

The background of the entire page is a collage. The top half features a dense pattern of small, white icons representing various plastic items such as bottles, bags, food containers, and electronic devices. The bottom half of the page shows an underwater scene with a large, crumpled, translucent plastic bag floating in the water. In the lower right corner, a coral reef is visible. The overall color palette is dominated by shades of blue and green.

PLASTIC SOUP

FOUNDATION

Annual Report

Inhoud

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PLASTIC FOUNDATION
SOUP

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The Plastic Soup Foundation relays in this report, as officially requested, the justification for expenditures of all monies entrusted to them, as per 'Richtlijn RJ650' for all fundraising organisations and as publicised by the Council for Annual Reports (Raad voor de Jaarverslaggeving, NL).

Preface & Preview

There is plastic everywhere you look: in the kitchen, the bathroom, woven into our clothing, and in the garden. We are so used to how easy it all is, how many advantages plastic has, that you could actually call it a global addiction, one with a worldwide environmental disaster as a consequence. Plastic is not biodegradable, there is no decay into organic matter. Every bit of plastic that ever ended up in 'the environment' still exists in one form or the other. It floats around in the air, gets mixed with our groundwater, and sinks to the bottom of the sea. Plastic really is everywhere around us and it is contaminating our entire ecosystem with all kinds of negative consequences.



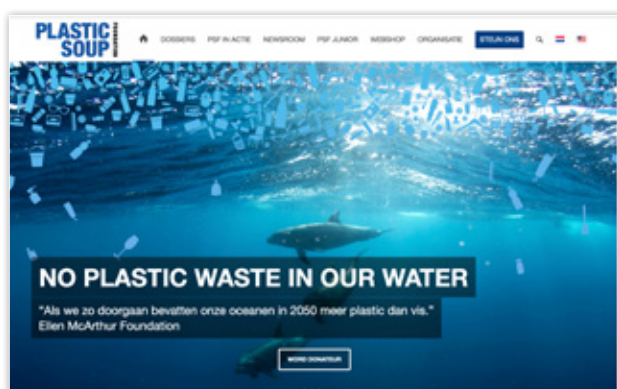
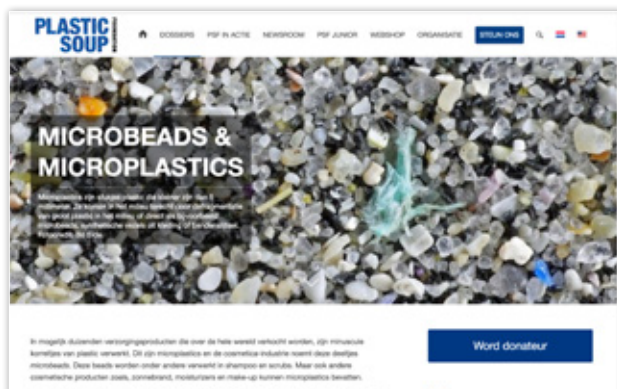
Despite this, plastic production continues to increase. Plastic production is expected to increase by 40% within the next 10 years from the 380 billion kilograms produced in 2018. When it finally reaches more than 1,124 million tons around the year 2050, there will be four times more leaking into the environment; even worse, the share of micro-particles and nano-particles in the environment will increase exponentially due to

the weathering and decay of macroplastics. Even if only 3% of all plastic waste finds its way into our oceans, we're still talking 33 billion kilos of the stuff. We will be literally walking on water! With all this in mind, 2018 was the year of continued professionalisation of our organisation, writing out long-term strategies and fundraising in order to actually realise our plans.

Our Vision

In the relatively short span of an average human lifetime, the plastic soup has become an unfortunate reality. The expanding population of the planet is not prepared and cannot handle this 'miracle material'. The planet is becoming polluted with it at an unprecedented rate. It is up to us, humans of the planet, to solve this very real problem.

The Plastic Soup Foundation has taken it upon itself to tackle the global issue of plastic pollution, which we call the plastic soup. It is the foundation's ultimate goal. Our main aim is to bring a halt to the *sources* of the plastic soup. Often enough, these sources are near or even in our homes. Think, for example, of microbeads in cosmetics or the release of plastic fibres when washing synthetic clothing. The source is us! This means we can do something about it.





Our Mission

‘No plastic waste in our water’, but also, from now on: ‘No plastic in our water or our bodies!’.

We must prevent more plastic from polluting the environment. It is a serious threat to our entire eco-system. Despite all the successes the Plastic Soup Foundation has had over its past eight years of operation, the predominant feeling is that things are just getting started with regards to tackling plastic pollution. The plastic soup is indeed now on the map as an issue, but it needs to be wiped OFF that map. The production of plastics is being doubled and the industry itself is only aiming at two possible solutions: recycling and circular economy. Both of these are currently insufficient.

Recycling, which multinationals present as the ideal solution is not completely viable. One after the other, Unilever, Nestle, Proctor & Gamble and Coca-Cola have all declared that all packaging must be recyclable by 2025. Before this actually happens, however, we will be past 2025 already. There are so many different types of plastic and thousands of chemical additives used to give plastic the required characteristics, that recycling on a global level is impossible between now and 2025.

Then, you have the utopia of a ‘circular economy’. This idea does not take into account the constant leakage of (micro-) plastics into the environment whatsoever. Think of fibre leakage from clothing, the wear and tear of car tyres, and the many other sources of the plastic soup. Plastic does not fit into any ‘circular economy’.

Therefore, the problem only got bigger in 2018.

What we saw in the Dominican Republic in July 2018 tells a very poignant story. Within just a few days, sixty tons of plastic washed up on the shores there (see the picture above).

The list below can be read as the Plastic Soup Foundation’s beliefs and convictions:

- It is absolutely essential that we all use less plastic instead of more.
- We need to start totally shunning disposable plastic packaging and products as much as possible.
- We must aim to produce fewer types of plastic.
- We must restrict the huge number of chemical additives in plastics.
- Plastic must be recognised as a ‘poisonous emission to the environment’ and fall under REACH (Registration, Evaluation, Authorisation and restriction of Chemicals). The plastics industry should be held responsible for the huge environmental damage it has caused. We need more manpower working on and researching innovative solutions, but also trying to find clean alternatives to plastic.
- More attention needs paid to real circular systems that use the natural (carbon) cycle as a starting point. Mankind lived for thousands of years without a problem – this really only started after WWII.

We are determined to achieve this over the coming years.

Maria Westerbos
Founder, General Manager

Long-term Strategy

We need a radical change of course; we need to start looking at plastic differently. Using a little bit less plastic on an individual level is not enough. We must collectively change the system. Refusing that plastic straw in your drink is nice, and more and more of us are doing so, but doing your grocery shopping plastic-free is still almost impossible; for your average shopper, it's just too much effort.

We absolutely need a clear and workable way of calling a halt to this tsunami of plastic. The Plastic Soup Foundation believes that *human health* will be the *change maker*.

How do we hope to achieve this?

Here is our aim: to stop the plastic soup, start today. How? We are going to inform the larger population and campaign for less use of plastic – because our very own health and that of future generations are on the line. The dangers come at us from various directions:

1. The chemicals in plastics can cause cancer, heart disease, Alzheimer's, dementia, Parkinson's, obesity, arthritis and infertility. They can even impair the development of babies in the womb. This was published in an article from May 2018 wherein the Food Packaging Forum identified 4,000 different chemicals in plastic packaging or in the actual plastic production process. At least 148 of those are extremely damaging to public health and to the environment.
2. We all know that we breathe in nano-plastics, and we also eat and drink them... but just what do these minuscule particles do to us? Recent research on carp fish showed that nanoparticles can cause brain damage. Does that apply to us humans too? Or do the particles perhaps cause auto-immune diseases because our bodies try to protect us from these strange intruders? Or perhaps they bring dangerous bacteria and viruses with them?
3. It is the questions like those above, but also current research and things we are already aware of that drive us. We will communicate all this information on a new platform, one which is supported by eminent scientists, doctors, and specialists in the field. We are cooperating and coordinating with other organisations that have been working in just this particular field – plastic and human health – for even longer: www.plastichealthcoalition.org
4. It is also of huge importance that we continue to work with ZonMw which, among other things, finances 15 different scientific research projects on the effects of micro-plastics on public health in 2019/2020. ZonMw strives to use the knowledge they acquire to improve public health and healthcare.
5. We are also convinced of the following: the more plastic that leaks into the environment, the more serious the effects on public health, the animal kingdom, and the environment in general.

Our ultimate goal:

That consumers choose products that are less damaging to their health and that of the oceans and that this puts pressure on manufacturers to be more innovative and reduce their Plastic Impact. Governments will be given the opportunity (or will be forced by the voting populations) to take measures to phase out all products with a high Plastic Impact.

Summarising our most important goals.

1. Mobilising society at large to actually stop the plastic soup, with PUBLIC HEALTH as the most important motivation.
2. The introduction of worldwide norms and regulations for plastics emissions (to be zero emission).
3. That plastics production is reduced worldwide, starting with a reduction in disposable plastic (Refuse, Reduce, Reuse, Recycle).
4. The prevention of plastic products from wearing out (Redesign).

The most important goals in our campaign

All Plastic Soup Foundation 'ocean campaigns' are directed at PUBLIC HEALTH and are aimed at activating a larger group of consumers than previous solo campaigns.

Most important spear headings

We want to mobilise consumers with the activation of our new PUBLIC HEALTH message: **Save the Ocean, Save Yourself**. We want people to put themselves on a 'plastic diet' and reduce their own plastic footprint.

Consumers will also be able – thanks to three different phone apps – to personally make a difference; these apps are Beat the Microbead, TrashHunters/Litterati, and My Little Plastic Footprint.

Manufacturers and governmental agencies will then, through public pressure, lower the whole Plastic Impact through the introduction of revolutionary reduction policies and laws.



Board Proceedings

Among our many projects, we will be focusing on:

- Microplastics as an all-encompassing theme for Beat the Microbead, Look for the Zero, and Ocean Clean Wash
- Macroplastics/litter which includes TrashHunters, World Cleanup Day, Schone Rivieren, Die Ballon Gaat Niet Op, and Amsterdam Clean Water.
- Plastics and Public Health
- Education
- Innovation and Solutions



Microplastics

Beat the Microbead

In the sixth year of this successful campaign, in the summer of 2018, the European Parliament's environmental commission pronounced a ban on microplastics. The ban covers microplastics which had been deliberately added by manufacturers to things like cosmetics, paint, and cleaning. The commission also advocated a ban on oxo-biodegradable plastics. This type of plastic eventually breaks into tiny particles but does not decay entirely when left in the environment. The European Commission also requested scientific information regarding the risks of microplastics to the environment and public health from the European Chemical Agency (ECHA). Depending on the results of this information was a possibility of a more widespread ban on microplastics. The Plastic Soup Foundation was involved as a relevant stakeholder.

In November 2018, ECHA came back with the information that it is far more likely that microplastics accumulate in soil and inland waterways than in the oceans.

This was followed in January 2019 by an advisory from the European Chemical Agency: an amazing 550 (combinations of) microplastics – added to, for instance, cosmetics, washing powders, and paints as well as farming and industry products –

BEAT THE
MICRO
BEAD

actually do pose a potential risk to public health and to the environment.

ECHA therefore deems an EU-wide ban to be justified, although such a ban does, unfortunately, exclude semi-solid and liquefied polymers, which the Plastic Soup Foundation indeed still considers a possible threat.

Apart from that, this is a terrific victory for the Beat the Microbead coalition that grew to 100 NGOs from 42 countries in 2018. If the European Commission ratifies the suggested restrictions, it could lead to a reduction in the emission of microplastics to the tune of around 400 million kilogrammes over the next 20 years.

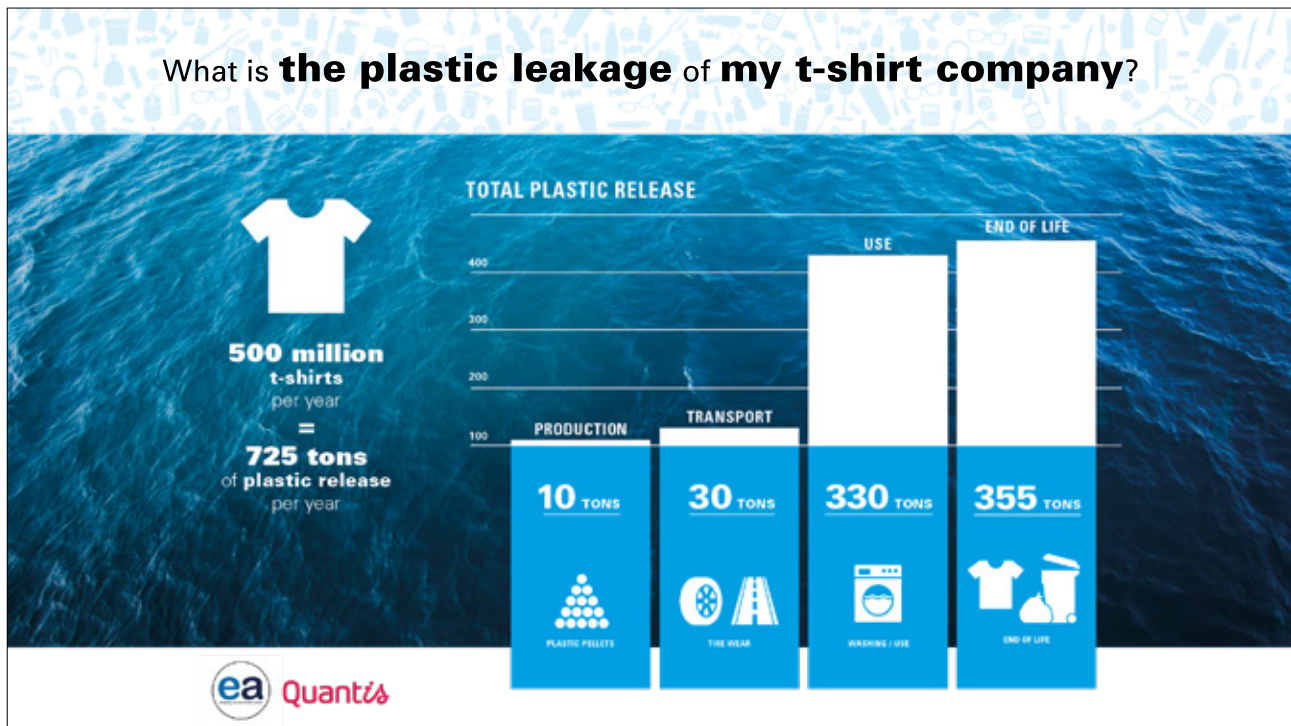
These deliberately added microplastics threaten to accumulate both on land and in our waters. They can be very persistent and will remain there for thousands of years – they are practically impossible to eradicate. Some concentrations in various hotspots (e.g. in some coastal areas), already exceed the previously set primary thresholds.

Look for the zero

It can be very difficult for the average consumer to make a 'plastic-free' choice – all those 550 deliberate additives make it even more difficult when shopping for cosmetics! So in 2015, we reversed the burden of proof. We started to ask that manufacturers declare their skincare products as truly free from microplastics. Plastic-free products are then listed in the 'Zero' category on the Beat the Microbead website and phone app. A brand that is microplastic-free is then permitted to use the 'Zero Plastic Inside' logo. This makes it easier for the consumer to see clearly and instantly that the product they're dealing with is guaranteed 100% free of microplastics. The number of brands displaying the logo was 60 at the end of 2018 and the certification is gaining a good reputation.



What is **the plastic leakage** of my t-shirt company?



Ocean Clean Wash



When the results of the Mermaids Life+ study were announced in 2017 showing that the average loss of fibers was *nine million clothing fibres per machine wash*, the reaction of the fashion industry was mild to say the least. We therefore decided to closely examine four big fashion chains, together with our Italian partner in research, CNR. All results were anonymous, and we shared the findings at the annual meeting of the Sustainable Apparel Coalition in May 2018, in Vancouver, Canada.

This resulted in the very first Coalition of the Willing: a group of companies from the whole chain of production, from yarn makers to fashion designers to recyclers, all prepared to look for solutions together.

Also, in 2018, for the first time, we found a functional 3D-printed (add-on) washing machine filter for consumers from Planet Care in Slovenia. The filter has been tested at three different universities and found to filter 80% of all synthetic fibres; the leftover lint can be recycled.

One American dry-cleaner, Green Earth Cleaning, will be testing the filter in more than 100 branches in California, USA, in 2019. There are also tests in the works with industrial filters to find out if pre-washing new clothing would be a possibility;

Mermaids Life+ showed that if fashion items are pre-washed 5 times before reaching the consumer, most fibres can be collected preventatively.

Finally, at the very start of the chain, CNR is also researching a pectin coating that can reduce the loss of fibers by up to 80%. The German company Sympatex, one of the stakeholders in the *Coalition of the Willing* is currently investing in this solution and collaborating with CNR on improving this protective coating.

By the end of 2021, we want to see one conclusive solution actually implemented across the links of the chain. The washing machine filter by Planet Care has a distinctive advantage: it allows the consumer to personally do something.





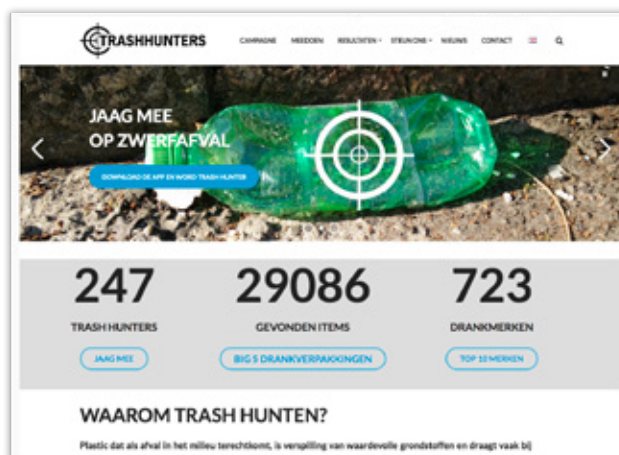
Macroplastics – Litter

TrashHunters

There are Zwerfinators, Ploggers and volunteers all joining in on Stichting De Noordzee's Boskalis Beach Clean Up (NL). TrashHunters are also involved. These are (groups of) people, including children, who go searching for litter, for their school or an office; wherever possible, they track the pieces of litter they find using the Litterati mobile phone app. In this way, they are affiliated with the Plastic Soup Foundation. TrashHunters are hands-on types that want to contribute to citizen science by collecting data that allows the PSF to map the actual sources of litter and approach those responsible for their contribution to pollution.

The number of TrashHunters in 2018 grew steadily.

In 2019, we plan to launch an overarching platform for all programmes falling under Macroplastics - Litter.





World Cleanup Day

The Plastic Soup Foundation, together with Nudge, organised the very first big edition of World Clean Up Day in The Netherlands on 15 September 2018. A total of 160 countries took part the event.

On the day itself, thousands of individual participants and their colleagues from dozens of different organisations and companies cleaned up litter in their cities: in The Netherlands 35,000 items were found and listed on the Litterati mobile

phone app. The collected data should help us understand the problem of litter better while at the same time making it easier to find structural solutions. The national press paid a lot of attention to the whole day.

In 2019, the PSF will be organising another WCD on the 21st of September. Together with millions of others across the world, we'll be rolling our sleeves up and getting to work.



WORLD CLEANUP DAY NL IS POWERED BY  



WORLD CLEANUP DAY NL IS POWERED BY  

Clean Rivers

The 'Schone Rivieren' (Clean Rivers) initiative has IVN, The Plastic Soup Foundation, and Stichting De Noordzee working together to stop plastic from entering the North Sea via one of its most important pathways: our rivers. For five years, we will not only clean up the riverbanks of the rivers Maas and Waal (both in the NL) with help from volunteers, but we will also set up a huge research project into the litter which is collected. The aim of Clean Rivers is to gain more insight into the amount, composition, and the sources of all the litter along these riverbanks. This is the first time this has been done (on such a scale) within the Netherlands with the help of 'citizen science': data collection by volunteers for actual scientific research. It all started in the summer of 2017; by the end of 2018, there were more than 200 volunteers being trained as riverbank litter researchers. These volunteers go in pairs, each of which has their own section of the riverbank to monitor for litter twice per year (and of course, all this monitored litter gets collected). With this initiative, we can map all the various items of litter



and identify their sources, which makes it easier to effectively address them in the first place. This all contributes to the ultimate goal of Clean Rivers: not one piece of plastic waste should stream into the sea via rivers. The project received national attention from the frequent interest shown by national, regional, and local press.

You can download and read the full Schone Rivieren report for 2018 here: https://www.schonerivieren.org/images/Downloads/Resultaten_rivierafval_onderzoek_2018.pdf



→ items of waste tallied

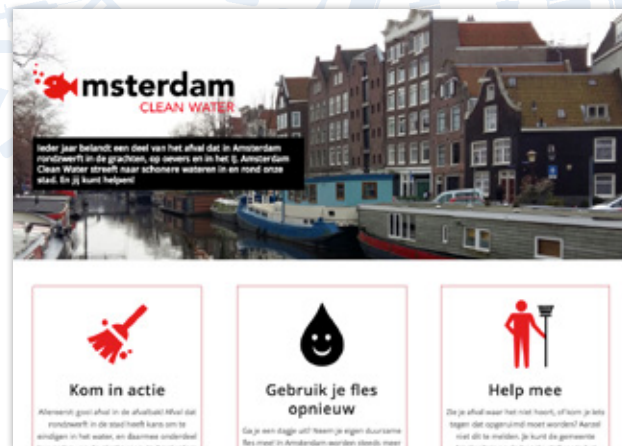
→ 84% of all the litter items on 100m riverbeds are plastic. The nurdles are too small to count on 100 meter riverbank, they are counted in a separate way. The 43% means that in all those monitoring spots nurdles were present (which means nurdles are spread all over the Dutch rivers Meuse and Waal).

→ 10 HOTSPOTS with more than 1,200 items per 100 metres

www.schonerivieren.org

ivn natuur educatie PLASTIC SOUP





Die Ballon gaat niet Op

In 2014 we started the campaign 'Die Ballon Gaat Niet Op' together with Stichting De Noordzee and Vereniging Kust & Zee. The campaign aims at preventing the release of balloons at festivals. Since the start of the campaign, 17% of town councils have outlawed this unwanted behaviour. This is a really positive result and we hope to achieve a 100 % ban across the country.

Furthermore, a large group of local royal societies (The Koninklijke Bond van Oranjeverenigingen) decided in September 2018 to discourage balloon releases. On average, we find 12 balloons on every 100 m of coastline and there are still approximately 230,000 balloons landing in the North Sea annually. Sea mammals, birds and fish mistake these for food, or get caught in them.

Amsterdam Clean Water

In September 2016, seven parties signed a covenant to reduce the amount of floating waste in the Amsterdam canals and rivers. This three-year collaboration includes the Amsterdam town council, Waternet, Federatie Nederlandse Rubber en Kunststofindustrie (NRK), Plastics Europe Nederland, The Plastic Soup Foundation, Havenbedrijf Amsterdam, and Berenschot. Each year, our initiative organises activities and projects to promote clean waterways, create awareness, and develop structural solutions. Rijkswaterstaat has also recently joined us in this endeavour.

Several pilot programmes were started in 2018:

- cleaning up the banks of the IJ river (Amsterdam, NL) and keeping them clean.
- researching the potential of 'canal fencing' to catch any litter before it reaches the water.
- marketing reusable 'I Amsterdam' water bottles in order to discourage the sale of small, single-use PET water bottles.

Additionally, the possibility of laying out a Great Bubble Barrier (GBB) in the city was researched. The GBB is based on the principle that fish and boats can pass through such a light barrier, while plastic cannot. The bubble barrier is created by placing a pipe across the river bottom and pumping air through it. The upward draught pushes waste that lands in the bubble stream to the surface. Placing the barrier at an angle uses the natural flow of the water to deliver the plastic waste to the riverbank where it is easily collected and removed.



IS PLASTIC MAKING US SICK?



Plastic & Public Health

We don't need to go far back in time to see that humans are capable of achieving great structural changes once our health comes into the picture. Just think of leaded petrol, the ozone layer, DDT and asbestos. This is why the Plastic Soup Foundation poses a very urgent question: Just what are the consequences of plastic pollution for public health?

So, what's going on?

Plastic is not just a serious threat to the environment, it is also a possible threat to public health. We eat, drink, and breathe plastic, allowing minuscule particles to enter our bodies. We know that the chemicals added to plastic could potentially be very harmful to us, and there appear to be possible links between plastic ingestion and infertility, language development problems, cancer, obesity and ADHD. While any causal links remain to be proven by the scientific community, this may only be a matter of time.

So, just how dangerous is plastic really? What are the possible consequences for public health? To get answers to these questions, the Plastic Soup Foundation has taken the initiative to

instigate a new alliance among leading scientists, and changemakers in the field: **The Plastic Health Coalition**. Since 2018, this coalition of various Dutch and international environmental organisations and research agencies, has been working on the effects of (micro-)plastics and their additives on public health. We also aim to initiate more scientific research at the earliest opportunity. Furthermore, we are investigating a range of solutions aimed at preventing plastic from getting into our bodies in the first place.

Fifteen research projects

One of the first tasks PSF has taken up is the dissemination of fifteen different research pilot projects. ZonMw, a Dutch public health research organisation, has prompted researchers to deliver their project proposals. and on March 22, 2019, fifteen ground-breaking research projects will be given the green light. Due to financial support from the Netherlands' Organisatie voor Wetenschappelijk Onderzoek (NOW), the Gieskes-Strijbis Fonds, and the Ministerie van Infrastructuur en Waterstaat, these projects will be able to start important research on the public health effects of micro- and nanoplastics.

A few important questions are central to the research:

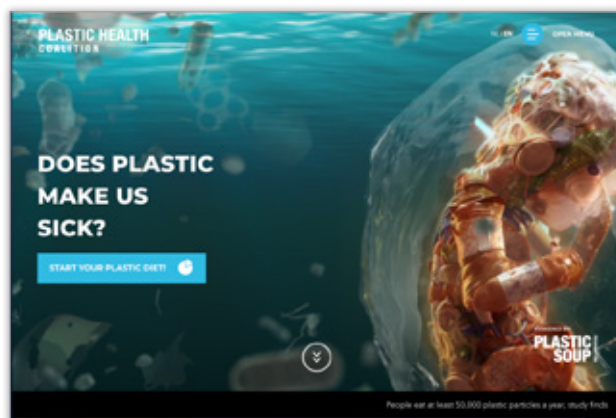
- how do plastic particles get inside us?
- does the size, shape, and composition play any role in this?
- do (pathogenic) micro-organisms that have attached themselves to plastics have any health effects? Where in the body would such effects manifest?

The PSF will be reporting on these questions and on everything that has to do with the research projects on the Plastic Health Coalition website.

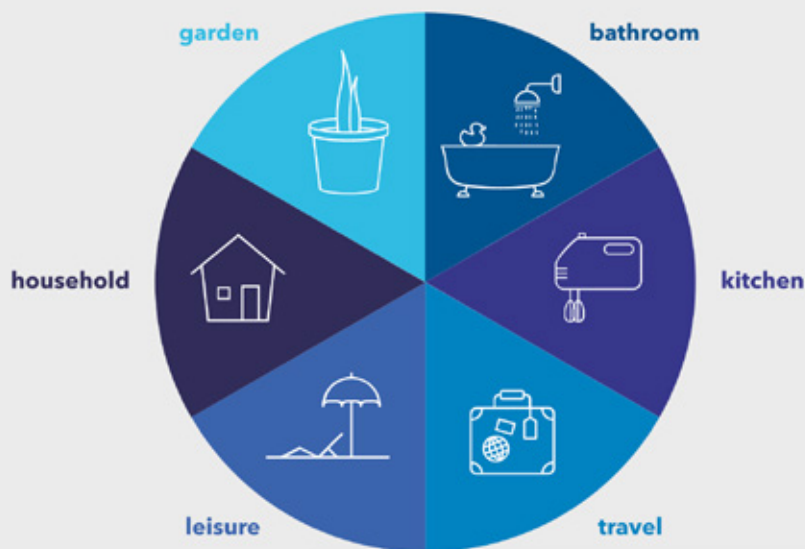
Over the next three years we will also, together with the Vrije Universiteit van Amsterdam, be testing ordinary products for the presence of plastics and their harmful additives. The products will include anti-wrinkle creams, lipsticks, nail varnish, bottles of mineral water, microwave meals, and plastic tea bags.

Om, tenslotte, een gevoel van machteloosheid bij de bezoeker tegen te gaan, bieden we op de site van de coalitie een interactief plastic dieet aan. Hier kun je het heft zelf in de hand nemen.

**HI, I'M BETTY,
YOUR PERSONAL
DIETICIAN!**



CLICK THE PIE TO BEGIN



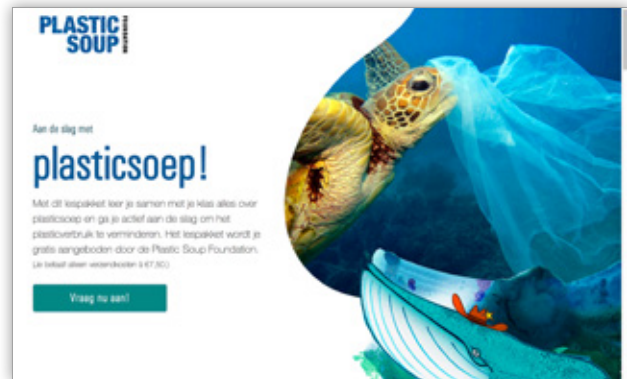
Education

Primary education

Thanks to a very generous donation from ALDI Nederland (money generated through ALDI's phasing out of plastic shopping bags), we were able to develop an entirely new teaching package for primary schools. This Plastic Soup teaching package consists of exciting reading material about the plastic soup and an online platform containing digital lessons for primary school groups 4-8 (NL). It also contains an animated film about the World of OZ (Onder Zee = Beneath the sea), activity cards, real ocean plastic from Hawaii, and a special edition of Kidsweek magazine – all of which comply with the Dutch primary school curriculum.

We have also launched a website to accompany the teaching package (www.wereldvanooz.org), where children can watch various films and animations about the plastic soup.

The teaching package was launched in August 2018 at Dolfinarium in Harderwijk, NL, making it available for the 2018/2019 school year. Within just four months, 25% of all 6,000 primary schools in The Netherlands had ordered the package. So far, we have received enthusiastic feedback from the schools about how the package has been put



together, and this quickly led to interest from abroad from the start of 2019.

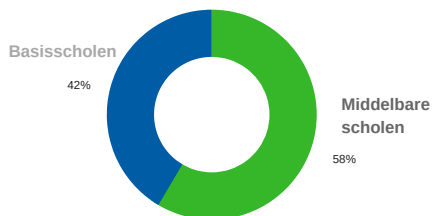
Before we had issued this professional teaching package, a limited number of guest lessons were held at a few primary schools in early 2018. We were also able to give additional guest lessons at secondary schools across the country thanks to a sponsorship by both Davines and Comfort Zone. The classes were given by specially trained guest lectures of the Plastic Soup Foundation.



Gastlessen in 2018

PLASTIC SOUP FOUNDATION

53 Scholen



Lespakket

- In September 2018 introduceerde de Plastic Soup Foundation een lespakket voor basisscholen (groep 4 t/m 8), ter vervanging van de gastlessen.
- Met dit lespakket hebben wij van september-december 2018 circa 1500 basisscholen bereikt. Een enorme toename vergeleken met de voorgaande jaren. Het aantal gastlessen voor PO is hierdoor afgenomen.



Beoordelingen

Het was wederom een leerzame, educatieve en toegankelijke gastles voor onze 2 havo leerlingen.



Er is zoveel te vertellen over dit onderwerp en leerlingen blijken eigenlijk nog zo weinig te weten. Wat mij betreft een verplichte les over plasticsoep voor elke school!



We hebben echt een super leuke en inspirerende gastles gehad!



Locaties



Enkele Foto's



→ Guest Lessons in 2018

53 Schools
Primary Schools 42%
Secondary Schools 58%

Reviews:

"Once again, an instructive, educational and very accessible guest lecture for our 2nd year pupils."

"There is so much to be said about this subject and the school kids are just so unaware of it all. I truly think lessons on the Plastic Soup should be compulsory at every school in the country!"

"This was a super fun and inspiring guest lecture!"

The Teaching Package

The Plastic Soup Foundation introduced a teaching package for primary schools (groups 4-8 NL) in September 2018 as a replacement for guest lectures.

The PSF reached around 1,500 primary schools with this teaching package between September and December 2018, a big increase compared to previous years.

Secondary education

At the end of 2018 we received a substantial donation from the C&A Foundation to collaborate with Globe Nederland on developing new experimental teaching material. The material is aimed at the first 2 years of secondary school and will become available in the 2019-2020 school year.

2019 and beyond

In 2019, we will create a plan of action to further enhance our educational goals. As we believe that children are the future, we choose to give priority to new generations, and thus to the future of the planet.

Innovations and solutions

The PSF is frequently praised for their unique style of research and solution-finding at source, which we have laid a focus on since the day of our founding. There are plenty of innovative solutions around that make us hopeful. We can turn this tide together! Now, we also have the support of Innovation & Solution Manager Harmen Spek as:

- Expert Consultant for the EU Joint Research Centre's LCA4Plastic project
- Solar Impulse expert at the World Alliance

Harmen Spek has also joined the 'Community of Practice Plastic Monitoring' (CoPP) for the project Schone Rivieren.

The PSF was also involved in the following solutions during 2018:

- **Health:** BlueAir (filtering microplastics from the atmosphere)
- **Ocean Clean Wash:** Planet Care washing machine filters
- **Plastic (Urban) Mining:** Greenmodem (conversion of mixed waste to oil)
- **Schone Rivieren:** Great Bubble Barrier
- **Schone Rivieren:** 'Tauw', together with Shoreliner
- **Schone Rivieren:** guidance of students from the Technical University (TU) Delft, NL, on the research and development of a *nurdle catcher*.

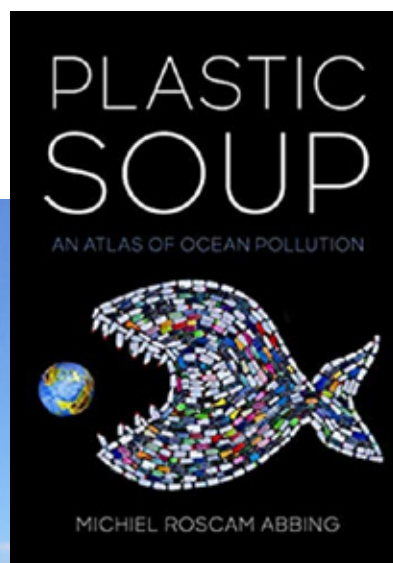
See our website at www.plasticsoupfoundation.org/dossiers/innovaties for more information about these and other possible solutions for stemming the rapid development of the world-wide plastic soup



Plastic Soup World Atlas

The Plastic Soup Foundation is increasingly being referred to as a 'knowledge institute' and data from our website is regularly utilised as source material. In April 2018, we published the Plastic Soup World Atlas, an authoritative reference manual written by plastic soup expert Michiel Roscam Abbing. Rights for the US and international markets have recently been sold and the atlas will be published in many English-speaking countries across the globe from April 2019.

Afterwards, an Italian and a Japanese edition will follow. The first Dutch edition has sold out and will be reprinted.



Media matters

We monitor the reach of the PSF in the Netherlands through a subscription to Media Info Groep.

On the basis of collected newspaper clippings by Media Info Groep, we have calculated that we have achieved the equivalent of over € 800,000 in free publicity, and have reached more than twenty million people. To check for our reach abroad, we use Meltwater, which monitors and analyses online statistics using the very latest technology. This provides us with more insight into our own brand as well as the entire international playing field on the subject.

In October 2018 we attended the Honduran Roatan as the only NGO, having been invited by Sodastream. This helped us reach more than 260 million people within three weeks.

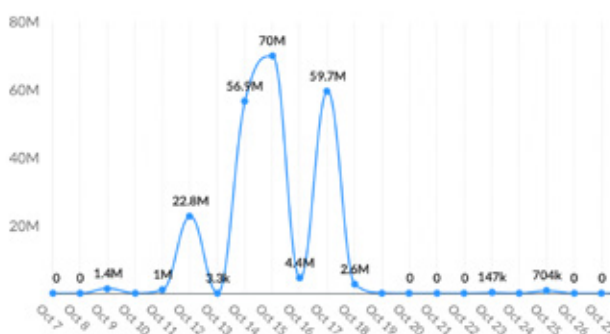
Other high points

The very first plastics-free pop-up supermarket in the world opened in Amsterdam on February 28, 2018. This project originally resulted from a cooperation between Dutch supermarket chain Ekoplaza and the international environmental group A Plastic Planet (HQ in London). Thanks to lobbying of the PSF, the Dutch capital was chosen as the project site. The project was funded by Ekoplaza and almost 700 plastic-free products were sold.



The resulting media attention was enormous and included coverage by The New York Times, The Guardian, CNN, and Al Jazeera. A total of 63.6 million people were reached. A Plastic Planet also introduced a new certification to indicate to customers that no fossil-based plastic is used in a product's packaging. All products carrying such a label have been certified by A Plastic Planet?

Potential Reach



Statistics – Advertisements/Media

value € 835,001
 Communiques 510
 Circulation/reach 20,023,255

Statistieken

Advertentie-/mediawaarde (ex. doorplaatsingen)
€ 835.001

Berichten
510

Oplage/bereik (ex. doorplaatsingen)
20.023.255



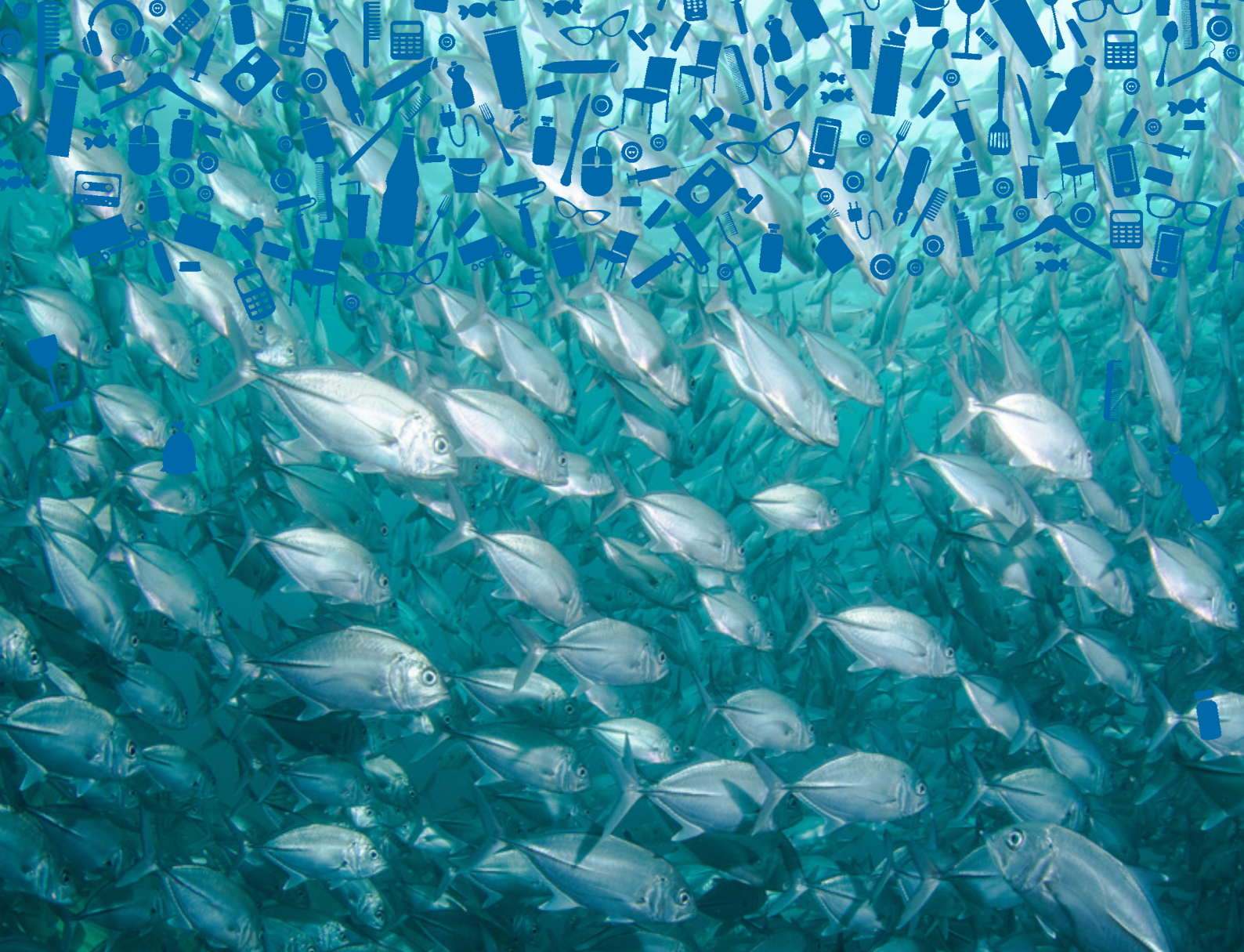
National Geographic: #stopmetplastic

National Geographic held a world-wide campaign against disposable plastic in June 2018, which the Netherlands joined in on. Six partners, including the PSF, were issued with a media package worth € 57,000, which was used for radio/TV coverage, online and social media, NG Magazine and NG Junior.



NRC Creative Press Award

This award was instigated by Dutch newspaper NRC to support 'charitable non-profit organisations in the Netherlands' with reaching their target audience. The Plastic Soup Foundation was nominated for the award in 2018. Nicole Spakman and Sinead Maduro, two students of the Willem de Kooning Academie, created an advertisement that won the public prize valued at € 50,300. It was twice published in NRC.



Collaborate and connect

Throughout the year, we invested in creating and sharing knowledge as much as possible. One example of this is the **Plastic Soup World Atlas**. Generally, we try to collaborate at every opportunity and like to build strong alliances that can foster global change. Beat the Microbead, Ocean Clean Wash and the new Plastic Health Coalition are good examples of this. We employ a journalistic approach, which combines both old and new media. We aim to be as creative as

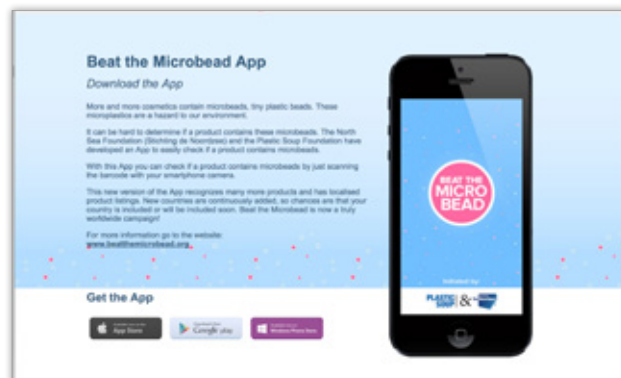
possible and we try to surprise. Throughout 2018, this approach has continued to work in attracting considerable media attention. We often consulted for our opinions and our campaigns were frequently referred to. Internationally, the PSF is seen as a reliable source of knowledge with the added capacity of creative campaigning.

Three mobile phone apps

We now have three mobile phone apps that aim to connect and motivate people to make changes that reduce plastic pollution.

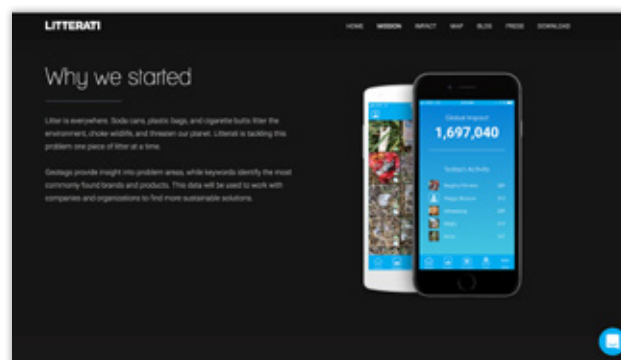
1. Beat the Microbead

We have led the 'Beat the Microbead' campaign since 2012. The main aim is to prevent microplastics contained in skincare products from ending up in the sea. To achieve this, we ask consumers to no longer use products that contain microplastic. With the 'Beat the Microbead' app anyone can easily check to see if a particular product contains plastic.



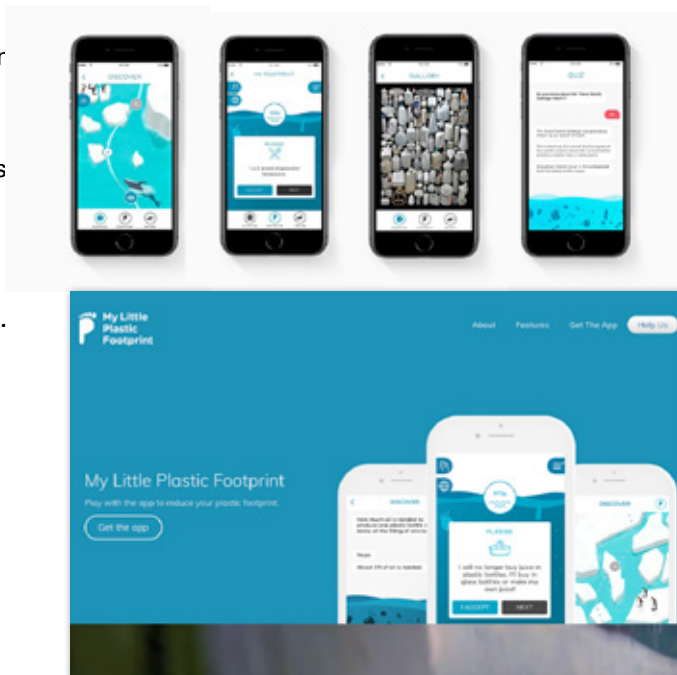
2. TrashHunters/Litterati

In 2018, we paid to become affiliated with Litterati. When using the Litterati app, any 'PSF TrashHunter' is not just collecting litter, but can record everything that is collected. There are already more than 2 million items recorded globally in this way. This provides us with information that makes it possible to tackle the source of this litter. For instance, we may push for better packaging, or campaign for the introduction of a return system for items frequently littered, such as drink cans and small PET water bottles.



3. My Plastic Footprint/Plastic Diet

October 2018 saw the quiet launch of an app with which anyone, wherever they are in the world, can reduce their plastic 'footprint' and learn more about the plastic soup.. While the app was well acclaimed, it really did not meet our expectations. At the end of 2018, we started re-writing the app, and it became 'Plastic Diet'. This was made possible through a donation from the Cloverleaf Foundation. The app will be ready in August 2019.



Organisation and board

Chief function and additional tasks, Board of Directors

Chairperson, Jacqueline Cramer

- Professor of Sustainable Innovation, University of Utrecht
- Strategic Adviser to the Utrecht Sustainability Institute
- Member of the Economic Board Amsterdam
- Chairperson of the Plastic Soup Foundation
- Chairperson, Advisory Committee, Implementation Betonakkoord (NL)
- Chairperson SER commission 'Composition and Execution of IMVO' (International Socially Responsible Businesses) pact with the banking sector, NGOs, unions and public authorities
- Chairperson SER commission 'Composition and Execution of IMVO' pact with pension funds, NGOs, unions and public authorities
- Chairperson Supervisory Board, Stichting Holland Circular Hotspot (NL)
- Chairperson Advisory Commission Natuurbehoud (NL) of the Prince Bernard Cultuurfonds (NL) and member of the Board of Consultants
- Vice Chairperson (2014-present), Supervisory Board of the Fries Energiefonds (FSFE NL)
- Board member, Supervisory Board, Theatre Group Oostpool
- Chairperson Princess Beatrix Muscle Foundation (Spierfonds NL)
- Board member, Philips Lighting Foundation
- Chairperson, CoCooN (Conflict and Cooperation over Natural Resources in Developing Countries) and CCMCC (Conflict and Cooperation in the Management of Climate Change), NWO programme (NL TV).
- Member of the programme commission for the NWO programme National Science Agenda (NL TV)
- Chairperson, Advisory Board Radboud Duurzaam (hospital NL)
- Mayor of Circle Town (Cirkelstad NL) – initiative on circular demolition and building
- Chairperson, Board of Independent Experts, Knowledge Institute Durable Packaging (NL)

- Board member, advisory board member, Stichting Klimaatvriendelijk Aanbesteden en Ondernemen (NL) (2010-)
- Board member, Advisory Cooperative Hoom (NL)
- Chairperson on the jury of The Green Quest, presenting and selecting the most durable innovations, organised by BNR radio NL.

Secretary, Charles de Klerk, previously MD

Marketing & Communication at SITA Northern Europe Waste Services. Besides being a businessman and investor, Charles is a management consultant/partner to Amadeus15 and Performiad. He is also executive director at the Presidents Institute.

Treasurer, Dieter Croese, was previously Managing Partner of Financial Services at Deloitte Nederland, Director of Finances at Hollandsche Beton Groep N.V., Director of Economics at Van Gelder Papier N.V. and Extraordinary Professor of Financial Management at the Vrije University, Amsterdam.

Peter Keijzer, Keijzer is a technology watcher and strategist for Lubbers De Jong, Amsterdam's marketing and PR desk. He supervises the PSF on media matters. Peter is also a director of Emperor Holdings and Talkz.

Betteke de Gaay Fortman is a specialist in the initiation and management of innovative, expandable and impactful projects for philanthropists, entrepreneurs and NGOs. She is the founder and director of Tunafasi, a social enterprise that helps philanthropists and NGOs gain more impact. Betteke is also on the board of ActionAid NL.

Freek Stoové is head of legal affairs at the VPRO (NL TV).

The Board of Directors is unpaid.



Management

The Plastic Soup Foundation has one general manager. Since our foundation, this has been Mrs Maria Westerbos. The tasks and authorities of this position are written into the statutes and Rules of the Board, dating from 2013.

In 2019, when this Board of Directors will be replaced by a Supervisory Board (Raad van Toezicht), Maria Westerbos will be appointed Managing Director and new official regulations will be installed for both the board (RvT) and the MD.

The management team, consisting of the Head of Programmes and the Head of Operations, supports the new MD in her function.

The MD has been nominated by the full Board of Directors. Maria Westerbos is nominated indefinitely. The Board of Directors decides on any remuneration policies of any extent and on other reimbursements for board members. As far as salaries are concerned, the PSF adheres to *'Regeling belonging directeuren*

van goede doelen ten behoeve van besturen en raden van toezicht' (NL). These regulations provide limits to annual incomes, suited to the seniority of the function in question, to the size and complexity of the organisation, and to the directorship model. This results in a BSD score of 390 points.

In 2018, the MD's annual salary (1 FTE/12 months) was € 66,298.00. There are no taxable reimbursements or additions, employer-paid pension contributions or other types of long-term reward. This keeps the remuneration in accordance with the previously mentioned regulations.

The Annual Financial Report specifies management rewards.

From the start of 2019, the Board of Directors - to be replaced by the Supervisory Board - appraises the position of general manager/MD. The chairperson discusses this appraisal personally and records findings on an appraisal form.



PSF Team as at the end of 2018

On the pay roll (18 individuals)

| | |
|-----------------------|---|
| Maria Westerbos | <i>founder, general manager</i> |
| Jeroen Dagevos | <i>head of programmes</i> |
| Annemarie Nederhoed | <i>head of operations</i> |
| Irene Vreeken | <i>controller</i> |
| Harmen Spek | <i>innovations & solutions</i> |
| Eric Seleký | <i>manager digital projects</i> |
| Lisette van Effrink | <i>campaigner health</i> |
| Wendela van Asbeck | <i>coordinator kids projects & fundraiser</i> |
| Michiel Roscam Abbing | <i>research, blogs & atlas</i> |
| Michiel Princen | <i>project leader Schone Rivieren (Clean Rivers)</i> |
| Laura Díaz Sánchez | <i>My Little Plastic Footprint, Plastic Diet & Ocean Clean Wash</i> |
| Madhuri Prabhakar | <i>project leader Beat the Microbead</i> |
| Carina van Uffelen | <i>social media, website admin & coordinator Plastic Soup TV</i> |
| Martje Rozmus | <i>office manager</i> |
| Janna Selier | <i>donations & web shop</i> |
| Anna van der Vliet | <i>research and development support</i> |
| Danai Kleida | <i>data research Beat the Microbead</i> |
| Milan Driessen | <i>data entry Beat the Microbead</i> |

Freelance (5 individuals)

| | |
|--------------------|----------------------------------|
| Frank Aldershof | <i>ICT & apps</i> |
| Inja de Boer | <i>consultant</i> |
| Woltera Niemeijer | <i>graphics developer</i> |
| Enora Regnier | <i>Google adwords specialist</i> |
| Tirsa van der Laan | <i>producer events</i> |

Volunteers (18 individuals)

| | |
|-------------------|--|
| Christian Bruno | <i>fundraising & implementation</i> |
| Sophie Vonk | <i>researcher Health</i> |
| Hansje Smeele | <i>researcher Health</i> |
| Ronja Jansz | <i>camera & direction</i> |
| Sander Kooijman | <i>legal advisor</i> |
| Martijn Kortekaas | <i>legal advisor HR</i> |
| Susanne Spee | <i>graphic designer</i> |
| Hansje Weijer | <i>translator</i> |
| Caroline Mackie | <i>translator</i> |
| Nicola Chadwich | <i>translator</i> |
| Anouk van der Ham | <i>translator</i> |
| Robbin Besselink | <i>translator</i> |
| Joanne Bouma | <i>translator</i> |
| Tanja Chung | <i>translator</i> |
| Jane Pulford | <i>translator</i> |
| Graham John Head | <i>translator</i> |
| Judith Westveer | <i>support staff innovations & solutions</i> |

Finance Management

General

The PSF's statutes were established in Amsterdam and we are listed in the local Chamber of Commerce under number KvK 52072894.

Annual Financial Report

This annual report covers the period from the 1st of January up to and including the 31st of December. The report is composed by the Board of Directors every year and takes into account guideline 650 'Fundraising Organisations'.

Capital Management

The PSF used the income for 2018 for the main goals described in the foundation's statutes and annual activity plan. All capital is held by TRIODOS Bank. The foundation has purposely and resolutely decided not to invest any capital. Following a modest deficit of € 25,389.00 in 2017, we closed 2018 with a positive balance of € 59,469.00 leaving us with a small amount of capital for the first time.

The board intends to build up a continuity reserve whenever financial results accommodate this. This will give us risk cover in the short-term and will allow PSF to gratify all future commitments.

Management information and governance

At the start of 2018, PSF composed an activity plan and budget in order to determine how to lead the organisation further. The plan and budget were ratified by the board. Thereafter, all results, project progress and development of liquidities were reported monthly and analysed within the budget. The management team and the financial controller held frequent discussions, adjusted progress where needed, and in this way flagged up important risks or developments. All prospects for the following year were adjusted quarterly and discussed with the treasurer and the board. This process gave a lot of attention to both operational and strategic risks and developments.

The financial organisation is founded upon reliability and thoroughness, as well as the avoidance of fraud. The division of tasks and authorities, the various functions, payment procedures and access to monies is, apart from the acceptance of said commitments, written up in policies and procedures aimed at clarity and efficiency.



Risk Management

The PSF is very aware of the various risks -- both associated with, and potentially threatening -- its main goals.

We regularly agree on contracts with larger Equity Funds regarding programmes lasting from one to three years, which by definition, in the long-term, gives uncertainty. We manage this risk by actively fundraising for non-project-bound monies such as private donations and donations from various companies. This is done via collections held in and by schools, bottle return revenue from supermarkets, and revenue from bags and charity boxes in various shops and offices. We also maintain intensive contact with many smaller philanthropic foundations who support our vision and mission.

Monitoring and evaluating

The PSF's methods are regularly monitored by external professionals; this monitoring takes place at least once every three years. In 2017, the offices of ImpacTrack performed an audit and evaluation. Various parties among PSF's entire (inter)national network were interviewed and questioned about our organisation's methods, effectiveness, and impact. The result was a very positive evaluation and comprehensive advice, both of which were implemented where relevant after discussion with the board, the staff, and the Adessium Foundation. The next review is planned for 2020.

Annually or biannually, depending on the dates agreed upon, the various donor foundations receive a report on all results, financial or otherwise. Hours per project or campaign have been recorded using Yoobi software since October 2018. The MD, head of programmes, head of operations, and the financial controller discuss progress monthly. PSF also uses Meltwater, an advanced software service which analyses online data from millions of digital journalistic sources as well as social media platforms both in the Netherlands and abroad. We also use, via full-service PR and marketing bureau Lubber De Jong, our paid subscription to the cuttings review from Media Info Group. All these resources help us to

measure our level of success (or weakness) with regards to our (social) media activities.

External accountant

Throughout the year, an external auditor tests the set-up, functioning, and existence of the administration within the organisation along with all methods of internal management. At the end of the year, this external accountant also checks the annual financial report. For the fiscal year of 2018, the external accountant will be MTH Accountants & Adviseurs, based in Hoevelaken, NL.

Associates

The Plastic Soup Foundation has a paid subscription to a news clipping overview from Lubbers De Jong, of which our board member Peter Keijzer is the Managing Director. This subscription costs the PSF € 100 per month plus € 2.50 for every clipping. There is no indication of personal gain, only services rendered. Lubbers De Jong has also been giving free (unpaid) PR and media advice to the PSF since 2012. No non-business transactions between the Director and the board have taken place in the financial year 2018.

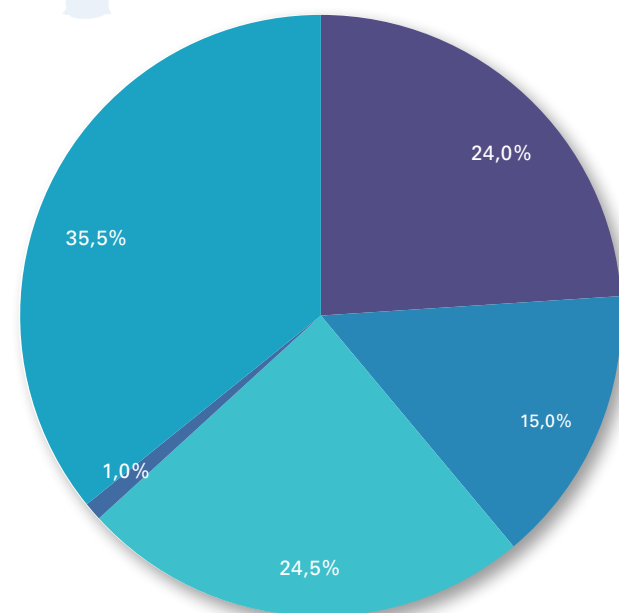
Integrity and 'not crossing the line'

The PSF appointed an official office confidante in 2018. This confidante is tasked with seeking out which areas require more attention with regards to guaranteeing our individual integrity. This confidant also oversees the prevention of behaviours outside of the accepted norm. This should result in a policy document on the inter-office *code of conduct and ethics* in 2019.

Summary of financial results

Although there was a modest deficit of € 25,389.00 in 2017, we closed 2018 with a positive balance of € 59,469.00. Revenue rose by **53.6%** to a total turnover of € 1,336,785.00.

Het diagram laat zien hoe de omzet tot stand kwam.



- From organisations not concerned with profit-making
- From public authority subsidies
- From lottery organisations
- From private donations
- From companies

- Assets are used for our main goals as described in the foundation's statutes and annual reports.
- Percentage used on goals was 78.15% of total assets and 82.05% of total expenditure.
- Percentage used on management and administration was 10.43% of total assets and 10.95% of total expenditure.
- Percentage used on fundraising was 6.67% of total assets and 7.00% of total expenditure.

It is also of huge importance to mention that the gift of € 600,000 we received in 2017 from the Dutch Post Code Lottery in order to strengthen the organisation in three years' time definitely surpassed all expected results.

- The setup of our financial facilitating has been further improved
- We satisfy all requirements for a complete audit by an external accountant on the annual financial report and the annual report in general.
- Our extended capacity for fundraising has led to a markedly higher income.
- The digital infrastructure has been professionally safeguarded.
- We satisfy the newest privacy (by)laws
- We have had a *brand book* composed in order to better protect our brand.
- We chose *not* to establish a parallel foundation to deal with apparently more commercial activities because it was deemed unnecessary.
- Given all of the above, we believe we are in line for CBF certification (CBF is the supervisor of recognised charities in The Netherlands).

What is also noteworthy is that the number of Business Angels grew in 2018; this in turn led to an increase of € 40,000 compared to 2017. We consider this to be a very positive development; more and more businesses take an active role in reducing their use of (single use) plastics.

As for our brand, we are contracted for five years in collaboration with Charity Gifts. The handover of the sales of *MBRC the Ocean* bracelets and the sale of lunch boxes in Aldi brought in an extra total sum of more than € 66,000.

Following the very successful introduction of the teaching package for primary schools (thanks to a huge donation from Aldi), we also received a much-appreciated donation of € 49,900 from the C&A Foundation to develop an education package for secondary schools. This sum will be counted in 2019 as the teaching package will only be released then.

In closing, it's worth mentioning that we actually won an award from professional peers in 2018: the NRC Charity Award. This award was worth a two-pager all about us in the NRC (Dutch newspaper) with a financial value of € 50,300.00



Fundraising

The Plastic Soup Foundation grew to be worth more than 1.3 million Euros in 2018.

In that year, almost 25% of our income came from private individuals such as those who donated (one or more times) via our website, left change in a collection box, or bought an 'MBRC the ocean' bracelet, for example.

In addition to individuals' contributions, there have been more and more supermarkets making it possible to donate bottle deposits to the PSF in 2018. This is thanks to the 'donate here' button now available on deposit return machines, which is financed by TOMRA. This donation option helped to multiply the amount donated by 10 times compared to what was donated in 2017: donations from bottle returns went from € 9,785.00 to \$91,597.00. Hoogvliet and Poiesz supermarket customers donated more than six months' worth of deposits to us. Ekoplaza customers stayed loyal to us too. We also get more and more donations from private, spontaneously organised collection campaigns. Folks sail for us, cycle for us, and row for us. Then there were Luca (7) and Noah (5), who did a sponsored cycle across the Dutch wetland islands, the 'waddeneilanden', with their parents. Ralph Tuijn, an experienced ocean rower who attempted a solo Atlantic crossing *for the sixth time, also raised money for us*. Tuijn already holds the world record, but he had hoped to improve upon it while being sponsored on behalf of PSF. He 'only' made it to Lanzarote due to boat problems. Nonetheless, he still managed to collect € 8,000.

Businesses gave us a nice 35% of our income. Some companies just want to support us financially, but we always ask them to also reduce their own plastic footprint. Often enough, they are already doing so, but in the cases where they are not, we give them a helping hand. Around 1/3 of business donations are 'payment in kind', most of which consists of media and online awareness, such as Google ads.

In 2018, the number of Business Angels grew to 28. In exchange for a donation, we help these

front-runners learn how to become more plastic-conscious in their operations; www.plasticsoupfoundation.org/organisatie/business-angels

The development of the teaching package that Aldi so generously donated towards in 2017 was finalised this year. What is exceptional is the many, many collection campaigns that schools took it upon themselves to organise as soon as they started using the teaching package. The money collected by these schools will be used now to develop open-source lessons for secondary schools.

We received the 2nd half of the grant from the Dutch Post Code Lottery in 2018. See above for details of how this money was allocated.

Non-profit organisations make up 24% of our income. In addition to Adessium and the Gieskes-Strijbis Foundation, we must mention Stichting Flexi-Plan, de Auxilium Foundation, the C&A Foundation, and the Cloverleaf Foundation.

- Thanks to a new, three-year planned support from Adessium and the Gieskes-Strijbis Foundation, we have inaugurated the www.plastichealthcoalition.org
- The Cloverleaf Foundation made it possible to create the Plastic Diet on our website (end 2018) and in an upcoming mobile phone app (August 2019)
- Thanks to a very generous donation from the C&A Foundation, we can now develop professional teaching materials for the first few years of secondary schools.

In 2018, the requests for paid consulting and lectures also increased our income.

CBF

In 2018, the Plastic Soup Foundation applied for recognition and certification by the CBF (Centraal Bureau Fondsenwerving, NL). The expectation is that a decision will be made mid-2019.

Annual Financial Report



Balance per 31 December 2018

(After processing the operating balance)

31 December 2018

31 December 2017

ASSETS

Fixed Assets

Tangible Fixed Assets

| | | |
|-----------|----------------|---------------|
| Website | 97.722 | 71.751 |
| Inventory | 5.566 | 2.945 |
| | 103.288 | 74.696 |

Current Assets

Stock

| | | |
|------------------|---|-------|
| Webshop articles | 0 | 8.934 |
|------------------|---|-------|

Accounts Receivable

| | | |
|-------------------|----------------|---------------|
| Debtors | 91.057 | 52.326 |
| Other receivables | 33.000 | 0 |
| Accrued income | 31.473 | |
| | 155.530 | 52.326 |

Bank and cash in hand

| | | |
|--------------|----------------|----------------|
| | 183.558 | 449.774 |
| Total Assets | 442.376 | 585.730 |

FUND AND LIABILITIES

Fund

| | | |
|---------------------|---------|---------|
| General reserves | -20.172 | -94.547 |
| Designated reserves | 25.604 | 40.510 |
| Total fund | 5.432 | -54.037 |

Current liabilities

| | | |
|--------------------------------|----------------|----------------|
| Accounts Payable to vendors | 51.520 | 16.819 |
| Tax and social security | 24.132 | 66.765 |
| Other liabilities and accruals | 361.292 | 556.183 |
| | 436.944 | 639.767 |

Total Equity and liabilities

| | | |
|--|----------------|----------------|
| | 442.376 | 585.730 |
|--|----------------|----------------|

Statement of income and Expenditure 2018

| | Actual 2018 | Budget 2018 | Actual 2017 |
|---|------------------|------------------|----------------|
| Income | | | |
| Private donations | 328.569 | 320.400 | 70.758 |
| Business donations | 474.600 | 406.500 | 332.259 |
| Donations from lottery organizations | 200.000 | 200.000 | 200.000 |
| Government grants | 13.200 | 0 | 28.651 |
| Donations from non-profit organizations | 320.416 | 325.000 | 238.649 |
| Total incoming resources | 1.336.785 | 1.251.900 | 870.317 |
| Expenditure: | | | |
| Projects | 1.044.645 | 911.670 | 698.045 |
| Fundraising | 89.126 | 85.330 | 96.912 |
| Organisation | | | |
| Staff | 125.339 | 85.000 | 89.033 |
| Depreciation | 2.248 | 2.500 | 404 |
| Other | 11.853 | 22.500 | 8.094 |
| | 139.440 | 110.000 | 97.531 |
| Total expenditure | 1.273.211 | 1.107.000 | 892.488 |
| Financial income and expenses | -4.105 | 0 | -3.218 |
| Net income | 59.469 | 144.900 | -25.389 |
| Surplus to: | | | |
| General reserves | 59.469 | 144.900 | -25.389 |



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SOUP**
FOUNDATION



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C&A Foundation

FLEXI-PLAN

