

# PLASTIC SOUP SURFER



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# MISSION REUSE

EXPEDITION  
JULY 2022

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**

## JULY 1-8

### FRIDAY

1

#### BRUSSELS

Paradise city festival

### SATURDAY

2

#### BRUSSELS-ANTWERP

= 50km on Flite board

= **715.000 CUPS**

### SUNDAY

3

#### ANTWERP-GHENT

= 80km on Flite board

= **1.200.000 CUPS**

### MONDAY

4

#### GHENT-VLISSINGEN

= 50km on Flite board + wing

= **725.000 CUPS**

### TUESDAY

5

#### VLISSINGEN-BROUWERSDAM-ROTTERDAM

= 100km on Flite board + wing

= **1.500.000 CUPS**

### WEDNESDAY

6

#### ROTTERDAM-THE HAGUE

= 40km on Flite board + wing

= **675.000 CUPS**

### THURSDAY

7

#### THE HAGUE-IJMUIDEN

= 40km on Flite board + wing

= **675.000 CUPS**

### FRIDAY

8

#### IJMUIDEN-AMSTERDAM

= 30km on Flite board + wing

= **450.000 CUPS**

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**JULY 2022**

# MISSION REUSE



**AMSTERDAM**  
5 MIL CUPS

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

**BRUSSELS**

**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.



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## **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)

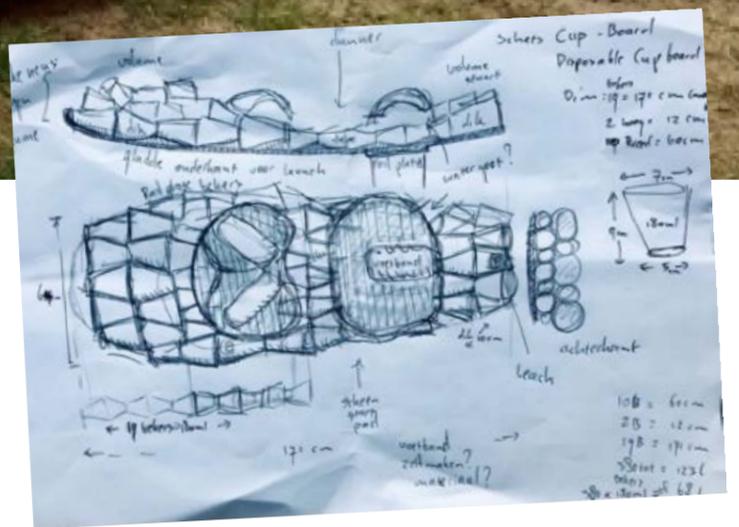
## **FINISH AMSTERDAM**

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 Mission Reuse expedition 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 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



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## 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.

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**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.





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