

# The community

Connecting the grass-roots  
plastic warriors and  
shaping our plastic  
storyline.





# The growth of an army

## Year overview

Dear reader,

We are proud to present our third year report,

Just as in the previous year the Plastic Soup Surfer has experienced a growth in online presence, following, presentations as well as network and knowledge. We have noticed a great surge in plastic pollution awareness in the Netherlands and abroad. We have seen and welcomed many new initiatives in our fight against plastic pollution. Our position as an authority on the topic has strengthened and we are recognized as an important player in the national arena with the same status but clearly distinguishable in our impact to the actions of other NGOs in the Netherlands.

Our year:

In the period presented to you in this report we undertook a long distance windsurfing expedition. In **September '19** attempted a long distance record from Le Havre (France) back to Scheveningen (the Netherlands) on world's first 3d printed windsurfing board - using recycled PET as the print filament. This expedition was a collaboration with the Plastic Soup Foundation and meant as the count down for World Cleanup Day. The first clear 'litter picking community' focussed action.



In **October '18** we had a bailiff deliver a judicial formal notice (desbewustheids exploit) to a sweets manufacturing company after a community of litter pickers led by Dirk 'Zwerfinator' Groot photographed and tagged over 16.000 sweets-wrappers of that particular brand with the app Litterati. During the confrontation of our bailiff and the CEO of the particular company he promised to switch to wax paper wrapping - not stopping littering obviously but at least making littering of their sweets wrappers harmless. Once again the litter picking community was at the basis of making this action a success.

During the year the Law Faculty of the Leiden University supported us in several projects and research within their Leiden Advocacy Plastics Project.

In **February '19** we organized the first conference specifically focussed at empowering and focussing the Dutch community individuals active in plastic - litter pickers for a large part. We grabbed the momentum to also onboard the NGOs working on plastics and collectively come up with a theoretical framework on how to handle plastic; the 5 principles listed in the Plastic Avengers Manifest. (see: [PlasticAvengers.org](https://PlasticAvengers.org))

In **June '19** we started a VLOG series to showcase the Dutch plastic warriors, their initiatives and share the developments and our vision.

## The Plastic Free Sea / Plastic Soup Surfer Team

Apart from the Plastic Free Sea board (Roland Bouman treasurer and Noortje Schrauwen secretary) the daily work is carried by a team of volunteers.

Martine Eyzenga and Kim van den Anker have been very important to the team in their role of representing the plastic soup surfer and responding to questions from press, students and event programmers. Martine is also the one responsible for the design and brand. Kim has shown her skills in organization of the Plastic Avengers Conference. As

This year we have welcomed Natascha van Neerven who volunteered to take on the organization our digital office. Also Lisette Heijke has been of great importance in developing a long term strategy. On the financial side Hilde van der Vegt devoted her free time and energy in looking for structural funding for the Plastic Soup Surfer and our goals.

In our growth we seem to have reached -and stretched - the borders of what is manageable with our small group of dedicated volunteers. A process of internal focus and strategy has been developed over the year and its outcomes will hopefully become visible in the coming year. Our aim is to further empower and strengthen our relation with the grass-roots community and develop practical tools for politicians, companies and festivals to handle plastics sustainably.

# Team:



**MERIJN TINGA**

Surfer, visual artist, biologist,  
speaker

[www.ateliertinga.nl](http://www.ateliertinga.nl)



**MARTINE EYZENGA**

Graphic designer,  
communication expert, diver

[www.diezijnvaardig.nl](http://www.diezijnvaardig.nl)



**EELKE DEKKER**

Action sports director,  
photographer, surfer

[www.eelkedekker.nl](http://www.eelkedekker.nl)



**KIM VAN DEN ANKER**

Project manager, public  
relations manager

[LinkedIn](#)



**NATASCHA VAN NEERVEN**

Digital back-end and  
organisation

[LinkedIn](#)



**HILDE VAN DER VEGT**

Strategist & funding

[PlasticVrij.org](http://PlasticVrij.org)



**LISETTE HEIJKE**

Strategist

[LinkedIn](#)



**CJ DE BEST**

Online communication

[LinkedIn](#)

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# Campaigns

## 1. OUR BOTTLE ODYSSEY

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**MAY-SEPTEMBER 2018**

**OUR BOTTLE ODYSSEY - A Foil Windsurfing Record attempt**

Foil-windsurfing from Seine to Rhine river-mouth on littered plastic bottles.

September 2019 the Plastic Soup Surfer wanted to be the first to foil-windsurf from France to The Netherlands. He had a the foil-windsurfboard 3D printed from recycled PET. He had people pick-up and tag littered plastic bottles for this project.

The expedition wished to inspire through adventure and innovation. Its goal was to activate citizens to be part of World Clean Up day (Saturday 15th of September). The 8 day expedition was meant as the 'Count down' to this international event.

The necessity to introduction of deposit fee as a solution to prevent plastic bottles from being littered was the key message during the expedition. Moreover the call to action for citizens was to start using 'monitoring apps'. He aspired to change social



norms by challenging citizens to Pick Up 10 littered bottles using the PickUp10 web app, thereby collecting data for policy makers on the go.

The finish in The Hague coincided with World Clean Up Day (15th of September 2019) and the arrival was the official kick-off to the event.

### **What:**

Long distance FOIL-WINDSURF expedition from SEINE to RHINE by the Plastic Soup Surfer. Count down to 'World Clean Up Day'

Surfing on WORLDS FIRST 3D printed windsurf-board made from littered plastic bottles. TO STOP PLASTIC BOTTLES FROM BEING LITTERED

By promoting World Clean Up Day, deposit schemes and PickUp10.org



# PFS report '18/'19 - campaigns

"OUR BOTTLE ODYSSEY: a 650 kilometer foil windsurfing expedition on a 3D printed board"

## When:

START: Saturday 8 September - Mouth of the river SEINE. Le Havre FR

FINISH: 15th sept on WORLD CLEAN UP DAY - The Hague (Scheveningen) NL

## Where:

From the mouth of the river Seine (Le Havre, France) to the mouth of the river Rhine (the Hague, Scheveningen, the Netherlands), along the coast of Northern France, Belgium and the Netherlands, covering a distance of approx. 550km.

Route: Le Havre - Boulogne sur Mer - Panne - Bredene - The Hague.

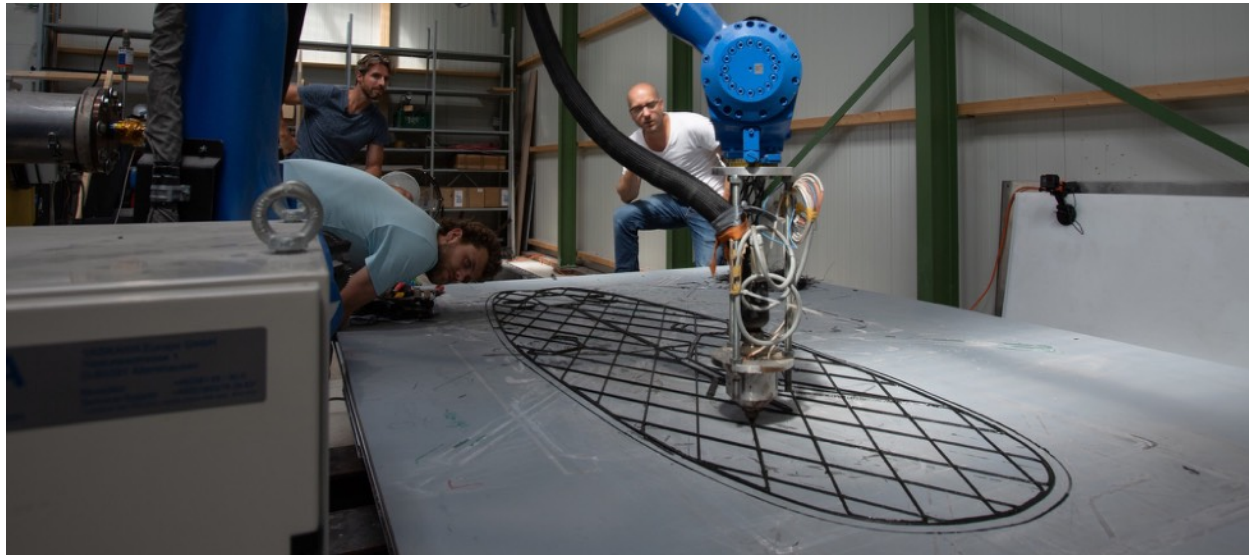
Both iconic rivers, the Seine and the Rhine, transport over one hundred tons of plastic waste annually from the hinterland. Neither France, Belgium nor the Netherlands have deposit fee in place on (small) plastic bottles. A measure which would decimate littering of plastic bottles.



## Why:

To stop plastic bottles being littered in our environment. By using the attention for the expedition to:

- Activate citizens to join 'World Clean Up day' - Sept 15th
- Activate citizens to the Pick Up 10 bottles challenge via [PickUp10.org](http://PickUp10.org) with the aim to: (1) make picking up plastic litter more socially acceptable (2) collect data at the same time and (3) empower public to promote deposit fee at their local/regional authorities.
- Promote deposit fee/deposit return systems at citizen, company and policymaker level. (Belgium and France)
- Educate public on scale, effects and harm of plastics pollution in our environment.



"First ever 3D printed foil-windsurfboard...  
Plus 3D printed from recycled PET..."

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## Promotion:

- [PickUp10.org](http://PickUp10.org) / World Clean Up Day on sail, banners and events.
- PickUp10 goals on website [PickUp10.org](http://PickUp10.org) and [Plasticsoupsurfer.org](http://Plasticsoupsurfer.org) (pick up 10 bottles, start petition (petition kit)).
- Documentary 'Plastic Paradox' being made by Eelke Dekker; on campaign, our convenience society, plastic littering, plastic pollution and plastic recycling.

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## Social Follow:

GPS tracker on [plasticsoupsurfer.org](http://plasticsoupsurfer.org) and [PickUp10.org](http://PickUp10.org) Websites.  
Facebook/Twitter/insta/linkedin total 20k followers  
Daily VLOGS - youtube - teasers weeks before.

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## Powered by:

PickUp10: National Geographic, Google, Fujitsu, De Voorhoede & Hike One web-developers, 10XL 3D printing, KVE composites, Wellman Recycling, EU, UN Clean Seas, Plastic Soup Foundation, Stichting de Noordzee, Recycling Network Benelux.

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## Gear:

5m2 sail, 6.5m2 sail, 8m2 sail (Severne)  
Paddle  
3D printed Board + Foil  
Wetsuit + Harness  
Water and food vest  
Campervan

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## Expedition team:

Merijn Tinga (Plastic Soup Surfer),  
Martine Eyzenga (Communication),  
Bart Maes (Logistics),  
Eelke Dekker (Film maker)

"An eight day windsurf expedition as the count down to World Cleanup day..."

## Results:

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### **BOARD:**

Even though the expedition was well prepared we faced a few set backs before and during the expedition. When building the first 3d printed surfboard in the world the experimenting phase took much longer than expected. The final board was much heavier than calculated and only ready a day before the actual start of the expedition. Preparations and first designs and tests at the 3D printing company 10-XL started as early as the month May of that year.

### **THE 8DAY EXPEDITION:**

The time pressure and time window being set by the date of World Cleanup Day to which this expedition was meant to be the count-down. This lack of time to thoroughly test the board made that minor defects and leakage of the board were detected too late. The choice of having a 8 day weather window to do 550km also was challenging. The expedition started with two days of no wind. When the wind finally came we could do a third of the total distance in two days returning to the original schedule. We were then confronted with wind lulls again. We had to make up distance by driving up the coast. Once again we managed to make a great leap of nearly a third of the total distance but had enormous bad luck when the foil broke underneath the board only two hours before the 'finish line' in Scheveningen.



### **EXPOSURE:**

In Belgium we made national news when discussing deposits with chief opposer of the system on he beach in Flanders. In the Netherlands we were even on the short list for prime evening talk show for two weeks but missed out in the end due to program changes. The depart and finish did make national newspapers and the start of world cleanup day was set to the background of the finish in Scheveningen. We got to tell our story through our own channels and Eelke Dekker made three VLOGs on the expedition while on the road. He also shot footage for the film "Plastic Paradox" in which the expedition plays an important part.

### **FOLLOW UP:**

Plastic Paradox - a 63min movie on plastic in our society- uses the Bottle Odyssey as the storyline. It was first screened in may of 2019



## 2. CHANGE PLASTIC TO WAXPAPER: BAILIFF CAMPAIGN PERVASCO

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**OKTOBER 2018**

### **The community vs Pervasco**

Thursday 4 October Dirk "Zwerfinator Groot and Merijn" Plastic Soup Surfer "Tinga" joined forces to ensure that a Rotterdam candy manufacturer Pervasco would replace its plastic candy wrappers with an environmentally friendly alternative.

### **Antaflu**

The plastic wrappers of the menthol sweets "Antaflu" are an example of packaging for which an environmentally-friendly alternative should be easily applicable. The candy brand dates from before the discovery of plastic, and yet these sweets have been wrapped in plastic for the last decades for marketing and economic purposes. More than 16,000 of exactly these wrappers were documented on our Dutch streets, parks and riverbanks last year by a group of litter pickers led by Dirk 'Zwerfinator' Groot. Extrapolated this would mean that between 500,000 and 750,000 wrappers would end up in our environment every year.

Unnecessary plastic pollution that is largely the responsibility of the Pervasco company marketing Antaflu.

### **The ammunition: research and World Cleanup Day**

A year ago, professional litter picker Dirk "Zwerfinator" Groot started the "Antaflu experiment", calling on a network of litter pickers to make Antaflu wrappers a separate category in monitoring. In 12 months he collects more than 16,000 "geo-



tagged" photos of Antaflu wrappers. In the detailed litter studies that Dirk, among others, does for municipalities, Antaflu is consistently in the top 10 of most found brands.

In the 338 kilometers that he meticulously assessed over the past two years, Antaflu is number 2 in the list of most found brands of plastic litter. During World Cleanup day that year 35,000 pieces of litter were tagged and collected. Antaflu came in 6th in the ranking.

Pervasco also makes other confectionery, such as Napoleon and Dr. Toms with the same type of wrappers, this company is in the assessment of the largest supplier of branded plastic litter in the Zwerfinator studies.

### **The weapon: The Plastic Soup Surfer and the bailiff**

To leverage dialogue with the directors of soft drinks companies and supermarkets in our previous campaigns we developed the judicial "formal awareness notice" together with a team of lawyers; a legal document that holds the director and company morally liable and is issued by a bailiff. (Bailiff provided by GGN)

This is the eleventh time that the Plastic Soup Surfer bailiff was deployed. Now with the data from the Zwerfinator as the ammunition. With this, the Mr Overing as the CEO of Pervasco was formally made aware of his role and responsibility with regard to the plastic contamination from his packaging; the plastic wrappers around his candy.



"Collaborating and exerting pressure through mutual interests is the way we get our bailiffs into the board rooms..."

### Low hanging fruit

The choice of material and design of the antaflu-wrap is the cause of the (unintended) loss. The individually wrapped chocolates, the low weight combined with the large surface area, means that the wrapper, when consumed in public spaces, easily ends up as litter.

It is in all of our interests that plastic does not end up in the environment. Where alternatives are available, this is all the more poignant. There are many types and brands of menthol sweets on the market. Resilience and shelf life are prevented by other brands with sugar coatings or (wax) paper, among other things.

### Follow up:

On the day we delivered the 'formal notice' to the CEO mr. Overing he made a promise that they would switch to wax-paper wrappers: not eliminating littering but making it harmless to the environment. They would do so within one to one and a half years.

The last time we had contact with the Pervasco CEO (Sept. 2019) they were piloting the machines and the wax-wrappers. They expect to launch their newly wrapped sweets in the first quarter of 2020 and we are invited to their plant to see the experiments the fall of 2019.

See the video on the confrontation here: <https://youtu.be/AZ8UD09Kslc>

And the vlog on the return here: <https://youtu.be/Bxp3pJhRhCQ>





### 3. PLASTIC AVENGERS CONFERENCE

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**FEBRUARY 2019**

Plastic Soup and its sources are in the spotlight. Precisely because plastic pollution is so visible and tangible, there is an enormous growth in 'plastic' initiatives by private individuals. Politics and the media have sensed this emotion and their willingness to take action. Scientific evidence is growing and the urgency of the issue of plastics in the environment is definitely on the agenda. 2018 was a pivotal year. The awareness has landed. But what is the way forward!?

The conference was meant to unite the "independent" "Grass Roots" plastic warriors. The established institutions and foundations will of course be present, but the focus is on getting intrinsically motivated people more effective in their work; the individual warriors from the street, with their own story, people who act from their own energy.

This day was about channeling our motivation, the goals we have achieved, the methods used and our vision for the future. I was a day of energy. A spark of inspiration and the impetus for new campaigns and collaborations.

As speakers we arranged - have among others - Dirk "Zwerfinator" Groot, Saskia Studer from The Great Bubble Barrier, Eva Rovers (Author: Effective Campaign), Otto Wijnen (Media Training) and Merijn Tinga the Plastic Soup Surfer. As a moderator we had Margreet Reijntjes (former presenter Vroege Volgels radio). We had parliament member Suzanne Kroger present to receive the first draft of the Manifest which we worked on collectively that day.





## PFS report '18/'19 - campaigns

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"Collaborating and exerting pressure through mutual interests is the way we get our bailiffs into the board rooms..."

PAC Amsterdam 2019 was unique and successful. The 120 plastic specialists most motivated people in the Netherlands were present. They were challenged to come up with a theoretical framework for a 'sustainable handling of plastics without pollution'. The outcome was a 5 principle manifest.

A few weeks later we had EU Vice President Frans Timmermans come to Leiden to hand him our Plastic Avengers Manifest and he became our ambassador. Our ambition is to scale up the conference next year when we organize PAC 2020

We published the website [PlasticAvengers.org](https://PlasticAvengers.org)

This is where you can find the details behind the manifest and the organizations involved in the manifest as well as an impression of PAC2019.

To us the Manifest is the theoretical framework and the fundament behind everything we do as the Plastic Free Sea Foundation / Plastic Soup Surfer.

It will be elaborated on in coming campaigns and added with best practices at the PAC2020.



# PFS report '18/'19 - campaigns

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Plastic Avengers Manifest: - a framework in 5 principles to handling plastics sustainably without plastic pollution.. Find the full principles on: [PlasticAvengers.org](https://PlasticAvengers.org)

A new PAC will be planned in Q2 2020



## 1. OWN UP

IF YOU PRODUCE PLASTIC, YOU ARE FULLY  
RESPONSIBLE FOR ITS ENVIRONMENTAL IMPACT



## 2. REDUCE

REDUCE, REUSE AND PRIORITISE ALTERNATIVE MATERIALS



## 3. BE GOOD

YOU, THE INDUSTRY, HAVE THE POWER  
TO INFLUENCE CONSUMER BEHAVIOUR



## 4. SIMPLIFY

PRODUCTS ARE ADAPTED SO THAT HARMFUL  
ADDITIVES ARE DRASTICALLY DIMINISHED



## 5. KEEP TRACK

MONITORING SHOULD BE A PRIMARY FOCUS  
IN CLEAN-UP CAMPAIGNS



## 4. PLASTIC PARADOX (MOVIE)

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The Plastic Paradox (63min movie/documentary by Eelke Dekker)

In June 2018 filmmaker Eelke Dekker started shooting his second major documentary on the Plastic Soup Surfer. The first document Eelke made for us was on the North Sea Crossing (an 11minute mini documentary called; Message on a bottle (2016))

The report on the Rhine stand up paddle expedition was 49 minutes and a proper movie on an adventure as well as a exploration into plastic pollution and recycling.

In the assignment we gave ourselves this time we still wanted to use the (then) upcoming foil expedition as a the story line but focus much more on plastics in our society. It took us to recycling plants, beach cleans, interviews with the community. Eelke followed me to presentations in the UN Headquarters in Geneva as well as to presentations in Kenya Nairobi at the Blue Economy conference.

Premiered May 24th in Pathe Buitenhof (Film theater next to parliament)

It was screened on National Geographic Channel 9th of June

It was screened in Dutch national Parliament the 19th of June



"Storytelling as the unique way to get the Plastic Soup Surfer message across ... A movie as the vehicle"

### SYNOPSIS

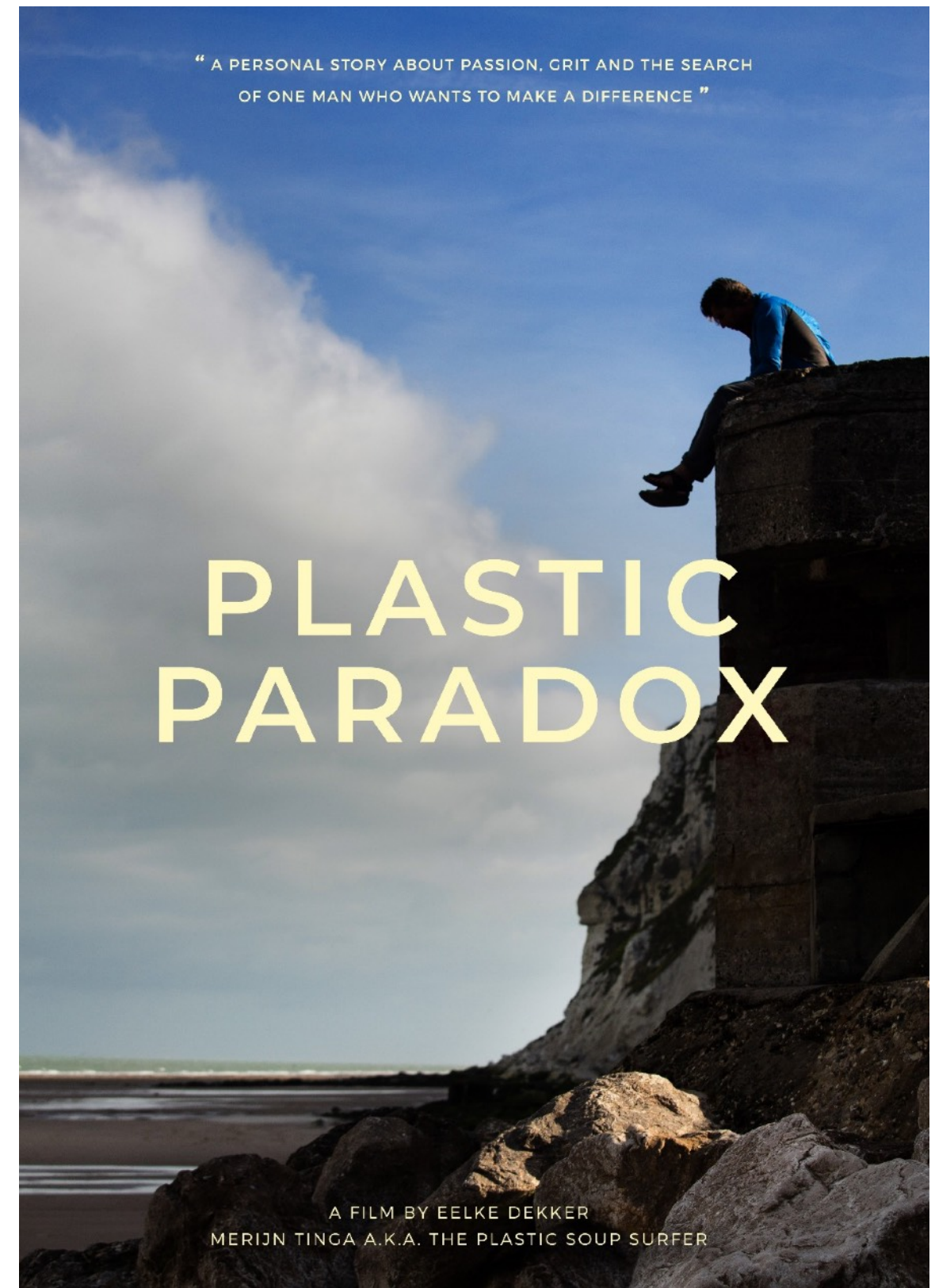
In this new documentary, the Plastic Soup Surfer researches how our plastic consumption behavior has changed in the last decades. Using plastic bottles as a typical example he visits companies and organizations that are part of the plastic recycling chain.

Convenience and the benefits of plastic in conserving goods are balanced against the eco-toxicity and the averse effects the out-of-home convenience culture nurtures.

We learn what it takes to be a modern day activist, and how staying small and agile is both a blessing and a curse. He wants to be part of the dialog, talking to industry, civilians and national and European politicians. Showing the perseverance in his mission to get 'deposits' introduced as a solution to curb littering of plastic bottles and increase recycling rates.

We follow the Plastic Soup Surfer in his awareness campaign "pickup10": building an advanced 3D printed surfboard from collected bottles, showing that he does everything in his power to prevent these bottles from becoming plastic soup. To pass on his message, he undertakes a physical challenge; he tries to windsurfs from the Seine rivermouth (Le Havre (FR)) back to The Hague (NL). It proves to be an ordeal with many setbacks.

A special movie site was put up: [plasticparadox.org](http://plasticparadox.org)







### The Paradox in Plastic

Plastic pollution is the challenge of our era. The paradox of 'plastics' lies in the fact that this high tech material plastic demands us to handle it responsibly because it does not biodegrade. Yet most plastics are produced to facilitate our single-use convenience driven lifestyle. A growing trend worldwide. The result is a exponential

growth of plastic packaging waste within an irresponsible and lazy consumer morale. Littering, waste mismanagement, recycling deficiency and over-asked consumers are symptoms of this plastic-paradox. With ever more proof that plastic pollution will have a disastrous effect aqueous ecosystems it is clear we need a change.

# Storytelling

## Media and presentations

June 2018 - June 2019

There is one character trait that sets apart the Plastic Soup Surfer / Plastic Free Sea Foundation from all other foundations and NGOs that are working on the problem of Plastic Pollution: Storytelling.

The Plastic Soup Surfer uses storytelling as a means to get the message across. It is a personal and therefore relatable story that inspires many - not only surfers, but also youth and parties fighting for the same goals. It shows how out of the box campaigns and individual action can make a difference. The fact that Merijn Tinga aka the Plastic Soup Surfer undertakes the long distance record attempts himself strengthens his independent position and therefore the trust that stakeholders have in the opinion and actions of the Plastic Soup Surfer.

The stories, the expeditions and adventures also make for great storytelling in presentations for crowds or on other media. One of the main tasks of the Plastic Soup Surfer is to keep telling that story.





Medium	Event	Commissioner	Audience	Date
Master	Masterclass campaigning - Protect Blue Conference - Bermuda	Protect blue	30	01-06-2018
Movie	United Nations - World environment day - Geneva	United Nations	100	05-06-2018
Movie	Triggr - Ter Aar	Triggr	50	06-06-2018
Movie	Atlassian - Amsterdam	Atlassian	50	07-06-2018
keynot	IVN youth water congress - Provinciehuis Drenthe - Assen	IVN	250	08-06-2018
Movie	Ketelhuis Amsterdam	Peter Siegel	150	12-6-2017
Televi	Brandpunt+ portrait Plastic Soup Surfer	NPO 2	500.000	12-6-2018
Presen	University Leiden Law- LAPP (Leiden Advocacy Plastic Project)	LAPP	15	19-6-2018
Guest	Obs Primary School - Fatima Anchkar	Rolmodellen bureau	20	21-6-2018
Presen	National Geographic Beach Clean Up Zandvoort	National Geographic	200	24-6-2018
Keynot	Meerlanden advisory board congress - Haarlem	Meerlanden	30	26-6-2018
Presen	International attorney conference Wintertaling - Amsterdam	Wintertaling	70	30-6-2018
Shorts	FOX Media / Nat Geo - #stopmetplastic - TV Shorts and internet videos	Nat Geo media	Unknown	June 2018
Movie	FS2S - National Geographic Channel x3 + KPN + Ziggo gemist	Nat Geo media	Unknown	June 2018
Televi	Johan Overdevest - Regional Broadcast station Rijnmond	Omroep West		
Presentation	Wintertaling Lawyer firm	Legal Network	200	30-6-2018
Interview	SBS6 internet - serie Solar Challenge	SBS6		27-7-2018
Presentation	Auction leader SAIL LEIDEN	SAIL LEIDEN	200	29-7-2018
PRESS PRESENTATION BOTTLE ODYSSEY	NEMO Press presentation Bottle odyssey	Collab with Plastic Soup Foundation and NUDGE	50	30-7-2018
Cover story	Dappr Magazine	Dappr	10.000	4-4-2019
Interview	KvK magazine	Kamer van Koophandel		17-7-2018
Interview	Jan Magazine	Jan Magazine	100.000	24-7-2018
Interview -Bottle Odyssey	BRT Belgium National Television	BRT	250.000	13-9-2018
Interview Bottle Odyssey	Telegraaf (national newspaper)	Telegraaf media group	100.000	18-9-2018
Interview Bottle Odyssey	Kidsweek interview	Kidsweek	10.000	21-9-2018

Film + presentation	Vleuten Cinema	Vleuten Cinema	100k	23-9-2018
Presentation	Budelse Carton Packaging	De Budelse	100k	20-9-2018
Film + Presentation	Westervoort Town Hall	GoClean de Liemers	60	24-9-2018
Forum Presentation	SPRINGIJ	Springtij Eelco Leemans	80	29-9-2019
Magazine interview	Gaceta Holandesa (Spanish)	GH		9-10-2019
Keynote	RIVM - World Sustainability Day - HQ de Bilt	RIVM	80	10-10-2019
Film+presentation	Heemstede Municipality	Heemsteede	100	10-10-2019
Magazine interview	Vrij Nederland	VN	100k	11-10-2019
Keynote	Hogeschool Zwolle	Sprekershuys	60	15-10-2019
Magazine interview	Nomination Coolest Dutch Brands	MB		18-10-2019
Magazine interview	ROVA magazine (recycler)	ROVA		18-10-2018
Keynote	APPM - HR recruiter	APPM	80	11/13/2018
Keynote	Lustrum Gymnasium Sorghvliet	GS	500	11/14/2018
forum discussion	Coca Cola Open	CC	20	11/15/2019
Film+presentation	SALT magazine	SALT	80	11/17/2018
Presentation	Pakhuis de Zwijger	PhdZ	100	11/19/2018
Keynote	Psychiatrists association	PA	100	11/20/2018
Keynote	Hogeschool Leiden Pabo	HSLeiden	80	11/21/2018
<b>Keynote</b>	<b>Blue Economy Conference - Kenya Nairobi</b>	<b>BUZA</b>	<b>400</b>	<b>11/25/2018</b>
Keynote	Industrial Ecology Career Fair	RUL	60	11/30/2018
Keynote	SteigerB sustainable HR	SteigerB	60	12/13/2018
Keynote	Biology conference - Arnhem Burgers' Zoo	LBC	150	12/14/2018
<b>Keynote</b>	<b>KRAFT HEINZ - Packaging Team days international</b>	<b>KH</b>	<b>80</b>	<b>3/27/2019</b>



Keynote	Experts in Media - The Hague	EM	40	1/22/2019
Radio podcast	Omrop Frysland Radio	OF	40k	1/29/2019
Conference	PLASTIC AVENGERS CONFERENCE (own initiative)	PSS	200	1/8/2019
film + presentation	BRAK - IJmuiden circular	Brak	50	2/13/2019
film + presentation	Jan Daamen - Oosterhout	JD	80	2/15/2019
<b>Presentation</b>	<b>PES - Frans Timmermans - Madrid (Spain)</b>	<b>PES</b>	<b>1000</b>	<b>2/23/2019</b>
Campaign	5 X Paddleboard campaign Water Authority Elections (Amersfoort, Arnhem, Utrecht, Leeuwarden, Leiden)	Waternatuurlijk	400	09-03-2019
Film+presentation	Bureau Circulus Heerhugowaard	BC	200	3/14/2019
Presentation	GoClean de Liemers - Litterati campaign - Westervoort	Goclean	200	3/15/2019
<b>Presentation</b>	<b>ABN AMRO - sustainable team meeting</b>	<b>ABNAMRO</b>	<b>40</b>	<b>3/19/2019</b>
<b>Presentation</b>	<b>Circular Plastic Conference - Mons (Belgium)</b>	<b>CPC</b>	<b>250</b>	<b>3/21/2019</b>
Film+presentation	Greenpeace Campaign- Nijmegen	GP	100	3/24/2019
Campaign	EU vice president Frans Timmermans manifest event - Leiden	PSS	100	4/2/2019
Presentation	Leiden University sustainable week - The Hague	RUL	30	4/5/2019
Film + presentation	Natuur educatie centrum - Den Helder	NEC	30	4/7/2019
Keynote	German ministry of science and education - Berlin (Germany)	GM	300	4/9/2019
Presentation	SUEZ - Hilversum	SUEZ	80	4/11/2019
Panel discussion	Museum of anthropology Leiden	VM	80	4/14/2019
Film + presentation	Municipality of Hollands Kroon	HK	60	4/24/2019
<b>Keynote</b>	<b>VAUDE sales meeting - Bodensee (Austria)</b>	<b>Vaude</b>	<b>120</b>	<b>5/7/2019</b>
Video	National Geographic ambassador Stop plastic week	NG	100k	june
Masterclass	Masterclass Powerkite for The great bubble barrier The Hague	BB	20	5/11/2019
Keynote	Rijkswaterstaat - sustainable week (HQ Utrecht)	RW	60	5/16/2019
Presentation	Socialist Party Rally Amsterdam with Timmermans	PES	300	5/18/2019
Documentary	PREMIERE NIGHT 'Plastic Paradox' - The Hague	PSS	200	5/24/2019
TV screening	Plastic Paradox - TV premiere on National Geographic Channel	NG	10k	6/9/2019

Keynote	Impact Night - Utrecht University	UU	80	6/3/2019
<b>Keynote</b>	<b>Coca Cola Team Days - Rotterdam</b>	<b>CC</b>	<b>80</b>	<b>6/5/2019</b>
Radio interview	Radio 1 - interview film Plastic Paradox	NPO	100k	6/5/2019
Radio interview	BNR radio - interview film Plastic Paradox	BNR	50k	6/7/2019
<b>College Tour</b>	<b>WWF - with Humberto Tan</b>	<b>WWF</b>	<b>120</b>	<b>6/6/2019</b>
Presentation	Crowne Plaza Hotels - Herring Cask handover	CPH	200	6/18/2019
	<b>Film screening in Dutch Parliament</b>	<b>D66</b>	<b>25</b>	<b>6/19/2019</b>
Keynote	Meerlanden recycler - C-Beta Hoofddorp	Meerlanden	60	6/21/2019
Keynote	Fishery and sea museum Muzee - the Hague	Muzee	60	6/27/2019





# Financial

## The financial year

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### July 2018 - June 2019

Although the Bottle Odyssee expedition/campaign was a huge investment in time it was much less so financially. We managed to get the surfboard made for relatively low costs due to the massive support of the 3D printing company 10XL - who thought it a challenge. The expedition itself was a week and run by our volunteers. It was the production and editing of the film Plastic Paradox - to which the Bottle Odyssee is the storyline - that amounts to over half of the total costs of the Plastic Free Sea Foundation this year.

20% of this years costs are taken up by the investment made in the Plastic Avengers Conference. Although the Venue (Pakhuis de Zwijger Amsterdam) was free after a barter in service, the catering was not. We managed seduce the speakers to contribute for reduced fares as well as the websites which were put up for the event. We deliberately kept the price for the tickets low as not to discourage the grass-roots community from coming.

Just before the end of the book year (start of the summer) we invested in reaching the Plastic Avengers Community through building a dedicated YouTube Channel with VLOG's for and about the plastic warriors, plastic initiatives and related topics. This video content produced on a weekly basis also contributes to

the exposure on the other social media channels like LinkedIn, Instagram and Facebook. By cutting the videos into shorter fragments it increases the engagement with the community.

On the revenue side we did not do a proper crowdfunding campaign. Although we called on the crowd to help us in the production of the 3D printed board a major part of the donations were done by people after a presentation or online without a specific occasion. Not having focussed on the funding left us with a €8400 gap on the final year balance. Since we had a plus on the previous year balance this did not impair us in our decision making.

For the first time we had a few smaller companies and foundations find us and fund us. Larger sponsors like Fujitsu (30%), but mostly many smaller companies and foundations like Middle point, Xindao, Don't give up Foundation, Atlassian, Anton Constandse Foundation to name but a few. Via larger private funders we are looking to get structural funding in place to be able to hire the services of the volunteers who have built up the plastic soup surfer in the last couple of years.

# The financial balance

COSTS		
Promotion	Miscellaneous	-1069,02
	Press Support	-1452
	Communication Services	-4492,5
Paradox Campaign	Bottle Odyssee	-3487,35
	Production Paradox Film	-22663,55
PAC2019	Promotion, catering, speakers	-8321,57
Cost of Business	Office Rent	-900
	Backoffice / ICT	-1988,49
	Board Meetings	-184,5
	Expenses Volunteer Services	-3500
Literature		-61,44
Investment Vlogging		-4340,79
	<b>TOTAL COSTS '18/'19</b>	<b>-52461,21</b>

REVENUE		
Balance July 1st 2018		19.621,46
Donations	Sponsoring	29869,92
	Crowdfunding	7464,85
PAC2019	PAC2019 TICKETS	1245,60
	SPONSORS PAC2019	2850
Screening Films	PLASTIC PARADOX	1053
	Source 2 Sea	1545,50
	<b>TOTAL REVENUE '18/'19</b>	<b>44028,87</b>

<b>Revenue - Costs '18/'19</b>		<b>-8.432,34</b>
<b>Balance July 1st 2019</b>		<b>11.189,12</b>



# The Board

## Plastic Free Sea Foundation

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**October 2019**

We as the 'Stichting Plastic Free Sea' (Foundation) would like to thank all the many volunteers and partners that put their trust in our way of working.

What started out 5 years with a kitesurfing expedition of one visual artist as a statement with the adventure being the principle motivator has now matured to a deep understanding of the role of plastics within our society. We have developed our vision on a sustainable handling of plastics without the pollution, we have built a network from politicians to industry and NGO's. We have met with 'plastic warriors' throughout the year at the many presentations and movie screenings. Engagement with the community and the board range of stakeholders is what sets us apart from the traditional NGO foundation. Our influence is built on independence and trust. We recognize this as our greatest asset for now and for the future.

Merijn Tinga

Chairman of the Plastic Free Sea foundation board

## FOUNDATION BOARD



President  
**Merijn Tinga**



Secretary  
**Noortje Schrauwen**



Treasurer  
**Roland Bouman**

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