An expedition about disposable cups
THE DISPOSABLE CUP: SYMBOL OF THE THROW AWAY SOCIETY

In the Netherlands alone, 4 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 Mission Reuse expedition, 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 5,000,000 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 = 4.000.000.000 cups = 11 million cups per day = 770km.

**In Belgium** the amount of cups used annually = 3.000.000.000 cups = 8 million cups per day = 574km.
(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 million cups**

<table>
<thead>
<tr>
<th>JULY 1-8</th>
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<tbody>
<tr>
<td><strong>FRIDAY 1</strong></td>
<td><strong>SATURDAY 2</strong></td>
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<tr>
<td>BRUSSELS</td>
<td>BRUSSELS–ANTWERP</td>
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<td>Paradise city festival</td>
<td>= 50km on Flite board</td>
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<td>= 715,000 CUPS</td>
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| **SUNDAY 3** | **MONDAY 4** |
| ANTWERP–GHENT | GHENT–VLISSINGEN |
| = 80km on Flite board | = 50km on Flite board + wing |
| = 1,200,000 CUPS | = 725,000 CUPS |

| **TUESDAY 5** | **WEDNESDAY 6** |
| VLISSINGEN–BROUWERSDAM–ROTTERDAM | ROTTERDAM–THE HAGUE |
| = 100km on Flite board + wing | = 40km on Flite board + wing |
| = 1,500,000 CUPS | = 675,000 CUPS |

| **THURSDAY 7** | **FRIDAY 8** |
| THE HAGUE–IJMUIDEN | IJMUIDEN–AMSTERDAM |
| = 40km on Flite board + wing | = 30km on Flite board + wing |
| = 675,000 CUPS | = 450,000 CUPS |
PLASTIC SOUP SURFER X MISSION REUSE

JULY 2022

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

14300 CUPS = 1KM

5 MIL CUPS

AMSTERDAM

THE HAGUE

ROTTERDAM

BROUWERSDAM

VLISSINGEN

GHENT

ANTWERP

BRUSSELS

ENVIU,

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.
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.
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 Scabro Innovations (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 board made of 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.

WHAT ARE OUR CAMPAIGN GOALS?

TARGET GROUPS

CONSUMERS
Take your own cup along with you when you take out a coffee. Stop being a part of throw-away living!

MUNICIPALITIES
Do like Ghent and Leiden: make reusable mandatory for events and festivals. Insist on deposit systems and reusables when issuing permits.

ENTREPRENEURS
Organise and introduce Deposit systems for coffee cups between shop owners

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.

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 Mission Reuse expedition will present proven solutions and propose measures aimed to accelerate EU member state’s actions.
PARTNERS AND SPONSORS

TECHNICAL & SHAPING
Scabro Innovations
Alte Surfboards

EQUIPMENT & COMMUNICATION
Fliteboard Flite board
Starboard Wingboard & Foils

ORGANIZATION & COMMUNICATION
Billiecup
Eco-Cups

THINK TANK & COMMUNICATION
Mission Reuse Team
Natuur & Milieu
Recycling Network Benelux
Enviu

MEDIA & CAMPAIGN TEAM
Bots Media
Diezijnvaardig
Eelke Dekker Media
Manda Productions
MeerwAarde
Plastic Soup Surfer Team

FINANCIAL SUPPORT
Fred Foundation
Adessium
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)
**Plastic Paradox** (63 min) A personal movie about ideals, determination and the search of one man who wants to make a difference.

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.

facebook.com/plasticsoupsurfer
@plasticsoupsurfer @merijntinga
@merijntinga
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.