

# PLASTIC SOUP

FOUNDATION

Annual report 2019





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**PLASTIC** FOUNDATION  
**SOUP**

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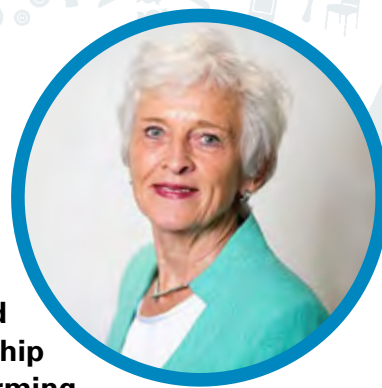
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In this report Plastic Soup Foundation renders account with regard to expenditures of all monies entrusted to them, according to Council for Annual Reports' Guideline RJ650 for all fundraising organizations.



# Foreword



**2019 was a successful year for the Plastic Soup Foundation; our activities have made an impact worldwide. One good example of this is the first-ever Plastic Health Summit held in Amsterdam in early October. During the summit, scientists and other interested parties came together to discuss the relationship between plastic and health. The first research results were alarming because it appeared -- as we had already suspected -- that plastic particles are not only present in the environment, but also in our bodies. Via various (social) media, this alarming information reached an unprecedented number of people, as many as 2.6 worldwide. In this annual report, you will find other examples of the impact the Plastic Soup Foundation has made in 2019.**

As an organization, we have professionalized further. This was necessary because the organization is growing rapidly. We have formed an effective management team that provides guidance; within that team, a clear division of tasks has been made. The organization now stands like a house, and to top it all off, we moved to a new office on the Sumatrakade in December of 2019. It's a great place to work and is beautifully situated on the waterfront -- this will benefit the working atmosphere. Another milestone of ours is that our efforts have led to CBF recognition. With this, we have strengthened our status as a charity, and we can better access funds and working capital.

In terms of focus, our attention is shifting increasingly to plastics and human health. We are also continuing our other successful campaigns, such as Beat the Microbead, the international campaign against plastic in cosmetics. We have developed a new app that works even better than the previous one. We recommend downloading it! And the Ocean Clean Wash (against plastic microfibers from washing textiles) and the World Cleanup Day campaigns are continuing as well.

What is new is the enforcement request that has been successfully filed with Rotterdam's

environmental department against the leakage of industrial plastic production granules (nurdles). The request has been granted and the accused company, Ducor, has been ordered to pay a penalty (this decision is being appealed by the company).

Finally, education remains an important part of the Plastic Soup Foundation's work. This work is also expanding.

Please read through the annual review to find out more about the work we do.

In addition to these positive developments, I would like to dwell separately on a sad development. On May 16 of this year, Dieter Croese, Treasurer of our Supervisory Board, passed away suddenly. He was very involved in the Plastic Soup Foundation and gave us his expert assistance on all financial matters. We have lost a pleasant colleague and skilled treasurer. We will continue to work in his spirit.

*Jacqueline Cramer  
Chairman of the Supervisory Board of the  
Plastic Soup Foundation*

# Preface and outlook

**‘Global businesses, international co-operation and the striving for higher ideals these are all possible because for millennia, on a global scale, nature has largely been predictable and stable. Now in the space of one human lifetime - indeed in the space of *my* lifetime all that has changed’, was Sir David Attenborough’s warning at the World Economic Forum in Davos in January 2019. ‘The Garden of Eden is no more.’**



Greta Thunberg, much younger, spoke different words, but her message hit at least equally hard. ‘Our house is on fire,’ she said. ‘Your inaction is fueling the flames by the hour. We are telling you to act as if you loved your children above all else.’

They are both right, the famous old man and the now also famous young girl. The time of ideals has gone. We no longer enjoy that luxury. The earth is warming up and is being polluted rapidly: from the deepest places of the oceans to the highest mountain tops, human activity leaves its marks everywhere. The ecological balance is gone. Biodiversity is declining rapidly, and climate

change is increasing at a worrying rate. And the relationship between plastic soup and our own health is becoming increasingly evident.

On October 3rd, we therefore organized the world’s first Plastic Health Summit with the theme: How do we take care of the next generation? Because this we owe to future generations. We reached two billion people and scientific research into the relationship between plastic and our health gained momentum.

This annual report tells you how we accomplished this.

## Our vision

In a time span of less than an average human life, man has created the plastic soup. The rapidly growing world population does not know how to deal with the miracle material. The planet is being polluted at an unprecedented rate. It is up to man to solve the problem he created.

The Plastic Soup Foundation has made fighting the plastic soup its goal. We do this by stopping as many sources of plastic soup as possible. Often those sources are in the vicinity and inside the house. Examples include microplastics in cosmetics and the fiber loss of synthetic clothing. The source, that’s us. So, we can do something about it.







## Our mission

Putting a stop to the tsunami of plastic soup as soon as possible! That is the mission of Plastic Soup Foundation. If we fail to do so, we will burden future generations with the consequences of a terrible plague. This defines Plastic Soup Foundation as a 'single issue' environmental organization. We focus on one thing: stopping the plastic pollution at the source.

In order to achieve this goal, we like to put our finger on the sore spot, especially in industry and government. We also increasingly highlight the relationship between plastic and human health, as with our Plastic Health Summit and campaigns in the field of microplastics and plastic waste.

Education is, of course, an important pillar of our work, because children are the future.

Moreover, we are often the source of this plastic pollution ourselves; the plastic soup starts right on our doorsteps. We can all really do a lot more than we are inclined to think!

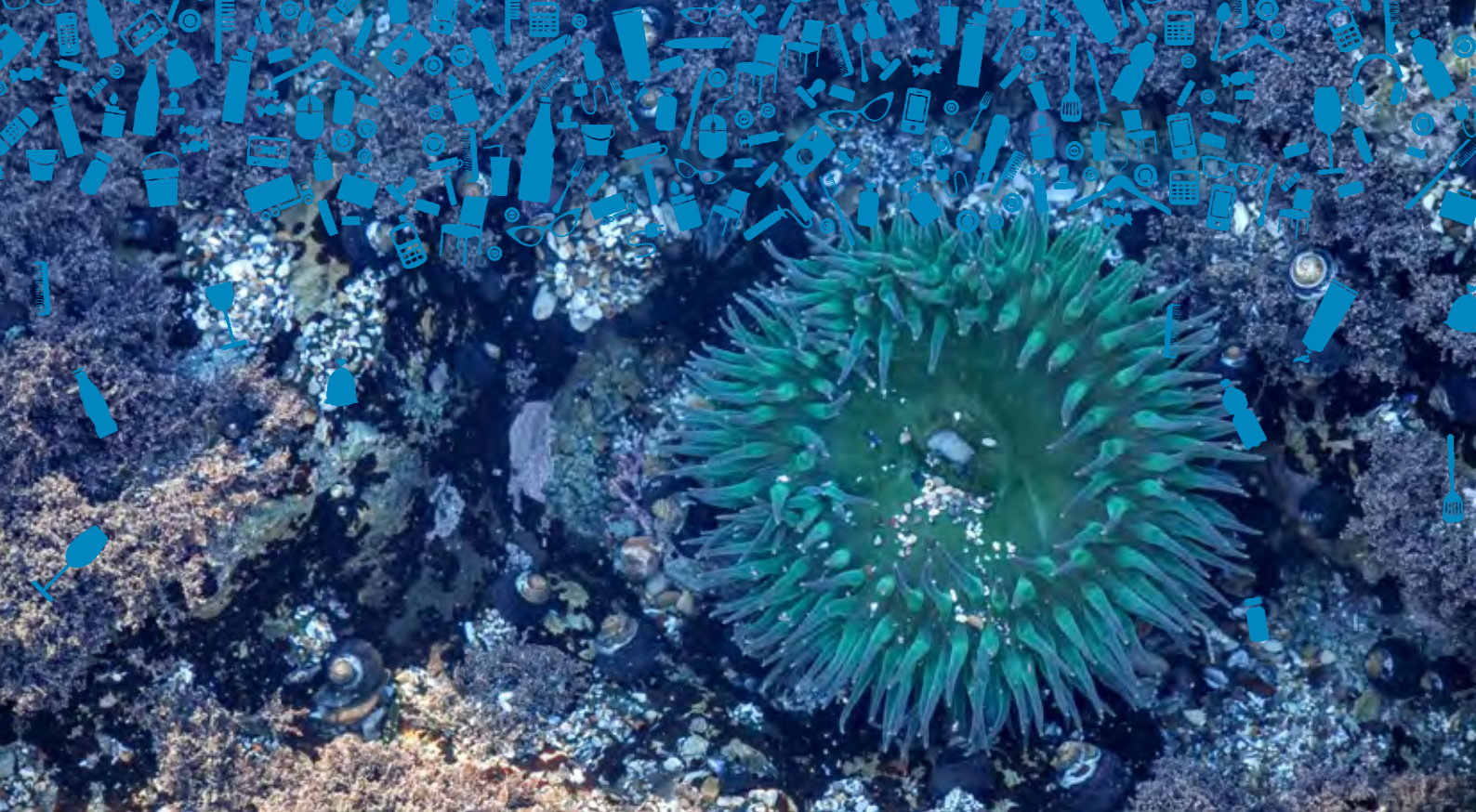
'No Plastic Waste in our Water' was our mission until the end of 2018, but that was no longer sufficient. Now that plastic has been found at the deepest point of the earth that we know of: the Mariana Trench, on the peaks of the Himalayas, and on the melting Arctic, we know that it is raining plastic on earth. Tiny synthetic clothing fibres in particular can travel all over the world by

air, but also by water. We eat, drink and breathe plastic. That's why we adapted our mission at the beginning of 2019 and it now states: **NO PLASTIC IN OUR WATER OR OUR BODIES!**

We must prevent more plastic from entering the environment, where it poses a serious threat to our entire ecosystem. Because despite all the results we have achieved in the first eight years of our existence, the feeling prevails that we are only really starting now. The plastic soup is on the menu, certainly not off the map. While the production of plastic has doubled, the industry is focusing on two solutions: recycling and circular economy. However, both are not yet sufficient. Recycling all plastics, which multinationals present as the dream solution, does not seem feasible for the foreseeable future. One after the other (Unilever, Nestlé, Procter & Gamble, Coca-Cola) states that all packaging will be fully recyclable by 2025. But we believe that before this becomes a reality, we are way past 2025. There are so many different types of plastic with thousands of combinations of chemical additives to give plastic the desired properties, that recycling all flows at the global level within now and seven years is in our opinion impossible.

Then there's the circular economy. The current model does not yet take into account the constant





leakage of (micro)plastics into the environment. Think of fiber loss from clothing, wear and tear of car tires and many more sources of plastic soup. Plastic therefore does not yet fit into the circular economy.

The Plastic Soup Foundation therefore has the following conviction:

- It is essential that we use less plastic instead of more and more.
- This begins with eliminating as many unnecessary disposable packaging and products as possible.
- In addition, fewer types of plastic must be produced.
- Many chemical additives must be severely restricted.
- Plastic should be recognized as harmful emission to the environment and should be covered by REACH (Registration Evaluation and Authorisation of Chemicals). The plastics industry must be held responsible for the major ecological damage it causes. Innovative solutions must be sought with all our might, but we must also find clean alternatives for plastic.
- More attention is needed for truly circular systems, with the natural (carbon) cycle as a starting point. Man has lived this way for thousands of years and in fact this only changed after the Second World War.

This is what we are going to work on in the coming years.

As we worked on this annual report, we received the intensely sad news that Dieter Croese, treasurer of the board of Plastic Soup Foundation from 2014 to 2019 and then a member of the Supervisory Board, passed away completely unexpectedly. As a very involved member of the Supervisory Board, he worked with us on the financial scenarios for this COVID-19 crisis the week before his death. We couldn't even say goodbye to him. That's why we want to honor Dieter here and thank him for everything he's done and meant to us.

*Maria Westerbos*  
*Founder and Managing Director*

# Multiannual strategy

**A radical change of direction is needed. A completely different approach to dealing with plastic is necessary. Using a little less plastic on an individual level is insufficient. Collective action on system change is required. Refusing a straw in a restaurant is a nice first step that a growing number of people is willing to take. However, purchasing completely plastic-free groceries at the supermarket is still virtually impossible and a big bridge too far for the average consumer.**

**We therefore need a clear mindset to stop the tsunami of plastic soup and Plastic Soup Foundation believes that our own health is the decisive changemaker.**

## How are we going to achieve that

Our goal: stop the plastic soup, start today.

How? We are going to inform and activate the general public to use less plastic, because our own health and that of future generations could be at stake. The danger is twofold: for the environment and humans.

1. The chemicals in plastic may cause cancer, heart failure, Alzheimer's, dementia, Parkinson's, obesity, arthritis and infertility, and may even harm unborn babies in the womb.

These claims are supported – among other sources – by a message from May 2018, in which the Food Packaging Forum identified 4,000 chemicals in plastic packaging or in the plastic production process. At least 148 of these are very harmful to human health or the environment.

2. We know that we inhale, eat and drink nano- and microplastics, but how do these tiny particles behave in our bodies? Recent research in zebrafish shows that nanoparticles can cause brain damage. Does this also apply to humans? Do those particles cause autoimmune diseases, because the body is trying to resist these strange invaders? Can they bring dangerous bacteria and viruses into our body?

3. We intend to communicate about questions like this, but also about ongoing research and already existing evidence, on a new platform, supported by leading scientists, doctors and a collaborative group of organizations that have since long been active on the plastic issue::

[www.plastichealthcoalition.org](http://www.plastichealthcoalition.org). This website went online in December 2018.

4. Also of great importance is the collaboration with Dutch funding agency ZonMw, which – among other things – is funding fifteen research pilots on the effects of microplastics on our health in 2019/2020. ZonMw wants to achieve that the acquired knowledge is used to improve health and health care.
2. We use the following assumption as our starting point: the more plastic leaks into the environment, the more serious the health effects on humans and animals and the greater the ecological damage.



## Ultimate goal:

Consumers will choose products that are better for general health and the ocean, thus putting pressure on companies to innovate and reduce their Plastic Impact. Governments are given the space (or are forced by the electorate) to take measures to phase out products with a high Plastic Impact.

## The main goals summarized

1. Mobilizing society to stop the plastic soup with HEALTH as the main driver.
2. Setting global standards and regulations for plastic emissions to humans and the environment (zero emissions).
3. Decline of global plastic production, starting with the reduction of disposable plastics (Refuse, Reduce, Re-use, Recycle).
4. Prevent wear and tear on plastic products (Re-design).

We will mobilize consumers with the new HEALTH message and encourage them to adopt a plastic diet: reduce your own plastic footprint, for the planet and for your own health. In addition, three apps are available to give consumers the opportunity to make a difference themselves: Beat the Microbead, TrashHunters/Litterati and My Little Plastic Footprint/Plastic Diet.

Public pressure will then force producers and governments to reduce the overall Plastic Impact, using breakthrough solutions and taking reduction and policy measures..

## The main campaign goals

We will convey the HEALTH message through integrated Plastic Soup Foundation 'ocean campaigns' because we believe the threat to our health will be the great changemaker. In this way, we will empower our campaigns, better appeal to people, achieve results faster and activate a larger group of consumers than with previous, separate campaigns.



# Board proceedings

In the multitude of projects, we will focus on:

- **Microplastics** as an overarching theme for Beat the Microbead, Look for the Zero and Ocean Clean Wash
- **Macroplastics/litter** including TrashHunters, World Cleanup Day, Clean Rivers, Don't let that balloon go, Amsterdam Clean Water, Plastic Smart City Amsterdam
- **Plastic & health**
- **Education**
- **Innovations and solutions**

# Microplastics

## Beat the microbead

2019 was an important year in the run-up to European decision-making on the dossier 'deliberately added microplastics' on a wide range of products, including cosmetics. These micro- and nanoplastics pose a risk to the environment and to human health. Plastic Soup Foundation was involved in the process at an early stage as a relevant stakeholder by the European Chemical Agency (ECHA).

January 2019, the year started with the ECHA's advice: as many as 550 microplastics (or combinations thereof) that are deliberately added to cosmetics, detergents, paints and products for agriculture and industry pose a potential risk to man and the environment. According to ECHA, a European ban is therefore justified, unfortunately excluding semi-solid and liquid polymers, which Plastic Soup Foundation does indeed consider to be a potential threat. But otherwise this is a great victory for the Beat the Microbead coalition, which consists of 100 NGOs in 42 countries. If the European Commission adopts the proposed restriction, it could lead to a reduction in

microplastics emissions of around 400 million kilos for 20 years. For Plastic Soup Foundation, this was reason to draw up a position paper in 2019 containing the urgent advice to the European Commission to permanently ban all unnecessarily added microplastics in products. The European Commission will take a decision in December 2020.



## MICROBEADS BAN IN RINSE-OFF COSMETICS

----- ALREADY BANNED ----- WILL BAN IN COMING YEARS ----- PROPOSED

BEAT THE  
MICRO  
BEAD





On 4 October 2019, ECHA director Bjorn Hansen, spoke on our Plastic Health Summit via a video call. PSF sees the ECHA process and the steps the EU can take on this basis as crucial to its success on this issue. The conscious addition of microplastics to products is, in our view, a design flaw that needs to be fixed. Because who wants to brush their teeth with microplastic? Is there anyone?

We commissioned VU University Amsterdam to analyze new cosmetic products with microplastics and we disclosed the shocking results. More than 1.5 million pieces of plastic were found to have been processed in one jar of anti-wrinkle cream! With plastic pieces that are 50 times smaller than the thickness of your hair.

[www.beatthemicrobead.org/up-to-1-5-million-plastic-particles-in-your-anti-wrinkle-cream-2](http://www.beatthemicrobead.org/up-to-1-5-million-plastic-particles-in-your-anti-wrinkle-cream-2)



In addition, the Beat the Microbead's website got a completely new look & feel. The Beat the Microbead app also received a major overhaul in 2019. In this process the international organization consultancy Accenture has helped and guided us fantastically. With the new app, we provide consumers with a tool to make a difference. We plan to have the completely renewed app available before the public consultation starts in the summer of 2020. This app can read virtually all the labels in the world, giving consumers a permanent choice of whether they want a product with or without plastic.

Furthermore, a lot of knowledge about synthetic polymers has been gathered for the Beat the Microbead file and cooperation with our partners in Brussels has been strengthened.



## Look for the zero

The number of companies that committed to being 100% plastic-free and to propagate *Look for the Zero* has risen to 71 brands. This is sorely needed, because it is made very difficult for consumers – because of the 550 microplastics that have been deliberately added to cosmetics – to make a ‘plastic-free’ choice. That is why we reversed the burden of proof as early as 2015. We ask producers to declare that their care products truly do not contain microplastics. We then include plastic-free products in the Zero category on the Beat the Microbead website and app. A brand that is free of microplastics may also carry the logo ‘Zero plastic inside’. With this logo, it is clear to consumers immediately that the product in question is guaranteed to be 100% free of microplastics. The quality mark is steadily increasing in respect and this confirms, both for consumers and for policy makers, that it is indeed possible: cosmetics without plastic.

## Ocean clean wash

In 2019, the importance of preventing microfibres has become even more apparent: at our Plastic Health Summit, it became clear that nylon microplastics can affect the lungs (alveoli). We have been working on this topic for years: after the results of the EU Life+ Mermaids project (2014-2016) were announced in 2017, an average loss of nine million clothing fibres per machine wash, a lukewarm response from the fashion industry followed. We decided, together with our Italian research partner Consiglio Nazionale delle Ricerche (CNR), to take a closer look at four major clothing brands. We presented the results at the ISPO in Munich, one of the largest outdoor fairs in the world, in early 2019.

Also in 2018, a well-functioning, 3D-printed (add-on) washing machine filter for consumers was produced for the first time: that of PlanetCare from Slovenia. This filter has been tested by three universities and holds back 90% of the synthetic fibres with ribbon, which can then be recycled again. An American dry-cleaning chain, Green Earth Cleaning, has made the filter suitable for



testing in more than 100 branches in California in 2019. This pilot will start in 2020.

In collaboration with the Dutch National Postcode Lottery (NPL), 50,000 plaids made of recycled PET were manufactured in India. The equivalent of the PET (in kilos) was then taken off the beaches of Mumbai by the Indian 'waste lawyer' Afroz Shah during a large (paid) clean up.

The rugs were designed and produced based on the Good Practice Guidelines developed within the EU Life+ Mermaids project. The design takes into account the prevention of fibre loss by opting for high quality wires. Also, the peak in microfibres which are normally released during the first washes, was prevented in the factory by



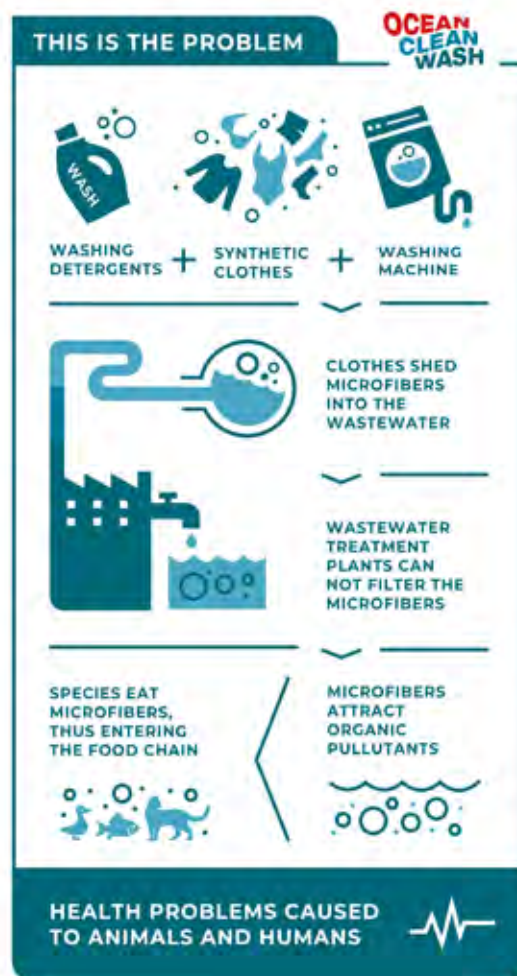
**OCEAN  
CLEAN  
WASH**





industrially washing the rugs five times. The microfibres released during this process were captured with a planetcare filter. Thanks to this treatment, the rugs were awarded the Ocean Clean Wash label. At the end of January 2020, the 50,000 rugs were prizes for participants of the NPL, see also: [www.postcodeloterij.nl/oceancleanwash](http://www.postcodeloterij.nl/oceancleanwash). NPL called the plaid the most sustainable prize of 2019.

Finally, at the very beginning of the chain, our Italian partner CNR is investigating a coating of pectin, which could also reduce fibre loss by 80%. German Sympatex, one of the stakeholders in Ocean Clean Wash, is now investing in this solution and is working with CNR to improve the protective layer. By the end of 2021, we want to have implemented one conclusive solution per step in the chain. PlanetCare's washing machine filter has an important advantage: it offers the consumer a personal perspective.



Inloggen
Klantenservice

Meespelen
Prijzen
Uitslagen
Goede Doelen
Over Ons
Hoe werkt het?

## Nationale Postcode Loterij presenteert: De Ocean Clean Wash Plaid.

**De plaid die zacht is voor u en voor de planeet.**

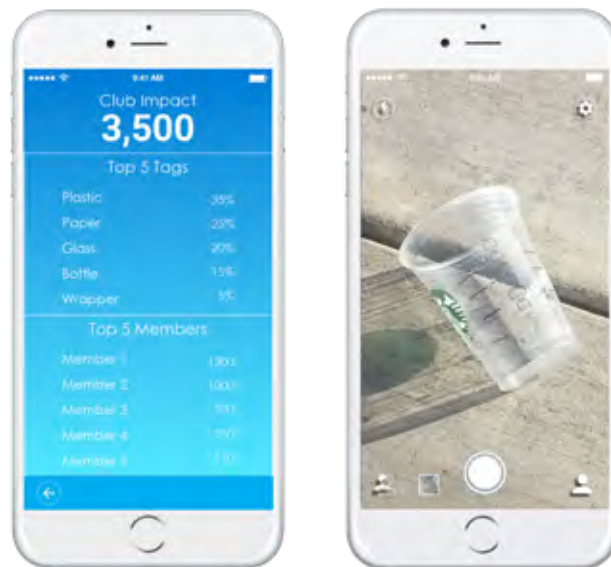
Wat een lekker gevoel is dat toch: wegcruipen onder een lekkere warme deken op de bank met een grote kop thee. En dat gevoel wordt nog lekkerder met de Ocean Clean Wash Plaid.



# Macroplastics

## Trashhunters

Trash Hunters are (groups of) adults or children who, individually or on behalf of a company or school, hunt for litter and, if possible, capture this with the Litterati app, where they join the affiliate Plastic Soup Foundation within the app. Trash Hunters are doers who want to contribute to citizen science by collecting data. With this collected data Plastic Soup Foundation maps the sources and we address those responsible.







## World Clean Up Day

On Saturday 21 September 2019, Plastic Soup Foundation organized World Cleanup Day in the Netherlands for the second time. The old fortress city of Zaltbommel, located at the river Waal, hosted the day this year. People in 180 different countries around the world participated. Prior to the event, a major activation campaign took place, via billboards along highways and bus stops, public announcements on radio, television and in cinemas. Anyone could register on [www.worldcleanupday.nl](http://www.worldcleanupday.nl). radio, television and in cinemas. Anyone could register on [www.worldcleanupday.nl](http://www.worldcleanupday.nl). This completely new website went live in August. The number of applications was impressive. On the day itself, no less than 16,000 Dutch and 395 organizations cleaned up thousands of kilos of litter in more than 1500 cleanups. A total of 78,000 unique waste items were captured with the Litterati app. This data will be used to help understand the litter problem and to find structural solutions. A highlight of the day

was the presence of Plastic Soup Foundation ambassador Sander Hoogendoorn – DJ at NPO 3FM – who not only made his voice available as a voice-over for the radio and television spots, but also received all participants as true heroes after returning from the clean-ups at the central event in Zaltbommel. There was wide media coverage on World Cleanup Day, including items on the NOS Journaal, RTL Nieuws, publications in Dutch newspapers, interviews on NPO Radio 1 (Vroege Vogels), NPO 3FM (Weekend Wijnand), 5 Hours Live on RTL4 and various interviews in regional media. During World Cleanup Day 2019, we drew up and communicated a top 10 of litter items and a top 10 of brands. All results can be viewed at: [www.worldcleanupday.nl/resultaten](http://www.worldcleanupday.nl/resultaten).

# RESULTS NL



## TOTAL

REGISTERED  
ITEMS

NUMBER  
OF PIECES

77,681

## TOP 5

MOST FOUND  
ITEMS IN 



1

CAN



2

WRAPPER



3

BOTTLE



4

PLASTIC BAG



5

CIGARETTE

## TOP 6

MOST FOUND  
BRANDS IN 

1



2



3



4

Marlboro

5

Coca-Cola

6



6%  
OTHER

61%  
PLASTIC

16%  
PAPER

17%  
METAL/  
ALUMINUM

MOST TAGGED MATERIALS IN %

WORLD CLEANUP DAY NL IS POWERED BY

PLASTIC  
SOUP  
FOUNDATION



## Clean rivers

IVN Nature Education, The North Sea Foundation and Plastic Soup Foundation are working together on the Clean Rivers project with the aim of stopping the flow of plastic to rivers and the North Sea at the source. Clean Rivers' goal is 'plastic-free rivers by 2030'.

For a period of five years, together with volunteers, combined with the riverbank cleanups, large-scale research will be carried out. Volunteers are trained to record the composition and amount of waste on the riverbanks with specially developed protocols. In the Netherlands this is the first time that research into river waste is being set up on this large scale with the help of 'citizen science'. Understanding the composition and origin of retrieved waste makes it possible to take measures that stop the sources of pollution.



Plastic



Glas



Metaal



Papier



Textiel



Hout



Rubber

### TOP 5 MEEST GEVONDEN WEGWERPPLASTIC



In the summer of 2017, the research started along the rivers Maas and Waal. In 2018, the project gained national prominence due to frequent interest from both the national, regional and local press. By the end of 2018 we had trained more than 200 volunteers as river waste researchers.

In 2019, the project was expanded thanks to a donation of almost two million euros from the National Postcode Lottery. This made it possible to train more than 500 voluntary researchers, so that we can now add other rivers to the river waste research, such as the IJssel and Haringvliet. Look for the full report of Clean Rivers for 2019 at: [www.schonerivieren.org/wp-content/uploads/2020/05/Schone\\_Rivieren\\_rapportage\\_2019-1.pdf](http://www.schonerivieren.org/wp-content/uploads/2020/05/Schone_Rivieren_rapportage_2019-1.pdf)

| #  | Type   | Gemiddeld aantal per 100m rivieroever | Indicatie bronnen                         |
|----|--|---------------------------------------|---|
| 1  | Ondefinieerbare stukken zacht/hard plastic en folie plastic <50cm (inclusief piepschuim) | 217                                   | Diverse bronnen                           |
| 2  | Snoep-, snack- en chipsverpakkingen en lollystokjes                                      | 29                                    | Recreatie/ industrie                      |
| 3  | Plastic drankverpakkingen (flessen, wikkels en doppen)                                   | 27                                    | Recreatie/ industrie                      |
| 4  | Plastic voedselverpakkingen (o.a. frietbakjes)   | 9                                     | Recreatie/ industrie                      |
| 5  | Plastic wattenstaafjes   | 8                                     | Riooloverstort                            |
| 6  | Diversen herkenbare plastic stukken  | 8                                     | Recreatie/ dumping/ industrie             |
| 7  | Diversen textiel (o.a. sanitaire doekjes)  | 8                                     | Recreatie/ dumping                        |
| 8  | Stukjes touw met diameter <1cm   | 6                                     | Recreatie (o.a. sportvisserij) /industrie |
| 9  | Glazen potten en/of delen daarvan o.a. van voedsel- en drankverpakkingen                 | 6                                     | Recreatie/ dumping                        |
| 10 | Drankblikjes   | 4                                     | Recreatie                                 |
| 11 | Plastic bekers of delen daarvan  | 4                                     | Recreatie                                 |
| 12 | Sigarettenfilters  | 4                                     | Recreatie                                 |
| 13 | Maandverband of verpakkingen daarvan   | 3                                     | Riooloverstort                            |
| 14 | Plastic bestek   | 2                                     | Recreatie                                 |
| 15 | Plastic speelgoed  | 2                                     | Recreatie/ dumping                        |

## 'Finger on the sore spot-productions'

sections on the banks of the Meuse and the Waal within the Clean Rivers project (in collaboration with IVN Nature Education and The North Sea Foundation) we started a discussion with Plastics Europe. It was decided to visit the Chemelot industrial complex, which is home to, among others, the plastics production company Sabic.

As we left the site, we were horrified: the access roads to Chemelot, and even the highways surrounding the site, were strewn with plastic pellets (nurdles). Apparently, these microplastics leak massively during transport. PSF therefore decided to conduct in-depth research on plastic producing and processing companies and to visit these business locations. Within PSF, this is ironically called: 'Finger on the sore spot-productions'.

The areas of Rotterdam, Antwerp and Limburg were investigated. At the gates of producers, in nature reserves and in random locations, research on the degree of pollution was carried out. In an online Prezi presentation 'Out of Control' we made all our findings available to interested media,

politicians, enforcers and policy makers.

The images clearly show that leakage of nurdles is not an incident but is structural. In our view, it has completely got out of hand, hence the title 'Out of Control'. The presentation 'Out of Control' can be found here: [prezi.com/view/2gQFN4ZXRnMshLcDQeJf](https://prezi.com/view/2gQFN4ZXRnMshLcDQeJf)

In the autumn of 2019, PSF submitted a first Public Access and enforcement request to the Rijnmond Environmental Service (DCMR) urging to ensure that laws are complied with. Horchner Lawyers was hired for this effort. PSF intends to go to court if the responsible authority does not enforce compliance i.e. by putting an end to leakage and commissioning the clean-up of historical pollution.

In recent years, PSF has repetitively been approached, mainly by concerned citizens. Two of these leads also revealed heavy pollution in the plastic recycling sector. In Tilburg, for example, ponds were found to be completely contaminated with recycling residues. After this was raised with the municipality, clean-up work was carried out. We will continue to monitor developments closely and, if necessary, take (legal) action.







## Don't let that balloon go

As early as in 2014 we started the campaign 'Don't let that balloon go' together with the North Sea Foundation and the Coast & Sea Association. By now, a majority of municipalities have a ban on the release of balloons. Moreover, public support for mass ballooning has almost completely disappeared. More and more schools, Orange Societies and companies are abandoning the practice and opting for alternatives.







## Amsterdam Clean Water

From September 2016 to September 2019, seven parties entered into a collaboration agreement to reduce the amount of litter floating in Amsterdam waters. The Municipality of Amsterdam, Waternet, Plastic Soup Foundation, Port of Amsterdam, Federation of the Dutch Rubber and Plastics Industry (NRK), Plastics Europe Netherlands and Berenschot worked together on projects and activities that improve water quality in the urban environment, such as:

- Cleaning and keeping clean the city's IJ banks;
- Examining 'canal fences' to catch litter before it ends up in the canal;
- Marketing refillable 'I amsterdam' bottles to discourage the sale of small, disposable PET bottles;
- Placing 500 public water taps;
- Installing a Great Bubble Barrier in Amsterdam Westerdok to see how much litter is being stopped. The Bubble Barrier is based on the principle that fish and ships, but not plastic, can pass through a screen of air.

Amsterdam Clean Water has now become Plastic Smart City. On 20 June 2019, the municipality, World Wildlife Fund Netherlands and Plastic Soup Foundation signed a letter of intent to significantly reduce plastic pollution in the city. Plastic Soup Foundation will assist and advise the city on the creation and implementation of an action program. This should lead to a clean city, without plastic pollution, by 2030. Industry is involved in the approach to prevent waste of plastic and to promote circular solutions.



At the end of 2019, a Bubble Barrier was placed at the Amsterdam Westerdok; a bubble screen to prevent waste flowing from the Amsterdam canals to the North Sea. Plastic Soup Foundation will work with volunteers to monitor the waste held back by the Bubble Barrier to find out how to tackle pollution at the source. This effort was initiated by and is carried out in collaboration with Waternet.

The other plans are also beginning to come to fruition, mainly thanks to the appointment of an ambitious Amsterdam city manager who is very keen on reducing the city's plastic footprint. PSF is assisting as a stakeholder with a plan of action in which waste monitoring will also be given a key position.









# Plastic & health

## Health as a changemaker

In 2016, we launched the topic 'Plastic & Human Health' and stated: 'HEALTH is, in our opinion, a decisive changemaker when it comes to plastic soup'. Over the past three years, our search for evidence has become increasingly solid, but also more extensive. In addition, we still use our own wheel of change as a basis, with science as the starting point. Plastic is not only a serious threat to the environment, but probably also to our health. We eat, drink and breathe plastic, allowing tiny particles of plastic to enter our bodies. We know that the chemicals that are added to plastic are somewhat to very harmful to our bodies. It appears to be linked with fertility problems, language development disorders, higher risk of hormone-related cancers, obesity and ADHD. However, it has not yet been proven conclusively.

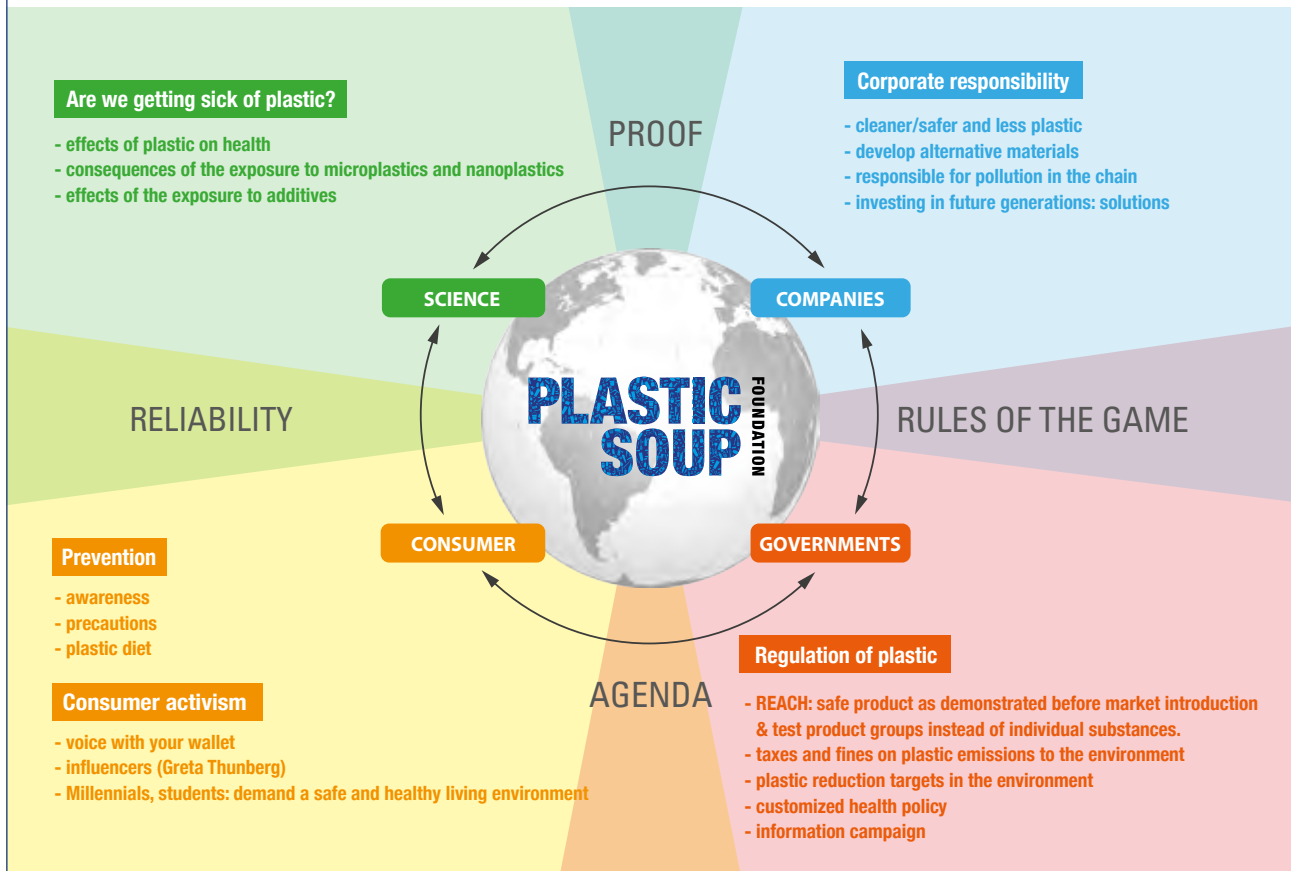
Therefore, we need to know how dangerous plastics and additives really are. Are our (unborn) children at risk? To answer these questions, Plastic Soup Foundation has taken the initiative to establish a new alliance with leading scientists, frontrunners and changemakers: The Plastic Health Coalition.

Since December 2018, several national and international environmental and research organizations have been working together in this coalition, all of which deal with the effects of (micro)plastic and/or additives on our health. In this way, we want to ensure that more scientific research is initiated and funded as soon as possible. We are also investigating what we can do to prevent plastic from entering our bodies and potential solutions.



# THE WHEEL OF CHANGE

## Mission: No plastic in our water or our bodies



## Fifteen scientific studies

One of the first tasks taken on by Plastic Soup Foundation is the dissemination of fifteen research pilots. In response to a call for proposals from ZonMw, the Dutch funding agency for health (care) research, fifteen groundbreaking projects were received funding on 22 March 2019. Thanks to funding from the Netherlands Organization for Scientific Research (NWO), the Gieskes-Strijbis Fund and the Ministry of Infrastructure and Water Management, scientists were able to start research into the effects of micro- and nano-plastics on our health. The research period shall be one year. The focus is on several important questions:

- How can plastic particles enter the body?
- What role do size, shape and composition play?
- Do (pathogenic) microorganisms that attach themselves to plastics influence health, and where in the body might those health effects occur?

In 2019, Plastic Soup Foundation reported on these studies on the Plastic Health Coalition website. On this website we publish the latest news from around the world:

[www.plastichealthcoalition.org/latest-news](http://www.plastichealthcoalition.org/latest-news)



## The world's first Plastic Health Summit

The absolute highlight of this dossier was the Plastic Health Summit, the very first of which took place in Theater Amsterdam on 3 October 2019. From all over the world scientists, influencers, advocacy and policymakers, inventors, business-people, activists and press came to share knowledge, set up partnerships and discuss legislation. A total of 36 speakers from 14 different nationalities shared their experience and knowledge. With this Summit, we have reached two billion people worldwide. Because of this enormous success, we have decided to follow up on this event in the coming years.





# Education

## Primary education

From the beginning of the 2018 school year until the end of 2019, no less than 2,500 schools applied for the plastic soup curriculum, which is about 40% of all primary schools in the Netherlands. In 2018, we developed teaching materials for primary education. The program consists of a Plastic Soup Curriculum in a nicely executed box with teaching materials on the plastic soup, an online platform with digital lessons for groups 4 to 8, an animation film about the World of OZ (Onder Zee) [US: Under Sea], action and assignment cards, ocean plastic from Hawaii and a special edition of Kidsweek. The teaching materials meet Dutch education standards, and its introduction was rapidly followed by interest from abroad. In addition to the curriculum, a beautiful website for children has also been built. At [www.wereldvanoz.org](http://www.wereldvanoz.org) children can find videos and all kinds of facts about plastic soup. The goal is continued awareness within this young generation.







## Secondary education

In 2019, much time was spent on creating free digital teaching materials for Secondary Education (VO). As of the 2019-2020 school year, free online teaching materials were also made available for secondary education. The teaching materials were developed in collaboration with Globe Netherlands and was created with financial support from the C&A Foundation and donations from several secondary schools. The teaching materials

comprise a 30-minute introductory lesson on plastic soup and fourteen challenges. Famous Dutch people like singer Maan, 3FM DJ Sander Hoogendoorn and vlogger Iris Enthoven challenge students to explore the problem, investigate possible causes and come up with solutions. The challenges are a good fit with a variety of school subjects, including geography, biology, chemistry, physics and mentoring.



# Innovations and solutions

It is precisely because our house is on fire that we must continue to look harder than ever to find solutions to extinguish this crisis. For example, the Mirpuri Foundation in Portugal has donated no less than 5 million to a university to develop an alternative to plastic. In Monaco, the International Atomic Energy Agency is trying to split polymers. We believe that in ten years – but perhaps much sooner – there will be an alternative to plastic: biodegradable, poison-free, without negative emissions to the environment and without impact on the planet. There is indeed a perspective of action and no matter what Big Oil and the plastic-producing industry want us to believe: not everything has to be plastic. In this case, it is really true: things used to be better in the old days.

Ever since we were founded, Plastic Soup Foundation has been monitoring all solutions that are being devised worldwide, an overview of which is available on our special web page for solutions. In addition, we look at and develop various change models to reduce plastic use. We make the environmental and health risks of plastic visible, but we also offer concrete

solutions. We would like to expand this and integrate this into everything we do.

The old web page already gave a clear overview of the technical developments, but because we have completely changed the structure and added 'prevention' as a prominent theme, a better balance has been established between 'clean up' and 'processing'. Preventing plastic leakage is hugely important in the PDF's mission and vision and we hope that it is precisely on this theme that many new developments will emerge. See [www.plasticsoupfoundation.org/oplossingen-voor-plasticsoep](http://www.plasticsoupfoundation.org/oplossingen-voor-plasticsoep)

## Footprint for companies

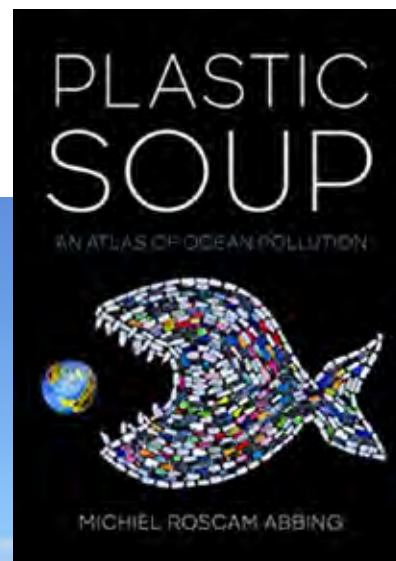
The Plastic Soup Footprint for companies has now been expanded with a Quicksan module, which shows a simplified version of the 'large' footprint in an accessible way. Interested parties can fill out this free Quicksan after which they will receive an indicative report. The Plastic Soup Footprint, in view of the dynamic playing field, is part of an ongoing development.



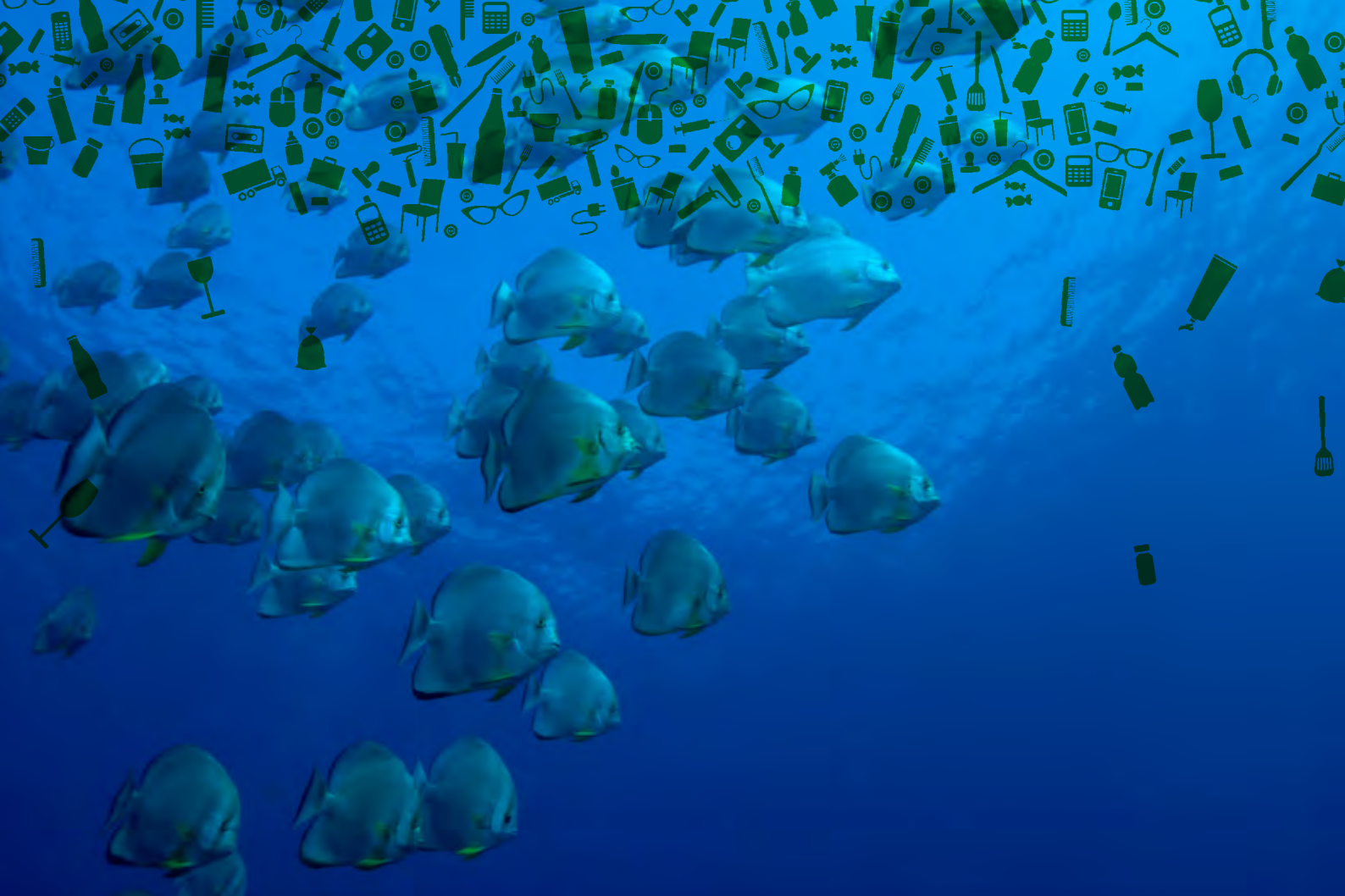
# Plastic Soup Atlas of the World

Increasingly, Plastic Soup Foundation is referred to as a knowledge institute. For example, data on our website is regularly used as source material. Since April 2018 there is also the *Plastic Soup Atlas of the World*: a beautifully executed reference book created by a 'Plastic Souper' of the first hour: Michiel Roscam Abbing. Meanwhile, the US rights have been sold worldwide and in April 2019 the atlas was released in several English-speaking countries.

This was followed by an Italian and a Japanese edition, and a Korean edition will be published in the autumn of 2020. The first Dutch edition is sold out and has been reprinted in 2019.







# Media

To stay on course, we monitor the reach of Plastic Soup Foundation in our own country via our subscription to the 'newspaper cuttings' service of the Media Info Group. For news about Plastic Soup Foundation abroad, we use Meltwater, which uses the latest technologies to monitor and analyze data online. This gives us more insights in our own brand, but also in the entire international arena.

- In 2019 we had a total of 703,054 visitors on all our websites.
- We have 97,691 followers on our several social media channels that have reached 201.7 million people
- In 2019 a total of 201 969 426 downloads of our apps was registered.
- In 2019, our campaigns reached 1.4 billion people and via our name Plastic Soup Foundation we reached another 1.4 billion people.

## More memorable highlights

In December 2019, Plastic Soup Foundation moved to a more spacious, pleasant building at our beloved IJ in Amsterdam.

Furthermore, [www.plasticsoupfoundation.org](http://www.plasticsoupfoundation.org) has been completely renewed! It is easier to find the website which now has a clearer structure. The site turns out to be easily found and site visits have become longer.



# Cooperating and connecting

Also in 2019, we invested in knowledge, which we share as much as possible. Furthermore, we cooperate where possible and take (gladly) part in building large strong alliances that encourage global change. Beat the Microbead, Ocean Clean Wash and the new Plastic Health Coalition are examples of this.

We choose a journalistic perspective and go for the best possible combination of old and new

media. We think creatively, out of the box and try to be as surprising as possible. In 2019, this policy once more resulted in a lot of media attention from around the world. We are often consulted and our campaigns are frequently referred to. Internationally we are seen as a reliable knowledge center with the ability to campaign extremely creatively on important issues.



## Three apps

In order to engage people in actively combating the plastic soup, a perspective of action is needed. We have three inspiring apps that connect people with the theme and with each other:

### 1. Beat the Microbead

Since 2012 we have been running the campaign [Beat the Microbead](#). The aim of the campaign is to prevent plastic microbeads from care products from ending up in the sea. We have asked consumers to choose products without microplastics, the Look for the Zero logo helps them to do so. The [Beat the Microbead-app](#) makes it easy to check whether a product contains plastic.

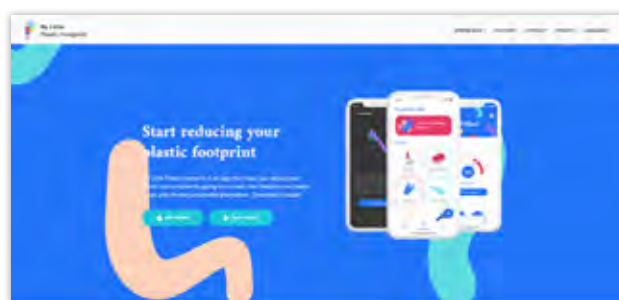
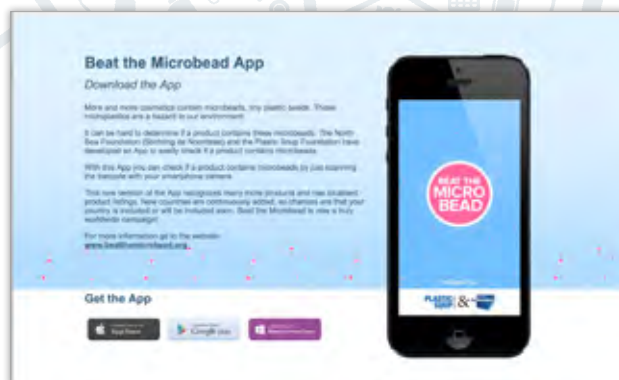
### 2. TrashHunters/Litterati

In 2018, we became – for a fee – an affiliate of Litterati. As a Trash Hunter from Plastic Soup Foundation, you not only clean up, but you also capture the cleaned-up waste using the [Litterati-app](#). This information makes it possible for us to tackle the litter problem at the source, for example by insisting on better packaging or by campaigning for the introduction of deposit money on many found waste items such as cans and small pet bottles.

### 3. My Plastic Footprint/Plastic Diet

As early as October 2017, we launched an app that allows everyone – anywhere in the world – to reduce their plastic footprint while gaining more knowledge about the plastic soup in the ocean. The app was well received, but didn't comply [to what standard?], despite the 60,000 pledges made in a short time. At the end of 2018, thanks to a donation from the Cloverleaf Foundation, we were able to start the conversion of the app to a plastic diet.

With the new app, we aim to be in line with the European Single-Use Plastics (SUP) Directive, which was drawn up by the European Commission in 2018 to combat disposable plastics in rivers and oceans. These involve the ten products of disposable plastic most commonly found on Europe's beaches, riverbanks and streets. These products, such as cotton buds, straws and plastic bags, together account for 43% of all waste in the



sea. The directive should be introduced into the national legislation of all EU Member States by July 2021. From that moment on, plastic plates, cutlery, straws and cotton buds are permanently banned. Our Plastic Diet helps consumers to reduce their own plastic footprint in an easy and challenging way. The app has now been downloaded almost 30,000 times.



# What do we aim for?

If there has been one moment in time to turn the tide, that moment is now. Plastic pollution affects billions of people and affects us all: whether you live in Kenya, the Netherlands or the Seychelles, the leakage of plastic to the environment is not only an increasing threat to the ocean, but also to humans. Plastic litter is accumulating everywhere. Sir David Attenborough is right: The Garden of Eden no longer exists. And Greta Thunberg is also right when she says she doesn't want hope, but

action. We must act. And that's exactly what Plastic Soup Foundation will do. While the industry has their scientists on the ready and has started a major media offensive, we opt for rethinking and system change. Get rid of that resistance, and bring out the scientists, medics, policymakers and companies who *dó dare*. Of course it's going to hurt, but the reward will be great, especially for our (grand)children. Our world is indeed ablaze.



# Organization and management

## Hoofd- en nevenfuncties Raad van Bestuur

### Jacqueline Cramer, Chairperson

- Strategic adviser of the Utrecht Sustainability Institute, Utrecht University
- Professor in sustainable innovation, Utrecht University
- Member of the Amsterdam Economic Board (2014-present)
- Chairperson Advisory Committee Implementation Betonakkoord (2017-present)
- Chairperson SER commission 'Composition and Execution of IMVO' (International Socially Responsible Businesses) covenant with the banking sector, NGOs, unions and public authorities (September 2015-present)
- Chairperson Supervisory Board, Stichting Holland Circular Hotspot (2018-heden)
- Chairperson of the Advisory Committee Natuurbehoud of the Prins Bernard Cultuurfonds, also member of the Advisory Board (from Jan. 2013; previously member from 1 Sept. 2012 lid)
- Chairperson of the Supervisory Board of the Friese Energiefonds (FSFE) (2014-present; chair since May 2019)
- Member of the Supervisory Board Toneelgroep Oostpool (2011-August 2019)
- Chairperson Prinses Beatrix Spierfonds (2014-present)
- Boardmember Philips Lighting Foundation (2017-present)
- Member of the Program Committee for the NWO program Nationale Wetenschapsagenda (2018-present)
- Chairperson Advisory Board Radboud Duurzaam (2017-present)
- Mayor of Cirkelstad (2011-present)
- Chairperson College of Independent Advisors, Kennisinstituut Duurzaam Verpakken (2018-present)
- Member of the Advisory Board Coöperatie Hoom (2016-present)
- Chairperson of the Nederlandse Standaardisatie Adviesgroep Circulaire Economie (NLSAG CE) commissioned by NEN (2017-present)
- Chairperson of the Program Board Groen Gas (2012-present)

- Chairperson of The Green Quest jury, presentation and selection of the most sustainable innovations, organised by BNR radio (2018-present)
- Reflection group Circular Economy, Sociaal Economische Raad (2018-present)
- Member Commission of Experts Green Deal Nationale Koolstofmarkt (2017-present)
- Chairperson Supervisory Board Kamermuziekfestival Schiermonnikoog (2019-present)
- Advisory Board Artis Zoo (2019-present)

**Charles de Klerk**, Secretary previously Managing Director Marketing & Communication at SITA Northern Europe Waste Services. In addition to being a businessman and investor, Charles is a management consultant/partner to Amadeus15 and Performiad. He is also executive director at the Presidents Institute.

**Dieter Croese**, Treasurer previously, amongst others, Managing Partner Financial Services of Deloitte Netherlands, Director of Financial Affairs of the Hollandsche Beton Groep N.V, Director of Economic Affairs of Van Gelder Papier N.V. and Associate Professor of Financial Management at VU University, Amsterdam.

**Peter Keijzer** is technology watcher and strategist at Lubbers & De Jong, Amsterdam marketing and public relations firm. He supervises Plastic Soup Foundation in relation to media matters. Peter Keijzer is also director of Emperor Holdings.

**Betteke de Gaay Fortman** specializes in initiating and managing innovative, scalable and impactful projects for philanthropists, entrepreneurs and NGOs. She is founder and director of Tunafasi, a social enterprise that helps philanthropists and NGOs achieve greater impact. She is also the founder of the Impaction Foundation. Betteke is also a member of the Supervisory Board of ActionAid NL and executive board member of the Friendship Foundation.

**Freek Stoové** is Head of Legal Affairs at VPRO television.

The Supervisory Board carries out its duties without remuneration.



## Management

De Plastic Soup Foundation heeft één algemeen directeur. Sinds de oprichting is dat mevrouw Maria Westerbos. De taken en bevoegdheden van de directeur staan in de statuten en een directie-reglement, dat dateert uit 2013.

In 2019 is de Raad Bestuur overgegaan in een Raad van Toezicht, en is Maria Westerbos directeur-bestuurder geworden. Er is een reglement voor zowel de RvT als de bestuurder in werking getreden.

Het managementteam, dat bestaat uit hoofd Programma's en hoofd Operationele Zaken, ondersteunt de directeur in haar functie.

De directeur wordt benoemd door de Raad van Toezicht. Maria Westerbos is benoemd voor onbepaalde tijd.

De Raad van Toezicht bepaalt het beloningsbeleid, de hoogte van het loon en andere vergoedingen voor de directie. Wat betreft de beloning volgt Plastic Soup Foundation de 'Regeling beloning directeuren

van goede doelen ten behoeve van besturen en raden van toezicht'. Deze regeling geeft een maximumnorm voor het jaarinkomen, die past bij de zwaarte van de functie, bij de omvang en complexiteit van de organisatie, de organisatorische context en het directiemodel. Dit resulteert in een zogenaamde BSD-score van 390 punten.

In 2019 bedroeg het jaarsalaris van de directeur (1 FTE/12 maanden) € 71.983. Er is geen sprake van belaste vergoedingen/bijtellingsen en overige beloningen op termijn. Hiermee blijft de beloning ruim binnen de maxima volgens de eerdergenoemde regeling.

In de jaarrekening is een specificatie van de directie-beloning opgenomen.

De Raad van Toezicht beoordeelt het functioneren van de algemeen directeur. De voorzitter licht de beoordeling toe in een persoonlijk gesprek en legt dat vast in een beoordelingsformulier.





## Team eind 2019

### Loondienst (120 personen)

|                       |  |
|-----------------------|--|
| Maria Westerbos       | <i>Founder, Director, Board</i>                    |
| Jeroen Dagevos        | <i>Head of Programs</i>                            |
| Annemarie Nederhoed   | <i>Head of Operations, Fundraiser</i>              |
| Irene Vreeken         | <i>Financial Controller</i>                        |
| Harmen Spek           | <i>Manager Innovations &amp; Solutions</i>         |
| Elles Tukker          | <i>Communications Manager</i>                      |
| Michiel Princen       | <i>Projectleader Schone Rivieren</i>               |
| Lisette van Effrink   | <i>Campaigner Health</i>                           |
| Robert Möhring        | <i>Campaigner Trash Hunters</i>                    |
| Sophie Vonk           | <i>Researcher Health</i>                           |
| Wendela van Asbeck    | <i>Manager Education</i>                           |
| Michiel Roscam Abbing | <i>Advocacy &amp; Author</i>                       |
| Laura Díaz Sánchez    | <i>Projectleader Microplastics</i>                 |
| Madhuri Prabhakar     | <i>Projectleader Beat the Microbead</i>            |
| Carina van Uffelen    | <i>Online Communication &amp; Web Coordination</i> |
| Martje Rozmus         | <i>Office &amp; Education</i>                      |
| Janna Selier          | <i>Webshop &amp; Donations coordination</i>        |
| Anna van der Vliet    | <i>Research &amp; Development Support</i>          |
| Danai Kleida          | <i>Data Research Beat the Microbead</i>            |
| Milan Driessen        | <i>Data Entry Beat the Microbead</i>               |

### Freelance (5 personen)

|                   |                                       |
|-------------------|---------------------------------------|
| Frank Aldershof   | <i>ICT &amp; apps</i>                 |
| Woltera Niemeijer | <i>Graphic Designer</i>               |
| Enora Regnier     | <i>SEA/SEO Specialist</i>             |
| Laura Mulckhuijse | <i>Producer Plastic Health Summit</i> |
| Marilyn Donkor    | <i>Producer Plastic Health Summit</i> |

### Vrijwilligers (13 personen)

|                   |                               |
|-------------------|-------------------------------|
| Hansje Smeele     | <i>Researcher Health</i>      |
| Ronja Jansz       | <i>Camera &amp; Direction</i> |
| Sander Kooijman   | <i>Legal Advice</i>           |
| Susanna 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>             |





coming periods and the current year is adjusted and discussed with the Treasurer and the Board. Much attention is for both operational and strategic risks and developments.

The financial organization is built on the greatest possible reliability and the avoidance of fraud. The division of tasks and powers, separation of functions, payment procedures and cash capacity are, in addition to entering obligations, laid down in procedures aimed at soundness and efficiency.

## Risk management

The Plastic Soup Foundation is aware of the various risks that could threaten achieving its objectives.

We often conclude substantive agreements with larger equity funds for programs over a period of one to three years, which by definition creates uncertainty for longer-term financing. We compensate for this risk by actively raising funds on non-project funds, such as donations from individuals and businesses, through collections and actions from schools, by deposit proceeds from supermarkets and by proceeds from bags and donation boxes at all kinds of shops. In addition, we maintain intensive contacts with many smaller philanthropic foundations that support our vision and mission.

## Monitoring and evaluation

Half-yearly or annually, depending on agreements made, the various funds are informed on the results achieved, both in terms of content and financial purposes.

The Plastic Soup Foundation's working method is regularly monitored by an external professional party. This happens at least every three years. In 2017, ImpacTrack carried out the monitoring and evaluation. Parties from the entire (inter)national network of Plastic Soup Foundation have been interviewed and questioned about the working method, effectiveness and results of the organization. This resulted in a very positive evaluation and a detailed advice. Both were

discussed with the board, the employees and with Adessium Foundation and, where relevant, implemented. The next review is scheduled for 2020.

Plastic Soup Foundation uses Meltwater, which, using the latest technologies, filters and analyses online data from millions of digital journalistic sources and social media posts at home and abroad. In our own country, we also have a paid subscription to the Media Info Group's newspaper clippings, via PR and marketing agency Lubbers De Jong. In this way we measure the greater or lesser successes of all our (social) media activities.

## External accountant

During the year, the external auditor tests the design, existence and operation of the administrative organization and the internal control measures contained therein. At the end of the year, the external auditor checks the annual accounts. For the 2019 financial year, this has been done by MTH accountants & advisers in Hoevelaken.

## Related parties

Until May 2019, Plastic Soup Foundation had a newspaper clipping subscription through Lubbers De Jong, of which board member Peter Keijzer is managing director. PSF paid € 100 per month for the subscription plus € 2.50 per clipping. This was not a matter of personal gain, but of a customer-oriented service. Furthermore, Lubbers has been providing unpaid PR and media advice to Plastic Soup Foundation since 2012. In fiscal year 2019, no transactions with the Director and the Supervisory Board took place on a non-business basis.

## Integrity and transgressive behaviour

In 2018, Plastic Soup Foundation appointed a confidential adviser. This confidential adviser has the task, among other things, of trying to identify the issues that need to be addressed when it comes to safeguarding integrity and prevention of transgressive behavior. In 2020, this should result in a document on the internal *Code and Ethics*.

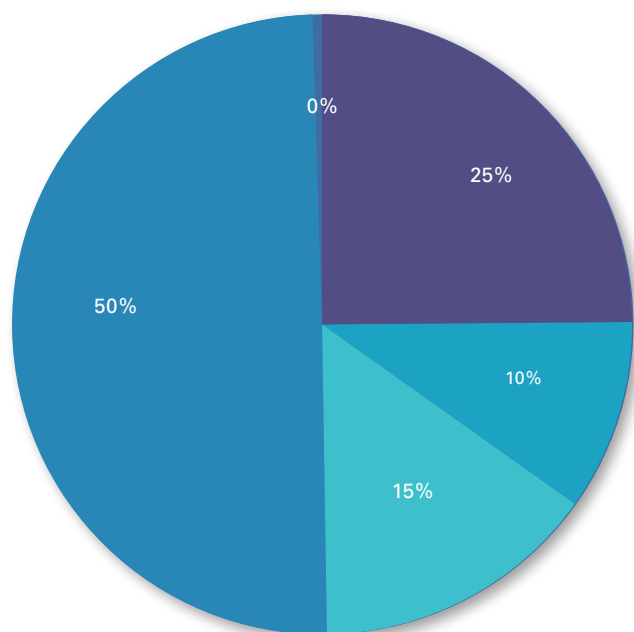
## Summary financial results

We closed 2019 with a positive result of € 194,848.00 compared to a positive result of € 59,469.00 in 2018. Revenues increased by 114.7% to a total turnover of € 2,870,329.00.

The diagram shows how the turnover was realized.

The benefits were spent on the objectives, as defined in the foundation's statutes and annual plans.

- The percentage spent on objectives amounted to 83,84% of the total benefits and 90,1% of the total expenses.
- The percentage spent on management and administration amounted to 6.35% of the total income and 6.82% of the total expenses
- The percentage spent on income acquisition amounted to 2.87% of the total income and 3.08% of the total expenses.



- from non-profit organizations
- from government subsidies
- from lottery organizations
- from private individuals
- from companies

## Fundraising

In 2019, the turnover of Plastic Soup Foundation grew to over 2.8 million euros.

In 2019, almost 40% of these benefits came from the National Postcode Lottery through the production of the post-consumer plastic plaids. This benefit of more than 1.1 million euros was generated at a cost of almost 970K, which allowed Plastic Soup Foundation to spend €191,000 on its objectives and on forming a continuity reserve of 100K. In 2019, we also received the third part of the gift of the Dutch Postcode Lottery from 2017. As a result, we had the opportunity to move to a larger office building on the Sumatrakade in December 2019. Plastic Soup Foundation has been professionalized, has a new website and is ready to continue its fight against plastic leakage to the environment and our bodies.

Of the other income in 2019 (i.e. the income without the proceeds of the plaids for the National Postcode Lottery of over 1.1 million euros), almost 18% came from private individuals: people who make a one-off or multiple donation through the website, leave change in donation boxes or buy, for example, a bracelet or a No More Plastic bag.

In 2019, it was once more possible in many supermarkets to donate deposits to Plastic Soup Foundation thanks to the GREEN donation button on deposit machines funded by TOMRA. For example, the supermarkets Vomar and Poiesz donated deposits to us for more than six months. And the customers of Ekoplaza, Jumbo het IJ and the Jumbo's of Kooistra from Friesland remained loyal to us. Traditionally, we present the Supermarket Award every year to the supermarket which at the end of the year is at the top of our [Deposit Ladder](#) (Statiegeldladder). Vomar won the award this year; its customers donated € 17,000.00 for education.

Furthermore, we receive more and more donations from spontaneous fundraisings by individuals, through birthdays, Facebook actions, actions on Geef.nl or students who start a small business and donate part of the proceeds to us. This makes us proud and grateful.





Some very sporty fans are taking on challenges to raise money for us. In December 2019 there were two rowing teams that raised money for Plastic Soup Foundation with the Talisker Whisky Atlantic Challenge and there are several athletes who support us and bring our work to the attention.

Commercial parties accounted for almost 25% of other revenues. We always ask for a reduction in their own plastic footprint from companies that want to support us. Often organizations are already working on this themselves, but if they are not, we help. About 1/5 of corporate donations are in kind: most of them are media and online awareness, such as Google adds.

The number of Business Angels continued to grow to twenty-eight. In exchange for a donation, we help these frontrunners with a more plastic-conscious way of doing business. We publish the information on our website: [www.plasticsoupfoundation.org/organisatie/business-angels](http://www.plasticsoupfoundation.org/organisatie/business-angels). One of these Business Angels, Beauty Kitchen, even donates 1% of its turnover to us.

Through the platform [www.onepercentfortheplanet.org](http://www.onepercentfortheplanet.org)

Beechfield donates 1% of its turnover to Plastic Soup Foundation and we find that more organizations are interested in doing so.

Platforms where employees donate by the hour are also becoming increasingly popular. For example, ICT service provider Cisco raised money for Plastic Soup Foundation on World Cleanup Day and with the Dam tot Damloop by helping and running during the competition.

In 2019, the number of applications for consultancy and lectures for a fee increased again.

Special are the many fundraisings that schools start spontaneously, as soon as they start the primary education curriculum. We currently use this money, to develop open-source teaching materials for secondary schools.

Together, non-profit organizations account for 41% of the remaining revenues. In addition to the Adessium Foundation and the Gieskes-Strijbis



Fund, these include The Flexi-Plan Foundation, C&A Foundation, Spronck Foundation and Cloverleaf Foundation.

- Thanks to the present three-year support from Adessium Foundation and Gieskes-Strijbis Fund, we were able to continue with the development of the Plastic Health Coalition, [www.plastichealthcoalition.org](http://www.plastichealthcoalition.org).
- Cloverleaf Foundation and an anonymous equity fund combined to make the Plastic Diet possible on the website (late 2018) and in an app (August 2019), and also enabled the improved version of Beat the Microbead app (launch spring 2020).
- A very generous gift from C&A Foundation enables us to develop professional teaching materials for the lower grades of secondary education.
- A generous donation from C&A Foundation and Spronck Foundation, allowed us to start two new research projects in 2019 as part of 'Finger on the sore spot productions'. In 2020, we will publish the results.
- U.S. private individuals and equity funds can

now also make tax-free donations to Plastic Soup Foundation through the Koning Boudewijn Stichting, see

[kbfus.networkforgood.com/projects/52039-s-kbfus-funds-stichting-plastic-soup-nl](http://kbfus.networkforgood.com/projects/52039-s-kbfus-funds-stichting-plastic-soup-nl)

## CBF

The design and transparency of the financial function is of such high quality that we were eligible to be recognized as a charity by the Netherlands Fundraising Regulator (CBF). Mid-2019, Plastic Soup Foundation got CBF certified. We are very proud of this achievement!



# Financial statement 2019

# Balance sheet 31 December 2019

|                                     | 31 December 2019 | 31 December 2018 |
|-------------------------------------|------------------|------------------|
| <b>ASSETS</b>                       |                  |                  |
| <b>Fixed Assets</b>                 |                  |                  |
| <b>Tangible Fixed Assets</b>        |                  |                  |
| Website                             | 100.894          | 97.722           |
| Inventory                           | 32.086           | 5.566            |
|                                     | <b>132.980</b>   | <b>103.288</b>   |
| <b>Current Assets</b>               |                  |                  |
| <b>Accounts Receivable</b>          |                  |                  |
| Debtors                             | 84.270           | 91.057           |
| Other receivables                   | 43.264           | 33.000           |
| Accrued income                      | 150              | 31.473           |
|                                     | <b>127.684</b>   | <b>155.530</b>   |
| Bank and cash in hand               | 316.184          | 183.558          |
| <b>Total Assets</b>                 | <b>576.848</b>   | <b>442.376</b>   |
| <b>FUND AND LIABILITIES</b>         |                  |                  |
| <b>Fund</b>                         |                  |                  |
| Continuity reserve                  | 100.000          | 0                |
| General reserves                    | 88.647           | -20.172          |
| Designated reserves                 | 11.633           | 25.604           |
| <b>Total fund</b>                   | <b>200.280</b>   | <b>5.432</b>     |
| <b>Current liabilities</b>          |                  |                  |
| Accounts Payable to vendors         | 69.006           | 51.520           |
| Tax and social security             | 52.899           | 24.132           |
| Other liabilities and accruals      | 254.663          | 361.292          |
|                                     | <b>376.568</b>   | <b>436.944</b>   |
| <b>Total Equity and liabilities</b> | <b>576.848</b>   | <b>442.376</b>   |



## Statement of income and Expenditure 2019

|   | Actual<br>2019   | Budget<br>2019   | Actual<br>2018   |
|---|------------------|------------------|------------------|
| <b>Income</b>                           |                  |                  |                  |
| Private donations                       | 301.239          | 297.960          | 328.569          |
| Business donations                      | 420.439          | 404.000          | 474.600          |
| Donations from lottery organizations    | 1.432.025        | 252.200          | 200.000          |
| Government grants                       | 11.250           | 64.000           | 13.200           |
| Donations from non-profit organizations | 705.376          | 541.766          | 320.416          |
| <b>Total incoming resources</b>         | <b>2.870.329</b> | <b>1.559.926</b> | <b>1.336.785</b> |
| <b>Expenditure</b>                      |                  |                  |                  |
| Projects                                | 2.406.532        | 1.162.475        | 1.044.645        |
| Fundraising                             | 82.371           | 74.840           | 89.127           |
| <b>Organisation</b>                     |                  |                  |                  |
| Staff                                   | 152.983          | 130.288          | 123.704          |
| Depreciation                            | 4.271            | 2.892            | 2.248            |
| Other                                   | 24.893           | 118.060          | 13.487           |
|   | <b>182.147</b>   | <b>251.240</b>   | <b>139.439</b>   |
| <b>Total expenditure</b>                | <b>2.671.050</b> | <b>1.488.555</b> | <b>1.273.211</b> |
| Financial income and expenses           | -4.431           | -1.780           | -4.105           |
| <b>Net income</b>                       | <b>194.848</b>   | <b>69.591</b>    | <b>59.469</b>    |
| <b>Surplus to:</b>                      |                  |                  |                  |
| Continuity reserve                      | <b>100.000</b>   |                  | <b>59.469</b>    |
| <b>General reserves</b>                 | <b>94.848</b>    |                  |                  |



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C&A Foundation

**FLEXI-PLAN**

