



ANNUAL REPORT 2024

One wave towards a plastic free future



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Plastic Soup Foundation accounts for the use of the funds entrusted to it in this annual report in the prescribed manner. This follows the requirements of Guideline RJ650 for fundraising organisations, as published by the Dutch Council for Annual Reporting.

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Our manifesto

Your health will always be our underlying motivation.
Right now, we eat, drink, and inhale plastic.
And plastic wasn't intended to end up in our bodies.

Our focus doesn't lie in the recycling game.
We are not actually cleaning the sea.
We want to erase plastic from food, water and air.

We believe in the ripple effect of knowledge.
By making research readable.
By sharing how impact can be made.

We never force, we give advice.
We'll hold industry leaders accountable.
Because if you know better, do better.

And we'll celebrate anyone that embraces change.
Since it takes a lot of drops to form an ocean.

Plastic Soup Foundation

One wave towards a **plastic free** future



Foreword

A year in motion

2024 was a year in which we were again in full swing to reduce the amount of plastic in the world. Renewed strategic guidelines gave Plastic Soup Foundation even more (substantive) direction, interpretation and focus on the guiding principle: ‘(Micro)plastics threaten our health’. In 2024, we therefore saw a clear shift in public and institutional attention and debate on (micro) plastics and human health. It also became clear, that ‘health’ has no political colour, in both the Netherlands and the European Union.

Unabated, Plastic Soup Foundation remained committed to stopping unnecessary plastics already at the source. Steps need to be taken towards systemic change. The focus was and remains on influencing regulations and legislation, holding the (plastic & polluting) industry accountable, creating action perspectives and providing solutions for industry and consumers. These three ‘containers’ strengthened Plastic Soup Foundation’s position as a thought leader and supporter among like-minded and/or other changemakers.

From the Plastic Health Council, PSF managed to profile itself as a knowledge institute in 2024. With the press publications surrounding Austrian top scientist Prof Dr Lukas Kenner (plastic and cancer) and Brazilian Prof Dr Thais Mauad (plastic in the brain), PSF gave these scientists a stage worldwide. Both were also highlighted by us personally in our own documentary series ‘Scientists Speak Out’.

2024 also saw two editions of the negotiations on a ‘Global Plastic Treaty’; INC4 in Ottawa (Canada) and INC5 in Busan (South Korea). Plastic Soup Foundation was present both editions with a side event, where the aforementioned scientists were given prominence to advocate for a strong international plastics treaty to protect future generations. In doing so, the organisation highlighted its strategic and substantive mission to turn off the plastic tap, including on the global stage.

Included in that movement was the further development of the Plastic Soup Foundation itself. Much was invested in improving the foundation’s key building blocks. Solid milestones were set in this regard, including a new multi-year strategy, a new identity and the launch of the new website. In 2025, we expect the positive trend to continue, again with (helping) facilitate and publish on scientific breakthroughs, as well as the introduction of a new app.

I would like to thank all PSF colleagues, ideological and business partners, volunteers and donors for the past great year, in which together we have worked hard to make our pay-off come true: One Wave Towards a Plastic Free Future.

Forward!

On behalf of the Supervisory Board,

Jacco Maan



Looking back 2024

After a tumultuous 2023, we steered towards a balanced balance sheet in 2024 and succeeded. Both substantively and financially, it was a healthy year. We received several new family funds that supported our programmes and we also received a substantial legacy for the first time.

Strategically, we made a deepening move thanks to the professional guidance of Joris Westerman, formerly Accenture, now The Forge. This experienced consultant took us on a journey to transform a challenging issue from all points of view into a shared, future-proof vision. @Joris: thanks for that! It took you a lot of free time to help us move forward in exchange for beer and pizza. You were invaluable to us.

Homage is also due to the two Belgian brothers who together formed Fledge in 2024. Together they made - for no reason at all - our very first corporate clip 'Life is Plastic'. This impressive A.I.-produced video shows in one minute how plastics invade our daily lives - right into the body of the unborn child.

But 2024 also brought a great loss. On two June 2024, my dear, brilliant friend Professor Dick Vethaak passed away. "I am at peace with it," he wrote to me in his last app. That was on Monday, May 6.

With him was lost a great and progressive scientist, but above all, a wonderful husband and father. He lived to be only 70.

Dick was a biologist and toxicologist. He retired from VU University Amsterdam in 2020 as emeritus professor of Water Quality and Health.

His long-term employment at Deltares in Delft ended in April 2022. Yet he did not say goodbye. Among other things, he coordinated - until his death - the scientific MOMENTUM project; the extensive and oh-soimportant Dutch Microplastics & Human Health consortium.

I got to know him in 2012. The Beat the Microbead campaign had just erupted and I invited him to independently inform a number of MPs about plastics in cosmetics and personal care products. He did so with conviction. It was the beginning of a long-term collaboration, which turned into a friendship and then abruptly ended.

Our last project together was the Plastic Health Council, a platform of independent high educators from around the world urging lawmakers and governments to clamp down on the production of disposable plastics. This is to protect future generations from the ecological, as well as health, disaster currently unfolding.

Dick was no caller in the desert. He was appreciated worldwide for his research and publications. He was one of the first to specialise in the effects of toxic additives in plastic products. That is why - in his memory - we have created the Dick Vethaak Pioneer Award. We will award it for the first time in November 2025.

But that doesn't make the loss any less.

Maria Westerbos
Founder, managing director



Outlook 2025

One wave towards a **plastic free** future



Launch new website

With our current strategic manual in mind, we are developing new plans in 2025. The website will be further fine-tuned and - very important - intensive work continues on a beta version of the new app, which will eventually replace our current apps Beat the Microbead and My Little Plastic Footprint. After all, the more we know about the effects of plastic on our own health, the more we need to give people around the world as much of an action perspective as possible. Because that is what this new app does: not only can you scan products for microplastics, but you are also immediately offered plastic-free alternatives.

In terms of content, we continue or breathe new life into a number of projects.

Plastic and money

In 2024, Plastic Soup Foundation, Swiss Earth Action and insurance company a.s.r. concluded a first pilot phase of a methodology to measure a (plastic) investment portfolio and its associated health risks. In other words: how much risk do you run as an insurance company if you invest in companies that in turn invest in (disposable) plastics, gas or oil, among others, especially when it comes to the potential health impact on people? This first phase involved 31 companies.

In the second pilot phase, a.s.r. wants to scale up the pilot to test the methodology on a portfolio of about 1,000 companies. We will do this by 2025.

European Forum on Microplastics & Health

An important milestone will be putting microplastics and health on the map within the European Union. With the new European Forum on Microplastics & Health, we will bring together policy-makers, scientists, medics and front-runners from (innovative) industry to share knowledge, assess risks, but above all present solutions. This forum serves to inform, mobilise, and call for legislation from the EU Commission and concerned MEPs, including through open letters and public manifestos.



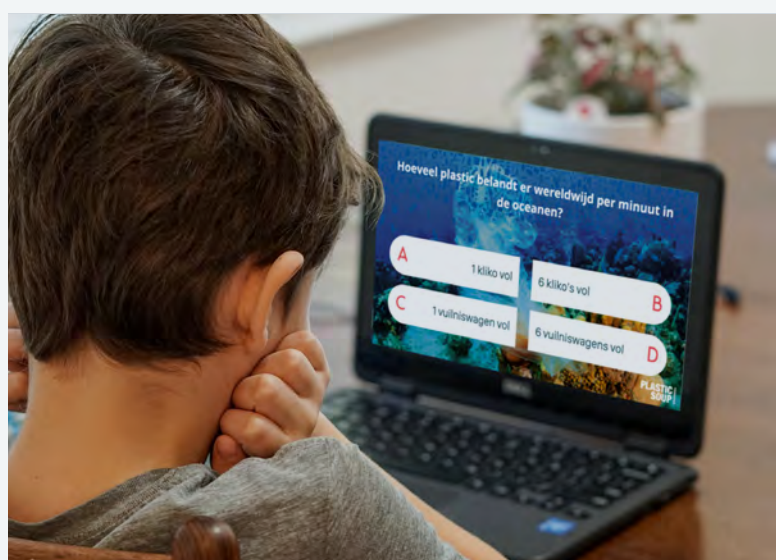
Scientists Speak Out and the international Plastic Treaty, edition 5.2

At the international level we remain - also in 2025 - active during the negotiations on a global plastic treaty. During INC5.2 in Geneva, we will present the third edition of Scientists Speak Out. We are also organising, already for the fifth time, a special side event to keep health high on the agenda of the negotiating table.

Education

We are reinvigorating our teaching packages and engaging children and young people on the increasing plastic pollution of our planet in 2025. For instance, we will work with Globe, (the global research centre for secondary schools), to develop an ambitious curriculum on fast fashion and inhaling clothing fibres.

Furthermore, we hope that our children's book This was Plastic Time will be published in even more languages.





Budget 2025

Budget 2025

Baten

Income from individuals	368,200
Income from businesses	583,076
Income from non-profit organisations	308,000
Total income	1,259,276

Costs

Spent on objectives	855,899
Fundraising costs	232,315
Management & administration costs	134,499
Total costs	1,222,713

Result

Resultaat	36,563
Addition to continuity reserve	50,000
Addition to earmarked reserve	49,563
Withdrawal from earmarked fund	-63,000





Our Mission & Vision

As Plastic Soup Foundation, we have a clear mission: to close the plastic tap. We want to stop the tsunami of toxic plastic soup as soon as possible.

We do this - among other things - by demonstrating the danger of disposable plastics and offering concrete alternatives. We work towards fundamental system change and the end of big oil as a driver of (disposable) plastic production.

We are convinced that the severity of the plastic crisis is as great a threat as climate change. We therefore strive for a future where **our entire ecosystem and everything that lives is no longer threatened** by the dangers of (micro- and nano) plastics and the harmful chemicals they contain, and where all life on earth is protected from the irreparable damage these substances cause.

In doing so, we have four strategic pillars:

- Strengthening and challenging laws and regulations
- Holding industry accountable
- Offering action perspective and solutions
- Thought leadership.

We achieve our mission and goals through targeted projects for which we seek ongoing funding.





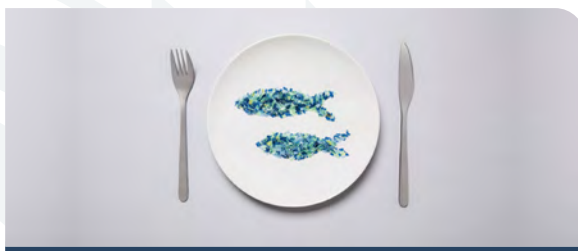
Multi-year strategy

With a unique single-issue focus on ending plastic pollution at its source, we are making the problem of plastic pollution increasingly tangible by linking it to everyone's personal health. People are addressed on their concern for their own health and that of their loved ones. This is as close as it gets.

We believe, the plastics crisis is as dangerous as the climate crisis. They are two sides of the same coin. Plastic pollution affects all ecological systems worldwide and poisons more and more organisms. Our own health and that of our children is also at stake. If we do not get the plastic crisis under control within a decade, we will endanger the lives of future generations.

How can we prevent it?

Views on plastic pollution are increasingly polarising. Large multinationals no longer get away with false solutions such as 'suitable for recycling' or other sustainability claims. Societal resistance is growing internationally. Big Oil, the plastics and chemical industries have united to fight for their survival. In this force field, we choose to position our campaigns and content programmes under the following themes.




One Health

We must recognise that plastics and their additives are dangerous to humans, animals, plants and entire ecosystems.




Planetary boundaries

Plastic leakage throughout the chain threatens the boundaries of our planet and causes irreversible damage. We must stop this leakage wherever possible.



Solutions & Escalation

Public attention and political & legal pressure ensure that damage to our own health and pollution of the planet by plastic is stopped.



Ecocide (accountability)

The excessive growth and continuously increasing production of more and more disposable plastics and the toxic additives in them are considered ecocide. If the major plastic producers are held accountable for this, it will be the beginning of systemic



Influencing the public opinion by tapping into intrinsic consumer personal health motivations



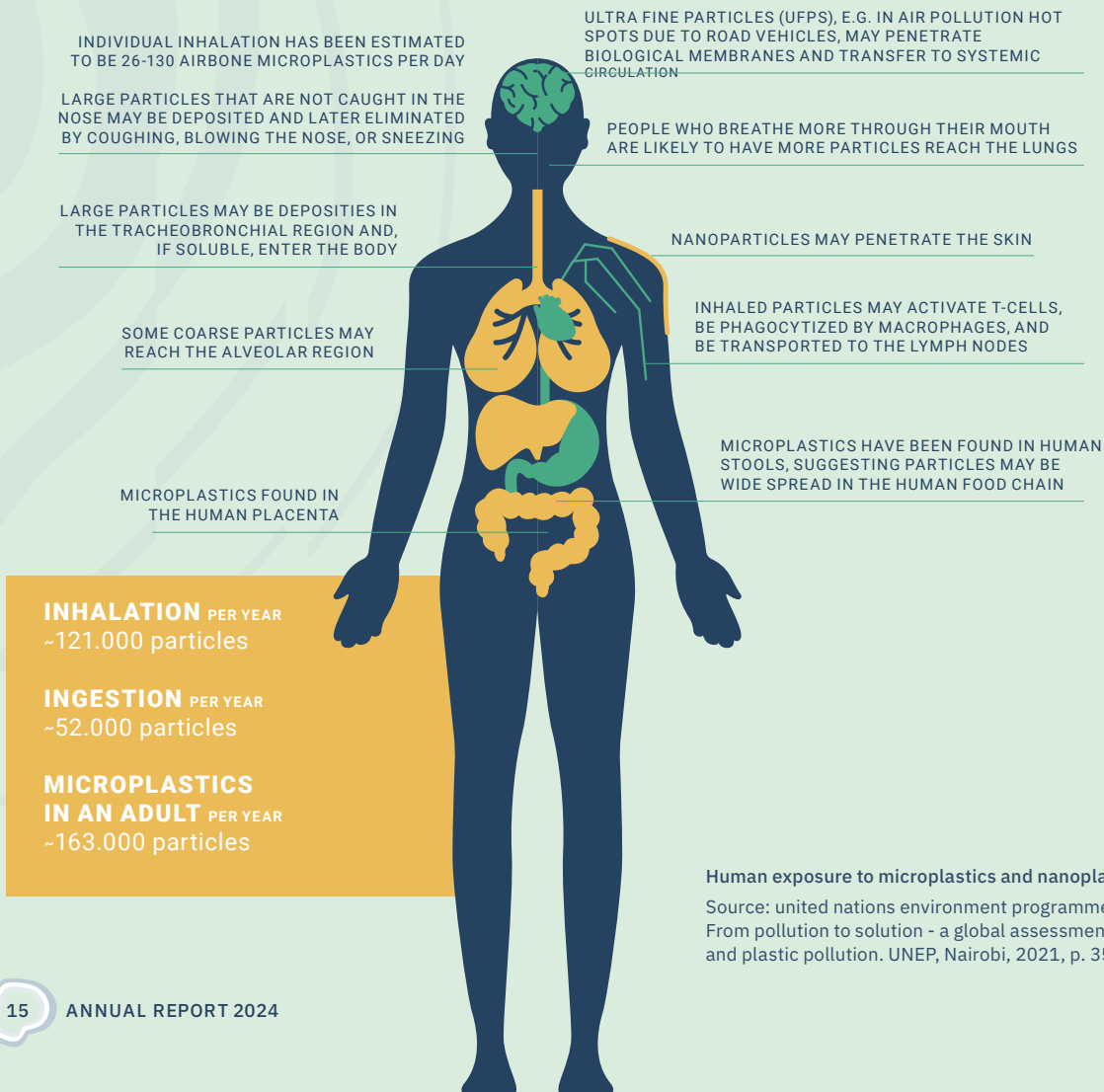
Impact by changing the context through collaboration



Our ultimate goal: system change The end of the oil-based plastic era, and with it the end of Big Oil. The chemical industry must finally comply with the precautionary principle and in future demonstrate that an additive is harmless before it can be added to a product. Those responsible, both suppliers and producers, will have to pay the real price: including medical and clean-up costs.

The main strategic goals in brief

1. Het betrekken van de samenleving bij het stoppen van de plasticvervuiling met onze eigen gezondheid als belangrijkste drijfveer.
2. Het Global Plastic Treaty resulteert in een wereldwijde normering en regulering van zero plastic emissies naar mens en milieu.
3. De wereldwijde productie van plastic neemt af, om te beginnen door de vermindering of vervanging van wegwerpplastics: refuse, reduce, re-use & replace.
4. Slijtage van plasticproducten, zoals synthetische kleding, wordt voorkomen door re-design.





Our impact in 2024

The Global Plastic Treaty: health on the agenda

Since 2019, Plastic Soup Foundation has actively contributed to the global recognition of plastic as a health risk, including by organising two international Plastic Health Summits. Whereas health barely played a role at the time, this has changed dramatically by 2024. During negotiations for a Global Plastic Treaty, the effects of plastic on human health were finally prioritised.

Although INC4 (Ottawa, Canada) and INC5 (Busan, South Korea) failed to produce a treaty due to opposition from oil-producing countries, the tone has been set. Thanks to Scientists Speak Out - two short films in which leading scientists Professor Lukas Kenner (Plastic & Cancer) and Professor Thais Mauad (Plastic & Brains) shared their research findings - we managed to put health firmly on the agenda. The screening of these mini-documentaries at side-events, led by ourselves, even led to an adjustment of positions within key delegations such as those of the US and Brazil.

We further profiled ourselves as an official impact partner of the documentary Plastic People, which screened during INC4 in Ottawa and exposes the invisible threat of microplastics. Our own 'plastic baby' graced the film poster and many other expressions. During panels, we actively engaged with policymakers and experts to position health as a core part of the treaty.

Plastic Health Council and scientific firsts

In 2024, Professor Kenner and Professor Mauad joined our Plastic Health Council. This coalition of scientists and organisations is fighting for a UN plastic treaty centred on the health impact of plastics. We contributed to the dissemination of their research publications and thus, together with them, put health on the global map once again.

Cooperation in two areas: the fashion industry and plastic pollution

BWithin Europe, we collaborated with Changing Markets (UK) on the report Fashion's Plastic Paralysis, which assessed 50 fashion brands on their contribution to microplastic pollution. Our focus was on the link between synthetic fibres and health risks.

The results were shocking: brands are doubling their use of plastic fibres and actively delaying possible legislation, similar to fossil industry tactics.

We are also part of the Make the Label Count Coalition. Through this, we fight against misleading sustainability claims by apparel labels that promote plastic at the expense of natural alternatives such as cotton and wool. Thanks to our pressure and that of others, the European Commission acknowledged in 2024 that current measurement methods (such as the Product Environmental Footprint) do not adequately address microplastics.





One Planetary Health Symposium, Artis

Legislation and Ecodesign

We had important successes in legislative files. For example, the Ecodesign for Sustainable Products Regulation (ESPR) came into force, thanks in part to our lobbying through Break Free From Plastic in Brussels. The ESPR finally imposes environmental requirements on products such as textiles, bringing the circular economy closer.

National policy advocacy

In the Netherlands, we participated in the Circular Plastics Sounding Board Group of the Ministry of IenW. In this, we hammered for less plastic production instead of a focus on recycling. Together with Building Change, we presented a fact sheet to members of parliament on the harmful impact of Dutch plastic waste exports to countries such as Ghana and Indonesia.

Scientific research and awareness-raising

PSF further played an active role in various scientific collaborations in 2024.

• Momentum 2.0

As a member of the User Group Committee, we are involved in the Momentum 2.0 track, where scientists and knowledge institutes come together and work to share and exchange knowledge on the latest results and planned research on microplastics and our health.

• Valorization Panel Microplastics and Citizens

We joined the *Valorisation Panel Microplastics and Citizens* of the Microplastics, Health and Behaviour study at the University of Groningen (RUG) as a project partner.

The aim is to educate about breathing, eating and drinking microplastics including plastic clothing fibres via a video game (yet to be developed).

• One Planetary Health Symposium, November 2024

During our symposium at ARTIS, we launched the Dick Vethaak Pioneer Award, in memory of our dear friend and colleague Professor Dick Vethaak who passed away in June 2024, to encourage pioneering research on the health impact of micro- and nanoplastics, as well as chemical additives.



Future Fabrics Expo, London

Innovations and solutions

PSF supported several initiatives to promote alternatives to plastic in 2024.

- **Future Fabrics Expo, juni 2024, Londen**

Here, together with RUG Groningen and innovative companies, among others, we demonstrated that sustainable materials offer realistic alternatives to synthetic clothing. Our video Life is Plastic was given a prominent place there.

We also moderated a panel on the subject.

- **Plastic Health Footprint Pilot**

Together with Earth Action and insurer a.s.r., we researched the plastic impact of companies. Result: a tool that makes health damage caused by plastic visible in investment decisions, especially those of disposable plastics.

- **Plastic Banks Tracker**

Together with Profundo and BankTrack, we researched the plastic investment policies of the world's top 20 banks. Only two banks, ProCreditGroup and ING Group, showed some progress. The vast majority continue to facilitate plastic industry financing without adequate environmental policies.

The lawsuit against INEOS

Quite some time ago, on 12 July 2023 to be precise, a Belgian court ruled that INEOS' three billion plastics project at the port of Antwerp, Belgium, was not legal. The project was suspended.

The ruling was very briefly a high point in the legal battle against the arrival of the ethane plant by the authorities of Zeeland and Noord-Brabant, two neighbouring provinces in the Netherlands. At the same time, ClientEarth and 13 partners - including Plastic Soup Foundation - have also been waging a legal battle to stop the project for years.

The court of the Council for Permit Disputes ruled that INEOS did not inform the authorities of the full extent of the project's predicted environmental impact on the surrounding area. According to the court, these crucial omissions meant that the Flemish authorities should not have authorised the project - and it cannot now go ahead.

Meanwhile, the Flemish authorities have still given the green light for the construction of chemical giant Ineos' Project One, now promised to become Antwerp's cleanest plastic plant. This was therefore followed up in 2024: the procedure was continued and is still ongoing.

With all these activities, Plastic Soup Foundation remains undiminished one of the leaders in the fight against plastic pollution and protecting human health.



INC5, Busan

Outlook 2025

In 2025, we will build on the clear direction set out. Over the next three years, Plastic Soup Foundation will focus on four spearheads: challenging laws and regulations, holding industry accountable, offering action perspectives and solutions, and positioning ourselves as a thought leader.

An important milestone will be putting microplastics and health on the map within European regulations. The new European Forum on Microplastics and Health will bring together policymakers, scientists and industry leaders. This forum serves to inform the EU Commission and MEPs, including through open letters and public manifestos.

At the international level, we remain active in the negotiations for the global plastics treaty. During INC5.2 in Geneva, we will present the third edition of Scientists Speak Out and once again organise an influential side event to keep health high on the negotiating table's agenda.

We are also investing in scientific research. We participate in two new projects.

1. **MicroWash (including TU Delft)** which looks at microplastics in washing clothes.
2. A project led by Deltares and Ghent University on microplastics in agricultural soils.
3. Together with the Hogeschool van Amsterdam, we are starting a study on making the ornamental horticulture sector and cosmetics packaging sustainable.



Campaigns



Beat the Microbead and Zero Plastics Inside

It is almost unimaginable, yet really true: sometimes successful campaigns almost run on their own. That is certainly the case for Beat the Microbead: after almost 13 years, this campaign generates its own leads, always popping up in the press somewhere in the world, while many thousands of people scan cosmetics for micro-plastics every month.

So this is what success feels like ;)

And the number of brands joining us and choosing plastic-free is also increasing almost as a matter of course. The range of personal care products that are completely free of microplastics is growing steadily, as is the demand for them. Domestically, a number of brands also like to cooperate in short campaigns to emphasise their plastic-free status.

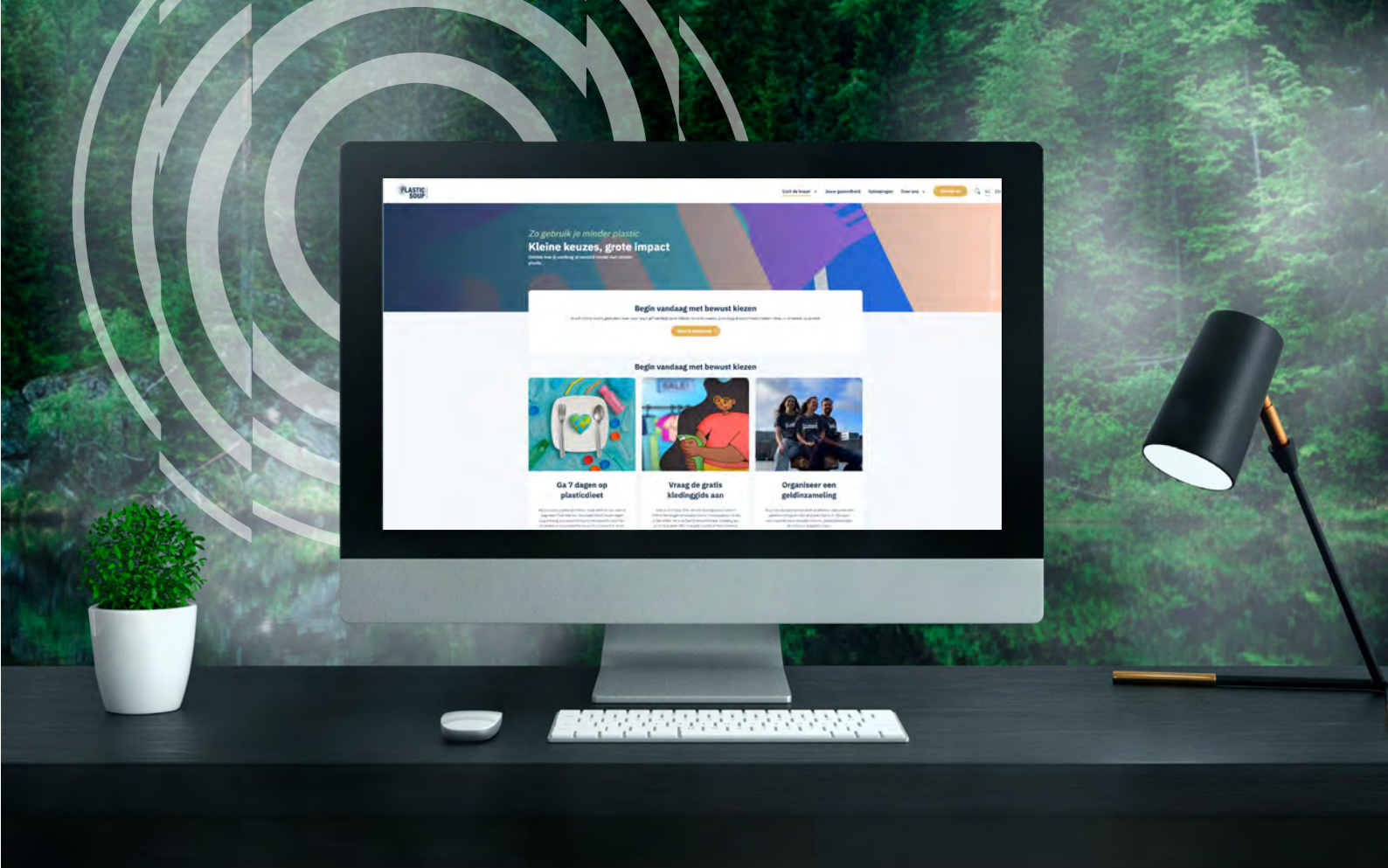
Logically, we are proud.

Fast Fashion

We have been sinking our teeth into Fast Fashion since 2014, and we are far from finished. More and more people are realising that cheap clothing has a negative footprint in several respects: in particular, the (illegal) export of poorly produced synthetic clothing to countries in Africa - where mountains of shirts, trousers and blouses end up on beaches or dumpsites - can be met with public outrage. It is also percolating very slowly, that we all breathe in plastic clothing fibres every day and that this has a negative effect on our health.

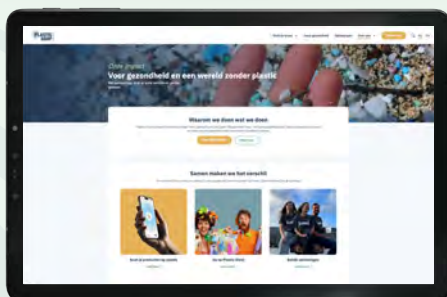
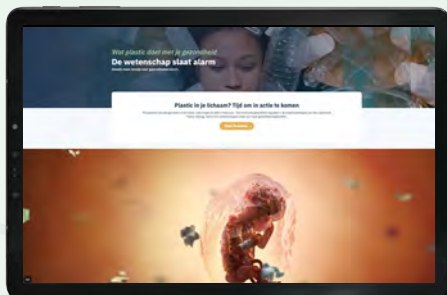
In 2024, however, we mainly moved behind the scenes on this issue, as can be read in the section on **Our Impact** in 2024. And successfully here too.





Communication

In 2024, Plastic Soup Foundation has made several important strides in the field of communications. Our investments in digital channels, media relations and campaigns led to further professionalisation, visibility and engagement, both nationally and internationally. The focus was on innovation, growth and spreading our mission: turning off the plastic tap.



Digital renewal: a state-of-the-art website and an app under development

In November 2024, we launched our completely revamped website, centralising all our activities, campaigns and knowledge. This new website forms a future-proof basis and will be expanded in 2025 to integrate information from our apps. In addition, in 2024 we started the development of the new **PlasticFreeFuture app**, which will integrate Beat the Microbead and My Little Plastic Footprint will replace it. With this app, we will make behavioural change simple and accessible to a global audience.

Strengthening our identity and visibility

We also introduced our new brand identity in 2024: fresh, recognisable and clear. With a new logo, a new corporate identity and the slogan '**One Wave Towards a Plastic Free Future**' we are taking a powerful step towards a community of people who together want to close the plastic tap. This whole process was selflessly made possible by Fama Volat, a creative strategic agency.

At the same time, our new corporate commercial 'Life is Plastic' premiered at our Business Community event in spring. This impressive A.I.-produced video shows in one minute how plastics invade our daily lives - right into the body of the unborn child. The commercial was developed and produced by Fledge from Belgium and donated to us free of charge.





Impactful participation in events

During the first edition of the Impact Fair in Utrecht (April 2024), we were present with a stand and an activation game. In contact with thousands of visitors, companies and organisations, we spread our message and made value-full new connections. This resulted in an increase in members for our Business Community and expansion of our network.

In cooperation with ARTIS, we organised the **One Planetary Health Symposium** at the Groote Museum in November. At this private meeting, scientists, entrepreneurs and changemakers talked about the impact of plastic on people and nature. The sessions and digital campaigns reached tens of thousands of people.



Science as a driver for awareness

The Plastic Health Council, our partnership with A Plastic Planet and top scientists, again played a crucial role in communicating groundbreaking scientific research to the general public. In 2024, we launched the documentary series **Scientists Speak Out**, in which leading scientists speak out about the major risks of plastics to our health.

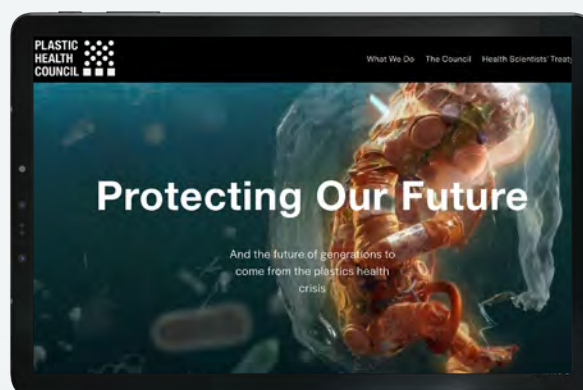


- **Prof. Dr. Lukas Kenner** from Vienna kicked off. His research showed that nanoplastics in the intestines can accelerate the growth of cancer and its metastases. The international press release on this was picked up worldwide - including by the Daily Express, Metro (UK), Associated Press and Reuters - and reached
- This was followed in November by Prof Dr Thais Mauad from Sao Paulo, who was the first ever to find microplastics in the human brain. Despite limited coverage in the Netherlands, her story attracted major media attention internationally - including in The Independent, Forbes, The Times, Liberation, Euro News, Daily Mail, The Mirror and EuroNews, with a potential reach of 1.8 billion people. Thanks to a grant from Fred Foundation, we were able to facilitate this research.

International engagement: the Global Plastic Treaty

Plastic Soup Foundation actively attended the UN negotiations on a global plastics treaty in Ottawa, Canada (INC4), and Busan, South Korea (INC5). During our side event in Ottawa, we presented the premiere of Scientists Speak Out and engaged with government delegations, policymakers, the plastics industry and scientists. In Busan, we collaborated with Greenpeace US, Earth Action and the Plastic Health Council on a powerful statement: “Ignoring plastic health impacts is delusional.”

In addition to global media attention, our presence generated Dutch coverage, including in Nieuwsuur, de Volkskrant, Trouw and on NPO Radio 1.



Together, Plastic Soup Foundation and the Plastic Health Council were mentioned over 606 times in the media and on social media, reaching 361 million people. Besides LinkedIn, Facebook, X and Instagram, major and smaller titles covered the news, including Associated Press, Euronews, Metro and Liberation (source: Meltwater).

Publications and media initiatives

Several milestones were achieved in 2024.

Our children’s book ‘This Was the Plastic Time’ was translated into English, Arabic and Frisian. The Frisian edition was festively launched by Frisian mayors and director Maria Westerbos.

We supported a national campaign by six cosmetics brands: ‘Microplastic, Macro Problem’, focusing on microplastic-free cosmetics, including an item on RTL Boulevard.

Our lawsuit against INEOS continued into 2024. Together with 13 other NGOs, we have been litigating against the construction of a new plastic factory in Antwerp since 2023. Furthermore, we participated as an impact partner in the expert jury for the Awards for Sustainability and, together with partners, offered a petition in the Dutch Parliament against the export of plastic waste to countries such as Ghana and Indonesia.



Growth on social media

Our online presence grew across almost all channels in 2024..

- **Instagram**
30,553 followers (+7.2%), with reach mainly among women aged 25-44.
- **LinkedIn**
25,603 followers (+5.5%), strongly represented in the 35-54 age group.
- **Facebook**
Stable at 24,139 followers, with a slightly older audience (35-55 years old).

Due to the changing nature of discussions on X (formerly Twitter) and new paywalls for statistics, we have decided to phase out these activities completely by 2025.

Overall, our message is especially well received in the Netherlands, Belgium, the UK and the US, with the entire EU being our 'outlet' in terms of content.

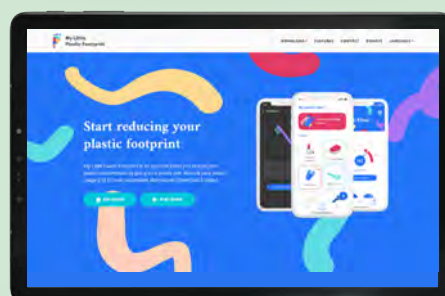
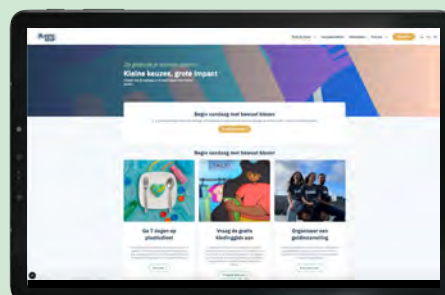
The communication towards consumer & our fundraising constituency, has long focused mainly on women, and specifically on mothers who want the very best for their children. We have therefore seen this split (about 70% female and 30% male) in the statistics of our social media channels, our apps and websites since our foundation in 2011.

Website performance

In 2024, we reduced the number of websites from 11 to three in preparation for full consolidation.

- **PlasticSoupFoundation.org:**
150,065 visitors, with strong presence in the Netherlands, US, UK and Belgium. This is a slight decrease from 2023, when the number of visitors stood at 165,623.
- **BeatTheMicrobead.org:**
124,624 visitors, targeting young adults worldwide. This is a more than double from 2023 when the counter stood at 53,840.
- **MyLittlePlasticFootprint.org:**
only 8,646 visitors, with a focus on Spain, Germany and the Netherlands.

With the arrival of our new website and app in 2025, we will create one integrated platform for all our content and campaigns.



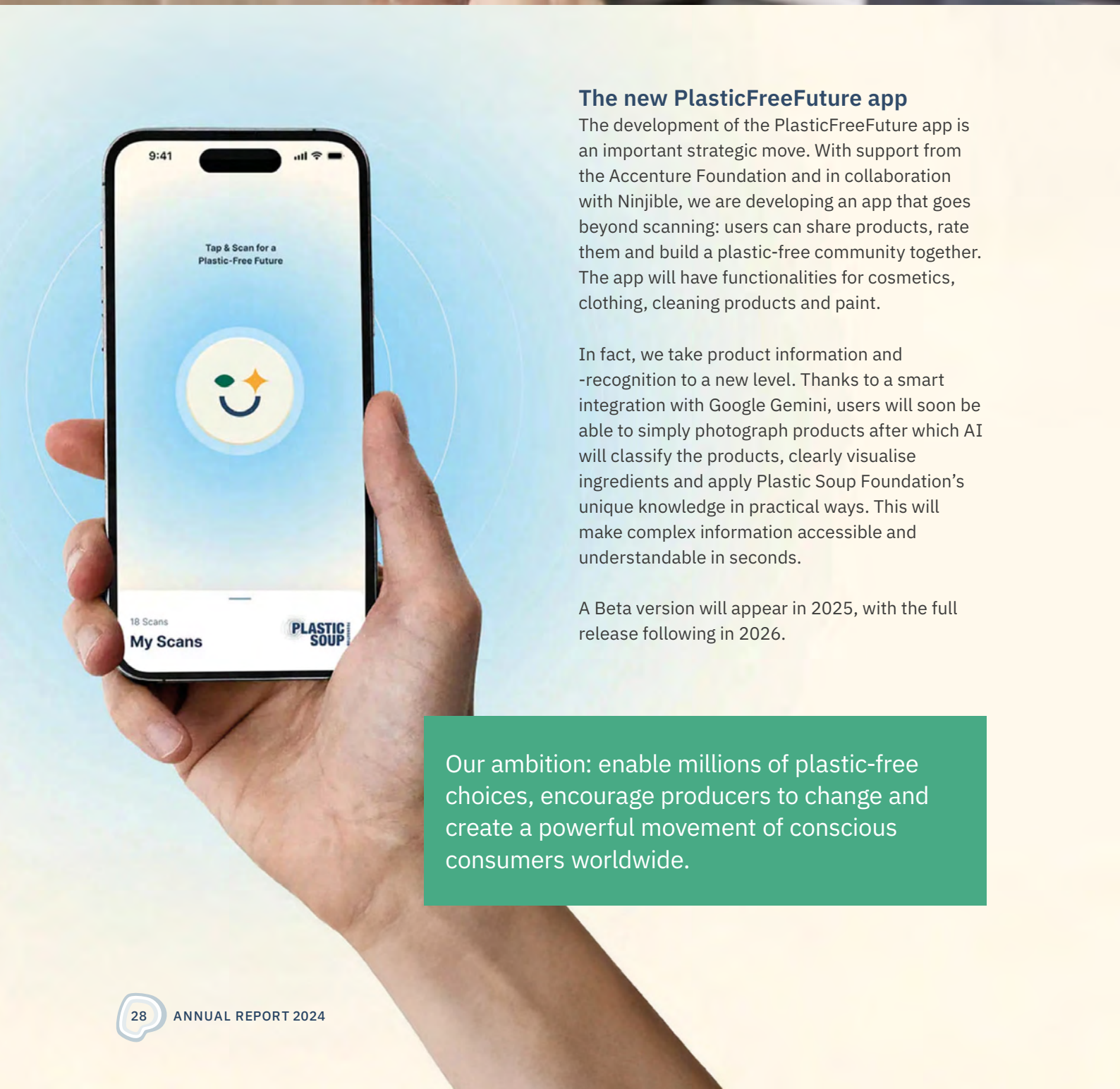


The new PlasticFreeFuture app

The development of the PlasticFreeFuture app is an important strategic move. With support from the Accenture Foundation and in collaboration with Ninjible, we are developing an app that goes beyond scanning: users can share products, rate them and build a plastic-free community together. The app will have functionalities for cosmetics, clothing, cleaning products and paint.

In fact, we take product information and -recognition to a new level. Thanks to a smart integration with Google Gemini, users will soon be able to simply photograph products after which AI will classify the products, clearly visualise ingredients and apply Plastic Soup Foundation's unique knowledge in practical ways. This will make complex information accessible and understandable in seconds.

A Beta version will appear in 2025, with the full release following in 2026.



Our ambition: enable millions of plastic-free choices, encourage producers to change and create a powerful movement of conscious consumers worldwide.



Education



The growing interest in 2023 in our children's book 'This Was Plastic Time' paid off in 2024.

Thanks to Beechfield Brands (UK), we were able to print an English edition. This limited edition, published by ourselves, was delivered in April and has since been available to the corporate market.

An edition in Frisian was published in October. This is

published by Afûk, the Algemeine Fryske ûnderrjocht Kommisje, an institution in the field of the Frisian language and culture. In doing so, Afûk entered into a partnership with De Klyster, a centre for nature and environmental education. The first 500 books were sold out almost immediately, and in the meantime additional printing is taking place.

Finally, a Korean edition was published. We do not yet have circulation and reach figures.

Nor has any information yet come in from the countries that also bought the book rights, namely Lebanon and India.



Looking ahead to 2025

In the coming year, we will breathe new life into our education branch.

The Dutch lesson programmes will be updated, but we also want to develop an inter-national lesson book to accompany our successful children's book.

Ideally, we would like to spread our wings and make 'This is Plastic Time' suitable for Africa where the population is very young and has no defence against the tsunami of disposable plastic that will descend on this continent in the next decade.



Fundraising



General

Private fundraising remained stable in 2024, with 2,353 active donors supporting our work. This is similar to 2023. Of these, 801 private donors supported us with one or more pledges. Compared to the previous year, this is an increase of 8%.

Financial

Income from private fundraising amounted to € 412,199. This relates to donations by private individuals, including third-party actions, deposits and after-sales services. This is a growth compared to 2023 of approximately 17%. This growth can mainly be attributed to increasing income from deposits and income from bequests.

Deposit

Deposit donations are an important source of income.

The contributions we receive from these show annual growth: both in income, with a 33% increase to € 149,112, and in the number of locations where deposits are collected for Plastic Soup Foundation.

Inheritances

In 2024, we received some lovely bequests totalling € 105,000. It is heart-warming to see that people choose to support us in this personal way and contribute to a clean and safe world for future generations.

Voor de wereld van morgen

Van Doorne

Business Community, Van Doorne

Business

Our Business Community, Partnerships & Funds

Together for system change

The Business Community - business partners & supporters

2024 proved once again how powerful good cooperation can be in the fight against plastic pollution. Our Business Community grew this year not only in size, but especially in content and impact. Our business partners are more than supporters: they are frontrunners, innovators and co-architects of the systemic change needed to turn off the plastic tap.

The PSF Business Community has grown into a lively platform where knowledge sharing, connection and action are central. Together, we stimulate innovation, build bridges between sectors and inspire the general public to make more conscious choices. Some of these companies include:

1. **Rebloom Care** sets an impressive standard as a newcomer in dental care;
2. Loyal partner, market leader and chosen as the Netherlands' most sustainable brand, **Weleda**, structurally opts for microplastic-free ingredients and transparency in product formulations;
3. **Precon Group** has joined as a partner to contribute contribute to wider awareness of the impact of plastic. This cooperation shows that sustainability and quality can reinforce each other and that innovative steps can also be taken within the food industry;
4. **Van Doorne Advocaten** supports us with legal expertise and through the Pieter van Doorne Fund, helping to strengthen campaigns, impactful events and create awareness;
5. **Princess Traveller** aptly puts it:
"By working with Dit is slechts een kleine selectie uit de ruim 55 inspirerende bedrijven die met ons samenwerken."

This is just a small selection from the more than 55 inspiring companies working with us.



One Planetary Health Symposium, Artis

An important part of the platform is facilitating live meetings where connection, exchange and inspiration are key. In 2024, we organised three successful B2B community events.

- In spring, we opened the networking season with an inspiring Knowledge & Networking Drinks at Airtender in Zoetermeer. Here, we shared knowledge on, among other things, extending food shelf life and preventing waste thanks to innovative vacuum solutions.
- This was followed in the summer by the seminar **'The Legal World of Plastic'** at **Van Doorne Advocaten** in Amsterdam. Here, lawyers, policy-makers and entrepreneurs came together to discuss laws and regulations on plastic pollution and packaging, the role of due diligence, and the influence of new European directives. A valuable afternoon where it became clear how essential legal frameworks are for sustainable change.
- As an absolute first, we organised the first edition of the **One Planetary Health Symposium at and in collaboration with ARTIS** this autumn. This symposium discussed the interrelationships between the environment, health, biodiversity and plastic pollution were discussed. A powerful event where science, business and civil society organisations found each other. Focus was on innovative solutions presented by companies such as NOTPLA UK. Due to its great success, the event will become an annual one and will be organised every November, always in partnership with ARTIS.

"Due to the partnership in 2024 with PSF, related to SUP legislation, we enthusiastically took advantage of all networking opportunities.

Fantastic to gain knowledge through this and build bridges to innovative solutions. During the One Planetary Health symposium, we met the keynote speaker from NOTPLA, an English company offering an alternative to single used plastic based on seaweed.

A valuable dialogue ensued about truly plastic-free food packaging. Meetings like this make systemic change tangible and give hope for the future."

Misja Vroom, CEO Domino's

These foundations form the basis for further growth in 2025. We will continue to invest in strengthening this business platform for impact makers by sharing knowledge and scaling up joint campaigns and meetings. Because only by working together can we accelerate systemic change and bring a future without plastic pollution closer.

Funds - partnerships

In 2024, we could once again count on the valuable support of several funds and capital providers. These contributions are an essential foundation underpinning our mission to stop plastic pollution at its source. This support allowed us to continue developing powerful campaigns, supporting research and raising awareness - independently, driven and with impact.

We are particularly grateful for the unmarked donations from The Horn Foundation and Flexiplan. These free contributions enable us to respond flexibly and decisively to current developments and strategic opportunities within our objectives. Free spending space is rare, and all the more valuable for achieving long-term impact.

In addition, we received pro bono support from the Accenture Foundation, which provided its expertise and manpower to enhance our digital strategy and organisational development. This collaboration strengthened our capacity and brought valuable insights for further professionalisation.

Finally, we express our sincere thanks to the philanthropic parties who wish to remain anonymous but who nevertheless play a major role in making our work possible. Their trust in our approach and objectives strengthens us in our daily pursuit of a plastic-free and healthy future for people, animals and the planet.

Financial results

Our Business Community continues to grow

In 2024, our Business Community expanded to include seven new partners: Bourgini, Koqi, Paperfoam, Precon Group, Rebloom Care, LoveFuel and Ajen. All these companies are actively committed to tackling plastic pollution at its source and received a warm welcome on our LinkedIn channels in the form of a shout-out. We also received generous donations from special partners such as Domino's, which chose to donate the proceeds from the sup legislation; an amount of 70k, once again to Plastic Soup Foundation. Also worth an extra mention is the donation of 10k from Beechfield UK: this allowed us to translate our Children's Book 'This Was Plastic Time' into an English, *limited* edition.

Thanks to all these partnerships, we were able to spread our message more widely in 2024, translate scientific insights into consumer campaigns and help companies structurally reduce their plastic footprint. Our network grew not only in size, but also in quality: more and more partners joined us not just as ambassadors of our mission. With a mix of events, joint campaigns, in-depth knowledge sharing and visibility on our (and their) channels, in 2024 the Business Community developed into a tangible platform where participants strengthen each other and make a difference together.

The total business partnership programme, including lectures and one-off donations, generated a financial contribution of € 442,005.

In 2025, we will build on this. We will mainly invest in deepening partnerships, new forms of cooperation and ensuring that our community continues to play an active role in our mission: a world without plastics and disposable plastics.



Organisation and structure



In 2024, the organisation, structure and team remained stable and maintained. No major changes were deliberately made, so that the organisation remained relevant and sharp to meet its objectives. During peaks of work, the team is assisted by a 'flexible shell': a group of external freelancers and consultants.

Multi-year strategy

In 2024, Plastic Soup Foundation sharpened its strategy. Under the leadership of strategist Joris Westerman (The Forge) and based on our guiding principle 'Microplastics & Human Health', four pillars were established. On the basis of these four focus areas, PSF is working to realise its objective.

Regulation & legislation; we are committed to stricter laws and regulations to tackle plastic pollution at source.

Industry; we hold the plastic industry accountable for their part in the plastic crisis through legal and public pressure.

Action perspective; we provide practical tools and collaborations to reduce plastic pollution and drive systemic change.

Thought leadership; we translate scientific facts into actionable insights and lead the debate on plastic pollution.

Campaigns and public engagement

Again this year, we kept successful campaigns like Beat the Microbead, the Plastic Diet, Fast Fashion and several subsequent research reports on air. We also widely rolled out the mini documentary series Scientists Speak Out, including the underlying scientific research. The combination of these video portraits, the international PR & communication and the link with the Global Plastic Treaty (INC4 and 5) received a lot of media attention worldwide.

Management

Managing director is Ms Maria Westerbos, a position she has held since the foundation was established. The management team is completed by the director with Head of Programmes and Head of Marketing & Communications.

Remuneration policy

The director is appointed by the Supervisory Board for an indefinite period. The Board sets the salary and other remuneration in accordance with the 'Regulations on remuneration of directors of charitable organisations'. In 2024, the director's gross annual salary was € 80,442 well within the set maximum standards.

Supervisory Board

The Supervisory Board (BoS) oversees, among other things, the financial health and strategic plans of the organisation.

In 2024, Jacco Maan was appointed chairman of the Supervisory Board. The board further consists of Patrick Klink (media and public relations) and Anne Bekema (legal affairs and trust person). Although there are plans to expand the SB, in 2024 it was decided to keep the staffing as it is.

Remuneration

The members of the SB receive no remuneration for their services. No loans, advances or guarantees have been made to them either.

To conclude

2024 is a consolidation year, with the foundation rebuilding for the future after a difficult period. Much attention and energy has been devoted to substantive objectives, as well as building the new website and starting the development of our new app. Our new face and sharpened strategy is a positive step in building the organisation.

The team at the end of 2024

In permanent employment: six people.

- Director-Director
- Head of Marketing, Communications & Fundraising
- Head of Programs
- Senior Partnerships & Community Manager
- Senior Fundraiser
- Financial Officer

Freelance, we are supported by a Financial Controller and Product Owners of the website and app, a Social Media Manager and an Online Marketer.

We are also assisted for free by a number of experts in the fields of strategy, organisation and education.





General

Plastic Soup Foundation has its registered office in Amsterdam and is registered with the Chamber of Commerce under number KvK 52072894.

Statutory objective

The articles of association were last updated in February 2019. These articles of association include the following objectives:

- reducing the accretion of the plastic soup problem (plastic waste in all types of waters); and
- reducing the toxicity of plastic in order to prevent ecological damage, including to the food chain.

In the excerpt from the Chamber of Commerce, the purpose is refined below as follows: *Plastic Soup Foundation's main goal is to stop plastic pollution at its source and is a driver of research into the health effects of plastic.*

Financial statements

The reporting year runs from 1 January to 31 December. The managing director adopts the annual accounts each year. Guideline 650 of Fundraising Organisations applies to the annual accounts.

Management of assets

Also in 2024, Plastic Soup Foundation's income is spent on the objectives as described in the foundation's articles of association and annual plans. The financial resources are held on- at Triodos Bank and at Rabobank. It is a conscious policy of the managing director not to invest the assets. We will close the year 2024 with a positive result of € 119,669 compared to a positive result in 2023 of € 174.299.

Reserves and funds

The depletion of reserves and funds in 2022 led to a new vision in 2023 on the desired size of reserves in the future. Based partly on a benchmark between different NGOs, it was determined that the continuity reserve should grow towards an amount that is about 70% of the estimated costs of the (downsized after reorganisation) work organisation in a number of years.

The continuity reserve is intended - in case of loss of income - to be able to adjust the organisation's expenses to lower income within an acceptable period, so that the realisation of the objectives can be continued. For now, this amount has been set at € 600,000 for the coming years, to be realised in 2027 at the latest. Thereby, it is desirable to include this amount in the continuity reserve earlier in case of good financial results.

In addition, an earmarked reserve will be formed in the coming years for renewal and improvement of the organisation of € 100,000.

The pace of forming this earmarked reserve obviously depends on the financial results in the coming years.

The valuation of the continuity reserve at the end of 2024 is 50k€. The valuation of the earmarked reserve at the end of 2024 is 83k€, which will be spent on the further improvement and continuation of the organisation. In addition, an earmarked fund was formed in 2024 for the development of the Use Less Plastic App, its valuation at year-end 2024 is 40k€. In the meantime, incidentally, the name of this new app has been changed to Plastic Free Future.

Risk management

Plastic Soup Foundation recognises the different types of risks that can threaten the achievement of its goals. For this reason, the Management Team and the Supervisory Board (BoS) take a proactive approach to risk management. A comprehensive risk matrix was completed in 2021. This is used annually as a basis for policy-making and implementation, including compliance with laws and regulations.

Risk categories

Strategy and Communication

As a visible player in the fight against plastic pollution, the Plastic Soup Foundation faces the inherent risk of reputational damage. Therefore, the accuracy of information and data management within the organisation is strongly guarded. Any actions that could have a negative impact on certain companies or sectors are carefully analysed for potential legal risks; and always in consultation with the SB and external advisers.

Operational

The management team has limited resources and relies heavily on a few key people. To mitigate this risk, we are working on an emergency and succession policy. Knowledge transfer and ensuring operational continuity are actively addressed.

Financial position

Plastic Soup Foundation's financial stability depends on donations, business partnerships and gifts of equity funds, whether allocated to a project or not. We try to minimise this risk by maintaining a diversified revenue stream and a flexible operational structure. In 2023, this went awry.

Fundraising

To ensure financial stability, we use a mix of funding sources, including donations from individuals, companies and philanthropic organisations, in addition to income from deposits and other actions. If any of these sources dry up, as happened with donations from the Wealth Funds in 2023, then without sufficient financial reserves, an acute problem arises.

Monitoring and evaluation

Regular reports are made to stakeholders on both financial and programme progress. Internal evaluations are carried out with the SB several times a year.

Governance and Compliance

Self-evaluation and composition of the Supervisory Board

Annually, the SB conducts a self-evaluation to ensure the effectiveness of supervision.

External Auditor

Kreston van Herwijnen in Tiel conducts annual financial audits from FY2024 to ensure the financial integrity of the organisation.

Integrity and Transgressive Behaviour

A working environment in which integrity and respect are central is highly valued by the organisation. An external confidant will be appointed in 2025 to monitor issues related to integrity and transgressive behaviour. In addition, a person has also been appointed within the Supervisory Board to act as a confidant.



Annual accounts 2024

Balance sheet as at December 31, 2024

(after result appropriation)

	31-12-2024	31-12-2023
	€	€
ASSETS		
Fixed assets		
Tangible fixed assets		
Website	0	0
Inventory	984	10,277
	<u>984</u>	<u>10,277</u>
Financial fixed assets		
Securities	11,875	11,875
	<u>11,875</u>	<u>11,875</u>
Current assets		
Receivables		
Debtors	18,415	32,832
Sales tax	0	0
Other receivables	0	5,662
Accrued assets	111,951	115,002
	<u>130,366</u>	<u>153,496</u>
Cash and Cash Equivalents	<u>239,673</u>	<u>104,367</u>
	<u>382,898</u>	<u>280,015</u>
LIABILITIES		
Foundation capital		
Continuity reserve	50,000	26,565
Earmarked reserve	82,799	26,565
Earmarked fund	40,000	0
	<u>172,799</u>	<u>53,130</u>
Current liabilities		
Creditors	47,792	116,131
Taxes and social security contributions	17,362	42,882
Other liabilities	103,285	31,184
Accrued liabilities	41,660	36,687
	<u>210,099</u>	<u>226,884</u>
	<u>382,898</u>	<u>280,015</u>

Statement of income and expenditure 2024

	Actual 2024 €	Budget 2024 €	Actual 2023 €
INCOME			
Income from private individuals	412,199	338,140	353,781
Income from companies	536,498	497,082	594,604
Income from lottery organisations	0	0	0
Income from government subsidies	0	0	0
Income from non-profit organisations	307,173	245,000	540,774
Total income	1,255,869	1,080,222	1,489,160
COSTS			
Spent on objectives	774,227	663,179	1,003,254
Fundraising costs	237,719	180,006	173,563
Management and administration costs			
Personnel costs	83,785	75,138	103,160
Depreciations	1,248	0	1,704
Other operating costs	37,769	29,076	31,742
	122,803	104,214	136,606
Balance before financial income and expenditure	121,120	132,824	175,737
Financial income and expenditure	-1,452	0	-1,437
Balance of income and expenditure	119,669	132,824	174,299
Appropriation of results			
Continuity reserve	23,435	25,565	26,565
Earmarked reserves	56,234	107,259	147,734
Earmarked funds	40,000	0	0

Accounting policies and principles for determining the result

Accounting principles in preparing the financial statements

The financial statements have been prepared in accordance with Guideline 650 Fundraising Organisations.

The financial statements have been prepared on the basis of historical cost. The valuation of assets and liabilities is done at nominal value, unless otherwise stated.

Revenues are attributed to the period in which they were realised. Costs are attributed to the year in which they were forecast.

Accounting principles for the valuation of assets and liabilities

Tangible fixed assets

Tangible fixed assets are valued against the purchase value or production costs minus the depreciation based on the estimated life, taking account of any residual value.

The depreciation is a fixed percentage of the purchase value or production costs.

Depreciation

Active

	%
Inventory	20 - 33.3
Apps/Website	20 - 33.3

Financial fixed assets

Receivables included under financial fixed assets are initially valued at fair value, usually the nominal value, less any provisions deemed necessary. Subsequently, these receivables are valued at amortised cost.

Receivables

These are valued at nominal value, unless the cost price differs from the nominal value. In that case, the receivables are valued at amortised cost price. Differences between the cost price and the nominal value may arise through, among other things, (dis)premium or transaction costs. If necessary, impairment losses, including bad debt provisions, are taken into account.

Cash and cash equivalents

Cash and cash equivalents are valued at face value or, if restrictions in free availability give cause to do so, at a lower value.

Current liabilities

These are valued at nominal value unless the value at the time the debt is incurred differs from the nominal value. In that case, the debt is valued at amortised cost. Differences between the cost price and the nominal value may arise through, among other things, (dis)premium or transaction costs.

Principles for determining the result

General

The result is determined as the difference between fundraising income, subsidies and other revenues on one hand, and the expenses of the year, valued at historical cost, on the other.

Income

Income from contributions, donations, gifts and collections is allocated to the period in which it is received.

Income from inheritances, legacies and pledged donations is recognised in the year in which the amount can be reliably determined, less any applicable gift and inheritance taxes. Other revenue is allocated to the period to which it relates.

Revenue from sales of goods is recognised at the amount of gross profit, which is the net sales minus cost price.

Subsidies from governments are recognised in the reporting year to which they relate. Differences between pledged subsidies and actual amounts received are recorded in the year in which these differences can be reliably determined. Other revenue is recognised in the year in which the income can be reliably determined, provided that advances received are recognised in the year of receipt.

Income is allocated to the period to which it relates.

Expenditure on objectives

Expenditures related to the objectives are recognised in the year in which they are pledged or, if not pledged, in the year the extent of the obligation can be reliably determined. Conditional liabilities are recognised in the year it is confirmed that the conditions will be met.

Depreciation

Depreciation on tangible fixed assets is calculated using fixed percentages of the acquisition value, based on the expected economic lifespan. Book gains and losses on sale of tangible fixed assets are included under depreciation; however, book gains only insofar as they have not been deducted from replacement investments.

Notes to the balance sheet as at December 31, 2024

ASSETS

FIXED ASSETS

1. Tangible fixed assets

	Inventory	Website	Total
Balance sheet value as at January 1, 2024			
Purchase price balance	60,129	296,508	356,637
Cumulative depreciation and impairments balance	-49,851	-296,508	-346,360
	<u>10,277</u>	<u>0</u>	<u>10,277</u>
Transactions			
Investments	0	0	0
Depreciations	-9,294	0	-9,294
	<u>-9,294</u>	<u>0</u>	<u>-9,294</u>
Balance sheet value as at December 31, 2023			
Purchase price balance	60,129	296,508	356,637
Cumulative depreciation and impairments balance	-59,145	-296,508	-355,654
	<u>984</u>	<u>0</u>	<u>984</u>

2. Financial fixed assets

	B/S value 31-12-2023	Additions	Reductions	Repayments	B/S value 31-12-2024
Security deposits	11,875	0	0	0	11,875
Total financial fixed assets	<u>11,875</u>	<u>0</u>	<u>0</u>	<u>0</u>	<u>11,875</u>

CURRENT ASSETS

3. Other receivables

	31-12-2024	31-12-2023
Debtors		
Debtors	18,415	32,832
Bad debt provision	0	0
	<u>18,415</u>	<u>32,832</u>
Taxes		
Sales tax	0	0
	<u>0</u>	<u>0</u>
Other receivables		
Pension contributions	0	5,662
Prepaid expenses	0	0
Amounts to be received	111,951	115,002
	<u>111,951</u>	<u>120,664</u>

Accounts receivable are held for the purposes of the foundation. Amounts to be received mainly relate to donations to be received in 2025 from Domino's and Princess.

4. Cash and cash equivalents

	31-12-2024	31-12-2023
Rabobank - NL15 RABO 0105 3499 33	921	1,478
Rabobank - NL91 RABO 1340 7869 31	50,137	0
Triodos Bank NV - NL13 TRIO 0198 0475 17	87,356	100,974
Triodos - NL95 TRIO 2000 3216 58	100,000	0
Paypal	1,054	1,421
Greenhouse	205	493
	<u>239,673</u>	<u>104,367</u>

Cash is fully available and held for the purposes of the foundation's objectives.

LIABILITIES

5. Reserves and funds

	2024	2023
Continuity reserve		
Balance as at January 1	26,565	0
Allocation of results for the financial year	23,435	26,565
Balance as at December 31	50,000	26,565
Earmarked reserve		
Balance as at January 1	26,565	-121,169
Balance financial year	56,234	147,734
	82,799	26,565
Earmarked fund		
Balance as at January 1	0	0
Balance allocation financial year	40,000	0
	40,000	0

In 2023, a continuity reserve of 27k€ was formed, to which 23k€ was added at the end of 2024.

The earmarked reserve amounted to 27k€ at the end of 2023. 56k€ was added to it in 2024.

The earmarked reserve is spent on the further improvement and continuation of the organisation.

In 2024, a new earmarked fund was formed for the purpose of developing the Useless Plastic App that will go live in 2025. The donations received for this purpose from two funds were added to this and the expenses already incurred in 2024 were reduced accordingly. The amount of €40k still available at the end of 2024 is expected to be fully spent in 2025.

6. Current liabilities

	31-12-2024	31-12-2023
Creditors		
Creditors	47,792	116,131
Taxes and social security contributions		
Sales tax	1,582	2,589
Payroll tax	15,780	40,293
	17,362	42,882
Other liabilities		
Amounts received in advance	79,895	0
Excess contribution received iz NOW scheme	23,390	31,184
	103,285	31,184
Accrued liabilities		
Vacation pay liability	16,203	14,609
Provision for holiday pay	4,870	6,866
Audit fees	18,150	15,000
Other	2,438	212
	41,660	36,687

The increase in the item 'amounts received in advance' is due to a new agreement on the use of a donation from a fund received several years ago, which amount has been released under the position 'accounts payable'.

Off-balance sheet commitments

Multi-year financial commitments

Office space rental

The annual amount entered into with third parties regarding rental obligations of the office space at Sumatrakade in Amsterdam amounts to € 51,240. The contract ran until 31 October 2024 and can be terminated at any time.

Rental of storage space

The annual amount entered into with third parties in respect of rental obligations regarding storage space amounts to € 1,134. The contract was entered into for an indefinite period and can be terminated at any time.

7. Notes to the statement of income and expenditures for 2024

	Actual 2024	Budget 2024	Actual 2023
Income from private individuals			
One-off private donations	66,435	89,422	91,790
Donations periodically	83,228	89,282	78,693
Christmas packages	0	45,000	46,368
Donation boxes and modules	8,424	24,600	24,767
Deposit system events	149,112	89,835	112,163
Inheritances	105,000	0	0
	<u>412,199</u>	<u>338,140</u>	<u>353,781</u>
Income from businesses			
One-off corporate donations	277,650	199,006	245,952
Business Community	154,130	138,500	163,750
World Cleanup Day	0	0	15,000
Education and information	8,225	45,000	18,621
Plastic Health Summit	0	0	12,225
Children's book	0	0	23,653
Other companies	2,000	0	8,514
	<u>442,005</u>	<u>382,506</u>	<u>487,716</u>
Income in-kind			
Google AdWords	<u>94,493</u>	<u>114,576</u>	<u>106,888</u>
Subtotal	<u>536,498</u>	<u>497,082</u>	<u>594,604</u>
Income from non-profit organisations	<u>307,173</u>	<u>245,000</u>	<u>540,774</u>
Total	<u>1,255,869</u>	<u>1,080,222</u>	<u>1,489,160</u>

Notes to the income

In 2024, income was € 176,000 above budget. This limited the expected decrease compared to 2023 - due to the reorganisation and associated scaling down of activities implemented in that year - to € 233,000. For a substantive explanation of the development of income, please refer to pages 31-35 of the annual report.

Expenditure on objectives

	Actual 2024	Budget 2024	Actual 2023
No Plastic in Our Water or our Bodies!	774,227	663,179	1,003,254

Notes on expenditure

Due to the higher income, expenditures were € 111,000 above budget. This limited the decrease compared to 2023 - which was foreseen due to the reorganisation and scaling down - to € 229,000. This made it possible in 2024 to again take meaningful steps in the fight against plastic pollution with which, despite a smaller scale, the organisation continued to strongly propagate its mission. For a substantive explanation of this, see pages 16-22 of the annual report.

Total expenditure on objectives expressed as a percentage of total income is:

2024: 61.6%

2023: 67.4%

Total expenditure on objectives expressed as a percentage of total expenses is:

2024: 68.2%

2023: 76.4%

Fundraising costs

	Actual 2024	Budget 2024	Actual 2023
Travel and accommodation expenses	683	517	1,249
Exhibition and conference expenses	215	162	1,839
Representation expenses	201	152	667
Other office expenses	4,633	3,508	3,929
Personnel expenses	158,261	119,839	125,266
Allocation of overheads	73,727	55,827	40,613
	237,719	180,006	173,563

Total fundraising costs expressed as a percentage of total income is:

2024: 18.9%

2023: 11.7%

Total fundraising costs expressed as a percentage of total expenses is:

2024: 20.9%

2023: 13.2%

Personnel costs

Personnel costs are allocated per employee based on job content to the objectives, fundraising and management & administration.

Wages and salaries

	Actual 2024	Budget 2024	Actual 2023
Gross wages	395,002	354,234	540,281
Untaxed travel expenses	9,887	8,867	12,155
Other allowances	0	0	0
Freelancers/volunteers	7,516	6,741	26,944
Sick pay benefits received	-1,495	-1,341	-2,512
Social security contributions	67,512	60,544	116,121
Pension costs	35,320	31,675	26,473
Personnel costs spent on objectives/acquisition of income	-429,958	-385,582	-616,302
	<u>83,785</u>	<u>75,138</u>	<u>103,160</u>

For an explanation of executive remuneration, please see the annex to this report.

Personnel

The foundation employed an average of 5.5 FTEs in 2024. At the end of 2024, 6.0 FTE were employed (7 employees).

Depreciation

Depreciation tangible fixed assets

	Actual 2024	Budget 2024	Actual 2023
Inventory	9,294	0	12,656
Apps/Website	0	0	13,538
Depreciation charged to objectives/acquisition of income	-6,594	0	-24,491
	<u>2,700</u>	<u>0</u>	<u>1,704</u>

Other costs

Plastic Soup Foundation allocates direct other operating expenses directly to objectives and fundraising. Indirect other operating expenses are allocated on the basis of an allocation key.

Other operating costs

	Actual 2024	Budget 2024	Actual 2023
Other personnel costs	30,814	23,721	90,941
Housing costs	57,800	44,496	57,567
Office costs	82,003	63,128	104,396
General expenses	70,632	54,374	28,388
Allocation of overheads to objectives acquisition of income	-203,479	-156,644	-249,550
	<u>37,769</u>	<u>29,076</u>	<u>31,742</u>
<i>Other personnel costs</i>			
Consultancy costs HR advise	6,988	5,379	7,696
Sick leave insurance	923	710	1,617
Travel and accommodation	1,237	953	3,429
Canteen	3,061	2,356	3,664
Training	0	0	0
Representation	4,423	3,405	2,338
Representation	0	0	69,714
Other personnel costs	14,182	10,918	2,483
	<u>30,814</u>	<u>23,721</u>	<u>90,941</u>
<i>Housing costs</i>			
Real estate rental	51,158	39,383	50,727
Energy	1,758	1,353	1,978
Cleaning	4,045	3,114	3,759
Storage	839	646	1,103
Other housing costs	0	0	0
	<u>57,800</u>	<u>44,496</u>	<u>57,567</u>
<i>Office costs</i>			
Office supplies	87	67	153
Automation costs	0	0	3,541
Phone	3,095	2,382	3,004
Porti	169	130	81
Contributions and subscriptions	73,891	56,883	93,229
Insurance	2,992	2,304	3,096
Other office expenses	1,770	1,363	1,291
	<u>82,003</u>	<u>63,128</u>	<u>104,396</u>
<i>General expenses</i>			
Auditor's fees	67,186	51,721	22,603
Administration	1,994	1,535	3,607
Other general expenses	1,452	1,118	2,178
	<u>70,632</u>	<u>54,374</u>	<u>28,388</u>

Financial expenses

	Actual 2024	Budget 2024	Actual 2023
<i>Interest and similar expenses</i>			
Bank interest and charges	-1,452	0	-1,437

Preparation of financial statements

The financial statements were thus prepared by the management and approved by the supervisory board.

M.M. Westerbos
Director/director

J. Maan
Chairman of the supervisory board

P.W. Klink
Member of the supervisory board

A. Bekema
Member of the supervisory board

Amsterdam, 15 June 2025

Annex 1

Explanation of management remuneration

Name	M.M. Westerbos
Title	Director/manager
Employment contract	
Type (duration)	Permanent
Hours	40
Part-time percentage	100%
Period	01-01-2024 to 31-12-2024

Remuneration (EUR)

Annual income	
Gross salary/salary	80,442
Holiday pay	6,632
Total annual income	87,074
Taxed remuneration	0
Pension costs employer	9,999
Total remuneration 2024	97,073
Total remuneration2023	92,149

Annex 2

Own organisational costs and expenditure breakdown 2024

DESTINATION	OBJECTIVES	FUNDRAISING	MANAGEMENT AND ADMINISTRATION	TOTAL actual 2024	TOTAL budget 2024	TOTAL actual 2023
EXPENSES						
Work outsourced	71,598	4,403	2,331	78,332	65,316	137.709
Publicity and communication	176,825	7,146	749	184,721	154,026	28.668
Personnel costs	279,285	158,261	83,785	521,332	434,702	766.332
Housing costs	28,797	16,318	8,639	53,754	44,822	54.648
Office and general expenses	213,512	49,205	26,050	288,767	240,783	299.872
Depreciation and interest	4,209	2,385	2,700	9,294	7,749	27.632
Total	774,227	237,719	124,255	1,136,201	947,398	1.314.860

Statement on cost allocation

The expenses in the table above have been allocated to the objectives, acquisition costs and management and administration. For direct costs and hours spent, the allocation is direct. For the indirect costs, the allocation is done using an allocation key based on the number of workstations of employees and their main tasks within the

