

**PLASTIC FREE SEA
FOUNDATION**



PLASTIC
SOUP SURFER
ORG

THE WAVE OF TRANSITION

**AND ALL OUR
ACHIEVEMENTS
IN 2021**



Dear reader,

This year we have once again shown that our style of campaigning is very effective. Our strength is our creativity, the flexibility of our small team of professionals and our broad network of contacts within the political world, the multinationals, the activists and the media.

Through last years campaign we had a resolution adopted in parliament on 'waste separation in schools' and had the outgoing state-secretary make a commitment. In this summers 350km expedition on a SUP board we engaged schools, pupils, councilmen and mayors as well and national educational organizations. We had broad media coverage. This expedition showed once again how effective storytelling is in campaigning.

In our Plastic Avengers campaigns we happily worked together with Dirk 'Zwerfinator' Groot

and held the MARS company accountable which led to a confrontation on live national television.

The Plastic Soup Surfer book was published by a renowned publisher. We started a podcast series with a podcasting production company. And we hosted our online Plastic Avengers conference as well as several talk shows on plastic for the community of plastic activists.

It was a busy year in which we experimented, had fun but most importantly influenced those decisionmakers that can make the wave of transition build up and break.

Kind regards,

Merijn Tinga

Plastic Soup Surfer
& Executive Chairman of
the Plastic Free Sea Foundation

ACHIEVEMENTS 2021

OUR DIRECT POLITICAL INFLUENCING

CAMPAIGN: WASTE SEPARATION IN SCHOOLS

Dutch parliamentary motion on 'waste separation in primary schools' initiated by 'Wakkere Wegwerpers Tour'. Several parliamentary questions and statements by the state secretary. (February 2021)

IMPLEMENTATION DEPOSITS ON CANS

Public debate, lobby and content creation around the topic.

FISHING GEAR WASTE

Part of round table advice committee in Parliament on plastic pollution generated from fishing (dolly rope (vispluis))
Result phase out.
(March 2021)

EXPEDITION

WAKKERE WEGWERPERS TOUR (BRIGHT BINNERS TOUR)

september 2021

350 km/7 days SUP tour through the Netherlands on SUP from Den Ham to Den Haag to promote waste separation in schools.

Results: welcome by parliament members and state secretary in The Hague. Signed support by pupils, school boards, national primary and secondary educational organisations, town mayors and councilmen. Direct collabs with municipalities and waste collectors. Educational content creation with PABOs. Film screened at the 'Leiden International Film Festival' and on regional TV (omroep West)

COMMUNITY ENGAGEMENT & CAMPAIGNS

PLASTIC AVENGERS CONFERENCE (ONLINE)

For community of grass roots plastic activists and initiatives, (international) organizations and start-ups. Sequel to Plastic Avengers Conference 2019 (EU VP Frans Timmermans is ambassador to our manifest) (+250 viewers) (January-may 2021)

PLASTIC GET TOGETHER (LIVE)

For community of Dutch organizations and start-ups (30 participants) (September 2021)

PLASTIC AVENGERS CAMPAIGNS 2021

for Plastic Avengers and litter pickers in close collaboration with Dirk 'Zwerfinator' Groot. (Year round)

MISSION MARS CAMPAIGN

Aimed at MARS Company littered chocolate bar wrappers. MARS was held accountable live on Dutch National Television. (+24k photographs, +200 participants)

Campaign conclusion:

There is a role to play for (marine) biodegradable plastic for wrappers specifically for packaging with high risk of becoming litter: eg. impulse bought

in combination with on-the-go consumption like chocolate wrappers

CUP COUNT CAMPAIGN

Calculating the true cost of littering of disposable cups like coffee- and soda cups. Timing linked to new SUP rules implementation summer 2022. (+28k photographs to date) Several VLOGs and Plastic Avengers app starred in CNN international Going Green episode. App part of national TRIODOS BANK campaign.

PLASTIC AVENGERS APP:

Number Of Users 1118

Total Pictures Taken 11054 (total campaigns +100.000)

CONTENT AND BROAD PUBLIC OUTREACH

BOOK: PLASTIC SOUP SURFER - HOW TO MAKE A DIFFERENCE

(3500 copies published by Hollandia/Gottmer) Also available as ebook

AUDIOBOOK

published by Saga Egmont (on Storytell)

LIVE TALKSHOWS ON YOUTUBE

(+3000 viewers total)

Podcast Series on plastics and our society (Start December: already +1000 listeners)

PRESENTATIONS RADIO AND TV IN 2021 (SELECTION)

- TV CNN international
- TV Een vandaag NPO1
- TV Kassa BNN VARA
- TV Jacobine Geel NCRV KRO
- NPO radio 1 (several times as a general plastic expert or asked about the specific campaigns)

SOCIAL GROWTH IN 2021:

Linkedin	8.8k	48% growth
Instagram	7,6k	38%
Youtube	1.1k	28%
Facebook	12.6k	15%
Twitter	2.4k	14%
Mailchimp	2.5k	12%

Total 35K following

Professional network LinkedIn our most important social channel for us to reach politicians and companies with our campaigns and message.

PARTNERSHIPS

- Triodos national campaign
- De Voorhoede
- Incentro - Plastic Avengers APP builders

LONG TIME MATERIAL SPONSORS

- Starboard
- Technolyt

FINANCIAL REPORT 2021

In 2021 we had two mayor trust funds back our work.

Adessium Foundation and the Fred Foundatoin both made longer term commitments. Adessium makes a annual donation of €25.000 for a three year period. Fred Foundation grants €15.000 for two years. Both started in march 2020. We have several smaller corporate funders and a larger group of supporters. We did not organize a crowd funding but were supported with a sum of €5.500 this year.

Due to the covid lockdowns Merijn Tinga had a fall in income from his presentations. In normal years Tinga's expenses are paid from fees he gets for his presentations for corporates and

organizations. His expenses and income has been paid by the foundation this year – a total of €16.500 for all his work. Even though these personnel costs were unforeseen there is still a small plus on the balance of €2360. Although we cannot see into the future, the hope is that the work from presentations will grow again this year.

On the cost side the biggest sum is spent on personnel. Tinga and the freelance work of several team members. Office costs are low as we share an office and rent only one desk. Our freelancers and volunteers work from home. Most of our social media reach is organic.

REVENUE

	INCOME	EXPENSES
BALANCE JANUARY 1ST 2021	40.631	
Donations		
Donations	45.500	
Income book	17.830	
Income podcast	4.300	
Overhead		
Banking- and office costs		- 2.314
Content creation social media		- 3.576
Various		- 880
flying cupboard expedition preparation		- 1.010
Costs of personnel and freelancers		- 19.965
Costs book		- 14.594
Costs volunteers		- 1.818
Plastic avengers community		- 1.521
Podcast		- 638
Execution Wakkere Wegwerpers Expedition		- 18.920
TOTAL	67.630	- 65.237
BALANCE DECEMBER 31ST 2021	42.988	

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
Lisette Heijke

Treasurer
Stefan Brugman

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.

**WELCOME TO OUR
NEW TEAM MEMBERS**

- Tom Kikken - editor
- Ben Vroom - website editor
- Alana Venos - editor native speaker English

TEAM

- Kim van den Anker - producer
- Eelkje Colmjon - photographer
- Eelke Dekker - filmmaker
- Martine Eyzenga - design and communication
- Victor Kaiser Bots - camera man
- Esther Leystra - Social media
- Svevo van der Weerd - SEO expert

BOARD

- Merijn Tinga - chairman
- Stefan Brugman - treasurer
- Lisette Heijke - secretary
- Leonie Ruiter - assessor funding

**THE PLASTIC FREE SEA FOUNDATION/
STICHTING PLASTIC FREE SEA**

Theophile de Bockstraat 59H

1058TZ Amsterdam

Kvk: 66327857

IBAN: NL17TRIO0390160407

PLASTICFREESEA.NL

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