



ANNUAL REPORT 2023

One wave towards a plastic free future



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In this report Plastic Soup Foundation renders account with regard to the expenditure of all monies entrusted to it. In doing so, it complies with the requirements of the Council for Annual Reports' guideline RJ650 for fundraising organisations.

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Foreword

We are pleased to present the Annual Report 2023. It was a year with two sides. On the one hand, we renewed our impact, but we also had to reorganise due to our unsatisfactory financial position. A year with significant highs and a few emotional lows.

For years, the Plastic Soup Foundation has been committed to promoting scientific studies on the impact of plastic on our environment and human health. In doing so, we collaborate with an increasing number of leading national and international scientists.

New pioneering research papers are now being published almost every month around the world. In 2023, we partnered with A Plastic Planet in London. Together, we created the [Plastic Health Council](#): a platform where progressive professors - from multiple continents – are calling on both governments and industry to turn off the plastic tap as soon as possible.

Their research shows that our guiding principle regarding the impact of plastic on our own health is essential. The system needs to change, with a halt on disposable plastics and a reduction in virgin plastic production as key priorities.

In our lobbying efforts we also stir things up significantly, both domestically and across Europe and beyond. Is it always successful?

Not always. For example, in mid-November, the third round of negotiations on an international plastics treaty to save the world from even more pollution took place in Nairobi. Due to strong lobbying by oil and plastic-producing countries, the results were disappointing. We continue to press on relentlessly.

Over the years, we have increasingly raised awareness about the negative effects of plastic. Through various campaigns, education, and apps, we are reaching an ever-growing audience. In 2023, for example, we offered the quiz 'What Kind of Plastic Hero Are You?' and provided tips and tricks for plastic-free holidays, seeing as there is always a 30% increase in plastic usage during that time.

Despite the positive results, we had a financially challenging year, mainly due to reduced contributions from, among others, equity funds. The necessary reorganisation, which involved saying goodbye to a number of valued colleagues, was implemented at the beginning of 2023. This is always an emotional and difficult process, during which we took the greatest care to support the departing employees. As the Supervisory Board, we have been heavily involved in these challenges for the Plastic Soup Foundation.

By the end of 2023, we were able to conclude that the challenges had been adequately addressed through resilience and flexibility. This provides the Plastic Soup Foundation with a strong foundation for new results and impact in 2024.

In this year with many challenges, I want to thank all employees, volunteers and partners for their unwavering dedication and hard work. Thanks to your efforts, we once again achieved a lot, despite the setbacks.

We remain energetically committed to a world without plastic soup!

On behalf of the Supervisory Board

Jacco Maan



Retrospective 2023

For plastic, 2023 was another great year. You just couldn't escape it. From disposable packaging to plastic in the clouds, our vegetables and even in our blood: plastic was ubiquitous. So too was the flood of scientific papers on microplastics and nanoplastics. The international press was barely able to keep up. Reactions varied: from feelings of helplessness to anger and great willingness to take action.

In our social media coverage about microplastics in the human body, someone remarked, "This is much more important than people realise." Another person asked, "When will we collectively take this more seriously?" Good question.

We are at a critical juncture where we, as a collective, can determine the future for all species on our planet. We have the power to change our world and, therefore, the responsibility to change course. Turning off the plastic tap and - at the same time - inventing fully biodegradable materials are the way forward. It is time to get serious.

That said, 2023 was a difficult year for the Plastic Soup Foundation. After years of growth and expansion, we started January (our 13th year!) in deep gloom. In 2022, our income had declined significantly. Among other factors, the turbulent global situation, the war in Ukraine, excessively rising gas bills combined with skyrocketing inflation, and the resulting caution of equity funds did us no favours. We had to cut back and reorganise.

That hurt. We had to say goodbye to colleagues we would rather have not let go.

Then the way up began. We raised our profile in Brussels with a successful event in the European Parliament. We made ourselves visible during the international negotiations for a global Plastics Treaty in Paris and Nairobi.

Together with A Plastic Planet from London, we initiated the Plastic Health Council: a collective of prominent professors from around the world involved in pioneering research on plastics and health, and not afraid to speak out.

We demonstrated the same resilience as when we started, during our founding, and we did not let ourselves be intimidated.

As a result, we were able to end 2023 on a positive financial note. Admittedly, with a much smaller team and reduced income, but we are very grateful to all the individual donors, forward-thinking companies and foundations that supported us during this difficult year.

As a result, we look to the future with renewed confidence.

*Maria Westerbos
Oprichter, directeur, bestuurder*



Outlook for 2024

One wave towards a **plastic free** future



In 2024, we will take a number of important steps.

Strategic handbook

Under the committed and nonprofit leadership of Joris Westerman (formerly Accenture, now The Forge), we have been developing a clear, strong, and consistent strategy for the next five years, since the end of 2023. This is expected to result in a detailed plan documented in a strategic handbook, which will be ready by the summer of 2024.

New brand identity

In 2023, the advertising agency Fama Volat (rumour flies) began work on a brand book with a new look and feel, and a refined tone of voice, on an unpaid basis.

Central to this is the Ripple Effect. This refers to the indirect effect on the environment resulting from an event. Just think of the ripples you see in the water when you throw a stone into it. It starts small, barely visible, but gradually the circles on the water grow larger. This is what the Plastic Soup Foundation aims to achieve as well. With knowledge, faith, and conviction, we strive to create a significant impact.

‘One wave towards a plastic free future’

The Ripple Effect is also central to the look and feel and is reflected in our brand identity.

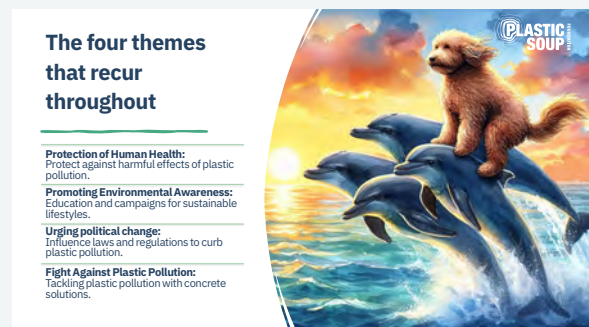
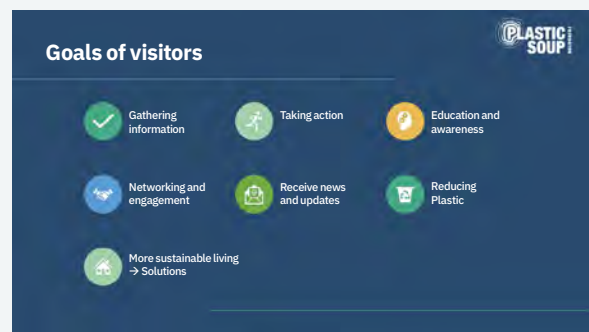
‘We believe in the ripple effect of knowledge’



New website

With a new strategic handbook and brand identity also comes a new website. This should cater to our online visitors’ needs, which are as follows:

The new brand identity was implemented after the summer of 2024. At the same time, the new website will (gradually) go live as well.



In terms of content, we will continue on the path we have already embarked upon.

Plastic and money

In 2023, we started working behind the scenes to prepare projects aimed at influencing the financial systems behind plastics. This involves further developing the Plastic Footprint, by, among other things, examining the health and financial risks associated with disposable plastics. In 2024, we will launch our first pilot on a major financial institution. Its portfolio will be screened for plastic investments and the associated financial and social risks.

Also, together with our partners Profundo and Banktrack, we are setting up a platform which will screen the world's top 20 banks' investment policies in plastic. The Plastic Soup Foundation will focus on the communication; a campaign is in preparation.

Advocacy in Europe

After the summer, we will establish an Intergroup in Brussels, composed of several MEPs interested in the topic of Microplastics & Human Health.

A global Plastics Treaty

In April 2024, government delegations, representatives from big oil and the plastics industry, NGOs and scientists gathered in Ottawa, Canada, for the fourth round of negotiations on a global Plastics Treaty. Together with A Plastic Planet and the Resilient Foundation, we organised a successful side event where we screened a film portrait of Austrian professor Lucas Kenner. He recently demonstrated that plastic particles can exacerbate and even cause the spread of colon cancer.

This minidoc is the first in the 'Scientists Speak Out' series. We plan on making at least two more in 2024, ahead of the fifth round of negotiations in Busan, South Korea.

While plastics and human health were barely discussed during the negotiations in 2023, they have now become a prominent topic.





Budget



Budget 2024

Income	
Income from individuals	338,140
Income from businesses	497,082
Income from non-profit organisations	245,000
Total income	1,080,222

Costs	
Spent on objectives	638,665
Fundraising costs	173,564
Management & administration costs	135,169
Total costs	947,398

Result	
Result	132,824
Addition to continuity reserve	50,000
Addition to appropriated reserve	82,824





Our mission

The **fundamental reason** for our existence

Stopping the tsunami of (disposable) plastic as soon as possible by turning off the plastic tap.

As a single-issue organisation, we focus entirely on **preventing plastic pollution at its source** in order to protect the well-being of future generations from the consequences of this devastating and unnatural plague.



Our vision

The **long-term** goal/ideal state

We aspire to a world where the severity of the plastic crisis is recognised as a threat equal to climate change. A future where our human health **is not** threatened by the dangers of (micro and nano) plastics and the harmful chemicals they contain, and where all life on Earth is protected from the irreparable damage they inflict.

By focusing on public awareness, political pressure, and legal action, we aim to phase out disposable plastics and harmful additives and work towards **fundamental systemic change** and the end of *big oil*.

Ons manifest

Your health will always be our underlying motivation.
Right now, we eat, drink, and inhale plastic.
And plastic wasn't intended to end up in our bodies.

Our focus doesn't lie in the recycling game.
We are not actually cleaning the sea.
We want to erase plastic from food, water and air.

We believe in the ripple effect of knowledge.
By making research readable.
By sharing how impact can be made.

We never force, we give advice.
We'll hold industry leaders accountable.
Because if you know better, do better.

And we'll celebrate anyone that embraces change.
Since it takes a lot of drops to form an ocean.

Plastic Soup Foundation

One wave towards a **plastic free** future



Multi-year strategy

The Plastic Soup Foundation believes the plastic crisis is as dangerous as the climate crisis. They are two sides of the same coin. Plastic pollution impacts all ecological systems worldwide, and poisons increasing numbers of organisms.

Our own health is also at risk. If we fail to manage the plastic crisis within the next decade, we will endanger the lives of future generations.

How are we going to prevent that?

Views on plastic pollution are becoming increasingly polarised. Large multinationals no longer get away with false solutions such as ‘Suitable for recycling’ or other sustainability claims.

International societal resistance is growing.

Big Oil, the plastic and the chemical industry have united to fight for their survival. We choose to focus our campaigns and content programmes on the following themes within this battleground.



One Health

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



Planetary boundaries

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



Solutions & Escalation

Public attention, along with political and legal pressure, will ensure that damage caused by plastics to both our health and the planet is halted.



Ecocide (accountability)

The excessive growth and ever-increasing production of disposable plastics, along with the toxic additives they contain, constitute ecocide.

When major plastic producers are held accountable, it will mark the beginning of systemic change.

Our ultimate goal: systemic change

We aim for the end of the oil-based plastic era, and with it, the end of Big Oil. The chemical industry must begin adhering to the precautionary principle, demonstrating that an additive is harmless before it can be used in a product. Those responsible, both suppliers and producers, are going to pay the true price: including medical and cleanup costs.

The main goals in brief

1. Engaging society in stopping plastic pollution with our own health as the primary motivation.
2. The Global Plastic Treaty resulting in global standardisation and regulation of zero plastic emissions to humans and the environment.
3. A global decrease in plastic production, starting with the reduction or replacement of disposable plastics: *refuse, reduce, re-use & replace*.
4. Wear and tear of plastic products, such as synthetic clothing, is prevented by *re-design*.





Our impact in 2023

General

The reorganisation, as well as our new focus, reduced the number of projects by 2023. We stopped our cleanup; through the introduction of a deposit system, the main litter - bottles and cans – is reduced by 70%. Other organisations have actually been stepping up. A good reason for us to shift gears and focus entirely on the health effects of plastic, and potential solutions.

World Cleanup Day was taken over by the IVN.

We also said goodbye to Clean Rivers, although we will of course continue to support this project.

Scientific research

Brain

In the second quarter of 2023, Thais Mauad, Professor at the Medical School of the University of São Paulo, was commissioned to research plastic fibres in the human brain.

Thanks to a contribution from the Dutch Fred Foundation, samples were taken from the brains of twenty deceased individuals. The analyses proved even more challenging than anticipated, so results are not expected until May 2024.

If Thai Mauad and her team find microplastics in human brains, they will provide the latest and conclusive proof that plastic can penetrate every cell and organ of the body.

Biodegradable plastics in agricultural mulch

Also, the Plastic Soup Foundation - thanks to a donation from the Flotilla Foundation - commissioned a study on biodegradable plastics in agricultural mulch by Wageningen University & Research.

Preliminary results indicate that agricultural fields and surrounding ditches are heavily contaminated with microplastics originating from biodegradable film. This film has been found to degrade much more poorly than the

two years promised by manufacturers (EN 17033 Standard).

After the Plastic Soup Foundation & Wageningen University went public with a joint press release in the autumn of 2023, the university withdrew the research.

Since then, we have been looking forward to a revised version.

Other participations

As a member of the User Group Committee, PSF is involved in [Momentum 2.0](#), where scientists and knowledge institutes come together and work to share and exchange knowledge on the latest results and planned research on Microplastics and our Health.

Furthermore, we have joined the Valorisation Panel Microplastics and Citizens of the Microplastics, Health and Behaviour study at the University of Groningen (RUG) as a project partner. The aim is to provide education on inhaling, ingesting, and drinking microplastics, including plastic clothing fibres, through a video game that is yet to be developed.

Finally, we are a project partner in TUDelft's NWoproject MicroWash (2024-2027).





Plastic & Human Health

We are at a critical juncture. We can no longer pretend that our addiction to plastic is good for our earth and human health - in fact, the opposite is true. We inhale, ingest, and drink microplastics and nanoplastics along with their harmful chemical additives - every day.



Influencing the public opinion by tapping into intrinsic consumer personal health motivations

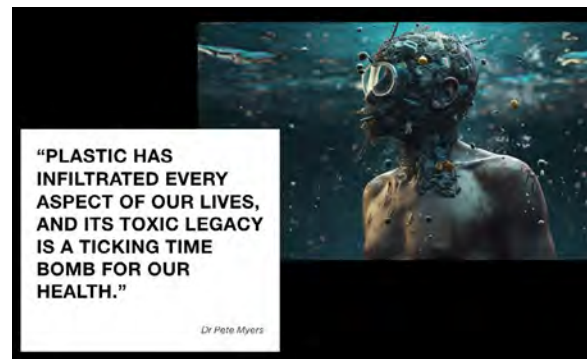


Impact by changing the context through collaboration



A Plastic Health Symposium

On May 2, 2023, the Plastic Soup Foundation organised the [Plastic Health Symposium](#) in the heart of our European democracy. A group of top experts, scientists, lawyers, industry representatives and NGOs discussed system change, accountability and safe chemistry. The outcomes of this meeting in the European Parliament were then published in a [White Paper](#), in order to influence legislators and industry.

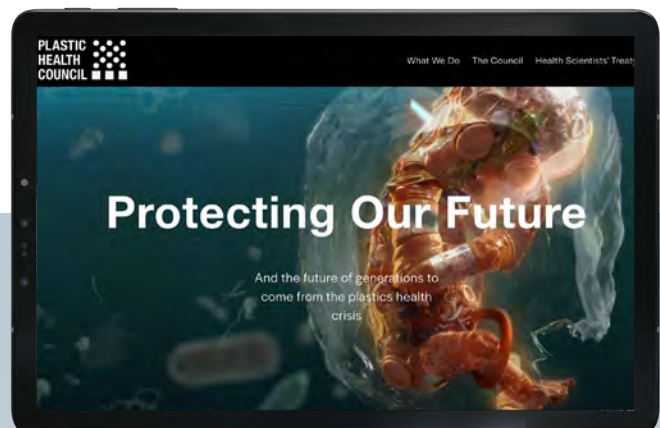


Open letter signed by 25 MEPs

On the same day, we published an [Open Letter](#) in *Politico Europe* addressed to European Commission Executive Vice President Frans Timmermans. Signed by 25 MEPs, the letter stated that there is sufficient evidence that plastics are toxic materials threatening our health, and urged the EC to take immediate action. We also asked policymakers to end 'Plasticine' and to protect EU citizens' health.

The Plastic Health Council

At the Symposium in Brussels, the Plastic Health Council, newly established by us and A Plastic Planet, also made its first appearance. The platform consists of a growing group of prominent scientists dedicated to warning the world about the irreversible and life-threatening consequences of overproduction and chemicals in plastics.





UN Plastics Treaty, Intergovernmental Negotiating Committee (INC)2, Paris, May 2023

The Plastic Soup Foundation presented at the official side event on microplastics, nanoplastics, and chemicals during INC2 at UNESCO in Paris.

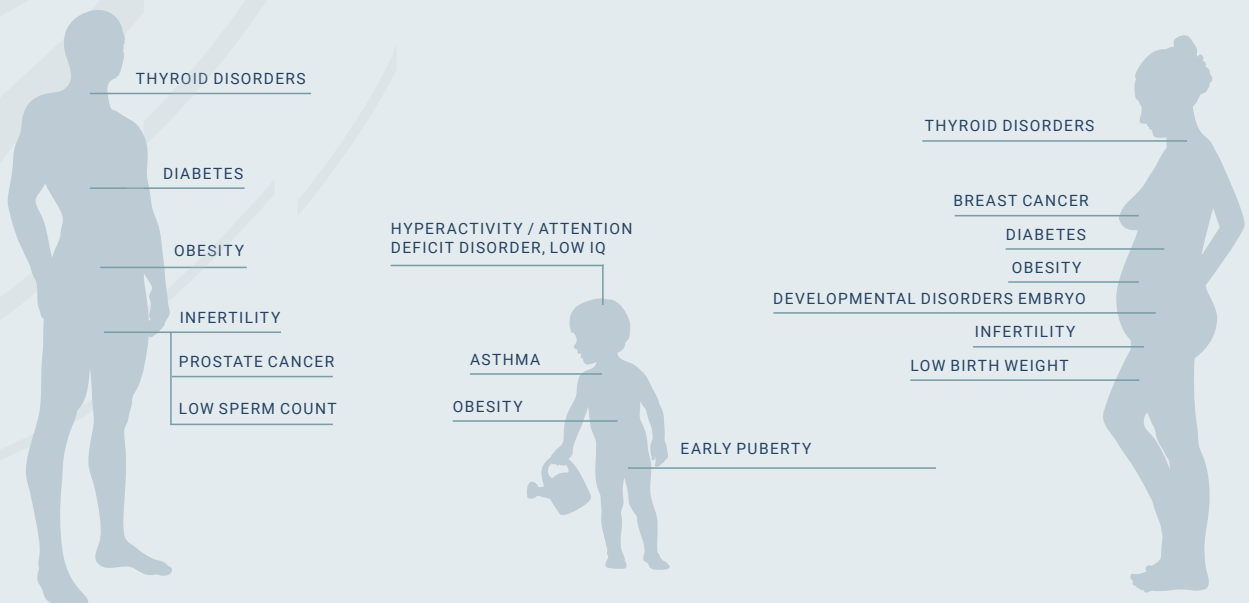
We once again highlighted the extensive research demonstrating the impact of plastics on human health, and provided the Plastic Health Council with a platform at a second event held elsewhere in the city.

UN Plastics Treaty, INC3, Nairobi, November 2023

Once again, we created a side event for the Plastic Health Council during the UN negotiations at INC3 in Nairobi.

This time, an alternative was presented: [the Health Scientists' Global Plastics Treaty](#), which calls for stronger measures to protect humanity and the planet.

In 2024, we will continue this strategy, repeatedly presenting new scientific evidence to government representatives, industry leaders, and the general public.





Advocacy & engagement

The Netherlands plays an important role in international waste trade

Research by the Plastic Soup Foundation in 2022 has shown that the Netherlands, despite its small size, plays a significant role in the opaque plastic waste trade. In 2021, for example, our country was EU's largest exporter of plastic waste to non-OECD countries.



We are also a significant global player; only Japan and the US exported more plastic waste to countries in the Global South in 2021. On a per capita basis, the Netherlands is the world leader, shipping the highest volume of plastic waste from the rich parts of the world to nations that lack the capacity to process it properly.

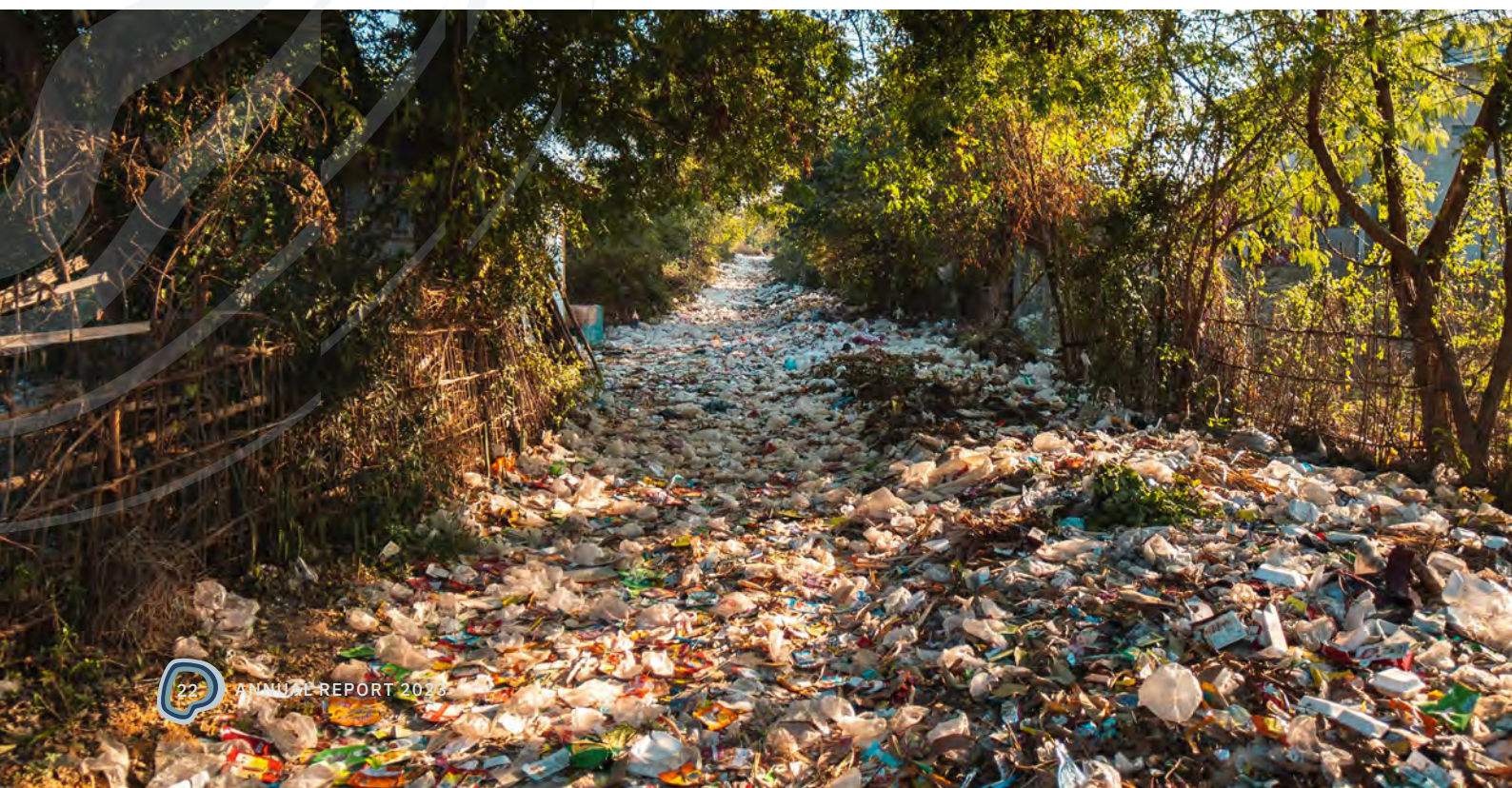
In November 2023, the European Commission decided to limit waste exports to non-EU countries through a revision of the Waste Shipment Regulation. Shipping plastic waste to countries such as Malaysia, Thailand and Indonesia is no longer allowed.

The Plastic Soup Foundation welcomes this measure, as these countries have major problems processing European plastic waste. Unfortunately, the ban does not solve all the problems. Shortcuts to countries like Turkey remain, and it does not solve the issue of illegal waste flows.

Although it is prohibited to ship waste to non-OECD countries, the route to [OECD countries](#) remains open. One OECD country confronted with a lot of waste dumping is Turkey, as [previous research by NRC](#) and others showed. This included Dutch plastic packaging waste.

As far as the Plastic Soup Foundation is concerned, however, all export of plastic waste is halted. The problems caused by (illegal) dumping of plastic in low-wage countries must be made punishable as soon as possible. Under the guise of raw materials rather than waste, our plastic junk is sold to countries that lack the capacity to recycle it. The traceability of shipped waste is also inadequate, which encourages the (illegal) dumping of plastic.

Our country should therefore be ashamed of its role in this issue.



The lawsuit against INEOS

On July 12, 2023, a Belgian court ruled that INEOS' 3 billion-euro plastics project in the port of Antwerp, Belgium, is illegal. The project has since been suspended.

The ruling was a brief highlight in the legal battle against the arrival of the ethane plant by the authorities of Zeeland and North Brabant, two neighbouring provinces in the Netherlands. At the same time, ClientEarth and 13 partners - including the Plastic Soup Foundation - have been fighting a legal battle to stop the project for several years now.

The Court of the Council for Permit Disputes ruled that INEOS did not disclose the full extent of the project's predicted environmental impact on the surrounding area to the authorities. According to the court, the Flemish authorities should not have granted permission for the project due to these crucial emissions - and it cannot proceed now.

In the meantime, the Flemish authorities have given the green light for the construction of Project One by chemical giant Ineos, now that it has been promised that it will be Antwerp's cleanest plastic plant.

This matter will therefore be followed up in 2024: in our view, the final word has not yet been spoken.

Plastic and money

In 2023, we worked behind the scenes to prepare projects aimed at influencing the financial system supporting plastics. This includes further developing the Plastic Footprint by examining the health risks, and, consequently, the financial risks associated with disposable plastics in particular.

In 2024, we will launch a pilot on a major financial institution. Its portfolio will be scrutinised for plastic investments and the associated risks, both financial and social.

Also, together with our partners Profundo and Banktrack, we are setting up a platform which will screen the investment policies in plastic of the world's top 20 banks. The Plastic Soup Foundation will focus on communication; a campaign is in preparation.



Our campaigns

Beat the Microbead

The Plastic Soup Foundation had only just been established in 2011, when we discovered something rather unbelievable: microplastics as an ingredient in personal care products. We soon found out that these were various types of plastics, serving different functions. For instance, plastic beads are used for scrubbing, and plastic glitter was found in lipstick.

How on earth could manufacturers deliberately include microplastics in their products? They naturally knew that these would be washed away after use, and eventually end up in the environment via the sewer system. The answer was equally shocking. There was no law prohibiting it, adding plastic to cosmetics simply ‘complied’ with the regulations. Cheap microplastics pushed natural alternatives (such as salt crystals for exfoliating) out of the market.

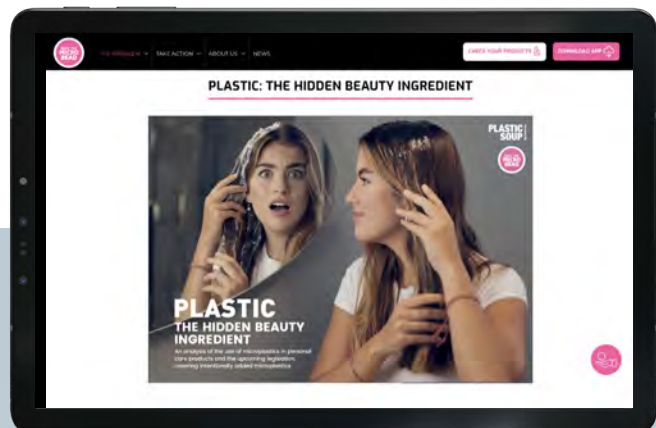
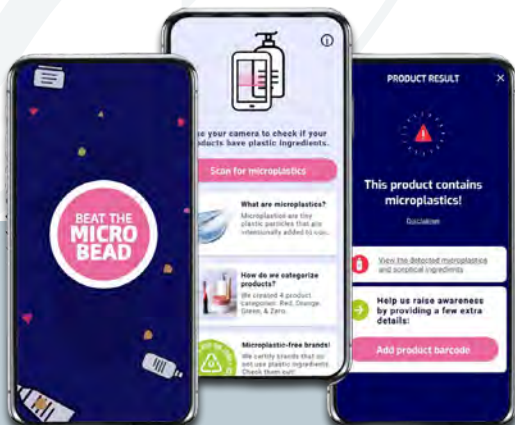
At the time, the industry frequently used the term microbead for the exfoliating plastic particles. And so a name for the campaign was quickly found: Beat the Microbead. The campaign began in 2012 with a [video featuring Charles Moore](#), the American researcher and sea captain who was the first to write about the ‘plastic soup’. In addition to this somewhat lighthearted action, we forged a coalition of NGOs, eventually bringing together around a hundred organisations worldwide. The main demand was a ban on the

use of all intentionally added microplastics in products. Soon, we had created an [app](#) which allows consumers to scan labels of personal care products, to be able to see directly if those products contain microplastics. We also built a dedicated [website](#).

The Beat the Microbead app provided a lot of data. In 2022, we published our report [Plastic: The Hidden Beauty Ingredient](#) and ran the ‘Dare to Care’ campaign. Of the products investigated, more than seven thousand, 87%, were found to contain microplastics. This includes all synthetic polymers, i.e. whether added in solid, liquid, semi-liquid or water-soluble form.

A European ban on intentionally added microplastics was announced on May 17, 2023. Member states welcomed a [proposal](#) to this effect from REACH. The fact that these microplastics pose a risk to the environment is now firmly established. The proposal includes microplastics in personal care products, but also plastics in paints and detergents.

However, the draft legislation still has room for improvement. For example, it uses a narrow definition of microplastics and includes an excessively long transition period of no less than 12 years.



With the slogan ‘Why wait 12 years?’, we asked the public for support through articles, content and videos. This led to a surge of outrage among our (online) audience and new downloads of our Beat The Microbead app, particularly noticeable on Instagram. However, it was to no avail.

On September 25, the ban on the intentional addition of microplastics was adopted - including the long transition period.

With the Beat the Microbead campaign, the Plastic Soup Foundation was the first NGO to put this issue on the map, and we see the new legislation on the use of microplastics as a significant victory.

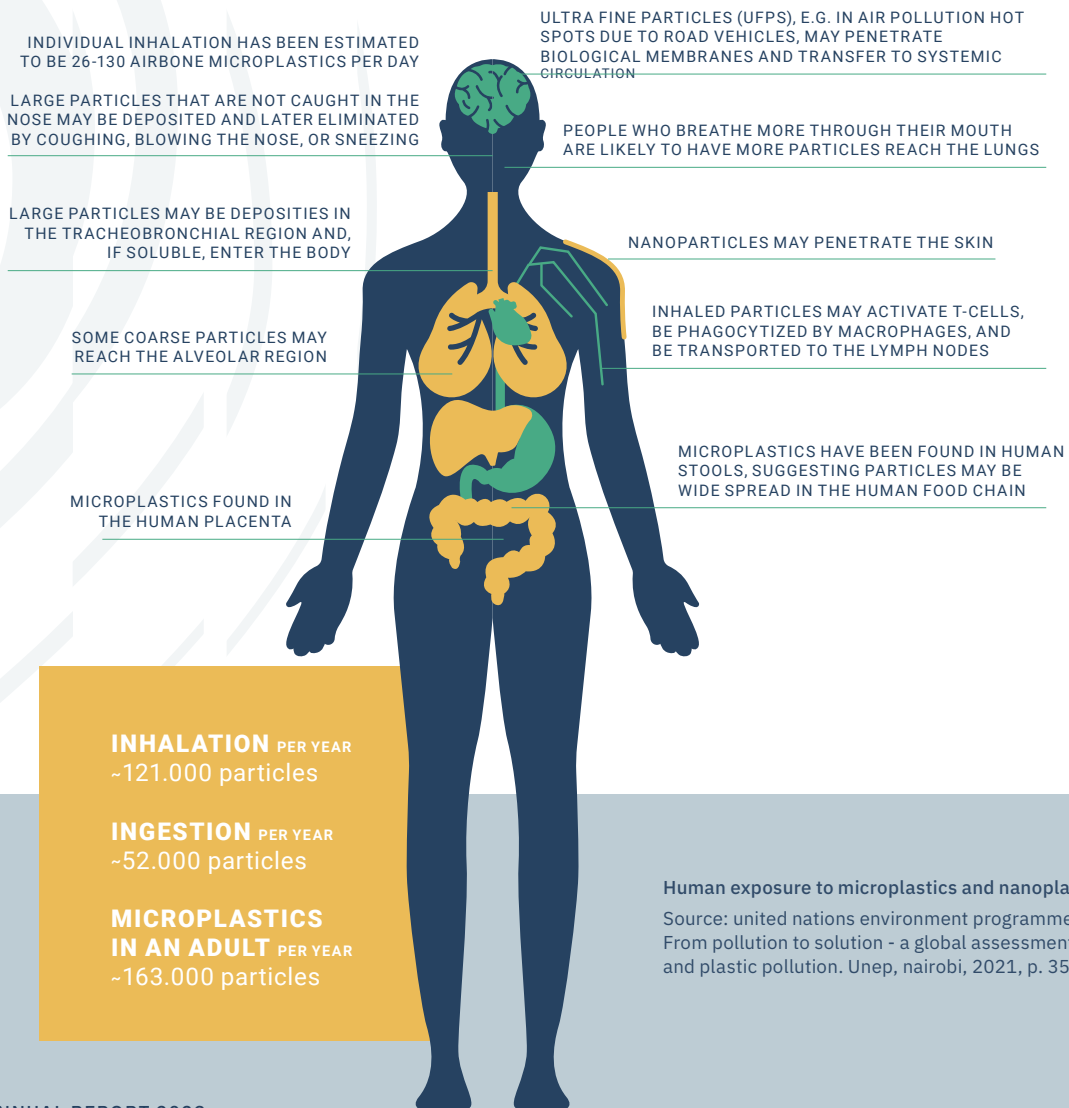
Zero Plastics Inside

Already, 163 companies demonstrate that plastic-free cosmetics and personal care products are entirely feasible.



These companies carry the ‘Zero Plastics Inside’ label introduced by the Plastic Soup Foundation. The condition for using the ‘Zero Plastic Inside’ label is, in short, that none of a brand’s products contain micro plastics.

Not one of the major multinationals, such as Unilever, L’Oréal, or Procter & Gamble, have been willing to make this declaration so far.



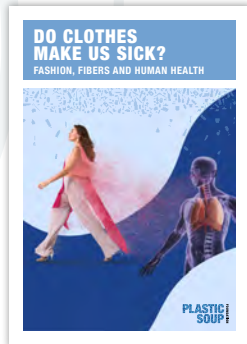


Fast Fashion

To further reinforce the growing debate about the unwanted fibre loss from synthetic clothing, we took several actions in 2023.

In Q1, for example, questions were raised in the European Parliament at our initiative regarding the health risks posed by microfibres from clothing.

In line with this, in Q2 and Q4, we re-released the [report “Do our clothes make us sick?”](#) (from November 2022). We did this together with EcoAge from England.



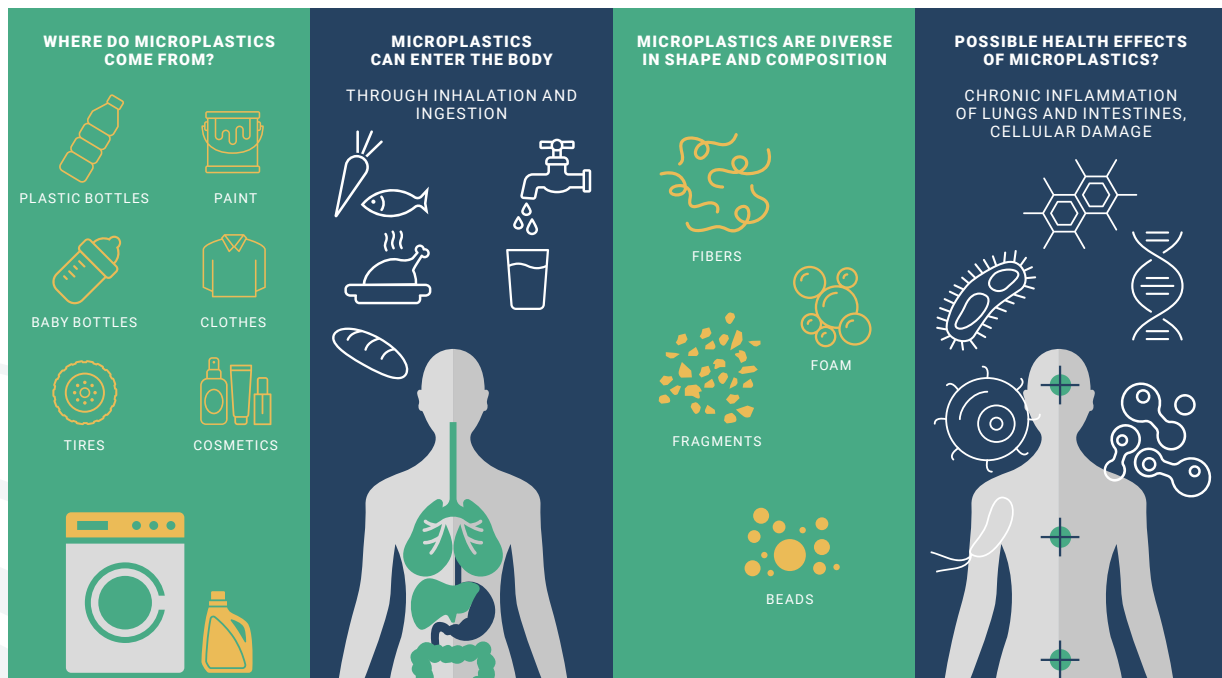
Furthermore, within Plastic Europe – we are file holder. This means we take the initiative to place microfibre shedding on the agenda of other member NGOs by sharing our knowledge and results with them.

In March 2023, we had a conversation with officials from DG GROW and DG ENV in Brussels on unintentionally added microplastics and their relationship to health. Among other things, we discussed microfibrils from clothing, the implications these pose on human health and the need for better regulation and guidance on innovations from the EU. The response was positive.

We responded to the Call for Evidence for the EU Textile Labelling procedure during the summer.

In October, we presented the ‘Microplastic Free Europe’ Manifesto and shared it with MEPs.

In Q4, talks were held with Inditex about setting up a Fashion Task Force aimed at reducing the number of microplastics released during the production and use of textiles by 80%. The plan is to present this task force in Q3 2024 and involve other fashion companies and experts. We will put further pressure on companies lagging behind through a legal action. In cooperation with our business partner Van Doorne Advocaten, we will organise a session on rules and legislation in Q2 2024 titled ‘The Legal World of Plastic’, focusing on greenwashing & Extended Producer Responsibility, among other topics.



Human exposure to microplastics and nanoplastic particles

Source: United Nations Environment Programme (UNEP). From pollution to solution - a global assessment of marine litter and plastic pollution. UNEP, Nairobi, 2021, p. 35

At home

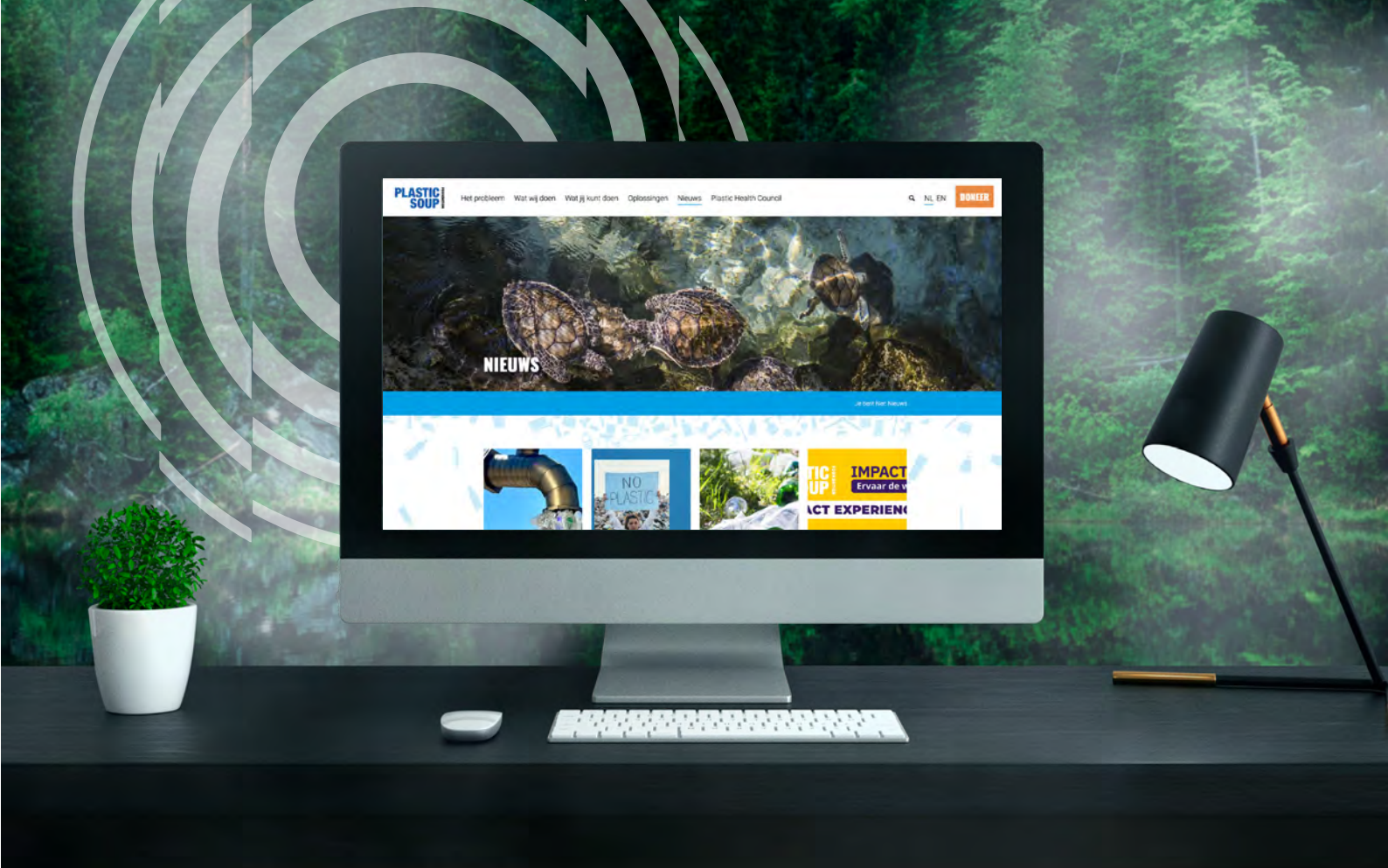
At home, we also kept a close focus on the fashion dossier.

Jeroen Dagevos took part in the Expert Meeting in the House of Representatives on Fashion briefing MPs from the IenW Committee.

He also participated as a panellist in a session on the health risks of microplastics at the Sustainable Apparel and Textiles Conference in Amsterdam. Almost all major clothing brands and manufacturers were present.

Finally, he gave a keynote speech at the [‘Microplastics in Textiles’](#) event organised by the Business Fashion Academy on December 14, 2023.





Communications

Unfortunately, the reorganisation also had consequences for our reach figures. The significantly reduced communications team faced the challenge of implementing a new communication strategy and brand positioning of the Plastic Soup Foundation. From now on, the focus on closing the Plastic Tap, combined with Plastics & Human Health, became prominent in all communications.

This focus led to increased knowledge, curiosity, surprise, and appreciation among our target audiences.

This is reflected in our global reach and visibility, growth on socials and endorsements on various channels. In total, we were able to reach a potential global audience of about 450 million people with our brand and message (source: Meltwater). That is significantly less than our reach in 2022, but it remains substantial.

Our new partnership with A Plastic Planet; the Plastic Health Council was mentioned over 500 times in online media, with a potential reach of 722 million people.

Several international platforms - including The Daily Mail, Associated Press, Mirror Online and The Telegraph reported on the platform. The vast majority (89%) came from the USA and the UK (source: Meltwater).

Websites

Visitor statistics

In 2023, our websites attracted a total of 220,463 visitors. This is a decrease of 75% compared to 2022. Our apps were downloaded a total of 76,658 times, compared to 127,298 in 2022). The reorganisation has led to a lack of major campaigns, (press) publications and constant media pressure compared to 2022. What is striking is that the male-female ratio has moved more towards 50/50.

Plasticsoupfoundation.org

Number of visitors: 165,623

Largest age group: 18/24

Male/female ratio: 45% / 55%

Countries: Netherlands, Belgium, UK, USA, India

BeattheMicrobead.org

Number of visitors: 53,840

Largest age group: 25/34

Male/female ratio: 49% / 51%

Countries: Netherlands, Belgium, USA, UK, Germany



Social media

In 2023, apart from Twitter (now X) which declined very slightly - we did see an increase in the number of followers on our channels. At the same time, there is a decline in impressions on our social media platforms. This is a consequence of the drop in media impressions, which can be traced back to our reorganisation. What stands out is that, as in previous years, the number of followers on LinkedIn is increasing, and this is where most of the activity is visible.

Instagram

Impressions: 444,399
Followers 2023: 28,502
 (up 6% compared to 2022)
Largest age group: 25/44
Male/Female: 31% / 69%

LinkedIn

Impressions 2023: 449,795
Followers 2023: 24,312
 (up 10% compared to 2022)
Largest age group: 25/44
Male/female: 45% / 55%

Facebook

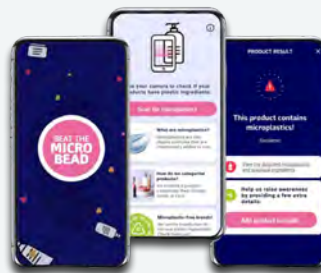
Impressions 2023: 163,488
Followers 2023: 24,249
 (up 1% compared to 2022)
Largest age group: 35/54
Male/female: 42% / 58%

Twitter

Impressions 2022: 91,536
Followers 2023: 21,866
 (down 2% from 2022)
Largest age group: 25/44
Male/Female: 58% / 42%

Our apps

As part of our mission to tackle plastic pollution and raise awareness, the Plastic Soup Foundation has developed two interactive apps in recent years: Beat the Microbead and My Little Plastic Footprint. These apps actively empower consumers to reduce their use of plastic.



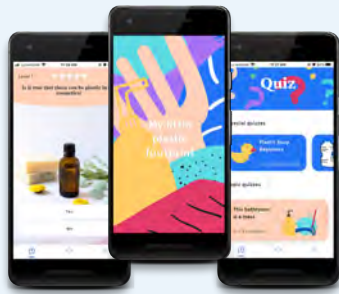
The functionality of Beat the Microbead

With the Beat the Microbead app, consumers can easily check for microplastics in their cosmetics and personal care products. By scanning the label with the ingredient list, users can instantly see if the product contains microplastics. The app also offers a list of hundreds of alternative products free of microplastics.

User statistics

The unabated popularity of this app is evidenced by the fact that BTMB was downloaded a whopping 73,658 times in 2023. This shows that awareness about microplastics is still growing and consumers are willing to take action. On average, about 800 people used the app for 6 minutes and 26 seconds each day. This translates to approximately 30,000 users per month. In total, the app has now been downloaded over 500,000 times.

Worldwide, articles on microplastics in personal care products frequently refer to Beat the Microbead. Our 2022 research, which revealed that 9 out of 10 cosmetic products still contain harmful microplastics, is also often referenced in the press.



The functionality of My Little Plastic Footprint

This playful app helps users reduce their plastic consumption by going on a ‘plastic diet’: it is not about Body Mass Index(BMI), but about your Plastic Mass Index, your PMI.

The app offers numerous tips & tricks for replacing products that are typically made of plastic with sustainable alternatives.

User statistics

This app was downloaded almost 8,000 times in 2023. On average, users spent 1 minute and 14 seconds in the app, and it was used 500 times per month.

In total, My Little Plastic Footprint has been downloaded approximately 100,000 times. The app frequently appears on (international) lists of applications that rank action perspectives.

Window into the future

By 2024, we hope to merge the two apps into one: Use Less Plastic. Thanks to a wonderful donation from the Accenture Foundation, we have developed an App Implementation Strategy with a team from Accenture.

The most important aspect of the BTMB app remains: scanning products. But besides cosmetics, product groups such as clothing, detergents and paint will also be included.

The target audience consists of people who strive to do more for the environment, but do not always know how to go about it. Key characteristics are:

- young people / young families with children,
- living in urban areas in northern Europe & the United States

Through the Use Less Plastic app, we hope that this target group will:

1. reduce use microplastics usage,
2. educate itself about microplastics and their impact,
3. take action to improve their health and that of their families.

We hope to launch a so-called Minimum Viable Product (MVP) of the new app in 2024.





Education



Back to the Plastic Age

Our children's book garnered growing interest from abroad in 2023.

Thanks to Beechfield Brands (UK), in October 2023, we were able to greenlight an English edition of our children's book 'Back to the Plastic Age', released in 2022. This limited edition, which we published ourselves, will be delivered and available to the corporate market in April 2024.

Furthermore, in 2023, foreign book rights were sold to:

- Korea | Eco Livres Publishing
- Lebanon | Arab Scientific Publishers
- India | Ethir Veliyeedu.

The book is expected to be in shops in these countries by 2024.

Outlook 2024

Hanny Brands, our freelance publisher, visited the Bologna Book Fair in April 2024: the world's largest annual event in the field of children's books. 'Back to the Plastic Age' could be viewed at the Fontaine | Lannoo Publishers stand.

A dozen International publishers showed interest and requested a book sample and/or information. These include the following countries:

1. Latvia
2. Romania
3. Turkey
4. Italy
5. Germany
6. France
7. Poland
8. China (three publishers and two literary agents)
9. Taiwan
10. Korea

In 2024, a Frisian edition will be released. This will be published by Afûk, the Algemeine Fryske ûnderrjocht Kommisje, an institution dedicated to Frisian language and culture. Afûk will cooperate with De Klyster, a centre for nature and environmental education.



Fundraising



Marijn Schouten (11) windsurfed 400 km for the Plastic Soup Foundation

Private

Overall growth

In 2023, the slight growth in private fundraising continued. The number of active private donors supporting our work financially increased by 2% to 2,347. Of these, 743 donors support us through one or more structural commitments, which also shows a slight increase of 4%.

Financial increase

Private fundraising income grew by 16% to €353,781 in 2023. This increase is mainly attributed to the increase in income from deposit system initiatives.

Additionally, there has been a significant growth of 19% in structural commitments. Income from one-time donations from private donors has remained nearly the same.

Christmas packages, gift cards, and individual actions

Through Christmas packages, gift cards, and other individual actions, we received a total amount of €71,135. It's heartwarming to see that people are increasingly choosing to make a donation to our work in the form of a gift.

In 2023, people of all ages once again organised special events to combat plastic pollution. For example, eleven-year-old Marijn raised €3,630 by windsurfing a distance of 400 kilometres. Bas and Emma requested contributions to the Plastic Soup Foundation for their wedding, raising €3,235.

Deposit system

The deposit contributions we receive annually are an important source of income, which saw a 34% increase in 2023 to €112,163. The number of locations where deposits are collected for us has also increased.

Special mention

We are very grateful for a private donation of over €40,000 from Cyrill Gutsch, founder of Parley for the Oceans.

Business

From strategic partnerships to a Business Community

In terms of business partnerships, 2023 turned out to be a year of huge growth. By the end of December, the corporate network included 46 companies.

A growing number of companies recognise that reducing their plastic footprint is an important tool for implementing their sustainability policies. Whether driven by legislation or by thoughtful leadership, both ultimately contribute to our mission to tackle the plastic tsunami at its source and achieving systemic change.

Central to this was the transition from individual Business Angels to a business partnership platform: the [PSF Business Community](#). In this community, companies, as supporters or partners, become part of a network where innovation, inspiration, knowledge sharing and system change are priorities.

Companies that join our Business Community support the mission of the Plastic Soup Foundation. Affiliated partners and supporters do as much as possible in their business operations to prevent even more plastic from entering the environment. They can adopt a 0% tolerance philosophy, but the community is also open to businesses that are not fully there yet and want to learn how to do things differently. The Plastic Soup

Foundation remains independent as centre of expertise, and acts as a respected challenger. We do this by organising live networking events, facilitating joint site visits and encouraging peer learning, among other things. We also seek shared action perspectives for consumers.

The launch of the PSF Business Community took place on January 29, 2023, with business partner Van Doorne acting as venue host and Pieter Pot sponsoring the catering. The content programme was provided by Weleda and Van Doorne.

A follow-up to this successful first edition took place on September 21, 2023 at Dopper in Haarlem.

Mama Gaia's informal setting accommodated more than 55 guests. The content programme consisted of PSF updates, pitches by newcomers and familiar faces, while packaging expert Smurfitt Kappa provided the keynote speech. Industry associations, such as the Sustainable Packaging Knowledge Institute, were also present to offer a wide range of diverse insights.

Starting from 2024, there will be three annual network meetings connecting themes such as science and legislation.

We expect the platform's growth to continue steadily.

Membership benefits

Partnership Programme 2023	BRONZE Supporter €1500	SILVER Supporter €5000	GOLD Partner €10.000
Welcoming shout out on PSF LinkedIn	✓	✓	✓
Mentioning on PSF website (company logo & link to company website)	✓	✓	✓
Mentioning of PSF partnership on company website (including PSF logo)	✓	✓	✓
Mentioning in PSF annual report	✓	✓	✓
Monthly PSF E-newsletter	✓	✓	✓
Invitation to our live networking & knowledge exchanging events	✓	✓	✓
Consultancy (max 3 hours, expertise sharing on plastic footprint)		✓	
Keynote presentation on plastic/microplastic/microfibres 1 per year		✓	
Consultancy (unlimited within reason, expertise sharing on plastic footprint, LCA review)			✓
Keynote presentation on plastic/microplastic/microfibres 2 per year			✓
Invitation to our expert symposia (round table sessions, invite only)			✓

Financial result

In 2023, the Business Community Programme grew significantly. We started the year with 34 companies committed either as partners or as supporters. By the end of 2023, the platform consisted of 46 companies; a growth of 35%.

The business partnership programme generated €594,604: making an important contribution to our mission and content programmes. This includes lectures given and revenue-related partnerships.

Special mentions

We received a wonderful donation of €100,000 from Domino's Pizza in December. Domino's: "We do what we can for a cleaner world. That's why 95% of our packaging material is plastic-free. Our pizza boxes contain no plastic coating and can simply be disposed with waste paper, after removing any food residue. For the two packaging materials that still contain plastic (Thick Shake cups and sauce containers), we have been charging a statutory fee of € 0.10 since July 1, 2023. The amount raised we donate to the Plastic Soup Foundation: a foundation that ensures that less new plastic enters the world".

With Princess Traveller, the successful partnership with the sustainable 'I Am Green' suitcase line has continued. This suitcase is made almost entirely from 100% recycled materials.

We received € 106,888 worth of in-kind contributions from Google in the form of Ads.

Equity funds

Non-profit organisations also play an important role in realising our projects. In 2023, we received a total donation amount of €540,774.

From the Flotilla Foundation, we had already received €133,000 in 2022. This money was spent in 2023.

From Adessium, we received €20,000 in advance in 2022 and an additional €150,000 in 2023. In total, we spent €170,000 over the past year.

Our special thanks also goes to:

- FlexiPlan Foundation
- Fred Foundation
- Pieter van Doorne Fund
- The Horn Foundation
- UPS Foundation
- Ocean Grants
- and a number of equity funds that wish to remain anonymous.

Legal

Thanks to the collaboration with Van Doorne and the pro bono legal support of De Roos Lawyers, we were able to regularly save on our legal costs in 2023 as well. Thank you for that!



Organisation and structure: A major reorganisation

2023 Plastic Soup Foundation underwent a major reorganisation after disappointing financial results. We had to say goodbye to twelve colleagues. As a result, we had to rely on a much smaller, professional core team, supplemented by freelancers as needed.

Refined positioning

Once in slightly calmer waters, we maintained our refined positioning and the four 'Big Bets':

- **sharp focus**, we reduced the number of projects and placed even greater emphasis on our
- **guiding principle**, human health
- **framing facts**, by further deepening our collaboration with scientists and research institutes
- **Impact Centre**, for the press, businesses and the general public sparring partner for our business partners.

Campaigns and public engagement

In 2023, we kept up the successful campaigns and research reports from 2022. Additional focus was placed on public engagement as a method of building a lasting relationship with the public.

Management

Ms Maria Westerbos is the Executive Director, a position she has held since the organisation's founding. She is supported by the Management Team, which includes the Head of Programmes and the Head of Marketing, Communication, and Fundraising.

Remuneration policy

The director is appointed by the Supervisory Board for an indefinite term. The Board determines the salary and other remuneration, in accordance with the 'Regulations on remuneration of directors of charitable organisations'. In 2023, the director's gross annual salary was €78,480, well within the set maximum norms. This is based on a BSD score of 330 points. For this score, the maximum (norm) annual income as at January 1, 2023, and April 1, 2023, is €92,975 and €95,764, respectively.

Supervisory Board

The Supervisory Board (BoS) oversees various aspects, including the financial health and strategic plans of the organisation. At the beginning of 2023, Chair Nienke Homan and general member Betteke de Gaay Fortman stepped down from their positions. Since then, the Supervisory Board has consisted of Jacco Maan (acting Chair), Patrick Klink (media and public relations) and Anne Bekema (legal affairs and confidant).

Remuneration

The members of the BoS receive no remuneration for their services. No loans, advances or guarantees have been provided to them either.

In conclusion

At the end of 2023, we can conclude that financial setbacks have been adequately addressed through resilience and flexibility. This provides the Plastic Soup Foundation with a strong foundation for new results and impact in 2024.

The team at the end of 2023

Employed: six people.

- Executive Director
- Head of Marketing, Communications & Fundraising
- Head of Programs
- Senior Partnerships & Community Manager
- Senior Fundraiser
- Financial Officer

Freelance, we are supported by a Financial Controller, a Publisher, a Social Media Manager and an Online Marketer. Additionally, we receive assistance from several experts in strategy and organisation, free of charge.





General

The Plastic Soup Foundation's statutory seat is in Amsterdam and is registered with the Chamber of Commerce under the number KvK 52072894.

Statutory objective

The Statutes were updated in February 2019. These Statutes state the following statutory objectives:

- to reduce the inflow into the plastic soup (plastic waste in all types of waters); and
- to reduce the toxicity of plastic to prevent ecological damage, including to the food chain.

In the extract from the Chamber of Commerce, the objective is further specified as follows: the main goal of the Plastic Soup Foundation is to stop plastic pollution at the source, and it acts as a driver of research into the health effects of plastic.

Financial statements

The reporting year runs from January 1 to December 31. The managing director approves the annual accounts every year. The annual account is subject to Directive 650 Fundraising Organisations.

Management of assets

In 2023, the income of the Plastic Soup Foundation was spent on the objectives as described in the Statutes and the Foundation's annual plans. Financial resources are held with Triodos Bank and Rabobank. It is a deliberate policy of the managing director not to invest the capital. We closed 2023 with a positive balance of EUR 174,299 compared a negative balance in 2022 of EUR 505,921.

Reserves and funds

The depletion of reserves and funds in 2022 led to a new vision in 2023 on the desired size of reserves in the future. Based partly on a benchmark between different NGOs, it was determined that the continuity reserve should grow over a number of years towards an amount that is approximately 70% of the estimated costs of the (streamlined post-reorganisation) operational organisation. The continuity reserve is intended to enable the organisation to adjust its expenses to lower income levels within an acceptable period in the event of a loss of revenue, so that the achievement of its objectives can continue. For the time being, this amount has been set at a total of €600,000 for the coming years, to be achieved by 2027 at the latest. It is preferable to allocate this amount to the continuity reserve earlier if financial results are favourable.

In addition, a earmarked reserve of €100.000 will be created over the coming years for the purpose of renewing and improving the organisation. The pace of building this designated reserve will depend on the financial results in the coming years.

The valuation of the continuity reserve as at the end of 2023 is €26,565.

The valuation of the earmarked reserve as at the end of 2023 is also €26,565, which will be used for further improvement and continuation of the organisation. As at the end of 2023, there are no earmarked funds.

Risk management

The Plastic Soup Foundation is aware of the risks that may jeopardise it achieving its objectives. For this reason, the Management Team and the Supervisory Board (BoS) adopt a proactive approach to risk management. In 2021, a comprehensive risk matrix was completed. This is used annually as a basis for policy development and implementation, including compliance with laws and regulations.

Risk categories

Strategy and Communication

Its activities, information dissemination and running of campaigns means that the Plastic Soup Foundation is visible in society. This carries an inherent risk of reputational damage. The accuracy of information and data-bases are thus a high priority in the organisation. Any actions that could have a negative impact within certain companies or sectors are carefully analysed for potential legal risks, and always in consultation with the BoS and external advisers.

Operational

The management team has limited resources and relies heavily on a few key individuals. To mitigate this risk, we are developing an emergency response and follow-up policy. Knowledge transfer and ensuring operational continuity are actively addressed.

Financial position

The Plastic Soup Foundation's financial stability depends on donations, business partnerships, and endowments from equity funds, whether allocated to specific projects or not. We aim to minimise this risk by maintaining a diversified revenue stream and a flexible operational structure. In 2023 however, this approach encountered difficulties.

Fundraising

To ensure financial stability, we use a mix of funding sources, including donations from individuals, businesses and philanthropical organisations, as well as income from bottle deposits and other activities.

If one of these sources dries up, as happened in 2023 with donations from equity funds, it creates an acute problem with maintaining sufficient financial reserves.

Monitoring and Evaluation

Regular reports are provided to stakeholders on both financial and programme progress. Internal reviews are conducted with the Supervisory Board several times a year. several times a year.

Governance and compliance

Self-evaluation and composition of the Supervisory Board

Annually, the BoS conducts a self-evaluation to ensure the effectiveness of its supervision.

External auditor

WITh Accountants in Amersfoort conducts annual financial audits to ensure the financial integrity of the organisation.

Integrity and Misconduct

A working environment where integrity and respect are central is highly valued by the organisation. An external confidant will be appointed in 2024 to monitor matters relating to integrity and misconduct. In addition, a member of the Supervisory Board has also been appointed to act as a confidant.

Since 2020, PSF has had a code of conduct and integrity policy in place, including a reporting system. This year, there was a report regarding misconduct by the managing director. A delegation from the Supervisory Board conducted a thorough investigation through various employee and Management Team interviews, reviewing performance appraisals, and examining a very recent employee satisfaction survey. During this period, the managing director worked from home at the request of the BoS. The BoS concluded that there was no evidence of misconduct. The BoS has requested that the managing director pay extra attention to their communication style in leadership.



Financial statements 2023

Balance sheet as at December 31, 2023

(after result appropriation)

	31-12-2023	31-12-2022
	€	€
ASSETS		
Fixed assets		
Tangible fixed assets		
Website	0	13,538
Inventory	10,277	21,875
	<u>10,277</u>	<u>35,413</u>
Financial fixed assets		
Securities	11,875	12,875
	<u>11,875</u>	<u>12,875</u>
Current assets		
Receivables		
Debtors	32,832	46,282
Sales tax	0	2,783
Other receivables	115,002	37,144
Accrued assets	5,662	0
	<u>153,496</u>	<u>86,209</u>
Cash and Cash Equivalents	<u>104,367</u>	<u>197,240</u>
	<u>280,015</u>	<u>331,737</u>
LIABILITIES		
Foundation capital		
Continuity reserve	26,565	0
Earmarked reserve	26,565	-121,169
Earmarked fund	0	0
	<u>53,130</u>	<u>-121,169</u>
Current liabilities		
Creditors	116,131	81,786
Taxes and social security contributions	42,882	33,959
Other liabilities	31,184	231,244
Accrued liabilities	36,687	105,917
	<u>226,885</u>	<u>452,906</u>
	<u>280,015</u>	<u>331,737</u>

Statement of income and expenditure 2023

	Actual 2023 €	Budget 2023 €	Actual 2022 €
INCOME			
Income from private individuals	353,781	380,000	306,760
Income from companies	594,604	498,000	602,463
Income from lottery organisations	0	250,000	227,079
Income from government subsidies	0	0	14,189
Income from non-profit organisations	540,774	797,580	527,949
Total income	<u>1,489,160</u>	<u>1,925,580</u>	<u>1,678,440</u>
COSTS			
Spent on objectives	1,003,254	1,535,977	1,852,185
Fundraising costs	173,563	194,804	176,565
Management and administration costs			
Personnel costs	103,160	105,000	119,975
Depreciations	1,704	0	2,750
Other operating costs	31,742	70,762	29,841
	<u>136,606</u>	<u>175,762</u>	<u>152,566</u>
Balance before financial income and expenditure	175,737	19,038	-502,876
Financial income and expenditure	-1,437	0	-3,045
Balance of income and expenditure	<u>174,299</u>	<u>19,038</u>	<u>-505,921</u>
Appropriation of results			
Continuity reserve	26,565	19,038	-125,000
Earmarked reserves	147,734	0	-279,922
Earmarked funds	0	0	-100,999

The expenditure allocation statement is shown on page 59.

Accounting policies and principles for determining the result

Accounting principles in preparing the financial statements

The financial statements have been prepared in accordance with Guideline 650 Fundraising Organisations.

The financial statements have been prepared on the basis of historical cost. The valuation of assets and liabilities is done at nominal value, unless otherwise stated.

Revenues are attributed to the period in which they were realised. Costs are attributed to the year in which they were forecast.

Accounting principles for the valuation of assets and liabilities

Tangible fixed assets

Tangible fixed assets are valued against the purchase value or production costs minus the depreciation based on the estimated life, taking account of any residual value.

The depreciation is a fixed percentage of the purchase value or production costs.

Depreciation

Active

	%
Inventory	20 33.3
Apps/Website	20 33.3

Financial fixed assets

Receivables included under financial fixed assets are initially valued at fair value, usually the nominal value, less any provisions deemed necessary. Subsequently, these receivables are valued at amortised cost.

Receivables

These are valued at nominal value, unless the cost price differs from the nominal value. In that case, the receivables are valued at amortised cost price. Differences between the cost price and the nominal value may arise through, among other things, (dis)premium or transaction costs. If necessary, impairment losses, including bad debt provisions, are taken into account.

Cash and cash equivalents

Cash and cash equivalents are valued at face value or, if restrictions in free availability give cause to do so, at a lower value.

Current liabilities

These are valued at nominal value unless the value at the time the debt is incurred differs from the nominal value. In that case, the debt is valued at amortised cost. Differences between the cost price and the nominal value may arise through, among other things, (dis)premium or transaction costs.

Pension scheme

As of May 1, 2019, the Plastic Soup Foundation has a (defined contribution) pension scheme. The pension base of this scheme is the pensionable annual salary (including holiday pay) minus the deductible.

Principles for determining the result

General

The result is determined as the difference between fundraising income, subsidies and other revenues on one hand, and the expenses of the year, valued at historical cost, on the other.

Income

Income from contributions, donations, gifts and collections is allocated to the period in which it is received.

Income from inheritances, legacies and pledged donations is recognised in the year in which the amount can be reliably determined, less any applicable gift and inheritance taxes. Other revenue is allocated to the period to which it relates.

Revenue from sales of goods is recognised at the amount of gross profit, which is the net sales minus cost price.

Subsidies from governments are recognised in the reporting year to which they relate. Differences between pledged subsidies and actual amounts received are recorded in the year in which these differences can be reliably determined. Other revenue is recognised in the year in which the income can be reliably determined, provided that advances received are recognised in the year of receipt.

Income is allocated to the period to which it relates.

Expenditure on objectives

Expenditures related to the objectives are recognised in the year in which they are pledged or, if not pledged, in the year the extent of the obligation can be reliably determined. Conditional liabilities are recognised in the year it is confirmed that the conditions will be met.

Depreciation

Depreciation on tangible fixed assets is calculated using fixed percentages of the acquisition value, based on the expected economic lifespan. Book gains and losses on sale of tangible fixed assets are included under depreciation; however, book gains only insofar as they have not been deducted from replacement investments.

Notes to the balance sheet as at December 31, 2023

ASSETS

FIXED ASSETS

1. Tangible fixed assets

	Inventory	Website	Total
Balance sheet value as at January 1, 2023			
Purchase price balance	59,070	296,508	355,578
Cumulative depreciation and impairments balance	-37,195	-282,970	-320,165
	<u>21,875</u>	<u>13,538</u>	<u>35,413</u>
Transactions			
Investments	1,059	0	1,059
Depreciations	-12,656	-13,538	-26,195
	<u>-11,597</u>	<u>-13,538</u>	<u>-25,136</u>
Balance sheet value as at December 31, 2023			
Purchase price balance	60,129	296,508	356,637
Cumulative depreciation and impairments balance	-49,851	-296,508	-346,360
	<u>10,277</u>	<u>0</u>	<u>10,277</u>

The inventory is maintained for the purpose of business operations.

The apps/website represent the development of apps and websites to support the activities of the Plastic Soup Foundation, including, for example, the two apps Beat the Microbead and My Little Plastic Footprint.

2. Financial fixed assets

	B/S value 31-12-2022	Additions	Reductions	Repayments	B/S value 31-12-2023
Security deposits	12,875	0	0	1,000	11,875
Total financial fixed assets	<u>12,875</u>	<u>0</u>	<u>0</u>	<u>1,000</u>	<u>11,875</u>

CURRENT ASSETS

3. Other receivables

	31-12-2023	31-12-2022
Debtors		
Debtors	32,832	46,282
Bad debt provision	0	0
	32,832	46,282
Taxes		
Sales tax	0	2,783
	0	2,783
Other receivables		
Pension contributions	5,662	2,422
Prepaid expenses	0	7,173
Amounts to be received	115,002	27,550
	120,664	37,144

Receivables are maintained for the purposes of the foundation, The amounts to be received in 2024 include donations from Domino's and Princess.

4. Cash and cash equivalents

	31-12-2023	31-12-2022
Rabobank - NL15 RABO 0105 3499 33	1,478	2,268
Rabobank - NL91 RABO 1340 7869 31	0	48,474
Triodos Bank NV - NL13 TRIO 0198 0475 17	100,974	145,204
Paypal	1,421	800
Greenhouse	493	493
	104,367	197,240

Cash is fully available and maintained for the purposes of the foundation's objectives.

LIABILITIES

5. Reserves and funds

	2023	2022
Continuity reserve		
Balance as at January 1	0	125,000
Allocation of results for the financial year	26,565	-125,000
Balance as at December 31	<u>26,565</u>	<u>0</u>
Earmarked reserve		
Balance as at January 1	-121,169	158,753
Balance financial year	147,734	-279,922
	<u>26,565</u>	<u>-121,169</u>
Earmarked fund		
Balance as at January 1	0	100,999
Balance allocation financial year	0	-100,999
	<u>0</u>	<u>0</u>

Due to the negative result at the end of 2022, PSF was unable to maintain the continuity reserve. As a result of the positive result of 2023, it has been decided to establish a new continuity reserve amounting to €26,565.

The earmarked reserve had a negative balance as at the end of 2022 due to the negative result for 2022. Due to the positive result for 2023 this balance of €121,169 is fully offset, and it was decided to add an additional amount of €26,565, which will be used for further improvement and continuation of the organisation.

In 2022, the earmarked fund was used for finalising and publishing the children's book, developing the apps and paying transitional compensation to departing employees.

As a result, the amount of the earmarked fund was nil at the end of 2022. No new earmarked fund has been established as at the end of 2023.

6. Current liabilities

	31-12-2023	31-12-2022
Creditors		
Creditors	116,131	81,786
Taxes and social security contributions		
Sales tax	2,589	0
Payroll tax	40,293	33,959
	<u>42,882</u>	<u>33,959</u>
Other liabilities		
Amounts received in advance	0	192,265
Excess contribution received iz NOW scheme	31,179	38,979
	<u>31,179</u>	<u>231,244</u>
Accrued liabilities		
Vacation pay liability	14,609	39,419
Provision for holiday pay	6,866	31,915
Audit fees	15,000	10,623
Other	212	23,961
	<u>36,687</u>	<u>105,917</u>

The decrease in the item of advances received is explained by a donation from an organisation for a project that started in 2022 and was fully utilised in 2023.

Off-balance sheet obligations

Multi-year financial commitments

Office space rent

The annual amount agreed with third parties regarding rental obligations of the office space at Sumatrakade in Amsterdam is approximately €50,727. The contract runs until October 31, 2024.

Storage rental

The annual amount agreed with third parties regarding rental obligations for a storage space is €1,943. The contract was entered into for an indefinite period and can be terminated at any time.

7. Notes to the statement of income and expenditures for 2023

	Actual 2023	Budget 2023	Actual 2022
Income from private individuals			
One-off private donations	91.790	100.000	92.462
Donations periodically	78.693	75.000	66.171
Christmas packages	46.368	30.000	14.216
Donation boxes and modules	24.767	40.000	33.764
Deposit system events	112.163	120.000	83.485
Other private individuals	0	15.000	16.662
	<u>353.781</u>	<u>380.000</u>	<u>306.760</u>
Income from businesses			
One-off corporate donations	245.952	165.000	208.397
Business Community	163.750	226.500	129.368
Zero Brands	0	7.500	0
World Cleanup Day	15.000	0	33.275
Education and information	18.621	15.000	28.772
Plastic Health Summit	12.225	24.000	0
Children's book	23.653	10.000	47.660
Other companies	8.514	50.000	0
	<u>487.716</u>	<u>498.000</u>	<u>447.471</u>
Income in-kind			
Google AdWords	<u>106.888</u>	<u>0</u>	<u>154.992</u>
Subtotal	<u>594.604</u>	<u>498.000</u>	<u>602.463</u>
Income lottery organisations			
National Postcode Lottery	<u>0</u>	<u>250.000</u>	<u>227.079</u>
Income from government subsidies			
Waternet	0	0	14.189
Intervention iz. NOW scheme	0	0	0
	<u>0</u>	<u>0</u>	<u>14.189</u>
Income from non-profit organisations			
Income from non-profit organisations	<u>540.774</u>	<u>797.580</u>	<u>527.949</u>
Total	<u>1.489.160</u>	<u>1.925.580</u>	<u>1.678.440</u>

Notes to income

In 2023, income was €436,000 below budget and €189,000 down from the previous year. The main reason is the loss of several major donors, including the National Postcode Lottery. In addition, there was a staff change in the Fundraising department in 2022; this work is highly relationship-sensitive and person-dependent. Two experienced fundraisers left in 2022, and two new fundraisers began building on existing and new relationships as of August 1, 2022. We saw the first results of this in 2023 with an increase in income from individuals and businesses and expect further growth in 2024.

Expenditure on objectives

	Actual 2023	Budget 2023	Actual 2022
No Plastic in Our Water or our Bodies!	1,003,254	1,535,977	1,852,185

The expenditures are lower than budgeted. Due to the significant decline in revenue, the Plastic Soup Foundation underwent a major reorganisation in 2023 and scaled down activities.

Nevertheless, significant steps were taken again in 2023 in the fight against plastic pollution. PSF was very active in the heart of European democracy, and during the UNEP negotiations on a Global Plastic Treaty, our message generated a lot of media attention worldwide. Additionally, Our Business Community has grown considerably.

Total expenditure on objectives expressed as a percentage of total income is:

2023: 67.4%

2022: 110.4%

Total expenditure on objectives expressed as a percentage of total expenses is:

2023: 76.4%

2022: 84.9%

Fundraising costs

	Actual 2023	Budget 2023	Actual 2022
Travel and accommodation expenses	1,249	1,082	1,087
Trade fair and conference charges	1,839	3,400	3,415
Representation expenses	667	2,185	2,195
Other office expenses	3,929	5,990	6,017
Staff costs	125,266	144,861	145,523
Allocation of overheads	40,613	18,244	18,327
	173,563	175,762	176,565

Total fundraising costs expressed as a percentage of total income is:

2023: 11.7%

2022: 10.5%

Total fundraising costs expressed as a percentage of total expenses is:

2023: 13.2%

2022: 8.1%

Personnel costs

Personnel expenses are allocated per employee based on job function to the objectives, fundraising, and management & administration.

Wages and salaries

	Actual 2023	Budget 2023	Actual 2022
Gross wages	540,281	1,019,342	1,100,984
Untaxed travel expenses	12,155	15,000	21,720
Other allowances	0	-1,500	-1,171
Freelancers/volunteers	26,944	0	17,445
Sick pay benefits received	-2,512	0	-2,146
Social security contributions	116,121	180,000	193,367
Pension costs	26,473	35,000	46,947
Personnel costs spent on objectives/acquisition of income	-616,302	-1,142,842	-1,257,171
	<u>103,160</u>	<u>105,000</u>	<u>119,975</u>

For an explanation of executive remuneration, please see the annex to this report.

Personnel

In 2023, the Foundation employed an average of 10.4 FTE. By the end of 2023, 5.1 FTE were employed (6 employees).

Depreciation

Depreciation tangible fixed assets

	Actual 2023	Budget 2023	Actual 2022
Inventory	12,656	12,000	14,477
Apps/Website	13,538	13,000	40,172
Depreciation charged to objectives/acquisition of income	-24,491	-25,000	-51,899
	<u>1,704</u>	<u>0</u>	<u>2,750</u>

Other costs

The Plastic Soup Foundation attributes the direct general operational costs directly to the mandate and fundraising. Indirect other operating expenses are allocated based on an distribution key.

Other operating costs

	Actual 2023	Budget 2023	Actual 2022
Other personnel costs	90,941	36,920	46,308
Housing costs	57,567	65,950	60,711
Office costs	104,396	104,000	28,858
General expenses	28,388	20,400	20,699
Allocation of overheads to objectives acquisition of income	-249,550	-156,508	-126,734
	<u>31,742</u>	<u>70,762</u>	<u>29,841</u>
<i>Other personnel costs</i>			
Consultancy costs HR adviser	7,696	10,000	7,206
Sick leave insurance	1,617	2,500	2,897
Travel and accommodation	3,429	3,500	8,194
Canteen	3,664	7,500	12,150
Training	0	10,000	2,658
Representation	2,338	1,000	8,001
Transition fees	69,714	0	0
Other personnel costs	2,483	2,420	5,202
	<u>90,941</u>	<u>36,920</u>	<u>46,308</u>
<i>Housing costs</i>			
Real estate rental	50,727	55,610	53,793
Energy	1,978	2,000	1,088
Cleaning	3,759	4,100	4,597
Storage	1,103	1,240	1,233
Other housing costs	0	3,000	0
	<u>57,567</u>	<u>65,950</u>	<u>60,711</u>
<i>Office costs</i>			
Office supplies	153	153	5,833
Automation costs	3,541	3,528	1,660
Phone	3,004	2,992	2,358
Porti	81	81	1,145
Contributions and subscriptions	93,229	92,875	13,166
Insurance	3,096	3,085	3,373
Other office expenses	1,291	1,286	1,323
	<u>104,396</u>	<u>104,000</u>	<u>28,858</u>
<i>General expenses</i>			
Auditor's fees	22,603	16,243	25,699
Administration	3,607	2,592	0
Other general expenses	2,178	1,565	-5,000
	<u>28,388</u>	<u>20,400</u>	<u>20,699</u>
Financial expenses			
<i>Interest and similar expenses</i>			
Bank interest and charges	-1,437	0	-3,045

Explanation of management remuneration

Name M.M. Westerbos
Title Director/manager

Employment contract

Type (duration) Permanent
 Hours 40
 Part-time percentage 100%
 Period 01-01-2023 to 31-12-2023

Remuneration (EUR)

Annual income

Gross salary/salary 78,480
 Holiday pay 6,278
Total annual income 84,758

Taxed remuneration 0
 Pension costs employer 7,391
Total remuneration 2023 92,149

Total remuneration 2022 92,313

Own organisational costs and expenditure breakdown

DESTINATION	OBJECTIVES	FUNDRAISING	MANAGEMENT AN ADMINISTRATION	TOTAL actual 2023	TOTAL budget 2023	TOTAL actual 2022
EXPENSES	No plastic in our water or our bodies!					
Work outsourced	127,384	5,662	4,663	137,709	15,226	17,445
Publicity and communication	23,521	4,518	628	28,668	517,531	592,945
Personnel costs	537,906	125,266	103,160	766,332	1,227,185	1,406,009
Housing costs	38,609	8,796	7,243	54,648	52,989	60,711
Office and general expenses	253,412	27,252	19,208	299,872	43,254	49,557
Depreciation and interest	22,422	2,069	3,141	27,632	50,356	57,694
Total	1,003,254	173,563	138,043	1,314,860	1,906,543	2,184,361

Statement on cost allocation

The expenses in the table above have been allocated to the objectives, recruitment costs and management and administration. For direct costs and hours spent, the allocation is direct. For the indirect costs, the allocation is done with an allocation key, based on the number of workspaces of employees and their main role in the organisation.

Preparation of financial statements

The financial statements were thus prepared by the management and approved by the supervisory board.

*M.M. Westerbos
Director/director*

*J. Maan
(Deputy) chairman of the supervisory board*

*P.W. Klink
Member of the supervisory board*

*A. Bekema
Member of the supervisory board*

Amsterdam, July 1, 2024

INDEPENDENT AUDITOR'S REPORT

To: the Supervisory Board of Plastic Soup Foundation

Report on the audit of the financial statements 2023 included in the annual report

Our opinion

We have audited the financial statements 2023 of Plastic Soup Foundation based in Amsterdam.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of Plastic Soup Foundation as at 31 December 2023 and of its result for 2023 in accordance with the Guideline for annual reporting 650 'Fondsenwervende organisaties' of the Dutch Accounting Standards Board.

The financial statements comprise:

1. the balance sheet as at 31 December 2023;
2. the statement of income and expenditure for 2023; and
3. the notes comprising a summary of the accounting policies and other explanatory information.

Basis for our opinion

We conducted our audit in accordance with Dutch law, including the Dutch Standards on Auditing. Our responsibilities under those standards are further described in the 'Our responsibilities for the audit of the financial statements' section of our report.

We are independent of Plastic Soup Foundation in accordance with the 'Verordening inzake de Onafhankelijkheid van accountants bij assurance-opdrachten' (ViO, Code of Ethics for Professional Accountants, a regulation with respect to independence) and other relevant independence regulations in the Netherlands. Furthermore we have complied with the 'Verordening gedrags- en beroepsregels accountants' (VGBA, Dutch Code of Ethics).

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Report on the other information included in the annual report

The annual report contains other information, in addition to the financial statements and our auditor's report thereon.

Based on the following procedures performed, we conclude that the other information:

- is consistent with the financial statements and does not contain material misstatements;
- contains all the information regarding the management report and the other information as required by the Guideline for annual reporting 650 'Fondsenwervende organisaties' of the Dutch Accounting Standards Board.

We have read the other information. Based on our knowledge and understanding obtained through our audit of the financial statements or otherwise, we have considered whether the other information contains material misstatements.

By performing these procedures, we comply with the requirements of the Dutch Standard 720. The scope of the procedures performed is substantially less than the scope of those performed in our audit of the financial statements.

The Board is responsible for the preparation of the management report and other information in accordance with the Guideline for annual reporting 650 'Fondsenwervende organisaties' of the Dutch Accounting Standards Board.

Description of responsibilities regarding the financial statements

Responsibilities of the Board and the Supervisory Board for the financial statements

The Board is responsible for the preparation and fair presentation of the financial statements in accordance with the Guideline for annual reporting 650 'Fondsenwervende organisaties' of the Dutch Accounting Standards Board. Furthermore, the Board is responsible for such internal control as the Board determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

As part of the preparation of the financial statements, the Board is responsible for assessing the foundation's ability to continue as a going concern. Based on the financial reporting framework mentioned, the Board should prepare the financial statements using the going concern basis of accounting unless the Board either intends to liquidate the foundation or to cease operations, or has no realistic alternative but to do so.

The Board should disclose events and circumstances that may cast significant doubt on the foundation's ability to continue as a going concern in the financial statements.

The Supervisory Board is responsible for overseeing the foundation's financial reporting process.

Our responsibilities for the audit of the financial statements

Our objective is to plan and perform the audit assignment in a manner that allows us to obtain sufficient and appropriate audit evidence for our opinion.

Our audit has been performed with a high, but not absolute, level of assurance, which means we may not detect all material errors and fraud during our audit. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. The materiality affects the nature, timing and extent of our audit procedures and the evaluation of the effect of identified misstatements on our opinion.

We have exercised professional judgement and have maintained professional skepticism throughout the audit, in accordance with Dutch Standards on Auditing, ethical requirements and independence requirements.

Our audit included e.g.:

- identifying and assessing the risks of material misstatement of the financial statements, whether due to fraud or error, designing and performing audit procedures responsive to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtaining an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation's internal control;
- evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board;
- concluding on the appropriateness of the Board's use of the going concern basis of accounting, and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a foundation to cease to continue as a going concern;
- evaluating the overall presentation, structure and content of the financial statements, including the disclosures; and
- evaluating whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Supervisory Board regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant findings in internal control that we identify during our audit.

Was signed in Amersfoort, July 11th 2024.

WITh Accountants B.V.
Drs. J. Snoei RA

