

PLASTIC SOUP FOUNDATION

2016 and beyond



Our 1st lustrum

On 11 February 2016, the Plastic Soup Foundation celebrated its fifth anniversary! In those five years, at least 50 million tons of plastic have been added to the Plastic Soup and that gives little reason to celebrate. A stunning 0.25 tons of plastic enter our waters worldwide every second. Plastic which washes back on beaches and river banks all over the world because the oceans, seas and rivers are literally spitting it back out.



Hawaii & Curacao



Ghana



Nepal

What does cheer me up a little is that the number of people around the world who have become aware of the problem and who are taking action is growing just as rapidly. And the more of us there are, the better we are able to tackle this environmental disaster.

Artists in particular are starting to rise up. For instance the impressive photo collage by Esther Maliepaard on the front page – a young and as yet undiscovered Dutch illustrator – speaks volumes.

Perhaps more than words would have done.

Maria Westerbos
Director

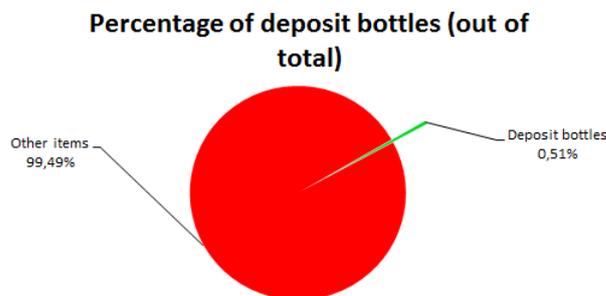
Results & impact in 2015 and a look ahead to 2016

The bigger the group of people who are concerned about an issue, the higher it gets on the agenda. Awareness about the Plastic Soup grew substantially in 2015, and as a result it was placed high both on the national and the international agenda.

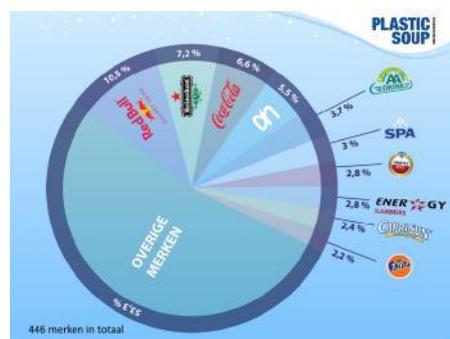
- The number of scientific publications on microplastics rose in a straight line.
- More and more companies pulled their heads out of the sand.
- Likewise local and national politicians and civil servants dove head first into the issue.

Supporters and opponents of deposits on large PET bottles in particular drew swords in June and the environmental organisations squarely won the debate: thus leading to the retention of the deposit system for large PET bottles.

The Plastic Soup Foundation played a large role in the month leading up to the debate in the Dutch parliament, by hunting down discarded plastic soft drink bottles. The results were telling. No less than 200 so-called Mystery Hunters took more than 20,000 photos of litter, out of which just over a half percent were of deposit bottles.



We found 446 brands with Red Bull, Heineken, Coca-Cola and Albert Heijn in the lead.



So deposits on large soft drink bottles have been retained.

In this way, we immediately drew attention - oh so essential - to how litter on land adds to the plastic soup: something we explicitly set out to do in our plans for 2015. Dutch daily, De Telegraaf, headlined as early as 20 April 2015 with the text “Get the ‘soup’ off the stoop” and “Foundation makes hunting plastic litter hip”:



Did all our other plans get off the ground as well as this one, or were there opportunities we missed?

Unfortunately, the latter is the case.



Although the Trash Hunters campaign, which started in 2015, was more than worth it because we managed to influence the deposit bottle debate with it, we didn't get much further than that. The app which we had built failed its aptitude test, resulting in the failure of the campaign. Naturally, we will not leave it at that in 2016.



Then

This consistently very successful campaign against microbeads in personal care products increased in 2015 from 62 NGOs in 31 countries to 79 NGOs in 35 countries. The campaign grew convincingly into two territories: Asia and Eastern Europe.

This, plus the fact that President Obama signed the Microbead-Free Water Act in the US in December 2015, exceeded all our expectations by far.

Why Obama is banning your microbead exfoliator

This year has started with a victory for natural beauty fans across the globe: 2016 is set to be the year cosmetic formulators begin removing plastics from personal care items. In America the industry is now bound by a new bill signed by President Barack Obama banning micro-beads, most commonly made from plastics. While this bipartisan bill applies to America it is a welcome development for the rest of the world. With the US market, one of the largest for personal care products, taking the lead, brands worldwide will need to follow suit. Read the full article by [The Telegraph](#).

<http://www.beatthemicrobead.org/nl/why-obama-is-banning-your-microbead-exfoliator>

This put us in the spotlight worldwide once again and led to a lot of press coverage. Unfortunately, our wish to give the app a thorough update in the first half of 2015 was not realised. As the money promised by the UNEP to upgrade the app took so long to arrive, we were only able to start improving the 'old' databases & app at the end of 2015, and add and roll out the new icon:



Recent research (UNEP report 'Plastic in Cosmetics', 2015) has shown, however, that many more types of plastic are added to personal care products than previously thought. At the same time, some plastic microbeads are apparently being replaced by bio-based/bio-degradable microbeads, although they do not break down in water. On top of this, the increase in the use of nanoplastics in cosmetics is worrying. This makes it very difficult for consumers to choose 'plastic-free' products.

That is why we are reversing the burden of proof from now on. We are asking producers to declare that their personal care products are really microplastic-free. Plastic-free products will be listed in the new Zero category on the Beat the Microbead website and app. Any brand which is free of microplastics can use the 'Zero plastic inside' logo. The logo makes it clear to consumers at a glance that the product in question is guaranteed 100% microplastic-free.

The Dutch supermarket chain Ekoplaza is the first in the world to use the 'Zero Plastic Inside' logo on all personal care products in its cosmetics house brand, Botanique.

In fact, all the personal care products they sell are 100% microplastic-free. The following brands carry the *Look for the Zero: Zero Plastic inside* label:



At the same time, the app has been overhauled so that the 3.0 version – with ZERO as the new category – will be available from the end of April 2016.

THE LAB

A fast growing organisation like the Plastic Soup Foundation has to continue to be willing and to dare to change – if necessary. For this reason we reorganised The LAB in 2015: we redefined the mission, the aims and the tasks.

To stop the largest and most dangerous emissions of plastic into the oceans, both the Plastic Soup Foundation and The Lab each have their own focus. The Lab is geared towards those emissions which require innovation to provide solutions. The priorities of The Lab are:

- microfibres from synthetic clothing
- fishnets and rope
- debris from rubber tyres
- Plastic Urban Mining.

We made substantial progress in 2015, in particular with regard to microfibres from synthetic clothing and in the area of Plastic Urban Mining.



In the past year, it became clear that the gamble we took by saying ‘yes’ to the *dissemination* of the EU Life+ project Mermaids, also paid off. The results of the research into the release of plastic fibres from clothing per wash machine cycle and clothing per gram (!), exceeded every assumption.

Read more about this here: <http://life-mermaids.eu/en/>

We also made two video clips with a strong double entendre – thanks to the voluntary work of professionals from the film industry:

- https://youtu.be/2_XJuaJbLc4

- https://youtu.be/b8OZ_6YwTUE .

In the meantime, we have begun discussions with a few large *fashion* labels about finding solutions at source.

PLASTIC URBAN MINING

Poorly developed areas lack the facilities to collect and process plastic litter into useful raw materials. As a result, large quantities of litter disappear into the marine environment, as can be seen in cities like Kathmandu (Nepal) and Rio de Janeiro (Brazil).

Providing local facilities to recycle the high-quality plastics which currently ‘disappear’ into nature creates a new economy: **plastic urban mining**. This keeps plastic out of the environment and enables money to be earned locally from the sale of recycled products made from *ocean plastics*.

In particular, we made progress together with the WWF and WNF last year in Rio de Janeiro. The *policy letter* on the Rio Carioca / Guanabara Bay Project was produced at the beginning of 2016. Now we are seeking funds to finance the implementation of the plans in 2016.

In Nepal, our plans literally fell to pieces due to the catastrophic earthquake. In 2016, we hope to press ahead with a *task force* in our own country and one in the Himalayas.

In Amsterdam, we were able to reopen the Hunt for Plastic Soup through a partnership with Waternet, Plastics Europe, Dutch Federation of Rubber and Plastics Industry (NRK) and the Schone Stad: Keep me Klean/I Amsterdam.

DIRTY BEACH & DE PLASTIC SOUPERMARKET

In 2015, we succeeded in bringing artist duo Dirty Beach to the Netherlands which fitted in with the work of Trash Hunters and Plastic Urban Mining.

We set up two whole supermarkets from litter: one in Amsterdam with 'plastic soup' from the River IJ and one in the town of Wijlre in southern Limburg using litter from the River Meuse and the River Geul. In addition, we also developed an educational programme for schools in the area around Wijlre Castle thanks to support from the foundation Stichting Doen.

From children's weekly newspaper 7DAYS, end of August 2015: Shopping among the litter

Shopperen tussen het afval

REPO In Amsterdam-Noord verrees vorige week tijdelijk een bijzondere supermarkt. De schappen waren netjes gevuld, maar van dichtbij maakten de producten een wat verfromfaaide indruk. Dat is ook niet zo gek, want alle koopwaar is door vrijwilligers uit de rivier het IJ gevist en van het strand geplukt. Welkom in de Plastic Soupermarkt! Door Charlotte Goldhoorn

De Plastic Soupermarkt ziet er op het eerste gezicht uit als alle andere buurtwinkels. Strakke schappen met aantrekkelijke kleuren en verleidelijke leuzen als 'New!' en 'Top Deal!'. Maar wie dichterbij komt, ziet dat de producten al aan hun tweede leven begonnen zijn. Vrijwilligers van de Plastic Soup Foundation en Stichting Noordzee hebben de troep uit het water gescheept en schoongemaakt. Daarna hebben Lou McCurdy en Chloë Hanks van het Britse kunstenaarsduo Dirty Beach alles van etiketten voorzien en de winkel ingericht met schappen van Ekoplaza. 'De verpakkingen zijn een parodie op de spullen die je normaal in de supermarkt vindt', vertelt McCurdy. 'We hebben alles op categorie gesorteerd: blikjes energiedrank, fruitdrinkjes in plastic flesjes, schoonmaakproducten, wegwerpbekers, plastic zakken... We hebben ook snoepjes vol drugsafval, die hebben we Sea Weed genoemd. Zo krijgen mensen een goed idee van wat voor alledaagse spullen er met onze rivieren meestromen en in de oceanen terechtkomen. Het is een creatief project om mensen op een leuke manier bewust en betrokken te maken.'

Duurzame alternatieven
In 2013 maakte Dirty Beach de eerste supermarkt van strandafval. Dit is de eerste keer dat de vrouwen er de Noordzee mee oversteken. Is de troep in Nederland nou anders dan die in Groot-Brittannië? McCurdy loopt naar een schap vol Capri-Sun-achtige

drinkzakjes. 'Deze hebben wij ook wel, maar niet zo veel.' Ze wijst naar rechts. 'De fietszadels! Haar blik dwaalt verder. 'En ik heb nog nooit zulke gigantische zakken chips gezien. Het lijkt alsof er kleinere zakjes in zitten, wat nog meer plastic is, maar deze zijn misschien voor als je een vreetbui hebt. Weet je, zelfs als je op het meest afgelegen eiland ter wereld bent, kun je nog een supermarkt als deze vullen. Overal is plastic.' Hoe brengen we daar volgens McCurdy verandering in? 'Dit is vooral plastic dat één keer gebruikt is. Daar zouden we mee kunnen stoppen. Recycling is niet het antwoord, dus we moeten

minder gebruiken en vaker plastic weigeren.' Daarmee komen we bij de kassa aan. De producten uit de schappen zijn niet te koop, maar bij de balie worden wel duurzame alternatieven aangeboden, zoals herbruikbare waterflesjes en tandenborstels van bamboe. Alleen de vraag 'Tasje erbij?' ontbreekt, uiteraard.

Ww Vanaf eind september is de Plastic Soupermarkt twee maanden te bezoeken in het Bonnefanten Hedge House in het Limburgse Wijlre. Kijk voor meer informatie op www.plasticsoupfoundation.org



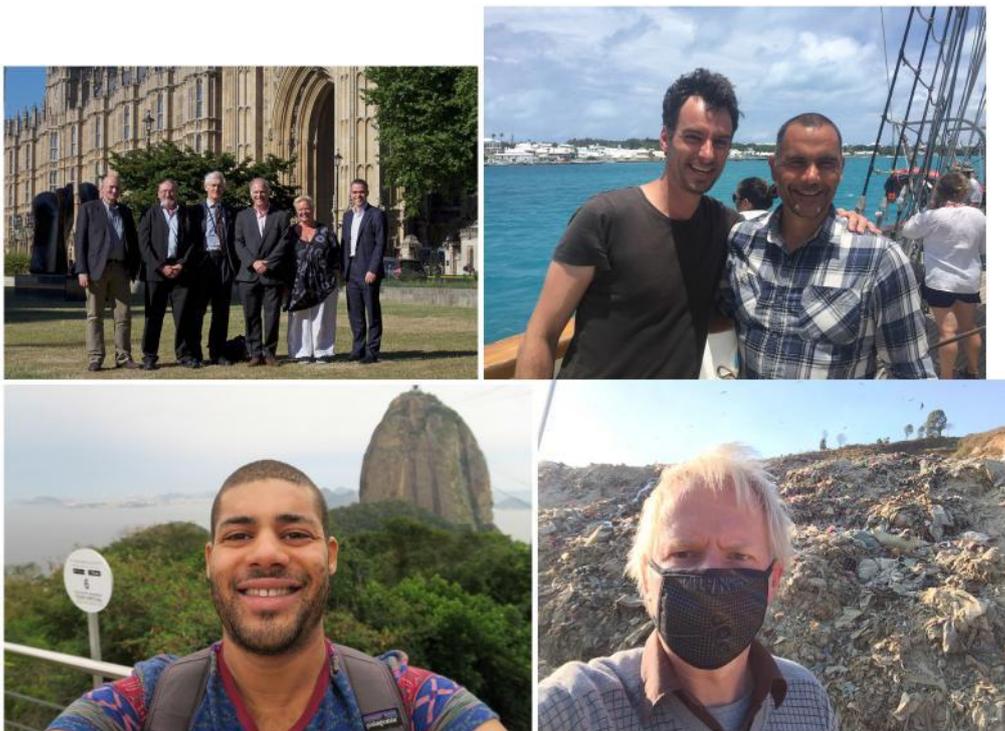
PLENTY OF NEW FRIENDS

In the meantime, we entered new relationships in 2015, of which most have been prolonged into 2016.

- **Supermarket chain Ekoplaza** became our very first mission partner and proved to be an important logistic partner for building the Plastic Soupermarket.
- **Roland Berger Consultants** wrote an extremely valuable partner proposition for third parties.
- **Microsoft** financed the Trash Hunters app.
- **Google** provided a monthly grant for \$ 10,000 for AdWords.
- **The Erasmus School of Economics** and **PwC** joined our project in 2016 to develop the first viable *Plastic (Soup) Footprint* for businesses.

SPREADING OUR WINGS

In the little time that was left, we flew across the world. From Brazil to Nepal, the Bahamas, Bermuda, Portugal, Monaco, France, Spain, Italy and – of course – England.



And in turn we received guests from all over the world...

The annually recurring activities!

For the 3rd time in succession, we awarded a company with the **Plastic Soup Terrine**, this time the prize went to Erik Does, director of the supermarket chain Ekoplaza.



Liesbeth van Tongeren of the Green Left party received the **Political Plume** from our followers on social media.



And for the second time in succession, the customers of the JUMBO supermarket in North Amsterdam donated the most deposit money to the Plastic Soup Foundation, a stunning € 3,919.75!



New in 2015, but already on the agenda for 2016: The **Plastic Soup Charity Dinner!**



The first edition of the Charity Dinner can already be called a legendary success thanks to the help of actor Thijs Römer, the dramatic soprano Francis van Broekhuizen, poet Frieda Mulisch and baritone Ernst Daniël Smid among others, and not least the generosity of the 170 wonderful and enthusiastic guests.

Playing with the big boys: Strategy, Vision & Coalitions in 2016

From *grassroots* to young adult: in the meantime we have proven our right to exist, but luckily we have not been tamed. In February 2016, we celebrated our fifth anniversary, our first lustrum.

We started the new year with a small bank balance in the black for the very first time. We climbed out of the red, as we broke even in 2015. The turnover increased by 150% to approximately € 500,000.00. In 2017, we hope to become a 'small charity' member of the Central Bureau on Fundraising (CBF).

Perhaps more important than that is the professional metamorphosis we wish to achieve in 2016 as an organisation. We are working on: compiling a complete editorial team on all media; a clear house style; fundraising; streamlining financial opportunities; recruiting more campaigners; business models which pay their own way; a sound back office.

We are also looking at expanding internationally, to begin with in Washington DC. People across the globe think the Plastic Soup Foundation is an American NGO. In reality, we do not have good connections in the US, simply because the Netherlands is very different to America. By opening a small office, headed by an American media professional, we will have the publicity base to mobilise more people more rapidly for our international campaigns.

Furthermore, we will continue doing what we are good at: initiating and organising partnerships with businesses in the area of *awareness* and solutions at source.

Our relationship with our Business Angels (see <http://www.plasticsoupfoundation.org/business-club/>) can be called excellent. Together the Angels are a group of *frontrunners* which meets a few times a year to support PSF with advice and assistance. Naturally, the advice and assistance is vice versa.

I. BEAT THE MICROBEAD

In the meantime, people are campaigning all over the world – following US President Obama's lead – to ban plastic beads in products.

In the meanwhile, we continue doing what we are good at:

- manning the helpdesk;
- keeping abreast of and spreading the latest news from all over the world;
- maintaining the digital platform, the database and the app.

The last count upon publication of this plan of activities:

Right now 82 NGOs from 35 countries are supporting the campaign!
Already 329 brands from 59 different manufacturers promised to remove plastic microbeads from their products.

By the end of 2016, we expect to have achieved the following results:

100 NGO's from 40 countries will support the campaign.
500 brands from 75 different manufacturers will have promised to remove plastic microbeads from their products.

The website beatthemicrobead.org will be available in 14 languages including Chinese. The app will be available in 10 languages.

II. MERMAIDS ALLIANCE

Now that we are aware of the incredible quantity of clothing fibres which enters the plastic soup per wash, we have to stop it at source as quickly as possible. To achieve this we will cooperate with fashion labels from all over the world, with G-Star leading the way.

III. PLASTIC URBAN MINING

After a successful joint pilot in Rio with the WWF, we are expanding this portfolio in 2016 to Bonaire – to start with. Later this year, it will be the turn of the other Lesser Antilles islands (Aruba and Curaçao) and Kathmandu in Nepal.

IV. JUNIOR

Thanks to our partnership with the Dopfer Foundation and Academy, we will give at least 100 half-day guest lectures at primary and secondary schools in 2016.

V. PLASTIC (SOUP) FOOTPRINT



In cooperation with the Erasmus School of Economics (ESE) and PricewaterhouseCoopers (PwC), we are working on the realisation and roll out of a Plastic (Soup) Footprint.

This footprint:

- will make businesses aware of the use of plastics and plastic leakage within their companies and in production lines; and
- help businesses to:

- (a) prevent leakage;
- (b) close the leak; or
- (c) reduce the negative impact of the leak.

VI. PLASTIC SOUPERMARKET MEETS TRASH HUNTERS

In 2016, we hope to expand the great partnership with Dirty Beach by taking this project to Paris and Berlin and focussing on the '*plastic soup*' in the River Seine and the River Spree. To fund this project an application for a subsidy has been submitted to the English Roddick Foundation. An improved version of the Trash Hunters app has been integrated into the subsidy plan for the project.

VII. ICON PROJECT SINGLE-USE PLASTICS

In 2016, the Plastic Soup Foundation started a sustainability campaign in the horticulture sector in the Netherlands and Germany, in which we focus on all forms of plastics used in this sector. In doing so, we will look at the whole production line: from grower to auction, from florist to consumer.



Icon project

The first topic the new campaign focuses on is replacing the single-use plant trays with a sustainable version. The environmental benefits which this could achieve in the horticultural sector are huge: the quantity of waste plastic will immediately decrease by many millions of kilos every year.

In addition, we will approach businesses and organisations across the sector which are willing to work with us to quantify the amount of disposable plastics in the production line so that we can take steps jointly to reduce it.

Key words are: *circular economy, reuse, reduce, refuse, recycle and rethink.*

VIII. HEALTH

It is still not known whether the plastic soup literally lands on our plates and whether it is harmful to our health. In 2016, we will carry out desktop research and look into whether it is possible to organise a congress on this topic.

Knowing your place: Role, Mission & Transparency

The larger the Plastic Soup Foundation becomes, the more we need to make sure that the organisation of our operations is above board. On the advice of our supervisory board, we are separating all possible commercial activities from our daily activities and will deliberately place them under the auspices of the Plastic Soup Enterprise.

The Foundation and the Enterprise are two different entities, in which the social Enterprise is given a licence to operate the *brand* in a positive sense. The Enterprise's focus lies, among other things, on innovations, alternative raw materials and e-commerce to reduce the plastic soup.

The primary objective of the Plastic Soup Enterprise is: creating long-term financial support for the PSF.

The house style has been adapted to give this new entity a clear position.

