planet.

(Read the full press release via UNEP's platform.)

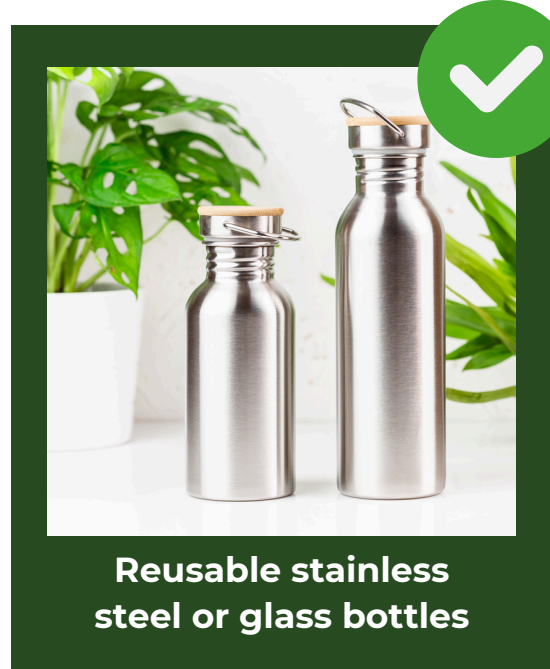
GREEN TIP: SWAP THE SMALL THINGS



A plastic-free lifestyle doesn't happen overnight — but it starts somewhere. Here's one swap to try this week:



Plastic water bottles



Reusable stainless steel or glass bottles

Bonus Tip: Start carrying a reusable bag in your backpack or purse — you'll be shocked how many plastic bags you'll avoid.

Let's #ChooseReuse, one habit at a time

Fashion Waste: When Style Becomes a Problem

In today's world, it's easier than ever to stay on trend. A few clicks and a brand-new outfit is at your door, ready for a selfie and a few hours of wear. But there's a bigger picture we don't always see: what happens to all those clothes when we're done with them? The truth is, the fashion industry has a waste problem—and it's growing fast

The Reality We're Wearing

Every year, over 92 million tonnes of textile waste are thrown out across the world. That's like a garbage truck full of clothes dumped every second. Yes, every second.



Most of the clothes we toss out aren't recycled. In fact, only 1% get turned into new clothing. The rest ends up in landfills, burned, or dumped in developing countries. In places like Ghana, mountains of discarded fast fashion now flood local markets—half of them so damaged they can't even be resold



And the waste isn't just in the bins. Making just one cotton t-shirt uses up 2,700 liters of water—enough to keep one person hydrated for almost three years. Multiply that by the millions of shirts made every week, and you get a sense of the scale.

Why It's Happening

It's not just the brands—it's us too. The rise of "fast fashion" means clothes are cheaper, trend cycles are faster, and people buy more than they need. On average, we're wearing our clothes 36% fewer times than we did 15 years ago. Think of it like this: instead of wearing a shirt 30 times, we might wear it 10 times—or just once. It's a cycle of buy, wear, toss—and it's spinning out of control.

FASHION WASTE



What Needs to Change

The good news? The fashion world is waking up. Some countries, like France, are already setting rules to slow down ultra-fast fashion. They've passed a new law that could fine brands up to €10 per clothing item if they don't clean up their act by 2030. This means making better-quality clothes, reducing waste, and encouraging recycling.

Big fashion houses are stepping up too. Luxury brand Chanel, for example, recently launched a project focused on creating new materials from recycled fabrics. Others are finding creative ways to use algae, fruit peels, or even plastic bottles to make stylish outfits. And consumers—you and me—have a role to play too. Choosing second-hand, swapping clothes, buying less, and wearing items for longer are all small actions that make a big difference

● A New Kind of Fashion Statement

Fashion should make us feel good—but not at the planet's expense. Imagine a world where your favorite shirt didn't just look good, but also did good. That's the kind of future we should be working toward.

The next time you're tempted to buy something new, ask yourself: do I really need it, or do I just want it right now? Because the real trend worth following is sustainability—and it never goes out of style.



References:

Reuters: *French Senate backs law to curb ultra-fast fashion*, FT: *Fashion's waste problem finds second-hand solution*, Vogue Business: *Chanel unveils new recycling platform*, Washington Post: *GWU fashion exhibit highlights waste crisis*, Earth.org: *Fast Fashion Waste Statistics*, UNEP: *Fast Fashion Environmental Impact*

COMING SOON: GREEN WEBINAR SERIES!

We'll be bringing together thought leaders, eco-entrepreneurs, and changemakers to explore "Green Skills for Youth: Building the Circular Future."

Stay tuned for:

- Speaker lineup
- Registration details
- Participation packs

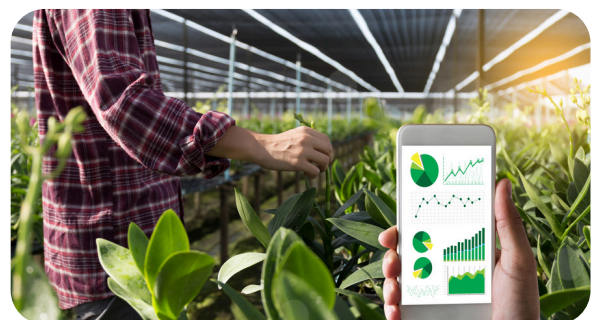
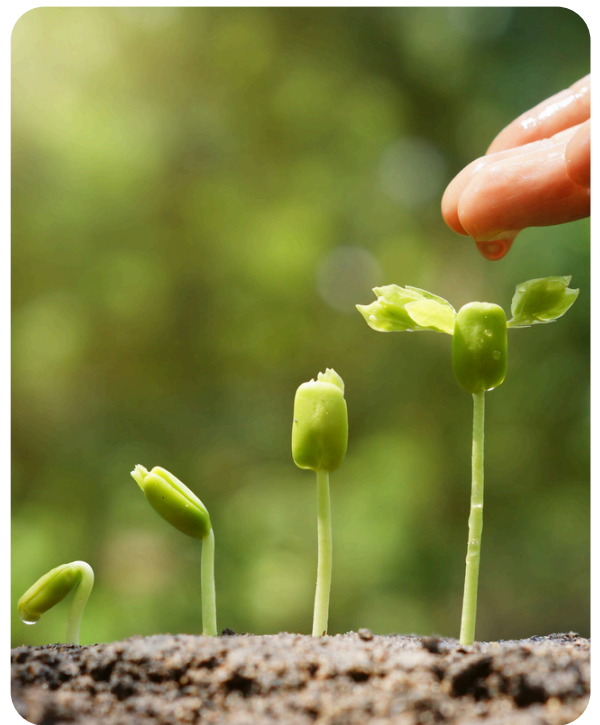
It's going to be impactful, practical, and 100% virtual. Watch this space

Get Involved

EETF is more than a foundation — it's a movement of committed minds and hearts building a greener Africa.

- Want to volunteer with us?
- Have a sustainability idea?

Reach out. Step up. Stay connected.
Let's make an impact — together.



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