

**STOP**

**TALKING**

**IMPACT REPORT  
PLASTIC WHALE FOUNDATION 2019**





## A thank you from Captain Marius

*“2019 was an amazing year for the Plastic Whale Foundation. Thanks to your support we renewed our Education Program, we built an online activation platform and we expanded our activities throughout the Netherlands. In total, more than 3.000 youngsters joined our Plastic Fishing trips and more than 1.600 school children participated in our new Education Program.*

*For 2020 we have ambitious plans to activate, inspire and reach even more youngsters. We will expand our events to more cities in the Netherlands and we will intensify our collaborations with primary schools, high schools and Universities.*

*Stop talking. Let's start doing!”*

*Marius Junt*

# Plastic Whale Foundation.

**Our mission: Plastic-free waters. Worldwide.**

The Plastic Whale Foundation believes in the power of doing but we are aware that we can't solve the plastic soup problem on our own; by creating a continuously growing movement of 'doers' we encourage individuals to act together to fight for plastic-free waters worldwide.

To create long-term impact and initiate a change in behavior it's crucial that we focus our attention on the leaders and entrepreneurs of tomorrow. Young people have the potential to bring about long-term behavioral changes and by educating and involving individuals at an early stage in their life we can make a difference now and in the future.

Our programs and activities give young people the knowledge and tools to take action. These young people's actions have the power to seed a ripple effect, encouraging individuals around them to follow their footsteps. In this way, we can cultivate a 'movement of doers' that continuously expands.

## Activities and results 2019



# Plastic Fishing.

## **On the Amsterdam Canals or the Rotterdamse Rotte**

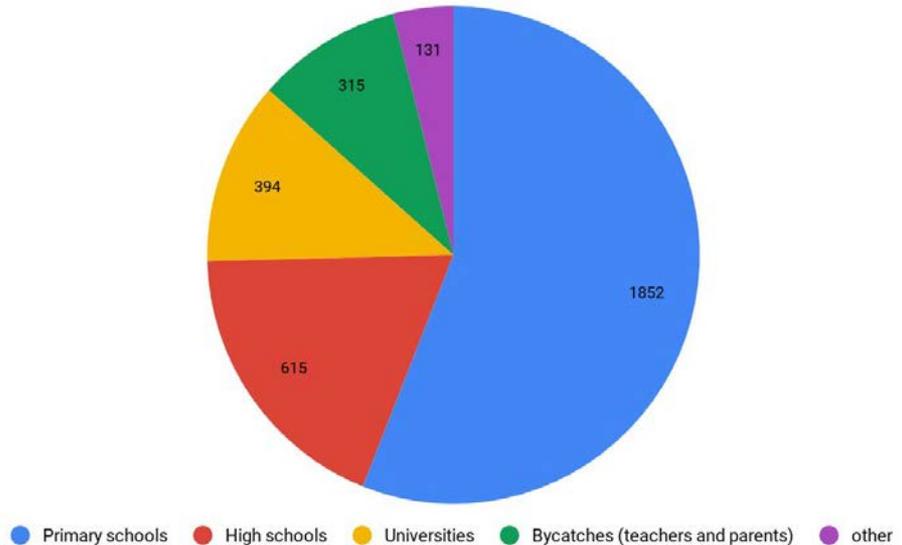
Plastic Fishing makes students see plastic waste in a different light; not as a waste product, but as a valuable raw material used to create treasured products (such as the boat they are on!). The Plastic Fishing trips aim to provide an opportunity for young people to actively do something about plastic pollution on their local waters; the Amsterdam canals or the Rotterdam Rotte.



**3.000+**  
**Youngsters**  
**Involved.**

### Plastic Fishing - results 2019

In 2019 we involved 3.307 people by going Plastic Fishing in Amsterdam, Rotterdam, Groningen, Utrecht, Zwolle and Den Bosch. These 3.307 people can be divided over 121 school classes of 72 different schools.





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beauty  
AND  
planet

LOVE  
beauty  
AND  
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# Education Program.

## **An interactive, online program**

In 2019 we renewed our education program for primary school classes 7 and 8 (10-12 year-olds). By complementing Plastic Fishing with an educational element, young people can build more extensive knowledge around marine plastic pollution while they are provided with tools and exercises to take action.

This year, our program can even be accessed digitally with lessons that consist of interactive assignments and videos. Together with two well-known ambassadors, the children will embark on a mission, undertaking various tasks. When they have completed the program the students officially become part of our movement of doers and receive a Plastic Smart Diploma.



KLAAR VOOR  
DE MISSIE?

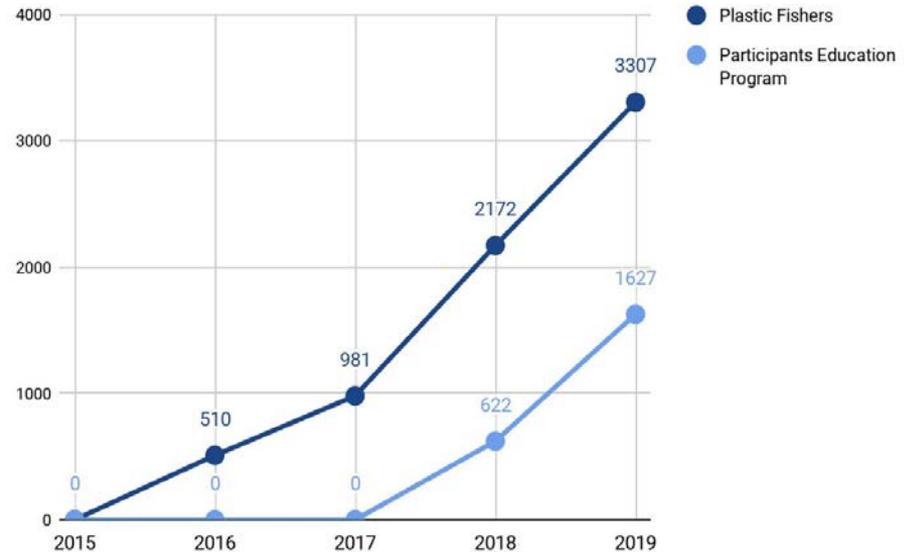


Missie  
Plasticvrij  
Water

# 1.627 Participants Education Program.

## Enormous growth over the last few years

Over the last few years our impact has grown enormously. So far, we have been Plastic Fishing with 6.970 (young) people and 2.249 youngsters followed our Education Program.





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# The Battle.

## **A nation-wide action program**

The Plastic Whale Foundation organized a 'City Battle' for the first time in 2019; a competition between 24 schools from 6 different cities; Amsterdam, Rotterdam, Groningen, Zwolle, Utrecht and Den Bosch.

The Battle is a great hands-on activity that allows young people to take direct action. It consists of three elements; collect, fish and invent. Not only the participating class, but the whole school is involved in the collect element, as the entire school will collect waste for a week in their neighborhood.

During the battles, 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. A great number of people indirectly come in contact with our mission through the City Battles as they see young people fishing plastic, not only in their own city but all over the Netherlands. This way, we can make people aware of our mission across the country.



DE BATTLE

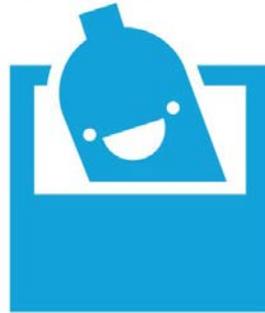


Missie  
Plasticvrij  
Water

# Growing Impact The Battle.

**3000**

collectors



**703 kg**

collected



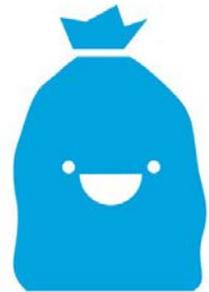
**583**

plastic fishers



**581 kg**

fished out of the water





# Online Activation Platform.

## **An activation online environment**

Apart from all students and schools participating in the education program, we also receive a great number of requests from other children who want to join our mission. Therefore, we developed our 'Take Action' platform (accessed via [www.missieplasticvrijwater.nl](http://www.missieplasticvrijwater.nl)) and our Missie plasticvrij water Instagram. An outcome of this is that even young people that aren't enrolled in our education program can take action and in turn inspire other children. Through our online channels children can participate in the following activities:

**Challenge** - Children are encouraged to innovate and upload their own challenge that activates other children to also work for plastic-free waters.

**Clean-up** - We offer children the knowledge to organize a clean-up in their own neighborhood.

**Talk** - Here, young people can find information about marine plastic pollution, recycling, single-use plastics and inspiring initiatives that are committed to combating plastic pollution.

**Plastic Fishing** - Young people can find tips and information about how they can organize a Plastic Fishing activity on their own, in their neighborhood.

# Growing Online Community.

## **Reaching 80.000 youngsters per month**

An active online presence ensures that children are vigorously involved in our mission even after completing one of our programs. On our online platforms, young people throughout the country can elaborate their knowledge around the plastic soup problem and are given appropriate tools to do something about it.

So far the impact of our online activation platform is as follows:

**Reach:** 80.000 young people per month

**Followers:** 1.022 followers

**Views:** 32.812

**Fans:** 125 new fans per week



# 598 Participants Public events.

## **Free of charge in the City of Amsterdam**

The Plastic Whale Foundation has organized, free public events since the start of 2011; the Plastic Whale 'Koningsvissen' and the 'Pride Plastic Fishing', which are on two of the most polluted days of the year.

The day after King's Day 294 people joined us on the Amsterdam Canals. A total of 31 boats joined our fleet. Secondly, on Sunday the 8th of August even more plastic fisherman cleaned up the canals with us as 307 people participated in the Pride Plastic Fishing Event, divided over 34 boats.

Overall, we fished over 258 bags of trash out of the Amsterdam canals!



**Our goals for the school year of 2020/21**



# High ambitions 2020/21.

## Plans 2020/21

For 2020 we have ambitious plans to activate, inspire and reach even more youngsters. We will do that by the following new programs:

- **The Battle** in 6 new, Dutch cities
- **Plastic Smart Certification** for schools in 2020/21. The school will commit to targets to reduce consumption of single-use plastic for their entire institution. Part of this certification is a long-term commitment by following the education program and going plastic fishing on an annual basis.
- **An Education Program** for high schools and Universities
- **The Activation Platform** will be complemented with additional online activities



Deze boot

# Thank You for your Support!



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**LET'S START**

**DOING**