



PLASTIC SOUP

FOUNDATION

Multi-year strategy
2024-2028

YOUR NOW
OUR
FUTURE



Reflecting on the multi-year strategy from 2018 to 2023

We were already thinking five years ago that our own health is the decisive changemaker when it comes to turning the tide on the plastic tsunami.

This is why we have coloured our “ocean campaigns” with concerns about *health in recent years*, and as such managed to reach more consumers. This was also supported by the two extremely successful Plastic Health Summits that we organised in 2019 and 2021, and at which scientists from Europe and the USA shared their first findings about the potentially harmful effects of microplastics and nanoplastics on our health.

Our Beat the Microbead campaign, which we have been running since 2012, also resulted in EU policy measures being enacted with the deliberate addition of plastics to cosmetics, paint and cleaning products being banned in 2022. Unfortunately, producers have twelve years to phase out the plastic.

The Plastic Fashion campaign and the *Inhale Exhale Plastic Fibers* report also attracted a lot of attention nationally and internationally: are we getting sick from breathing in our own clothes?

We revealed that plastic could be found in the feed of cows and pigs in the Netherlands, and that plastic has also been found in milk and meat.

We also publicised the fact that nanoplastics can be absorbed by the roots of fruits and vegetables.

The press picked up all our stories and distributed them around the world. And other NGOs also took up the message.

Therefore, HEALTH will be the decisive changemaker over the coming years.





Madagaskar-district Douala | FOTO MOUENTHIAS

Multi-year strategy 2024-2028

Two very alarming reports emerged about the future of life on Earth in the summer of 2021. The report that attracted the most attention was from the IPCC, the United Nations *Intergovernmental Panel on Climate Change*, which stated that the climate is changing exceptionally quickly and that humans are clearly the cause.

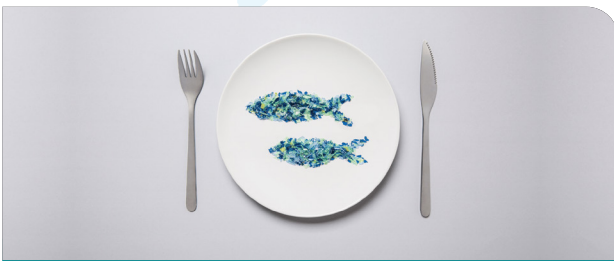
The message in the other report, published in the *Science* journal by scientists from Sweden, Norway and Germany, is just as urgent. They argued that we are approaching an irreversible tipping point: the point at which the effects of plastic pollution will become so great that they can never be reversed.

The Plastic Soup Foundation believes the plastic crisis is just as dangerous as the climate crisis. They are two sides of the same coin. Plastic pollution affects all ecological systems around the world and poisons more and more organisms. Our own health is also at stake. If we do not get the plastic crisis under control within one decade, we will endanger the lives of future generations.

How are we going to prevent this

Views on plastic pollution are increasingly polarising. Large multinationals can no longer get away with peddling false solutions such as “Suitable for recycling” or other sustainability claims. Internationally, social resistance is increasing. But Big Oil, the plastics industries and the chemical industries have joined forces as they fight for their survival.

Therefore we have chosen to strategically position all our campaigns and programmes in this area under the following themes.



One Health

We must recognise that plastic and its additives are dangerous to people, animals, plants and entire ecosystems.




Planetary boundaries

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



Solutions & Escalation

Public attention and political & legal pressure must be used to prevent plastic causing damage to our health and pollution of the planet.



Ecocide (accountability)

The excessive growth and continuously increasing production of more and more single-use plastics and their toxic additives must be considered ecocide. If the major plastic producers are held liable for this, it will encourage systemic change.

Our main goals

One Health

We are working with scientists who demonstrate how harmful plastic is to life on our planet.

Fragmented microparticles and nanoparticles penetrate every living thing in our entire ecosystem. This has (potentially serious) health consequences for people, animals, plants and nature. If we can prove that plastic and the chemical additives in it make us sick, that's an important reason to

1. limit the consumption and production of plastic worldwide
2. immediately ban the most dangerous chemical additives.

Planetary boundaries

Together with many others, we are striving to achieve a global standard and tougher legislation for plastic emissions throughout the chain to keep our planet liveable for future generations. The goal is: ZERO plastic emissions.

Solutions and escalation

There must be solutions that help stop the plastic tsunami and its leakage. We are following this closely.

In addition, we are going to

- a. continue to exert legal pressure on plastic manufacturers through enforcement requests, freedom of information requests and permit reviews/revocations, as well as
- b. rewarding and punishing major brands, retailers and multinationals using a ranking system based on who does the least and who does the most for a liveable world.

These actions will help us increase the pressure on stakeholders.

Ecocide (accountability)

If solutions and escalations lead nowhere, there is only one option left. We will charge the CEOs of the largest petrochemical and plastic industries, multinationals and packaging companies with ecocide. With all the knowledge we now have, continuing to produce plastic in such large quantities is no longer a responsible thing to do.

Our primary focus is to substantially reduce intentionally added microplastics, single-use plastics and... *fast fashion*.

Our final objective

Systemic change

The end of the oil-based plastic era. And with it the end of Big Oil. The chemical industry must comply with the precautionary principle and, from now on, demonstrate that any additive used is harmless before it is allowed into the world. Those responsible, both suppliers and producers, will pay the real price: including the medical and clean-up costs.

A brief summary of the main objectives

1. Involve society in stopping plastic pollution with our own health as the main motivation.
2. The Global Plastic Treaty results in worldwide standardisation and regulation of zero plastic emissions to people and the environment.
3. Global plastic production is decreasing, starting with the reduction or replacement of single-use plastics: *refuse, reduce, reuse & replace*.
4. Wear and tear of plastic products, such as synthetic clothing, is prevented by *redesign*.

Our positioning

We're changing from

- *all-rounder* to an *expert with focus*,
- *science-minded* to a *sense maker*,
- *sparring partner* to a *respected challenger*

so we can have a greater total *impact*.

The main campaign goal

Providing insight into the relationship between the (responsible) financial institutions (such as banks, insurers and pension funds) and the choices they make with their investments; more single-use plastics or investing in plastic-free alternatives.

Those investors at the beginning of the plastic chain who contribute to the plastic tsunami that leads to major risks to our health and that of future generations will be held accountable by us.

We will also openly reward investors who choose to move away from single-use plastics, big oil, plastic producers and chemicals.



Most important points

Enter into a permanent dialogue with MEPs and European policy groups to discuss and continue to discuss the negative relationship between plastic and our health. We will do this in the form of an Interest Group that changes into an Inter Group after two years.

Working with the Plastic Health Council, a partnership between Plastic Soup Foundation and A Plastic Planet, we will bring Plastic & Human Health to the attention of those governments jointly negotiating a Global Plastic Treaty. We are calling on the help of scientists from all over the world.

We will simultaneously offer a perspective for action

- a. to those companies that join our business community because they want to reduce their plastic footprint
- b. to consumers by merging our two apps, Beat the Microbead and My Little Plastic Footprint.



PLASTIC SOUP^{FOUNDATION}

Plastic Soup Foundation

Sumatrakade 1537

1019 RS Amsterdam

+31 (0)20 211 13 48

info@plasticsoupfoundation.org

www.plasticsoupfoundation.org

KVK 5207 2894

BANK TRIODOS

IBAN NL13TRIO0198047517

BIC TRIONL2U

