World Environment Day 2025  
5 June 2025

## Theme and messaging

World Environment Day calls on us all to take meaningful steps towards building a healthier planet. Celebrated annually on 5 June, it encourages action to combat pressing environmental challenges such as pollution and climate change.

The World Egg Organisation is proud to support the United Nations Environment Programme (UNEP) by showcasing the egg as one of nature’s environmentally responsible and nutritionally powerful foods.

***“Eggs: Naturally Sustainable”***

In 2025, World Environment Day focuses on building a more sustainable future through collective action. As part of the global effort to reduce pollution and create sustainable systems, the World Egg Organisation is emphasising the role of eggs in supporting both human nutrition and environmental wellbeing. Eggs are not only a source of high-quality protein, but their production has a low environmental impact.

Join the online conversation and ensure your content reaches a wider audience by using: **#NaturallySustainableEggs #SustainableEggs #PlanetFriendlyProtein #WorldEnvironmentDay**

**Social media content suggestions**

To help you celebrate World Environment Day and showcase the role eggs play in an environmentally sustainable future, the WEO has developed a short video as well as a range of sample social media posts with matching graphics.

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|  | 🌍🥚 Happy #WorldEnvironmentDay! Today, we’re celebrating the #SustainableEgg, a nutritious, planet-friendly food that supports a healthier future for people and the planet.  #Eggs are efficient to produce, require fewer natural resources, and play a valuable role in building sustainable food systems worldwide.  #NaturallySustainableEggs #SustainableEggs #PlanetFriendlyProtein |
|  | Happy #WorldEnvironmentDay! 🌱🌍 Eggs are a naturally sustainable choice, offering big benefits for both people and the planet. From efficient farming to year-round production, they are a #PlanetFriendlyProtein we can all enjoy as part of a healthy diet.  👉 Learn more about how eggs support a healthier planet  http://bit.ly/4dBy7bY #SustainableEggs #NaturallySustainableEggs |
|  | Eggs require only a small amount of land and water to produce, in comparison to other protein sources, making them a resource-smart food choice. 🥚🐔  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |
|  | 🥚Eggs contribute relatively low greenhouse gas emissions during production, helping support more sustainable food systems. Plus, egg producers are continuously working to increase efficiency on farm! 🌍🧑‍🌾  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |
|  | Modern hens use around 50% less feed than they did 60 years ago to produce the same number of eggs, meaning fewer resources, lower emissions, and a lighter footprint on the planet. 🐔🥚  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |
|  | Manure from egg farms is now being used in new ways, like making fertiliser, creating energy, and helping reduce waste. It’s all part of building a more sustainable future. 🌱⚡♻️  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |
|  | Eggs can be produced all year round across the globe, helping maintain a steady supply of nutritious and locally sourced food. 🌍🥚  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |
|  | Many egg farms are using renewable energy and sustainable technologies to improve efficiency and reduce environmental impact. ⚡🥚  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |
|  | Across the sector, the egg industry works together to share knowledge, promote best practices, and drive continuous improvement for the planet. 💡🗣️  #SustainableEggs #PlanetFriendlyProtein #NaturallySustainableEggs #WorldEnvironmentDay |