

PLASTIC SOUP SURFER



X



MISSION REUSE

EXPEDITION
JULY 2022

An expedition
about
disposable
cups



Surfing and environmental awareness is an instinctive partnership, making surfers the natural ambassadors to a clean sea.

Surfers today are finding plastic litter on their beaches and in the waters that surround them. To fight against plastic pollution, The Plastic Soup Surfer crafts surfboards made from plastic waste and raises awareness through spectacular expeditions and campaigns.



THE DISPOSABLE CUP: SYMBOL OF THE THROW AWAY SOCIETY



In the Netherlands alone, 3 billion disposable cups are discarded annually – after an average use of just 7 minutes. When arranged in a single line these cups would circle the globe 5 times over – spanning a distance of 225.000km (standing upright). Each year tens of millions of disposable cups end up on our Dutch streets, parks, and waterways. While paper cups may seem an obvious solution, don't be fooled by their appearance: Paper cups are non-biodegradable as they include a plastic lining.

MAKING IT VISIBLE

A surfboard crafted from littered disposable cups, aptly named **Flying Cups**, creates a striking and positive visual statement. The bold act of Wing- and E-surfing this board from Brussels to Amsterdam further enhances its power, giving it a personalized element from which to tell its story.

The distance from start to finish can be counted in cups: 385 kilometers amounts to a staggering 5.500.000 coffee cups. The same number that is thrown out in the Netherlands each morning.



THE CAMPAIGN

This campaign combines surfing, innovation (Flite board) and community events to address today's throw-away-society. Bringing attention to the fact that we need change.

DISTANCES MEASURED IN CUPS

The distance covered during this 8 day expedition will be measured in coffee cups. The daily time spent will mirror a typical person's working day.

HOW BAD IS IT?

In the Netherlands the amount of coffee cups used annually = 3.000.000.000 cups = 8.200.000 mln cups per day = 574km.

In Belgium the amount of cups used annually = 2.000.000.000 cups = 5.500.000 cups per day = 383km.

(Source: Dutch ministry of infrastructure and water)

1.000.000 cups = 70km, 14300 cups = 1km



THE ROUTE

The distance covered during this 8 day expedition will be measured in coffee cups. The daily time spent will mirror a typical person's working day.

Total: 385km = 5,5 million cups

01-07

1

BRUSSELS

Paradise city festival

02-07

2

BRUSSELS-ANTWERPEN

= 50km on Flite board

= **715.000 CUPS**

03-07

3

ANTWERPEN-GHENT

= 80km on Flite board

= **1.200.000 CUPS**

04-07

4

GHENT-VLISSINGEN

= 50km on Flite board + wing

= **725.000 CUPS**

05-07

5

VLISSINGEN-BROUWERSDAM-ROTTERDAM

= 100km on Flite board + wing

= **1.500.000 CUPS**

06-07

6

ROTTERDAM-SCHEVENINGEN

= 40km on Flite board + wing

= **675.000 CUPS**

06-07

7

SCHEVENINGEN-IJMUIDEN

= 40km on Flite board + wing

= **675.000 CUPS**

08-07

8

IJMUIDEN-AMSTERDAM

= 30km on Flite board + wing

= **450.000 CUPS**

FLYING CUPS

JULY 2022



IJMUIDEN

AMSTERDAM

5,5 MIL CUPS

DEN HAAG

ROTTERDAM

5.5 MILLION COFFEE CUPS ARE USED IN THE NETHERLANDS IN ONE MORNING

BROUWERSDAM

VLISSINGEN

ANTWERPEN

GENT

BRUSSEL

14300 CUPS = 1KM





THE EVENTS

Events & meetings will be held along the quays, docks and embankments along the route. The campaign is scheduled July 2022.

STARTING EVENT

Brussels – political heart of Europe.

VP Frans Timmermans is the ambassador to our Plastic Avengers Manifest and responsible for the EU Single Use Plastic Directive. There is a large ‘zero waste’ community alive and well in Brussels.

GHENT

Historic city of Ghent – first free accessible city event using reusable cups. Ghent serves as an example to the Dutch city of Leiden for their annual city festivity – now using reusable festival cups. The Billie Cup & Eco Cup is also headquartered in Ghent.



THE PLASTIC SOUP SURFER: FLYING CUPS



WINGFOILING USING WIND

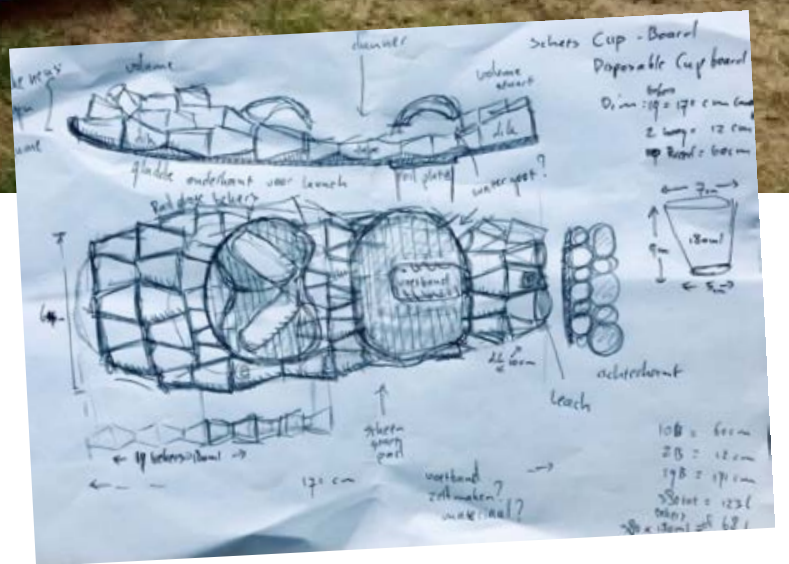
Depending on wind and weather conditions:
Stretches from Terneuzen to Vlissingen (20km), Vlissingen-Oostvoorne (50km), Hoek of Holland-Scheveningen (20km), Scheveningen-IJmuiden (40km). Spectacular shots of the board in the waves will be captured.
(The wing used during the campaign is custom-made and sown together using old kitesurf kites)

FINISH AMSTERDAM

Flite boarding on the historic canals of Amsterdam.
Welcomed by the University of Amsterdam, which will be moving to reusable cups this summer.



Sketches of the Flying CUPS board, the wing and the already finished canopy. The board's wing is custom made from reused kite material giving it its unique look.



FILM TOUR & SOCIAL

The building process, expedition and campaign will be filmed and compiled into multiple stories and stand-alone docu-films. A targeted film will be used for the international follow up campaign – starting in Europe.

FLYING CUPS BOARD SHAPERS & BUILDING

Board shaper Ad Haasnoot (Altesurfboards.com) and Composite & Tooling company Scabro (Jaap Ruurwaard Scabro.com) will be building the efoil/wingboard with littered single use cups – predominantly disposable coffee cups. Technical engineer Martijn Asser will oversee the technical design.

The “Flying Cups” will express our message in one glance.

CALL TO ACTION

Move to reusable cups and reusable cup deposit systems (which are available and proven).

TIMING

This year (2022) all European member states will present their plans for implementing the European Single Use Plastics directive. A key component of this directive requires member states to set targets for the reduction of disposable cup usage. The FLYING CUPS CAMPAIGN will present proven solutions and propose measures aimed to accelerate EU member state's actions.

STORYTELLING AND FOLLOW UP CAMPAIGN

Following this expedition (from Brussels to Amsterdam), the coverage and docu-film will be used as a vehicle with which to travel to other European cities and festivals in order to promote changes in disposable cup measures.

FLITE BOARD BOARD X PLASTIC SOUP SURFER

The 'traditional' wingboard can only be used in locations where there is wind. This disqualifies its use within cities and canals. By adapting the CUPS Foilboard to use with an Flite board, we can expand our campaigning territory into cities and rivers: We will fly through the canals of Amsterdam and over the Seine past the Eiffel Tower. Instead of asking the crowds to come to the beach, we will meet the people in the city streets.

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PLASTIC SOUP SURFER

SURFING ON PLASTIC SOUP

In 2016 the Plastic Soup Surfer (Merijn Tinga) crossed the North Sea from The Netherlands to England on a kitefoil-board made from 60 small plastic bottles. This 180 km record attempt was the kickstart to a petition that captured 60 thousand signatures and subsequently led to the 'Plastic Soup Surfer petition-resolution' in 2017. This resolution drove the implementation of bottle deposits on small plastic bottles in the Netherlands last summer — resulting in a >75% decrease in plastic bottle litter.

Several expeditions on boards made from plastic litter were followed by Merijn's first political success.

FILMS

Message on a bottle (12min) on the record attempt crossing to England

From Source to Sea (49min) 1000km SUP tour down the Rhine (Broadcast on National Geographic Channel)

ABOUT THE PLASTIC SOUP SURFER

Plastic Soup Surfer Merijn Tinga is a biologist, surfer and full time plastic activist. He is supported by a small team of media specialists.

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