

**PLASTIC FREE SEA
FOUNDATION**

THE SCALE UP

**AND ALL OUR
ACHIEVEMENTS
IN 2019-2020**



Dear Reader,

This year has been one of the organizational transitions. We have cocooned to metamorphose within and reappear stronger. To grow, we have had to restructure the very bones, the fundament on which we now will build the Plastic Soup Surfer organization. Just as flexible and creative but more powerful in its punches.

Meanwhile, we kept on moving, as if building a ship while sailing. We developed a new app, built especially for litter-picking-campaigns: **the Plastic Avengers App.**

We got to use our app for the first time for our **‘Knetterballen (Cracklingball) campaign’**, a collaboration with Dirk ‘Zwerfinator’ Groot. Crackling balls are fireworks in the shape of a plastic ball meant for use outside by children. Dutch litter pickers, street-combers, and enthusiasts

photographed over 60 thousand plastic shards and remnants left behind after the use of the crackling balls. With our preliminary results we had big retailers like HEMA and Albert Heijn recall the product from their stores before Christmas; the traditional start of the fireworks season. **The campaign resulted in a national agreement by all retail and wholesale to phase out plastics from their fireworks.**

Beginning of April it was officially announced that deposits on small plastic bottles would come into effect starting July 2021. Great news and a success in which the Plastic Soup Surfer played a huge role. It was our 2017 petition and ‘Plastic Soup Surfer resolution’ which is widely regarded as the ‘political breakthrough’ and which was used as the basis for the policy which led to this now definite political decision.

Working with and for the community, we also were hit hard by the COVID19 pandemic and lock-down.

In the fall of 2019, we started preparing for our next **‘Plastic Avengers Conference’**. Our first conference in February of 2019 had brought together the whole active community of plastic activists, NGOs, policymakers, and scientists in the plastics field. Our focus had been on the theoretical framework for ‘sustainable handling of plastic’. In our next conference, we planned a ‘campaign hackathon’ with concrete campaigns for the Netherlands and Flanders as a tangible result.

We had made arrangements to recruit Plastic Avengers as well as to promote reusable cups (using deposits as an instrument) at several festivals via GreenEvents and ‘Leids Glas’. All festivals were canceled that summer. **We had to make new plans.**

We started a podcast series and INSTA-live interviews series — since our YouTube VLOG channel dedicated to the Plastic Avengers Community had come to a standstill because of travel restrictions and later practical 1.5m restrictions.

When the lockdown eased we started a new campaign to understand the new PPE litter (facemasks and gloves) resulting from COVID together with Dirk ‘Zwerfinator’ Groot.

Flexibility and creativity have always been our strong points and we changed our plans for that summer straight away when confronted by the COVID restrictions. ‘If we can’t have the Plastic Avengers come to us for the conference’, we thought ‘we will visit them’. This idea combined with the new political attention towards waste separation at schools and other communal organizations. This is what led to our **‘Bright Binnens’ (Wakkere Wegwerpers) Tour’** that

September. A campaign which fits perfectly in our goal of shifting the narrative on ‘plastic pollution responsibility’.

Dear reader, I hope you enjoy this report which hopes to give you an insight into our organizational metamorphosis but also shows our flexibility in changing conditions and our eagerness for tangible change.

In this report you find our financial statement and a report on our rapid development, starting the first of June 2019, up to July 1st, 2020*.

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

PLASTIC FREE SEA FOUNDATION

VISION 2020-2023

Following the theoretical framework that was created during the Plastic Avengers Conference, this is the year we developed long term strategic goals and a road map towards these goals. We focussed on harnessing the power of the community. The litter-picking community and a broader base of followers and citizens that could help us in getting our narrative on plastic pollution across and in that way accelerate change bottom-up as well as top-down.

Our end goal is the structural reduction of plastic pollution on land, in waterways and at sea.

GRASSROOTS COMMUNITY

We strive to create a strong grassroots community of intrinsically motivated plastic activists. This we achieve through evidence-based gathering (tagging litter), local lobbying, and advocacy activities supported by positive campaigns and lobbying at the national level by the Plastic Soup Surfer.

CAMPAIGNS

In our campaigns, we aim at changing (local) government policy or having companies replace plastic packaging with environmentally friendly alternatives.

TARGETING

We chose the targets of our campaign carefully. We focus on packaging, policy, or products that symbolize our

vision on solutions to plastic pollution. Instead of the current narrative (cleaning up and recycling as solution strategies and full consumer responsibility) we want to shift to a collective acceptance that we need to move away from our throwaway economy; that reduction and reuse should be facilitated; that producers are responsible for what materials and designs they put out on the market and should always take end-of-life related environmental issues, possible loss and littering into account.

COMMUNITY

Our work is to engage that community of independent intrinsically motivated (grass-roots) plastic soup activists. The main driver for growth is the success of our collective campaigns. An ever larger and more influential community will shift the prevailing narrative (cleaning up and recycling dissolves the plastic soup and the consumer is responsible) towards a more producer based responsibility regarding the end of life of plastics.

FUNDING & ORGANIZATION

This is the first year we attracted structural funding among Trust Funds. The funding we need to make us more effective. With these means at our disposal, we then started to restructure our organization. Following the ‘charity

organization guidelines’, we aimed to have a new board, a group of advisers, and a partly paid team ready before the 2020 summer. It was the COVID pandemic and its measures that slowed us down. New funding proved difficult to attract. With the pandemic restrictions becoming the new normal we aim to have our newly recruited fellow-workers, board members, and advisors in their places before the end of the year.

CAMPAIGNS & STORYTELLING

As our span of control grows, so does our insight on the most effective way of combating the plastic pollution crisis. We got used to see our throw-away economy as the root cause of the problem. On-the-go single-use-plastic is the catalyst to this way of living. Our society is designed around throw-away. As a result, plastic pollution is inherent to the use of plastic. **It logically means that this shifts responsibility from merely ‘consumer focus’ to a combined responsibility in which producers and policymakers have an important role to play.**

COVID-19

Flexible adaptations to yearplan 2020 & financial backlashes

We adapted quickly to the changing circumstances last spring. The lockdown meant we had to skip the Plastic Avengers Conference 2020. Since our focus for the summer was on the promotion and implementation of reusable deposit cups at festivals, we were forced to change these plans as well.

It resulted in the newly started podcast series, the Insta-live interviews, and the Bright Binnars Tour through the Netherlands. We have aimed to harness the power of the grass-roots community and bring about concrete results at the policy level of companies, government, or municipalities.

The lockdown had a severe impact on our financial position. Our regular way of income through paid presentations came to a standstill. Trust funds became nervous and weary. Forecasts were not met.

See p.36 for the Financial Report.

CAMPAIGN PLASTIC AVENGERS APP



PERIOD

October 2018 — present

In october 2018 we started to design the Plastic Avengers APP. Our goal was a very easy low threshold app we could have people use to take photographs of specific pieces of litter (or other things) for very specific campaigns.

An idea that came about after the collaboration with Dirk Groot on the ANTAFLU campaign. In that 2018 campaign a small group of litterpickers had made (geo-tagged) photographs of 17 thousand littered 'antaflu' sweets-wrap-pers. Together with a bailiff from my previous deposits campaign we went up to the CEO of ANTAFLU and confronted him with the photographs of their litter. This sped up the process of changing their wrapping from plastic to waxpaper. (Implemented the spring of 2020)

This campaign made me realize that the current apps to monitor data —like Litterati— were far too complicated and had far too many barriers for a broad audience to start using them. I saw a

clear demand for a very easy photo app dedicated to one campaign only; and in that way giving direct feedback and value to the user. Our app had to be free, not ask for accounts, but register users within the privacy guidelines as well as making it possible to use the data for statistical and campaigning purposes afterwards.

Together with INCENTRO, who offered me a barter-deal for a live presentation at one of their festivals we then designed the Plastic Avengers App. Natascha van Neerven from my organization and Dirk Groot were instrumental in getting this app to work. We launched it during the 'Cracklingball (Knetterbal) Campaign' in January of that year.



CAMPAIGN OPERATIE #KNETTERBAL #CRACKLING BALL



PERIOD

November 2019 — February 2020

We wanted to stop plastics in fireworks. Fireworks that in some cases are sold year-round. These are products designed to end up in the environment. We had retail- and import companies sign a 'Blastic Deal' (Knalplastic Covenant) to phase out plastic from fireworks.



This campaign quite simply started with a VLOG in which we called out to the community to photograph the leftover shards of plastic and send it to us as proof for the judge. We have set a new Dutch norm and it is taken to Brussels.

KNETTERBALLEN/ CRACKLING BALLS

Some plastics are used in products like fireworks. Plastic that is meant to be thrown away in the outdoors. Plastic that is left in shards after the explosion - hardly cleaned up afterward. Category 1 fireworks are sold year-round and found year-round. An extreme example is 'Crackling balls' (Knetterballen).

THE CAMPAIGN

We started in November with a campaign in which we wanted to have the judge rule out plastic use in crackling balls. To do this we needed environmental evidence: real data. A group of 'litter pickers' led by Dirk

Groot photographed 62000 plastic shards and leftover pieces after the use of crackling balls throughout the Netherlands that year.

The Law Faculty (LAPP) of the Leiden University was preparing a lawsuit. Our goal was to sue the stores selling these crackling balls. Namely ACTION, ALDI, GAMMA, BIG BAZAR, and INTRATUIN to name the market leaders in volume.

TOO MUCH SUCCES!

What happened though is that these and many other companies decided to recall the crackling balls from their shelves (very costly with lost sales and retrieval costs well over several €100.000 in some cases). These recalls were a huge success for the campaign but... it meant that we had no case left to take to the judges.

NEXT LEVEL

So we took the campaign to the next level: we want to have the companies and Dutch firework importers sign our 'Blastic Deal' (Knalplastic Convenant). A deal that stops the sales of Crackling Balls straight away but also phases out all plastic in fireworks in the Netherlands in the next two years.

This 'Blastic Deal' combined with the 'Blastic Resolution' (Knalplastic Motie) which Mrs. Kröger presented to parliament and adopted by minister Van Veldhoven will now be taken to Brussels (as she states in this letter) and used to influence European policy.

Our 'Knalplastic Covenant' will be used as an example of the Dutch norm: ambitious yet realistic. Of course, we hope to present the Knalplastic Covenant to Timmermans ourselves — since he is the personal ambassador to our 'Plastic Avengers Manifest'.

58 AMBASSADORS

In this campaign, we called on active members of the community to become 'ambassadors'. It led to 58 people becoming a drop-off point for the picked-up 'Crackling Balls'. 58 people, we engaged with directly. These littered crackling ball shards were later collected or sent to us for use in our upcoming European campaign.

See the map with the ambassadors and the geolocation of the 62 thousand crackling balls [here](#).

TIMELINE

NOVEMBER 12, 2019

VLOG on Operatie Knetterbal published on YouTube (seen over 17k times). Recorded on a parking lot behind Aldi Leiden. Calls out to the community to photograph 'proof' for the judge.

NOVEMBER 15, 2019

ALDI headquarter calls to announce their fireworks policy. No more separately sold crackling balls

NOVEMBER 21, 2019

The 'Knalplastic'-resolution by parliament member Suzanne Kröger is adopted.

DECEMBER 12, 2019

HEMA recalls all crackling balls from their stores (CEO calls personally).



Sky rocketing socials: over 500k views, 10k likes (approx. 0,5 million crackling balls recalled) Albert Heijn recalls all crackling balls from their stores (CEO telephones personally). Multiple national news publications radio, tv, written media.

Gamma, Karwei, Action, Vomar, Intratuin, Blokker, Big Bazar follow right before Christmas.

JANUARY 30, 2020

HEMA and Albert Heijn, Intertoys, Hoogvliet sign the 'KnalPlastic Convenant' — no more plastic in fireworks.

JANUARY 31, 2020

A total of +62.000 photographs have been made this year of leftover crackling ball shards by hundreds of people. We had 58 ambassadors throughout the Netherlands.



HET KNALPLASTIC CONVENANT

Vervuiling door plastic is schadelijk voor het milieu en dus voor mens en dier. **Eenmaal in de natuur verteert zwerfplastic nauwelijks maar brokkelt het af tot microdeeltjes.** Deze microplastics zorgen voor diepere verspreiding en vervuiling van de bodem. Microdeeltjes spoelen via het grondwater en de rivieren naar zee met zeer nadelige effecten op nagenoeg al het aquatisch leven én de voedselketen.

De directe aanleiding voor het opstellen van dit **KnalPlastic Convenant** door de **Plastic Soup Surfer** en de **Zwerfinator** is de **OPERATIE #KNETTERBAL**, waarbij een brede groep plastic-activisten afgelopen jaar meer dan 50.000 plasticresten van zgn. 'knetterballen' vonden op wegen, in parken en natuurgebieden. De gedocumenteerde foto's vormen stille, overtuigende getuigen van alle vondsten.

Met de ondertekening van dit **KnalPlastic Convenant** committeren verschillende partijen uit de vuurwerkbranche – van groothandel tot retail – zich om vervuiling van het milieu door plasticresten uit vuurwerk spoedig en volledig terug te dringen.

MET DIT CONVENANT BELOVEN DE ONDERTEKENENDE BEDRIJVEN OM:

- 1 vanaf heden geen knetterballen of 'cracklingballs' meer op de markt te brengen;
- 2 overige voorraden vuurwerk waarin plastic is verwerkt nog tot uiterlijk 31 december 2020 op de markt te brengen, behoudens verpakkingsmateriaal en de afdekking van fontein, batterijen en compounds;
- 3 vanaf 1 januari 2021 alleen nog vuurwerk in de categorieën F1 en F2 te op de markt te brengen als dat volledig plasticvrij is, behoudens verpakkingsmateriaal en de afdekking van fontein, batterijen en van compounds;
- 4 alle restantvoorraden van vuurwerk waarin plastic is verwerkt per 1 januari 2021 professioneel af te voeren en te vernietigen, behoudens verpakkingsmateriaal en de afdekking van fontein, batterijen en van compounds;
- 5 de afdekking van fontein, batterijen en van compounds zal vanaf 1 januari 2022 ook geheel plasticvrij zijn.

Dit manifest is als zodanig niet rechtsaansprakelijk bij de rechter afdwingbaar, maar vormt een morele belofte van alle ondertekenaars ter ondersteuning van hun reputatie om onnodige plasticvervuiling van de omgeving tegen te gaan.

JA, WIJ ONDERTEKENEN:

- | | | |
|---|---|---|
| <input checked="" type="checkbox"/> HEMA | <input checked="" type="checkbox"/> VOMAR | <input checked="" type="checkbox"/> INTERTOYS |
| <input checked="" type="checkbox"/> BLOKKER | <input checked="" type="checkbox"/> XENOS | <input checked="" type="checkbox"/> BIG BAZAR |
| <input checked="" type="checkbox"/> GAMMA | <input checked="" type="checkbox"/> WELKOOP | <input checked="" type="checkbox"/> ALBERT HEIJN |
| <input checked="" type="checkbox"/> KARWEI | <input checked="" type="checkbox"/> ACTION | <input checked="" type="checkbox"/> HOOGVLIET |
| <input checked="" type="checkbox"/> ALDI | <input checked="" type="checkbox"/> CHINA RED | <input checked="" type="checkbox"/> VUURWERKVISIE |
| <input checked="" type="checkbox"/> LESLI | <input checked="" type="checkbox"/> HORNBAACH | <input checked="" type="checkbox"/> DEEN |
| <input type="checkbox"/> LIDL | <input type="checkbox"/> DIRK | <input type="checkbox"/> MAKRO |

OPERATIE #KNETTERBAL IS EEN INITIATIEF VAN



CAMPAIGN CORONA LITTER STUDY



PERIOD

April — May 2020

Once again we contacted Dirk Groot for a collaboration. As the lockdown hit us we noticed increasing attention for what seemed to be a rollback of single use plastic legislation and measures.

On top of that, a new kind of litter appeared in the streets: nitril gloves and facemasks. Not knowing the scale we decided on a study. During the lockdown, the community of litter pickers had been cautious and not been out picking much. A study seemed a great way to engage and grow the community with a trending issue.

#CORONALITTER STUDY

We wanted to study Coronalitter, know the scale of the problem. Our idea was that with enough data we might be able to identify the sources and help look for solutions. We asked the community to take photographs of the ‘corona-litter’ they bumped into.

Together with Groot, we made several short videos (English and Dutch) for social media to call on people to download the Plastic Avengers app and take photographs. We made videos when passing 2k, 3k, and 4k photographs. In total, we had 6347 pictures taken by approximately 200 people.

CONCLUSION

It showed that corona-litter was predominantly found around supermarkets and that it has the same ‘behavioral pattern’ as ‘normal single use on the go litter’. Also, we found that although it was new in terms of litter, it only amounted to less than 1% of regular litter.

COLLABORATION NEDERLAND SCHOON

As we were conducting our study we were contacted by Stichting Nederland Schoon (Keep the Netherlands Clean foundation—a foundation funded by the packaging industry). They were interested in our results. We collaborated in a press release about corona-litter, our study and our Plastic Avengers app was promoted.

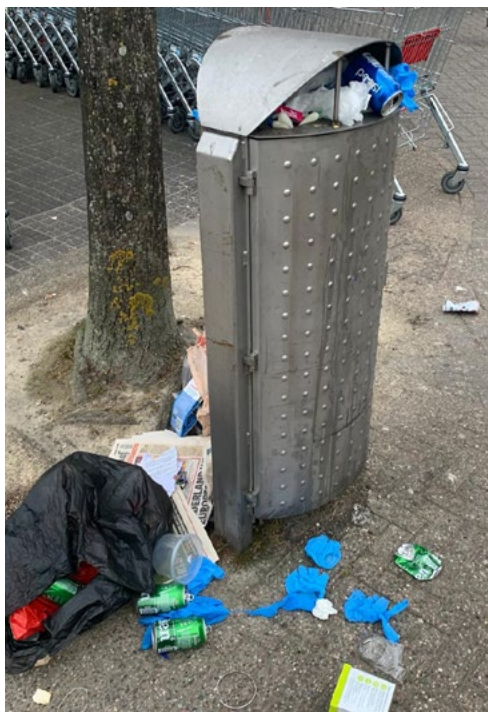
We declined a second press release when our results and conclusions were published. We could not endorse their follow-up campaign which focussed on consumers solely regarding the littered gloves and masks.

COVID SAFETY DISCLAIMERS:

In our communication we always stressed the importance of hygiene and safety:

We strongly advise you not to touch the corona-litter. Only take a pic. We want no part in the spreading of the virus. Please be responsible and follow your national covid-19 guidelines. We want no part in the spreading of the virus. Stay safe and follow your national guidelines.

PLASTIC FREE SEA FOUNDATION > ACHIEVEMENTS IN 2019-2020



CAMPAIGN OPERATION #SPLASH PLASTIC



PERIOD

June 1st — September 21st, 2020

The summer season had started when we closed the Coronalitter campaign. To keep the Plastic Avengers App active for users we started the Operation #SplashPlastic: a campaign against water balloons.

Water balloons had been on our mind - and explicitly mentioned since our Crackling Ball campaign - as another example of 'literally throw away plastic': plastic designed to be thrown on the streets and very hard to clean up afterward.

We had a challenge in communication in this campaign. Water balloons are associated with fun and children. We did not want to come across as a bitter lot that wanted 'everything fun' forbidden and 'taken away'.

So we decided to not use the word 'water balloon' at all and instead only use 'splash plastic' (spatplastic). We also decided not to use pictures of

children having fun with the balloons in our campaign. Instead, only show the alternatives to this water fun (like reusable splash balls or water guns.)

We started the campaign before the summer and expect to have around 10 thousand pictures by several hundred people by the end of the summer.

We already know that it is the same retailers that sold the crackling balls last winter that also have this 'splash plastic' for sale on their shelves.

With the results, we will once again go up to the CEO's of these companies and urge them to stop the sale of this prone to plastic pollution product.





PLASTIC FREE SEA FOUNDATION'S ACHIEVEMENTS IN 2019-2020



PHOTOS: ZWERFINATOR

MILESTONE DEPOSIT FEE ON SMALL BOTTLES



MOMENT OF ACHIEVEMENT

April 25, 2020

April 25th, 2020 State Secretary Van Veldhoven officially declared that deposits on small plastic bottles will be mandatory from July 1st 2021 onward. A breakthrough decision after more than a twenty-year fight and lobbying by industry.

This decision is a direct result of the 'Plastic Soup Surfer petition resolution': the political promise in 2017 to 'reduce litter caused by plastic bottles by 90% within 3 years with effective measures'.

In the Netherlands, over 70 million small plastic bottles are littered in streets, parks, and waterways yearly. Deposits help prevent this.

THE PLASTIC SOUP SURFER RESOLUTION

The adoption of the 'plastic soup surfer resolution' was the breakthrough of a political deadlock. A two-decade-long fight between industry and environmental NGO's had forced political parties into a trench war with insurmountable principal differences preventing a compromise. Since the industry was on the upper hand it managed to delay decision making and jump from parliament to new parliament, keeping the deadlock in place.

SHOCKING

The new approach by the Plastic Soup Surfer surprised the fighting parties. The 'Plastic Soup Surfer resolution' (adopted Feb 16th, 2017) brought a pragmatic approach:

First: it split the battle over beverage containers and narrowed it down to plastic bottles as a first start.

Secondly: it put the result — no plastic pollution — in the center of the discussion instead of the reverse-vending machines, the logistics, and the costs (the means).

State Secretary Dijksma (PvdA) and Van Veldhoven (D66) successively understood the new angle and have used the 'Plastic Soup Surfer petition resolution' as the basis for a new policy.

HISTORICAL MOMENT

The 'Plastic Soup Surfer resolution' was written by the surfer himself and was adopted by parliament without vote: unique in Dutch parliamentary history, a historical moment!

To attract attention to his petition 'pro deposits' Merijn Tinga kitesurfed across the North Sea to England (190km) on a surfboard composed of small plastic bottles: a crossing never attempted before in this direction.

MILESTONE GAMEPLAY COCA-COLA AND SUPER- MARKETS



MOMENT OF ACHIEVEMENT

December 2017 — March 2018

To pull industry and their lobby against deposits into the limelight the 'Source to Sea' campaign was launched.

SOURCE TO SEA

The Plastic Soup Surfer paddled +1000km down the entire river Rhine on a standup paddleboard made from plastic bottles: from the source high up in the Alps back to the North Sea.

During his expedition, he looked for litter floating down the river with him. Packaging he planned to bring back to the companies that put them on the market. In doing so returning this plastic from the sea back to the source.

BAILIFFS

A judicial instrument called the 'formal notice' made it possible to use bailiffs (gerechtsdeurwaarders) to directly target companies and company CEOs. The Plastic Soup Surfer assigned the bailiffs

to visit 10 boardrooms from Coca-Cola to Heineken and supermarkets like Aldi, LIDL, and Ahold (Albert Heijn). These executives were made 'formally aware' of the 'harm and effects' of their plastic packaging in the environment: implicitly making them responsible.

These meetings and talks resulted in deepening the divide between supermarkets and soda companies but also between supermarket-chains. Soda Companies feeling the time had come for deposits. Supermarket chains are still opposing but bringing differences in interests between them to the light. Several national TV and radio programs made reports about this previously 'behind the scenes battle'.

ic soup: 1000 kilometer peddelen - RTL LATE NIGHT



INNOVATION DEPLOYMENT OF THE 'FORMAL AWARENESS NOTICE'



PERIOD

September 2018 — present

Following our Cracklingball campaign and the collaboration with the Leiden Advocacy Project on Plastic (Leiden Law Faculty), we continued our investigation into judicial instruments that could aid us in our campaigns.

Since all the companies complied when confronted with our data we did not get to see our judicial instrument in action.

Together with our legal advisor and attorney **Edo Smit** (company law) and his partner attorney Floris Pijl (both Wintertaling) we had several meetings with professor Clementine Breedveld (civil law) and Esther Ketin (international law). Once again it was the pandemic that postponed the talks and theoretical investigation into ‘the rights of nature’ and the ‘responsibility of companies’. We intend to start up the talks again once the Corona measures give us the opportunity.



STRATEGY BUILDING THE PLASTIC AVENGERS COMMUNITY



PERIOD

October 2018 — present

We want to inspire, empower, engage and build on our Plastic Avengers community

We are empowering our base of followers in several ways. With offline conferences (postponed because of covid) but replaced by a sup tour through the Netherlands, through our YouTube channel showing our best practices and highlighting plastic activists, through live interviews with policymakers via Instagram and a newly started podcast channel.

GROWING NETWORKS & COLLABORATIONS

In our deposits lobby we talked to **EU Vice President Frans Timmermans** and his cabinet in preparation for the Instagram live we conducted. He made some challenging and clear-cut statements about the implementation and reading of the SUP: He sees no other way than deposits as a means to reach the stated targets.

In our research for what was to be dubbed the 'Bright Binners (Wakkere Wegwerpers) campaign and the inter-

ests we talked to several parliament members and **State Secretary Van Veldhoven**, top ministry officials, the project managers of private recycling companies as well as the municipal side. We also refreshed our previous contacts within the 'food & beverage' industry.

We were invited several times for talks about corporate partnerships with large internationally operating brand owners. We have been working with partners in the field like Dirk 'Zwerfinator' Groot. We have been incorporated into the Schone Rivieren community.

We are part of the International Break Free From Plastic Movement and have regular meetups with them. We have regular meetings with the national 'plastic pollution' NGO's as well namely: Recycling Netwerk, Natuur & Milieu, Plastic Soup Foundation, Stichting de Noordzee, Greenpeace and World Wildlife Fund.



EVENT PLASTIC AVENGERS CONFERENCE EDITION 2



PERIOD

September 2019 — March 2020

After the success of the conference of the previous year, we had planned a bigger event in Rotterdam. Covid-19 had other plans.

We had planned our second Plastic Avengers Conference (PAC) in May 2020 when the pandemic struck. After the success of the conference of the previous year, we had planned a bigger event in Rotterdam and also invited the Flanders Plastic Avengers. A step up to our ambition to hold an international conference the year after in Brussels.

PAC 2019

The first PAC in February 2019 was centered around the challenge of formulating the theoretical framework in which we can handle plastics sustainability — without plastic pollution. The manifest that we wrote as a result was presented to EU vice president Frans Timmermans and he became the ambassador to our manifest.

The top 100 independent Dutch plastic-warriors came together for the first time at the Plastic Avengers Conference 2019 (PAC19). Their goal: the kick-off to a worldwide transition to a sustainable view of handling plastics.

PAC 2020

This years' PAC 2020 in Rotterdam was meant to focus on creating new campaigns: the campaign Hackaton. Theme: plastic and throwaway culture. If you are active in plastic or want to become active in fighting plastic pollution at the source this is the event for you! We believe in bottom-up change. Connected Grass Roots campaigning at a local level to stop plastic pollution and change our 'throwaway culture'!

It is the 'power of plastics' that brings these grass-roots activists together. Unlike many other environmental problems, plastics is tangible and visible; you can take action straight away. By picking up and monitoring the litter you come across each day. Connecting that street knowledge to lawyers, NGOs, scientists, and behavioral specialists is how we make our unique impact.

A conference is meant to make our network tighter, empower the Plastic Avengers in their campaigns, and unite them behind one vision. Networking is key and for now, it seems the pandemic will restrict offline an offline conference the size we have in mind.

ONLINE PODCASTS AND INSTAGRAM LIVE



PERIOD

March 2020 — present

During the lockdown we started making podcasts (in Dutch).



Heavily based on storytelling techniques we launched a podcast channel with issues related to plastic pollution, its solutions and the new narrative needed to tackle the plastic pollution problem.

RESULTS PODCAST

We recorded and uploaded 35 tracks to soundcloud which were played 900 times within the first two months of 2020, May and June.

INSTAGRAM LIVE

We started an Instagram Live interview campaign; a series every second monday of the month until the summer vacation. All stories are available on our YouTube channel.

May 12th, 2020

We interviewed EU vice president **Frans Timmermans** on deposits and the SUP. [Watch on YouTube](#)

June 9th, 2020

We interviewed State Secretary Stientje van Veldhoven. [Watch on YouTube](#)

July 8th, 2020

We interviewed Dr. Ayub Macharia from the ministry of Environment about the extended plastic ban in Kenya. [Watch on YouTube](#)



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.

There have been significant changes in our team this year as we gear up to a more structural organizational change.

PAID FORCE

For the first time, we had a paid force: **Hilde van der Vegt**. It is her work and perseverance that opened the doors to several Trust Funds to give us long term financial means to achieve our goals. After attracting the funds—a few months after we started our collaboration—she was promoted to a business partner. This new relationship did not work out as planned. Disappointing financial results—in which the pandemic played a major role—and the subsequent short budget made that we could not afford her any longer. She left on the first of July.

STRATEGIC

We have two strategic advisors added to the team:

Jan Oldenburger, who is senior communications advisor for a large Dutch advertising firm, and **Lisette Heijke** (Community manager for Amsterdam municipal water agency). They aid in organizational transformation and corporate collaborations.

BACK OFFICE

We now have **Natascha van Neerven** (Digital back office) who is fully restructuring the digital environment

to a cloud environment suited for our flexible project-based way of working and our many volunteers.

Christa Joan de Best is pushing online marketing. As part of a ‘1% project’ within Google, we are aided by **Svevo de Weerd** from Google to help us become apt and efficient in reaching out to the public via the Google channels.

PERMANENT STAFF

Kim van den Anker is much valued in her role as the project manager.

Martine Eyzenga is of great importance when it comes to our branding and visual appearance.

BOARD

The board of our foundation is getting ready for a change of seats. We have had **Roland Bouman** (treasurer) and **Noortje Schrauwen** (secretary) for the last four years. They have seen the foundation and the Plastic Soup Surfer grow in its scope and in now in its financial means.

Merijn Tinga (the Plastic Soup Surfer) is the chairman and will stay in that position. In the new organizational model, he will become the executive director as well.

We plan to augment the board of advisors with influential people once the new board is instated.

FINANCIAL REPORT

2019-2020

This is the first year we had two major trust funds back our work. Adessium Foundation and the Fred Foundation both made longer term commitments. Adessium agreed to fund us for three years with an amount of €25.000 annually, Fred funds us €20.000 for two years. Apart from several smaller corporate sponsorships and funders these two trust funds make up the bulk of donations. Up until the moment these funds committed themselves, fees for presentations went straight to Merijn Tinga without involving the Foundation. As a consequence, Merijn Tinga also never received revenue from his work for the Foundation. The pandemic stopped short all presentations and thus his income.

For the first time we did not have an expedition executed within the time span of the year report (July 1st, 2019 — June 31st, 2020). This means that we have no serious expedition or filming costs in our balance this year.

On the costs side the biggest sum is spent on personel; this amount was paid for the work of the fundraiser and later business partner. Disappointing results and dire financial forecasts had us discontinue her work for us per July 1st 2020.

Our preferred freelancers: our visual designer and our project manager make up the second largest sum on our costs balance.

Like always Merijn Tinga (Plastic Soup Surfer) has not received any pay from the foundation. Developments around the pandemic in the foreseeable future give little hope of an income from presentations. A fall back on the foundation might be inevitable in the long run.

The external communications costs are still comparatively small. Most of our social media reach has been organic up to now.

Office costs are low. We share an office with several other freelancers and our volunteers all work from home.

REVENUE

	INCOME	EXPENSES
BALANCE JUNE 1ST 2019	11.222,54	
Donations		
Sponsors/trust funds	64.850,00	
Crowdfunding	6.742,50	
Presentations	1.800,00	
Overhead		
Banking		– 191,25
Travel		– 135,74
Office		– 2.055,89
External communication		– 856,46
Backoffice		– 91,07
Personnel		– 23.167,22
Freelancers		– 5.998,99
Miscellaneous		– 607,64
TOTAL	73.392,50	– 33.104,26
BALANCE JUNE 1ST 2020	51.510,78	

Acknowledgements: Thanks!

We are very grateful to the Plastic Soup Surfer team, the board and all our individual – and corporate sponsors. It is because of their help, effort and trust that we can continue our mission. All monetary amounts are stated in Euros. The foundation board approves the financial report.

THE PLASTIC FREE SEA FOUNDATION

President
Merijn Tinga



Secretary
Noortje Schrauwen



Treasurer
Roland Bouman



**THE PLASTIC FREE SEA FOUNDATION/
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