

**PLASTIC FREE SEA
FOUNDATION**

BUILDING INFLUENCE

**AND ALL OUR
ACHIEVEMENTS
IN 2017-2018**



Dear Reader,

It is a pleasure and an honour to present to you the 2018 annual report of the Plastic Free Sea Foundation!

For the foundation, the period 2017-2018 is characterized by a **strong growth** and **development of the foundation's influence**. In addition, our organization and the Plastic Soup Surfer saw significant development regarding knowledge, exposure, network as well as increasing funding to reach our goals.

It is this year in which the Plastic Soup Surfer received **national attention** with 'From Source to Sea', the stand-up paddle expedition down the Rhine.

It is the year that the **50 minute movie 'From Source to Sea'** was published: a document on the Plastic Soup Surfer Rhine expedition and our vision on plastic pollution.

We are proud that our movie was screened on National Geographic Channel, in the Dutch Parliament but also for Heineken in their headquarters in Zoeterwoude.

It is this year in which the **Plastic Soup Surfer petition resolution** on deposits was often cited in the Dutch parliament. **The resolution formed the basis of the new Dutch national policy on deposits, which aims to see the introduction in the Netherlands of deposits on small PET bottles by 2021.** In the process we got to talk to all the stakeholders in the field—from soda companies, to supermarkets, industry associations and politicians.

It is the year in which the Plastic Soup Surfer presented his message on ever more—sometimes very prestigious—events, such as the opening of the Leiden University Academic year, and **World Environment Day for the United Nations in Geneva.**

It is the year in which the Plastic Soup Surfer launched the **bailiff campaign** and deployed the ‘Formal Notice’ (Dutch: desbewustheidsexploot): a unique judicial instrument to have **CEO’s of plastic producing companies —from Coca-Cola to Albert Heijn and Heineken— formally acknowledge the detrimental effects of plastics on the environment.**

Finally, it is the year we launched the innovative **webbApp ‘PickUp10.org’**, to activate private citizens to pick up litter and record key characteristics, such as brand and vendor in a central database.

In this report you find our financial statement and a report on our rapid development, starting the first of June 2017, up to July 1st 2018*.

* The span of 13 months is chosen to simplify future financial reporting at the half-year mark of the calendar year.

CAMPAIGN 'FROM SOURCE TO SEA' EXPEDITION



PERIOD

June 1st to July 4th 2017

ROUTE

(+1000km): Source of the Rhine —
Bodensee — Basel — Strassbourg —
Mannheim — Mainz — Koblenz — Bonn —
Köln — Düsseldorf — Spijk — Arnhem —
Wageningen — Rotterdam —
Hoek van Holland — Katwijk — Leiden.

SURFBOARD

Stand Up Paddle board, made from hundreds of littered plastic bottles. The bottles were collected and photographed using Litterati, by Dirk 'Zwerfinator' Groot. The board was made by Roberto Guido, TU Delft Science Center: an exact replica of the Starboard Expedition 14' 2017 model.

GOAL

To demonstrate the instrumental role of rivers in the transport of plastic pollution towards our seas and oceans. Plastic pollution is not an abstract problem prevalent only in the middle of our oceans. Plastic pollution starts as litter, on land, in our own back yards.

CALL TO ACTION

Support our bailiiff campaign and focus on the role companies have concerning their plastic packaging and getting this on the agendas in the board rooms.



RESULTS (

MEDIA EXPOSURE

Several German newspapers (BILD, BONN Zeitung) and radio stations (BNR, Radio 1, Vroege Vogels) reported on the ongoing expedition. In addition, three regional TV stations televised their coverage of the expedition. An international video platform (Zoomin TV) made a report which was later used by a large Chinese online video platform (Pearl) and a Taiwanese online video platform.

VIDEO FOLLOW

Together with film and video maker Eelke Dekker we published 17 English spoken VLOGs on the expedition progress and plastic pollution. Merijn himself made another 5 Dutch spoken VLOGs for 'Het Leidsch Dagblad', a Dutch regional newspaper based in Leiden.

Eelke Dekker shot the footage for the movie 'From Source to Sea', that premiered at the Pathe Tuschinski, Den Haag Buitenhof, February of 2018.

SOCIAL FOLLOWING

Facebook was the main social channel during the trip. We posted our updates via facebook and twitter. The GPS position of the plastic soup surfer could be followed live during the expedition via the plasticsoupsurfer.org website.

MEETINGS AND OFFLINE EVENTS

We met with the deputy Mayor of Bonn, the Mayor of Dormagen, the Townsman of Düsseldorf as well as a representative of the United Nations Environmental Program in Bonn. We did several River Cleanups, met with stand-up Paddle clubs and kayaking clubs along the route. We presented our project at surfschools, canoe clubs and festivals.

In the Netherlands the events were organized by the Royal Watersport Association (Watersport Verbond); first when we arrived in Arnhem and again in Rotterdam (a day before the finish of the expedition). In Wageningen we did another River Cleanup and were hauled up on main stage at the main Wageningen festival.

We met with several experts in the field of plastic pollution and circular design along the route. We visited a PET recycling plant on the riverbanks. In Rotterdam the Plastic Soup Surfer was accompanied by Kieran Badloe — windsurf World Cup Final-winner — and was honoured with a nautical salute by boats of Port of Rotterdam.



After reaching the finish — the North Sea — the plastic soup surfer continued his expedition by paddling back to his hometown of Leiden (4 more days of paddling). He was welcomed by a large crowd and his arrival was broadcast live by a local TV station.

His finish was the kick-off to a 'Plastic Free Canals Campaign' by the municipality.





CAMPAIGN DEPLOYMENT OF THE 'FORMAL AWARENESS NOTICE'



PERIOD

September 2017 to March 2018

The 'Formal Awareness Notice' is a judicial notice derived from Patent Law. It is used to create **a benchmark in time**, formally acknowledging the moment that the visited party is made aware of a certain fact.

OUR WAY

In our case we used it to make Companies and their CEO's/top managers aware of the plastic pollution problem. We do this by handing them the latest scientific papers concerning plastic pollution. The formal notice thus implies responsibility for their role in the causes behind plastic pollution.

A 'Formal Awareness Notice' must be handed over by **a bailiff** (gerechtsdeurwaarder). The bailiff gets his assignment from the Plastic Free Foundation. **The Plastic Soup Surfer and The Foundation are the first in the world to use the 'Formal Awareness Notice' for an environmental issue: the Plastic Pollution Problem.**

To achieve a dialog with the CEOs and top managers confronted with our bailiff, we prepared these media meetings with care. This meant months of preparation, involving many preliminary talks and meetings behind the scenes with the stakeholders.



From the perspective of the Plastic Free Sea Foundation, this campaign is closely related to the push for mandatory deposits on plastic beverage containers. **The foundation's efforts in 2016 culminated in the adoption of the 'Plastic Soup Surfer Petition Resolution' in the Dutch Parliament in February 2017.** The resolution states a target to reduce '90% of all littered bottles within 3 years', which is only likely to be achieved through a system of deposits. So, after successfully convincing the government and policy makers, the foundation's goal became to influence those responsible for distributing these containers, i.e the retailers and soda companies. The bailiff campaign and the Formal Awareness Notice were used to achieve that influence.

GOAL

To talk to the CEOs of the companies directly and get to know their interests concerning the expansion of the Dutch deposit system to small plastic bottles, and to a lesser extent beverage cans.



RESULTS

Besides the societal pressure on the boardrooms which were forced to make a statement because of the cameras and media attention, the preliminary talks with the CEOs and top managers of supermarkets, soda companies, industry associations, and politicians, helped to press forward mutual interests of the parties involved.

It was a very intense year in which we learned a lot about the political, financial and practical mechanisms and processes behind the introduction of deposits on small PET bottles. We believe our work was instrumental in helping develop the implemented policy (March 2018).

COMMUNITY

Through the website and at public talks we asked the crowd to financially support us by buying €5 shares for the preparation needed to deploy our bailiffs. Since this was to be a public campaign we wanted at least 100 backers per 'Formal Notice', per company/CEO. This set the costs of one 'Formal Notice' at €500,—.

We had 1827 people buy a 'Share'. This means 18 formal notices were backed.

We handed over 10 formal notices to the major players in the **Dutch**

Deposits Debate:

- Albert Heijn (van Vliet)
- Jumbo (Van der Weerd)
- ALDI
- LIDL
- Superunie
- Coca Cola (Wassink)
- Heineken
- Pepsico
- Vrumona
- Spadel

MEDIA EXPOSURE:

- SBS Hart van Nederland
 - Nieuws bv NPO1 radio (Albert Heijn)
 - Vroege vogels NPO1 Radio (Spa water)
 - RTV RIJNMOND (Coca Cola)
 - RTV WEST (Heineken)
 - EenVandaag NPO1 (Jumbo)
- NPO2 Brandpunt+ (ALDI) was shot, but Aldi Vetoed a broadcasting of the footage.

MENTS IN



AH tegenstander statiegeld op PET-flesjes

AH tegenstander statiegeld op PET-flesjes

Leonie Groen
grootdiergeen.nl

[illegible]

Tinga overhandigt de papieren aan Cees van Vliet. FOTO: STUDIO KATERSMAN



MOVIE 'FROM SOURCE TO SEA'



PERIOD

Premiere January 30th 2018

Goal: Broader distribution of the Plastic Soup Surfer story and vision on plastic pollution.

RESULTS

RESULTS

All the footage was shot by filmmaker Eelke Dekkers during the Source To Sea expedition and the two months prior to the expedition. Eelke also made the 11 minute documentary on the North Sea crossing in 2016.

Independence in story telling kept us from looking for distributors or tv stations in the shooting phase. This meant we had to look for distribution after the movie was finished.

The deadline for the movie and the premiering location and date was chosen tactically: at the height of the 'Bailiff campaign' in the prestigious movie theater next to the Dutch Parliament in The Hague. We managed to have several members of parliament in the audience as well as representatives of the supermarkets and soda companies.

The movie was well received. The premiere led to a screening in Dutch Parliament a few weeks later. Other organizations in the audience were inspired to screen the film in their own local theaters. It led to over 11

screenings within the period discussed in this Year report—up to June 2018. Most prestigious being the screening in the United Nations Headquarters in Geneva for World Environment Day.

The film and the footage were also used for several tv reports and documentaries. One of the larger spin offs was the 90minute European ARTE documentary which used the Plastic Soup Surfer, the story and the footage as the protagonist. This documentary was then used as the basis for a German ZDF national TV documentary. Together this reached over 6 million viewers in Germany and France.

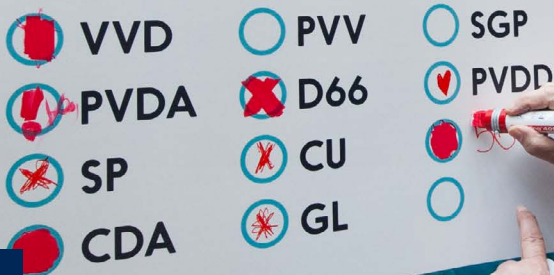
The ZDF item also gave us the occasion to travel to Brussels and meet with European vice president Frans Timmermans. In return he invited us to a beach clean up in Scheveningen later that year.

The movie was broadcast by **National Geographic Channel Netherlands** in June. The Plastic Soup Surfer was one of the two ambassadors for their Plastic Pollution Campaign #stopmetplastic (#StopWithPlastic)

PLASTIC SOUP SURFER RESOLUTION



JA, WIJ DOEN MEE



DATES

Stakeholder Round table:
30th of November 2017

Presentation new policy based on
Plastic Soup Surfer Resolution:
15th March 2018

On the 17th of February 2017 the Plastic Soup Surfer Petition Resolution was adopted by parliament without general parliamentary vote — **a very unique event**. This adopted resolution was written by the Plastic Soup Surfer himself.

Again, this is a unique event to Dutch parliamentary history: all prior adopted resolutions were written by members of parliament. The resolution stated a target of ‘90% less littered plastic bottles within three years’, which can only be met by introducing deposits on small PET (plastic) bottles.

The Plastic Soup Surfer resolution was first presented — surprising them — to all the politicians attending the handing over of our pro-deposits petition. The petition was part of the ‘Message on a bottle’ campaign and was signed by 60.000 people in favor of deposits. The kick off of this campaign was the record attempt crossing of the North Sea on a board made from plastic bottles (September 2016).

The first formal parliamentary meeting discussing was to be held in November 2017, but the meeting was turned into a stakeholder-only meeting a few weeks prior to the meeting. The formal meeting was then postponed to March 2018. In the meetings the so called ‘Plastic Soup Surfer petition resolution’ was used to make a breach

in the decades long ongoing trench war around the near abolition (summer 2015) and now expansion of deposits.

On 15 March 2018 the duality of the **‘Plastic Soup Surfer petition resolution’** was used to implement new deposit policy. The ‘90% reduction’ stated in the resolution was lowered to 70%. Laws to impose deposits are to be written before the summer of 2020. Within this period the industry is given the time to show they can come to a 70% reduction in another way. A second constraint is that the industry should make sure that 90% of all bottles brought on the market are recycled.

The devil is now in the monitoring of littered plastic bottles: this has to prove that the industry did, or —most probably— did not reach the 70% benchmark mid 2020.

The Plastic Soup Surfer was subsequently invited for stakeholder meetings—together with other NGO’s—by the ministry and the agency in charge of the monitoring of litter.

PickUp10



PERIOD

Development started March 2018.

Launch: June 2018

Webapp is still running.

A web app developed to activate citizens to photograph and pick up littered bottles. Through this app we wish to build up our own database of (plastic) litter and moreover activate citizens to pick up and become aware of the magnitude of the problem.

CALL TO ACTION

Pick Up 10 plastic bottles using
PickUp10.org

MACHINE LEARNING

In the fall of 2017 we were informed of the talks voluntary street comber/litter picker Dirk ‘Zwerfinator’ Groot was having with Google Netherlands to use his data to train an algorithm for automated recognition of

litter. The goal was to create photo recognition developed for litter. This excited us! Now we would be able to make a very low-barrier means of litter monitoring available to the general public.

We got in touch with Litterati, which is a litter monitoring app, Google Netherlands, and with the interactive design studio Hike One

and the Voorhoede. This resulted in a collaboration between Voorhoede and Litterati to design a fun, low barrier webapp with an element of gamification to activate members of the general public to Pick Up 10 pieces of litter, photograph it, and have the litter recognition machine learning model recognize it to identify the associated vendor and brand.

The concept to PickUp10 was put together during a Hackathon at the Hike One/Voorhoede office. It was launched in June 2018 with the Google generic photo recognition model (not the specific litter model). The specific litter model has not yet been implemented in the webapp due to negotiations between Google and Litterati. We hope to continue development of PickUp10.org as soon as the specific model is available.



PUBLIC APPEARANCES

APPEARANCE	MEDIUM	COMMISSIONER	AUDIENCE	DATE
Keynote Opening Academic Year Leiden University - Pieterskerk, Leiden	Keynote	Leiden university	1300	04-09-2017
Civil Service Property Mangement - Fort Voordorp	Presentation	Bureau Pino	300	12-09-2017
Wadden Foundation - 'Waddenwerkweek' - Terschelling	Presentation	Waddenvereniging	250	22-09-2017
Vara Kassa Groen - on deposits	Television	NPO	250k	25-09-2017
Buitendienst / Cinekid festival - Westergasfabriek - Amsterdam	Presentation	NTR	100	21-10-2017
SPARK Foundation - De Nobel - Leiden	Keynote	SPARK	200	31-10-2017
Opening Solar Panels - Da Vinci College - Leiden	Opening	DaVinci college	200	03-11-2017
Center for Environmental studies University Leiden	Kenote	CML univ Leiden	100	06-11-2017
Day of Justice - Ministry of Justice The Hague - Fokker hallen, The Hague	Presentation	Pecha kucha leiden	250	07-11-2017
UN World Youth Congress, Amsterdam	Presentation	Jci	60	09-11-2017
PABO Leiden	Keynote	Pabo Leiden	150	16-11-2017
Haarlem Business Association - Leiden	Keynote	HOV	80	21-11-2017
NPO Buitendienst - 'de afvalrace' - item around Plastic Soup Surfer	Television	NPO	100k	25-11-2017
Hart van Nederland - Formal Notice hand over to Albert Heijn	Television	SBS6	600k	29-11-2017
National (NPO) Radio 1 'Dit is de dag'	Radio item	NPO 1	200k	29-11-2017
Rabobank circular economy challenge - Dordrecht	Keynote	Rabobank	250	29-11-2017
KIMO Association of Dutch and Belgium coastal municipall-Keypnote ties - Scheveningen		Kimo	80	30-11-2017
Movies that Matter - Utrecht	Keynote	Movies that matter on tour	60	04-12-2017
PET Free Hotel Blooming - Bergen aan zee	Opening	Hotel Blooming	60	22-01-2018
Talkshow - Tijd voor MAX - on premiere movie 'From Source to Sea'	Television	NPO 1	800k	29-01-2018

PLASTIC FREE SEA FOUNDATION > ACHIEVEMENTS IN 2017–2018

APPEARANCE	MEDIUM	COMMISSIONER	AUDIENCE	DATE
Premiere 'From source to sea' 50min - Pathe Buitenhof Den Haag	Movie screening	PSS	250	30-01-2018
ILT - Future of packaging - The Hague	Panel/specialist	ILT	30	07-02-2018
Screening movie 'FS2S' - GoClean Duiven	Movie Screening #2	GoClean	100	19-02-2018
Movie FS2S + debate in the House of Representatives (Tweede Kamer)	Movie Screening #3	PvdD	80	22-02-2018
Rotary Hilversum	Presentation	Rotary	60	22-02-2018
Brandpunt+ PSS FS2S item	Television	NPO	500k	27-02-2018
Jan Terlouw special 'Het is zo simpel'- item PSS	Television	NPO	800k	30-03-2018
Noordwijkse School - Noordwijk	Gastles	Nws	120	07-03-2018
Honours college - HSLeiden - HUBspot Leiden	Presentation	HS leiden	60	08-03-2018
EénVandaag - item plastic soup surfer	Television	NPO	1000k	10-03-2018
NPO1 - Vroege vogels - Formal Notice hand over to Spa (Spadel)	Radio item	NPO	200k	11-03-2017
Elckerlyc montesori - plastic soup week	Opening	Elckerlyc	200	12-03-2018
Alpen aan den Rijn - Municipality	Movie screening #4	Berckel	100	18-03-2018
Leo's seminar dag - Leiden Rabobank	Keynote	Leos	120	24-03-2018
Omroep west - museon special	Television	museon	—	01-06-2018
Grand circle cruise lines - Amsterdam	Presentation	GCCL	120	25-03-2018
ARTE - Documentaire 90min - PSS main Character	Television	Spiegel TV	2000k	03-04-2018
Fly-inn Congress ECMA Sheraton Schiphol	Keynote	Ecma	200	05-04-2018
ZDF - Documentaire 50min - PSS main Character	Television	Spiegel	4000k	22-04-2018
Deposits Congres - communale Belgium - Genk	Keynote	Intercommunale	300	19-04-2018
'Kleinste Grootste Festival van Betekenis' - Meppel	Presentation	Happy kamping	150	19-04-2018
Masterclass campaigning - Oxfam Novib - Den Haag	Masterclass	Oxfam novib	60	20-04-2018
Basisschool Waterland - Leidschenveen	Geust Teacher	Obs waterland	40	23-04-2018
'Burolamp aan zee' - Architects association - Scheveningen	Presentation	Naomi Schiphorst	20	26-04-2018
De staat van verwarring - Theatershow - Ins Blau - Leiden	Presentation	de staat van verwarring	200	24-04-2018
Radio 2 - campaign World Environment Day	Short	Ruud de wild	200k	25-05-2018

PLASTIC FREE SEA FOUNDATION > ACHIEVEMENTS IN 2017-2018

APPEARANCE	MEDIUM	COMMISSIONER	AUDIENCE	DATE
PICK UP 10 Presentation - Hike One/Voorhoede - Amsterdam	Perspresentatie		60	25-05-2018
Hart van Nederland - Pick Up 10 Item	Television	SBS6	600k	25-05-2018
Jeugdjournaal - pick up 10 Item	Television	NPO	200k	25-05-2018
Bureau circulus - Heiloo	Movie Screening #5	Bureau circulus	250	25-05-2018
PAUW talkshow - Nat Geo #stopmetplastic campaign- Amsterdam	Television	Pauw	200k	30-05-2018
National waste collectors (NVRD) congres - Amsterdam	Keynote	Nvrd	400	31-05-2018
Masterclass campaigning - Protect Blue Conference - Bermuda	Masterclass	Protect blue	30	01-06-2018
United Nations - World environment day - Geneva	Movie Screening #6	United Nations	100	05-06-2018
Triggr - Ter Aar	Movie Screening #7	Triggr	50	06-06-2018
Atlassian - Amsterdam	Movie screening #8	Atlassian	50	07-06-2018
IVN youth water congress - Provinciehuis Drenthe - Assen	keynote	IVN	150	08-06-2018
Ketelhuis Amsterdam	Movie screening #9	Peter Siegel	150	12-06-2017
Brandpunt+ portrait Plastic Soup Surfer	Television	NPO 2	500k	12-06-2018
University Leiden Law- LAPP (Leiden Advocacy Plastic Project)	Presentation	LAPP	15	19-06-2018
Obs Primary School - Fatima Anckar	Guest teacher	Rolmodellen bureau	20	21-06-2018
National Geographic Beach Clean Up Zandvoort	Presentation	National Geographic	200	24-06-2018
Meerlanden advisory board congress - Haarlem	Keynote	Meerlanden	30	26-06-2018
International attorney conference Wintertaling - Amsterdam	Presentation	Wintertaling	70	30-06-2018
FOX Media / Nat Geo - #stopmetplastic - TV Shorts and internet videos	Shorts	Nat Geo media	—	June 2018
FS2S - National Geographic Channel x3 + KPN + Ziggo gemist	Movie screening #10	Nat Geo media	—	June 2018
Johan Overdevest - Regional Broadcast station Rijnmond	Television	Omroep West	—	June 2018

FINANCIAL REPORT

2017-2018

	INCOME	EXPENSES
BALANCE JUNE 1ST 2017	3.753,87	
Project 'Source to Sea'		
Design and development SUP Board		— 5.000,00
Expenses expedition		— 8.558,36
Development Formal Notice and legal fees		— 5.305,63
Promotion Movie 'From Source to Sea'		— 1.452,00
Miscellaneous		— 180,20
Donations		
Formal notice shares and donations	13.846,16	
Funds	20.500,00	
Miscellaneous	2.557,26	
Overhead		
Office rent		— 300,00
Office supplies		— 672,05
Literature		— 146,93
Soc. Media, Website		— 382,00
Banking expenses		— 139,05
Miscellaneous		— 43,79
TOTAL	40.657,29	— 22.136,22
BALANCE JUNE 1ST 2018	18.521,07	
June 2018*		
Balance June 1st 2018	18.521,07	
PickUp10 campaign		
Promotion		— 514,25
Social media, Website		— 37,25
Formal notice		— 71,96
Donations	1.723,85	
BALANCE JULY 1ST 2018	19.621,46	

*** Starting this year, the Plastic Free Sea Foundation aligned financial reports exactly midway the calendar year. For this reason, the financial statement for 2018 spans 13 months and includes June 2018.**

All monetary amounts are stated in Euros.

The foundation closed the period with a positive balance. The plastic Free sea foundation continues to be committed to its goals of increasing awareness about pollution of the environment due to single use plastics. We look forward to a new year of organizing campaigns, producing do-

cumentaries and posting formal notices through our bailiffs.

We are happy and grateful that we will be able to continue to fund these activities.

The foundation board approves the financial report.

TEAM PLASTIC SOUP SURFER



The Plastic Soup Surfer (Merijn Tinga) has a loyal team of volunteers and advisors. Without their trust and support none of this would have been possible.



Martine Eyzenga is graphic designer and has been part of the Plastic Soup Surfer from day one. She is the spokesperson for Merijn Tinga and answers all questions and inquiries for (speakers) events before they are relayed to Merijn Tinga.



Kim van den Anker's strength is in organization and programming. She played a key role in managing the Source to Sea expedition. Kim also handles inquiries for (speakers) events before they are relayed to Merijn Tinga.



We are very fortunate to have **Eelke Dekker** as our film maker. His quality of film making and total understanding of our mission has been of vital importance to the Plastic Soup Surfer success during the past two years.

THE PLASTIC FREE SEA FOUNDATION

President
Merijn Tinga

Secretary
Noortje Schrauwen

Treasurer
Roland Bouman

**THE PLASTIC FREE SEA FOUNDATION/
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