

PLASTIC WHALE FOUNDATION



A wide-angle photograph of a beach completely covered in a dense layer of plastic and other debris. The ocean is visible in the background under a clear blue sky. The foreground is filled with a chaotic mix of white, clear, and colored plastic fragments, sticks, and other trash.

"If people don't think they have the power to solve their problems, they won't even think about how to solve them."

- Saul Alinsky

TARGET GROUP

Children serve as centerpieces in the solution to the plastic soup problem. They have the chance to directly impact their social environment, spreading our mission to their families and beyond. They are the leaders of tomorrow and have the power to make long-term changes.



**WE CREATE A MOVEMENT
OF YOUNG DOERS**



from Amsterdam Canal plastic

LOVE
beauty
AND
planet

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LOVE
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AND
planet

**EDUCATING
THE ENTREPRENEURS OF THE
FUTURE TO COME IN ACTION
TOGETHER FOR SOLUTIONS FOR
PLASTIC MARINE POLLUTION.**

STRATEGY

If you give young people the knowledge and the tools to change, their actions will have the power to seed a ripple effect, encouraging individuals around them to follow their footsteps. Creating a snowball effect by an accumulated effort of small actions.





**STOP TALKING.
LET'S START DOING.**

ACTION PLAN

Change of Perception

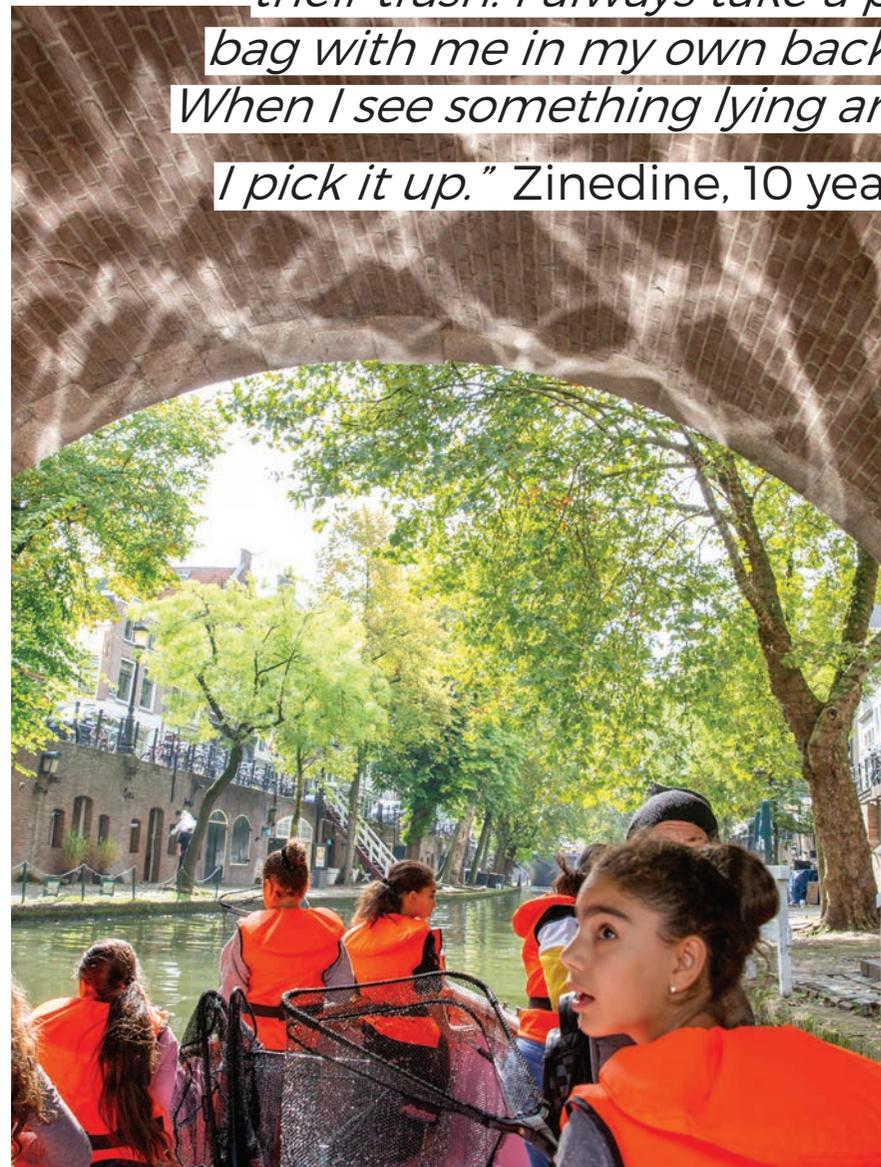
Instead of an abstract issue, we make the plastic soup problem tangible, by giving young people tools to become part of the solution. Through our activities, youngsters see plastic waste in a different light; not as a valueless waste but as an unused resource to create valuable new products.



"I didn't expect that I would have so much fun doing a clean-up. And it's also not so hard to do, quite easy actually"

Jamina, 9 years old

"I want to tell people to pick up their trash. I always take a plastic bag with me in my own backpack. When I see something lying around, I pick it up." Zinedine, 10 years old



ACTION PLAN

Tools & Knowledge

Via our learning experiences theoretical knowledge is build and practically used. Giving the kids a mission impossible and tools to tackle it we empower them to take action. Thus creating a chainreaction of committed young doers contributing to plastic free waters worldwide.

ACTION PLAN

Change of behaviour

We stimulate positive behavioral change; children see single-use plastics in a different light, take action and inspire their immediate surroundings to adapt their new behaviour. Our programs serve as imperative eye-openers for children and mold their future choices. Whether its picking up plastic on the street or using less plastic products on a daily base - our programs have an instant impact on actions. As well as a permanent change of mindset guiding the future entrepreneurs.

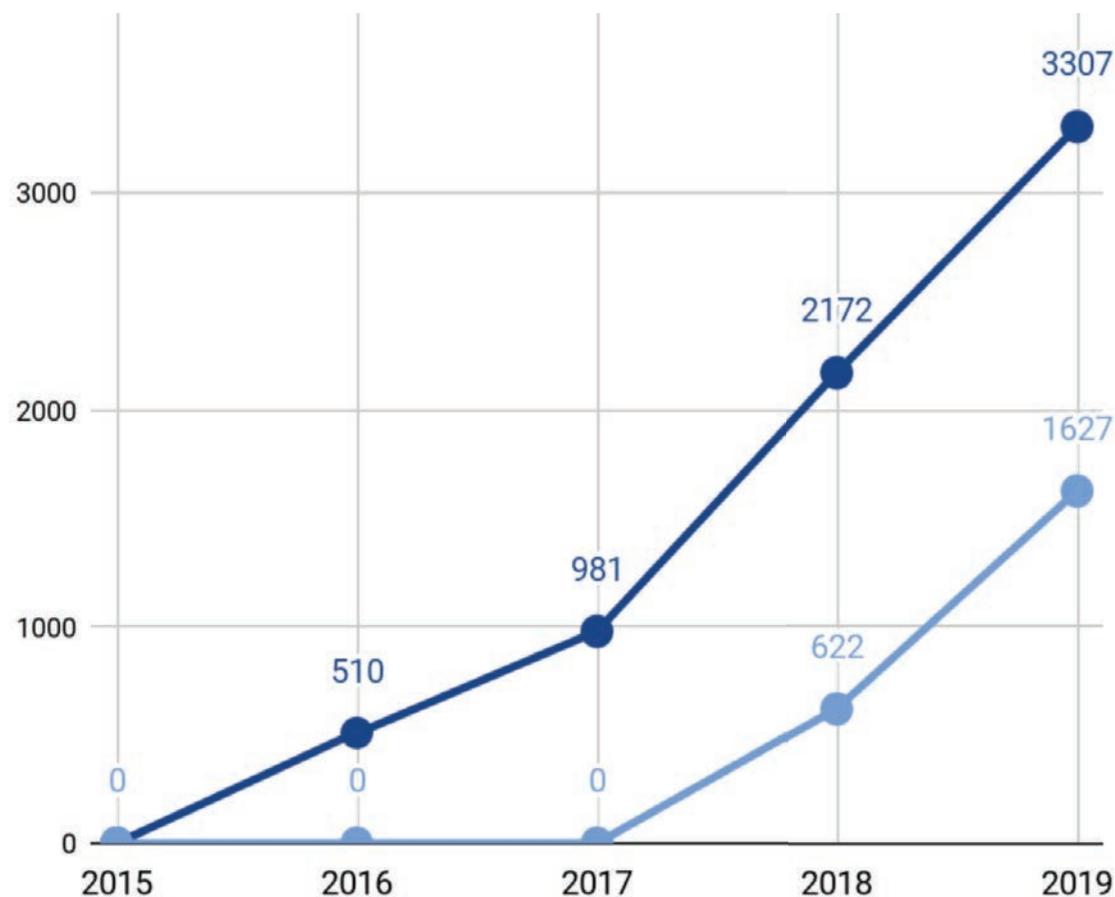


"Through this program (the Battle) the world will become a little bit cleaner and if you start by changing your own behavior, others will follow" Chiel, 10 years old

LET'S TALK NUMBERS

Over the last few years our impact has grown enormously. So far we've been Plastic Fishing with 7.031 (young) people and 2.289 youngsters followed our Education Program. The movement of doers is continuously expanding.

- PLastic Fishing
- Education Program



LETS LOOK BACK AT 2019

In 2019 3.307 youngsters participated in our education programs and went Plastic Fishing on their local waters in Amsterdam, Rotterdam, Groningen, Utrecht, Zwolle and Den Bosch. Besides these young changemakers, 3.000 other children participated in cleanups around their schools. These 6.307 people can be divided over 241 school classes of 72 different schools.

"I think it's very good that our school is participating in The Battle because we all need to be able to continue living on this planet together. And by doing The Battle, we are trying to do something about this"

Else, 11 years old





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OUR BLUEPRINT IMPACT PROGRAM

1. PLASTIC FISHING

Plastic Fishing allows the new generation to experience first-hand how they can get involved in our mission; plastic-free waters worldwide. By going plastic fishing, on boats made from Amsterdam Canal Plastic, we show youngsters that plastic is a valuable raw material from which you can make cool new products. A plastic fishing trip starts with a short introduction by one of our skip-pers about the plastic soup, our mission and the do's and don'ts on the water. After the introduction, the students jump on board and sail the canals on the hunt for plastics! The Plastic Fishing trips aim to provide an opportunity for young people to actively do something about plastic pollution on their local waters; the Amsterdam canals or the Rotterdam Rotte.



2. EDUCATION PROGRAM

Mission Plastic-Free Water is our education program for children from group 7 & 8. Together with two well-known ambassadors, the children embark on an exciting mission! Our program consists of 3 interactive lessons, which the children complete in three weeks. Through quizzes, challenges and assignments, children are triggered to find out as much as possible about the reason we are facing this problem and are challenged to come up with solutions. Through scavenger hunts at home and clean-ups around the school and on the water (plastic fishing!) the kids are involving their whole family and the people around them in creating positive impact! To conclude the program, students will create their very own plastic challenge that serves to activate and involve other kids in combating the problem. They all receive a Plastic Smart Diploma as a token of their commitment in our movement of doers. This school year we will develop an education program for secondary and higher education to increase our impact.



Plastic Whale

Plastic Whale

3. CITY BATTLE

During our City Battle program, primary schools battle each other for plastic-free waters in their own city. During the battle, students realize the strong relevance and proximity of the plastic problem as they are confronted with it as something happening in their own backyard, and not as a foreign concept exclusive to the other side of the planet. The competitive element of the Battle empowers children to do their best in order to win the Battle. The City Battle consists of three main features:

EDUCATION PROGRAM

All participating classes follow the education program prior to the Plastic Fishing event. During the program, they come up with their very own challenges that they then upload to our platform, encouraging other children to take action and join our mission.

COLLECTION

With the entire school, the participating class will collect waste for a week in their neighborhood. The more children from other classes participate in this assignment, the bigger the chance that the participating class will win the Battle. The waste is then brought to school and weighed during the week of the event.

PLASTIC FISHING

The Plastic Whale fleet is coming to you! All participating classes (7 or 8) fish for plastic in their own city. For every assignment the classes receive points. In the end, the class with the most amount of points wins the Battle and receives the Plastic Whale award!



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CITY BATTLE 2019

The Plastic Whale Foundation organized a 'City Battle' for the first time in 2019; a competition between 24 schools from 6 different cities. The battle turned out to be a great hands-on activity that allowed young people to take direct action. During this Battle 581 children from 6 cities and 24 primary schools went plastic fishing on their local waters and together fished out 582 kg of waste from their waters. All 24 primary schools together collected 703 kilo of (plastic) waste from nature. The 24 competing classes all came up with an idea to make their school plastic free. Almost 20.000 people throughout the Netherlands voted on these inspiring ideas. We've experienced that with the Battle we can activate children, schools, parents, and teachers from all over the country to work for plastic-free waters worldwide. In the upcoming year, we want to take the City Battle to four new Dutch cities, in every city, there will be 10 participating schools competing in the local battle.

4. ACTIVATION PLATFORM

Through our online community we want to active kids all over The Netherlands. Through our online platform children can participate in several activities; for example organizing a clean-up or initiating a plastic fishing activity in their own neighborhood. Via our instagram we connect children who partake in the education programs and the city battles with the rest of the kids in The Netherlands. By sharing their ideas and challenges, we hope to empower as many other children as possible to take action, join our mission and start doing!



**DO YOU WANT
TO HOP ON BOARD?**



REACH OUT!

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