

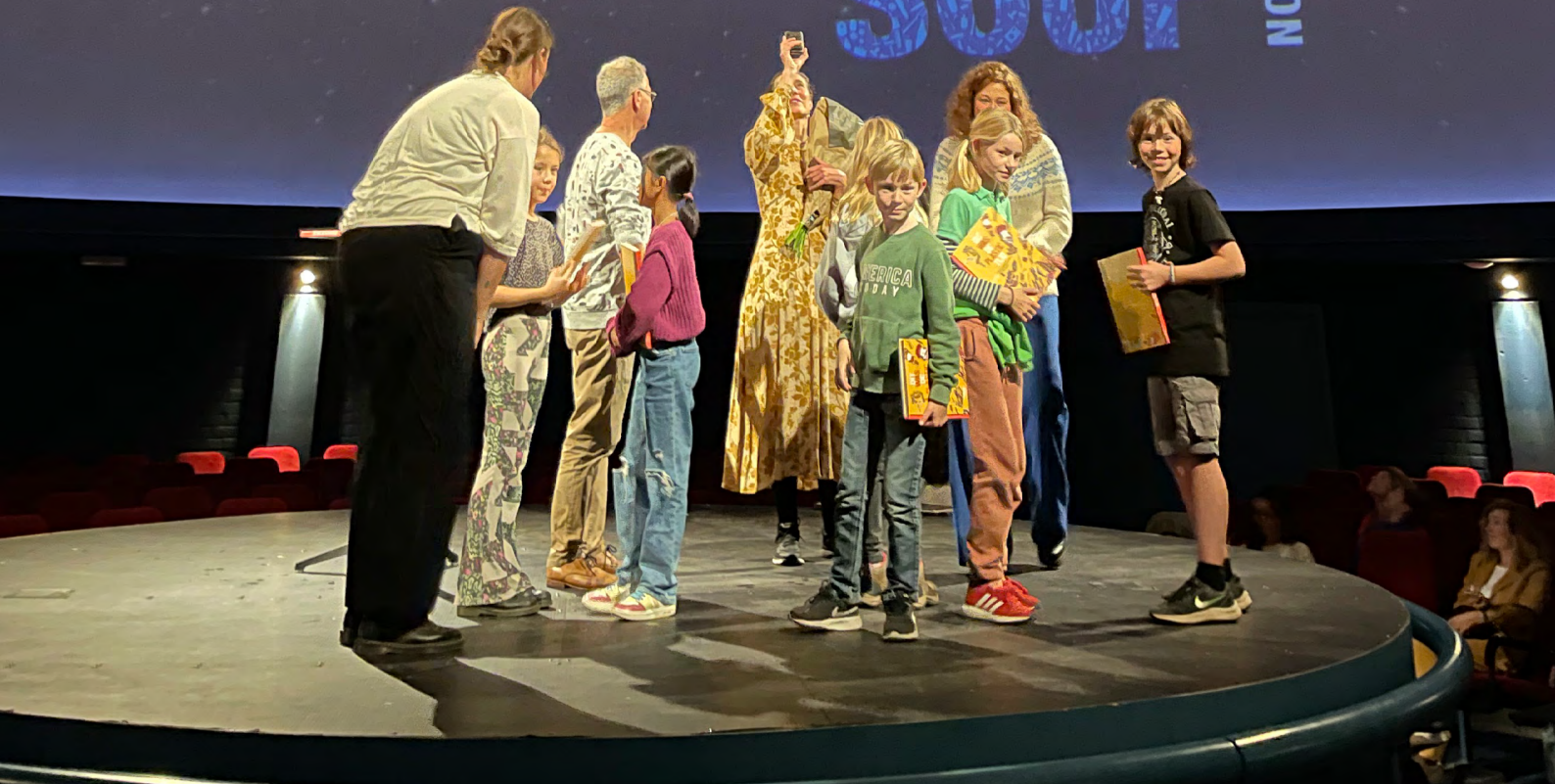
# PLASTIC SOUP FOUNDATION



Annual report 2022



# PLASTIC SOUP FOUNDATION



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# Foreword



**This is Plastic Soup Foundation's Annual Report 2022. 2022 has been a particularly exciting year for our foundation. A year full of impact in reducing plastic. And a year full of challenges and changes for our organisation.**

Thanks to our tireless efforts, we have again succeeded in bringing about a law in the European Union banning microplastics in cosmetics. This result comes after 12 years of continuous struggle against this specific form of pollution. In addition, our campaigns resulted in 72 Parliamentary questions and 3 motions adopted in the Dutch House of Representatives, further increasing our influence on the political stage.

It was also the year in which we sharpened our strategic course in cooperation with Accenture. A multi-year strategy determined that our guiding principle is human health. An issue that we have been raising for years, especially during our own Plastic Health Summits. In addition, the focus is on combating new (virgin) plastics at source and Single Use Plastics. Our 'Big Bets' now focus on 'system change'. A change of direction in which we are engaging in more collaborations, even with industry. The main goal is to realise faster and more impact in reducing plastic. This new approach will be rolled out in the coming years. The launch of the book 'Back to the Plastic age' in Artis (Planetarium) was a great event. The book, which will be translated into several languages, aims to create awareness among children as well as parents and is in great demand as business gifts for organisations and companies. The second edition is forthcoming.

Despite these victories, we financially had a difficult year, partly due to reduced contributions from, for example, equity funds. This led to a vacancy freeze and the start of a reorganisation. This has required increased commitment and flexibility from our staff.

Adjusting the strategic direction and coping with reduced income, the Supervisory Board has intensified its commitment to Plastic Soup Foundation in 2022.

In a year that saw both peaks and troughs, I would like to thank all staff, volunteers, and partners for their undiminished dedication and hard work. Thanks to your efforts, we have achieved a great deal despite the challenges. We remain fully energetically committed to a world without plastic soup.

*On behalf of the Supervisory Board,  
Jacco Maan*



# Review 2022

**When I look back on 2022, I see a year that was full of highlights, but ended in financial trepidation.**

### Let me start with the highlights

Most importantly, perhaps, the UN member states decided in early March to develop a binding treaty to stop plastic pollution. The resolution recognises that the plastic crisis is a threat to people and nature. It is the most ambitious decision by the United Nations Environmental Agency (UNEA) since the 1989 international treaty to protect the ozone layer. The aim is to reach agreement by the end of 2024. This opens up a new playing field: plastics producers, including Shell, are likely to lobby UN member states for a toothless treaty based on voluntariness. The crucial question is whether member states will give in to economic interests or let the global environmental interest prevail by jointly working towards a plastics treaty with enforceable binding provisions. In short, we are facing some very exciting years.

### Then our own highlights

We wrote no less than three reports on which 72 Parliamentary questions were raised, resulting in three adopted motions. First of all, we published the report of a whistleblower, which provided new evidence about the heavy pollution of our Dutch waterways by leaked plastic granules, also known as nurdles. This led to great indignation in the House of Parliament.

Our second report concerned a neo-colonial scandal: the Netherlands turned out to be a major hub in the global export of plastic waste to non-Western countries. We forced a promise from parliament to take serious measures. A European export ban on plastic waste is now in the making.

The third publication was about a pilot study we financed at the Free University in Amsterdam into plastic in meat, blood and milk from cows and pigs. As much as 80% of demonstrators contained plastic particles. We also had farm animal feed tested. Here the score was 100%. Plastic was found in all the feed.

The news reached a total of 182 million people around the world. Especially since it seems that leftover food from supermarkets everywhere is processed with packaging and all into animal feed. In addition, we ran two major campaigns: the Plastic Fashion Campaign and Beat the Microbead.

More and more clothing, now almost 70%, is made of synthetic materials. Especially (ultra) fast fashion is so poorly made that many fibres leak into the environment. We compiled a science-based report asking the question: are we getting sick from breathing in our clothes and made that quite plausible. With Beat the Microbead, we also managed to wake up a lot of people. Thanks to our BTMB app, we were able to produce a solid report showing that 9 out of 10 products from major cosmetics brands contain harmful plastic particles.

Finally, we published a children's book: 'Back to the Plastic age'. In it, we look back from the future - where the plastic problem has been solved - with amazement at our time when we made such a mess. The book features young heroes from all continents who are fighting plastic pollution in their own way.

We would never have achieved all these successes without the support of individual donors, funds and forward-thinking companies who want to join us in fighting the planet's plastic pollution. Nevertheless, our income declined seriously. Among other things, the turbulent situation in the world, with the war in Ukraine and excessive gas bills combined with sky-high inflation, and the corresponding caution of funds did us no good.

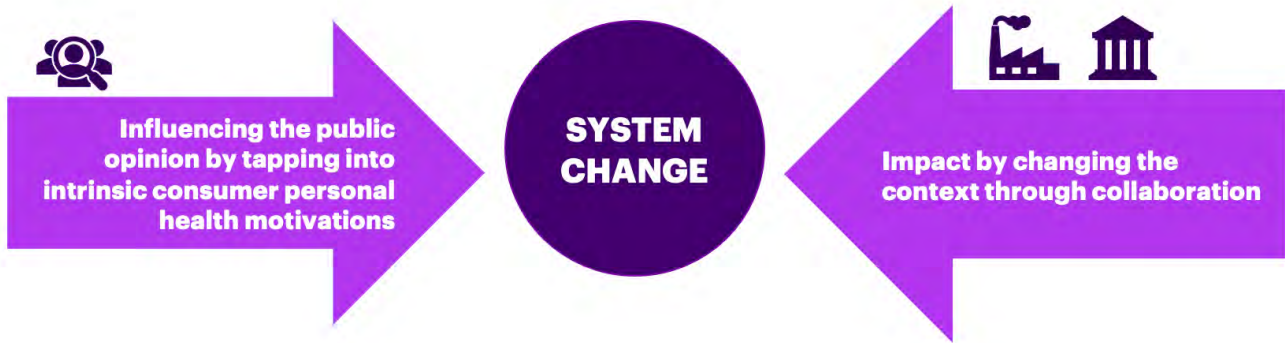
*Maria Westerbos*  
*Founder & director*



# Preview 2023

## Working together towards system change

In 2022, we worked with the Accenture Foundation (pro bono) on a new narrative. This involved the whole team. A key outcome is, that in 2023, we are going to put our focus on system change. After all, if we want all disposable plastic to disappear from the world, we need to anticipate the Global Plastic Treaty negotiations. This can be done by mobilising and urging citizens to change, forcing companies to reduce their plastic footprint and making governments take responsibility.



## Why

Plastic, we can no longer live without it. It is light, cheap and easy to apply. As a result, both the production and pollution of plastic are increasing faster and faster. In 2022, 440 billion kilos of new plastic were added. Almost half of that will be single-use plastic. Less than 10% is recycled. (Micro)plastic pollution threatens nature, millions of animals and our health. It has even been found in our blood. This must stop before it is too late. Plastic Soup Foundation fights against this plastic tsunami that poses a danger to everything and everyone. We do so at the source: we want to turn off the plastic tap.

## How

To change the system, we focus on the effects of plastic and its additives on our own health and that of the planet. Our personal health becomes our narrative. Finding structural solutions is our goal.

## What

With accessible storytelling, from animations to infographics, videos and blogs, but especially through the media, we inform the general public about the harmful effects of plastic on our own health. In this way, we influence not only consumers, but also industry and legislators. In addition, we offer action perspectives and solutions, not only through our popular apps, but also to the business community, so that our large plastic footprint decreases across the board.

For 2023, this means that we will say goodbye to successful projects that are end-of-pipe, such as Clean Rivers and World Clean Up Day. We will put much more emphasis on laws and regulations in Europe and industry transformation.

We will also change our basic attitude to four views.

### We will become proactive rather than reactive

We want to be actively involved in shaping policies and regulations, rather than just reacting to existing problems.

### We will choose cooperation over competition

We will actively seek cooperation with other organisations, governments and companies to make greater impact.

### Transparency and accountability

We will actively share our strategies, successes and learnings with the public and our partners.

### Sustainability as a compass

Sustainability is at the heart of all our actions and decisions, with a focus on long-term solutions.

### By embracing these strategic and attitudinal

changes, we are confident that 2023 will be a year in which we will again make a significant and lasting impact on the fight against plastic pollution. In addition to substantive focus, organisationally we are committed to positive continuity.

## Budget 2023

€

Revenues	
Revenues from private individuals	380.000
Revenues from companies	498.000
Revenues from lotteries	250.000
Revenues from non-profit organisations	797.580
<b>Total revenues</b>	<b>1.925.580</b>
Costs	
Expenditures Expenditure on objectives	1.535.977
Recruitment costs	194.804
Management & administration costs	175.762
<b>Total expenditures</b>	<b>1.906.542</b>
Balance	
<b>Addition to continuity reserve</b>	<b>19.038</b>







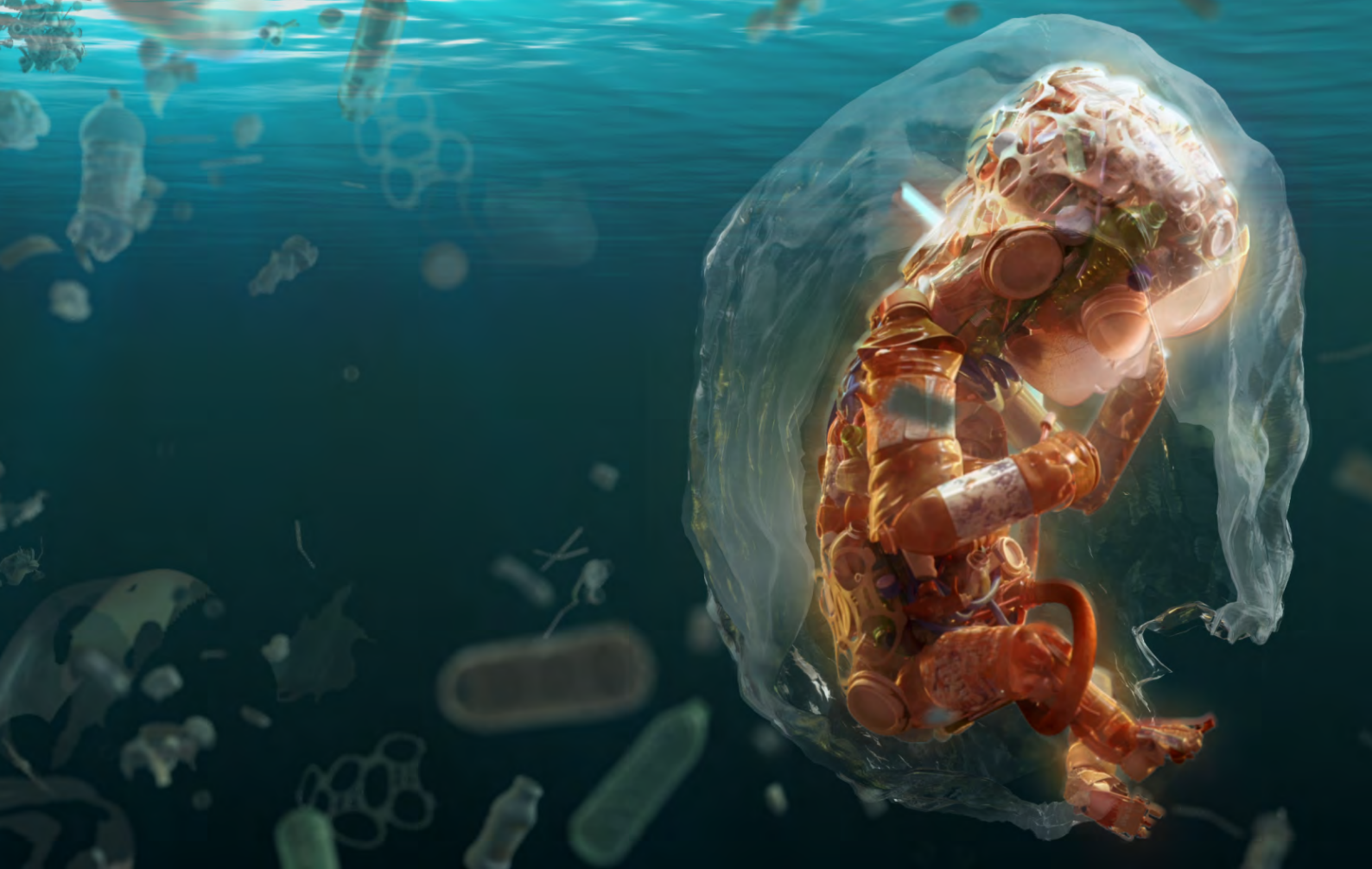
# Our mission

Stop the tsunami of plastic soup as soon as possible! That was once again the mission of Plastic Soup Foundation in 2022. If not, we will leave a heavily polluted and virtually unlivable planet for those who come after us.

Plastic Soup Foundation is a single-issue environmental organisation. We are only concerned with one thing: stopping plastic pollution at its source.

Meanwhile, there is already a great deal of scientific research available that shows that plastic end of pipe has major negative consequences - both for the environment and our personal health.

**Our mission is therefore: NO PLASTIC IN OUR WATERS OR OUR BODIES!**



# Multi-year strategy

In the year 2022, 12 years after our founding, we are more aware than ever of the responsibility we bear. We are at a crossroads, a moment in time when the choices we make affect not only ourselves but also future generations.

The alarming figures underline the urgency of the problem. Our course for the coming years is therefore defined by four key pillars: One Health, Planet Boundaries, Solutions and Escalations, and Ecocide (accountability).

## A. One Health

We are committed to scientific research or practical research that unambiguously demonstrates how plastic harms our health.

### The intended result and impact

In the next three years, it will be beyond doubt that micro- and nanoplastics pose serious health risks, changing the political and industrial landscape.

## B. Planet Boundaries

We aim for a world in which stringent standards and legislation govern the use of plastics, aiming at zero emissions.

### The intended result and impact

Public authorities and companies recognise the threat plastics pose to our planet and are introducing binding laws and regulations to tackle this problem at its source.

## C. Solutions and escalations

Through media coverage, legal proceedings and public ranking systems, we put pressure on companies and governments to take concrete steps. Our Plastic Footprint and advice on plastic reduction and innovative materials help organisations to adjust and improve their processes, production or procurement.

### Intended result and impact

Financial risks and image damage force companies and governments to take action.

## D. Ecocide (accountability)

If other methods fail, we will hold companies and their managers personally liable for the damage they cause.

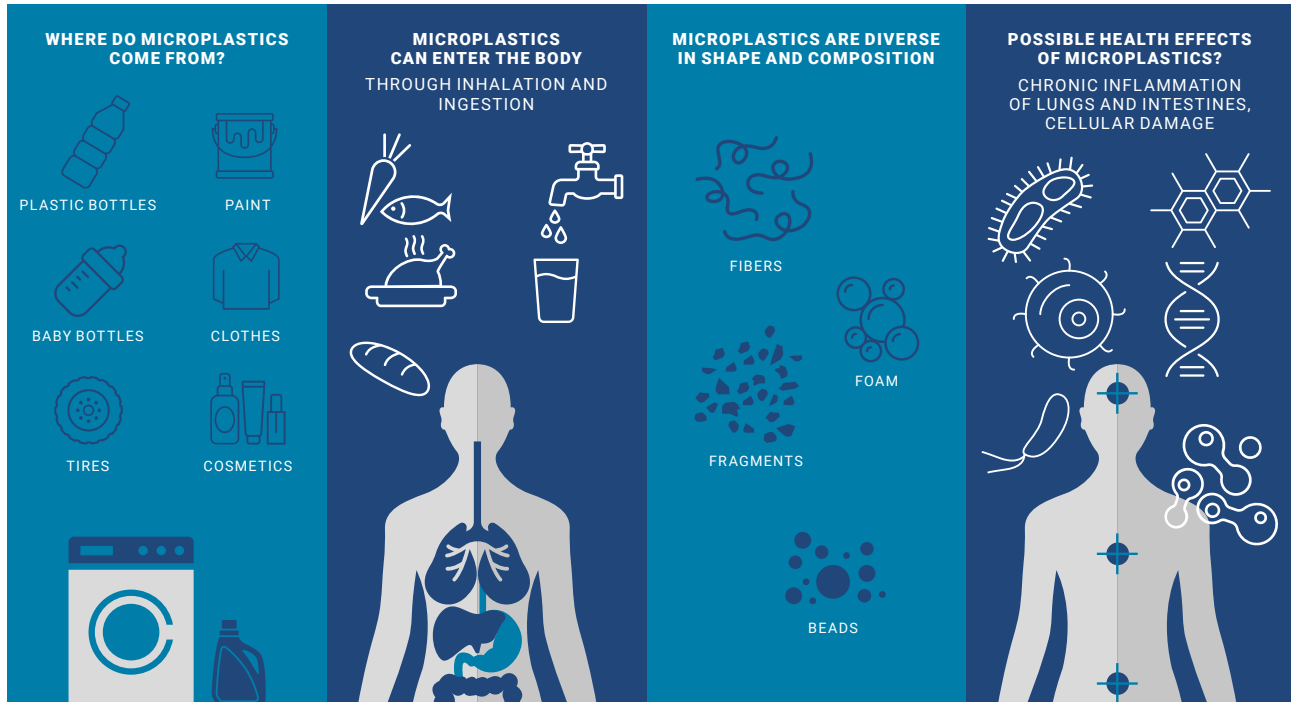
### The intended result and impact

This legal approach makes the production of toxic plastic financially and ethically unattractive, initiating a fundamental change.

With this multi-year strategy, we are laying the foundations for the important work ahead of us. The fight against plastic pollution is complex and requires cooperation at different levels, from individuals to international organisations. Together, we can create a world where plastic only exists in the history books.

## Microplastics and human health

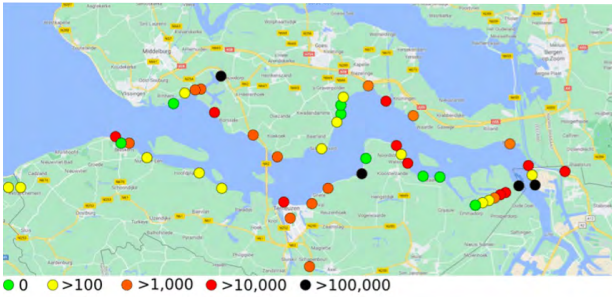
Research into the effects of micro- and nanoplastics on our planet and ourselves is still in development, but early results do not bode well. In 2022, Plastic Soup Foundation published a review of the health effects of plastic clothing fibres known up to then, contributing to the growing body of scientific evidence.





# Our reports in 2022 and influencing laws and regulations

In 2022, we made a significant impact on the political agenda on plastic pollution for the first time. Thanks to five key reports, as many as 72 parliamentary questions were asked and three motions passed.



## Report 1: Nurdles pollute the Westerschelde

On 3 March 2022, we brought out research by a whistleblower showing that the Westerschelde is polluted with millions of nurdles. D66 and the SGP raised parliamentary questions a.v. our revelations. Two motions were subsequently submitted by D66 and the Party for the Animals. Both were adopted.

Nurdles are tiny grains of plastic granules 23 billion of which end up in the environment every day in the EU alone. Plastic Soup Foundation has been fighting against this form of plastic pollution for years. Read all about it in the Nurdle dossier.

Publicity: The report received national attention through a report in Nieuwsuur, but also attracted attention in Belgium and England.

Follow-up steps: We will continue to identify this source of pollution and hold responsible parties to account.



## Report 2: Microplastics in meat and dairy

Farm Animals is the title of the research we funded at the Free University of Amsterdam into microplastics in the feed, meat, blood and milk of farm animals.

Nearly 80 per cent of the meat and dairy products of farm animals tested by scientists contained microplastics. The possible cause could be the feed of cows and pigs: all samples of feed pellets and shredded feed were found to contain plastic.

No contamination was found in the fresh food, resulting in the assumption that - at least some of the - leftover batches from the food industry, including supermarkets, are processed into cattle feed, packaging and all.

This is not only detrimental to animal welfare, but probably also to ourselves. It is highly likely that almost every steak and hamburger contains small pieces of plastic.

Plastic was also found in 18 out of 25 milk samples tested.

On 8 July 2022, this news was prominently reported by all mainstream media, both domestic and foreign.

This report is the springboard for further research and political pressure to tackle the source of this dangerous pollution.



### Report 3: The Netherlands Alexport country of European plastic waste

Despite regulations to protect vulnerable countries, the flow of plastic waste more than doubled between 2020 and 2021. Research by Plastic Soup Foundation showed in September that the tiny Netherlands plays a major role in the shadowy plastic waste trade. For example, in 2021 our country was the EU's largest exporter of plastic waste to non-OECD countries.

Globally, we are a major player; only Japan and the US exported even more plastic waste to countries in the global south in 2021. Per capita, the Netherlands is even the worldleader; our country ships most of the rich part of the world's plastic waste to countries that cannot process that waste correctly.

Media coverage was huge and Parliamentary questions were asked by the VVD and Groen Links. The European Parliament has now called for a ban on the export of plastic waste.

Next step: We will continue to put pressure on politicians to stop these unethical and unsustainable practices.



#### Our science-based publications

In Plastic Soup Foundation, science has been a crucial pillar of our communications for 12 years. We strive to provide a thorough scientific foundation for our actions and ensure an ongoing dialogue between scientists and the public. In 2022, there were two topics.



# PLASTIC THE HIDDEN BEAUTY INGREDIENT

An analysis of the use of microplastics in personal care products and the upcoming legislation covering intentionally added microplastics

## Rapport 4: Plastic: the hidden beauty ingredient

This report, published in April 2022, is about the first ever large-scale study on the presence of microplastics in more than seven thousand different cosmetics and personal care products. The data was collected thanks to users of the Beat the Microbead app who scanned products for us over the past few years. In addition, we looked at the transparency and possible commitments of the various cosmetics brands, which revealed that nine out of ten cosmetics contain microplastics.

Reports followed in, among others, Nieuwsuur, het NOS-Journaal and NOS Stories, and publications in various (inter)national newspapers such as AD, de Telegraaf, The Times and The Independent. - More than 50,000 people signed a petition asking the European Commission to ban microplastics in cosmetics.

- 2,642 people then asked their favourite cosmetics brands to remove all plastics from their products
- More than 50,000 people signed a petition, asking the European Commission to ban microplastics in cosmetics.

At the end of September, the European Commission published a proposal to ban microplastics in cosmetics and in December, the CDA and D66's demotion to push for ambitious legislation in Europe was adopted. In March 2023, the European Commission will take its decision. This new legislation will come into force in 2023.

The report is still receiving a lot of attention in the international media to this day and has also contributed to the ongoing discussion on the use of microplastics in common consumer products such as detergents and paints.

On top of all this, we introduced the 'Zero Plastics Inside' logo a few years ago. Its great success is evidenced by the fact that more than 150 cosmetics brands have now adopted this logo.



## Report 5: Do clothes make us sick?

The fact that we literally inhale our own clothes raises the question of what effect synthetic fibres have on our lungs. To answer that question, Plastic Soup Foundation published the report “Do Clothes make us sick?” in November. Fashion, Fibres and Human Health.

This report provides an overview of all the effects of plastic microfibres scientifically established to date on various organs and the immune system. In 2021 and 2022 alone, over 400 publications appeared on the health effects of microplastics on our respiratory system.

For example, once inhaled, synthetic fibres can cause chronic inflammation in the lungs which is known to be a major cause of diseases such as cancer, heart disease, asthma and diabetes. There is also a clear link between high exposure to nylon fibres and two types of intestinal diseases, namely Crohn’s disease and Ulcerative Colitis.

One of the referees of the report is Prof Barbro Melgert, who is researching this at the University of Groningen. Melgert: ‘It is worrying that especially very young children, because their lungs are still developing, inhale twice as much plastic fibres as adults. Our research has shown that young lung cells in particular are inhibited in their development by, for example, nylon fibres’.

By the way, it is no longer only environmental organisations that are sounding the alarm about the dangers of micro- and nanoplastics. The World Health Organization has also been researching their effects on the human body since



2019.

This PSF publication has also had a significant impact both nationally and internationally. Politicians, policymakers and the public have become more aware of the urgent problem surrounding plastic and microfibre pollution. In addition, Parliamentary questions have been asked about - among other things - the dumping of clothes in Ghana and the problems surrounding fast fashion.

### Concluding

We will continue our efforts in the future to translate science into action-oriented policy proposals and public awareness. Our reports in 2022 form a solid basis for further research. We will continue to work towards a world where plastic is no longer a threat to the environment and human health.

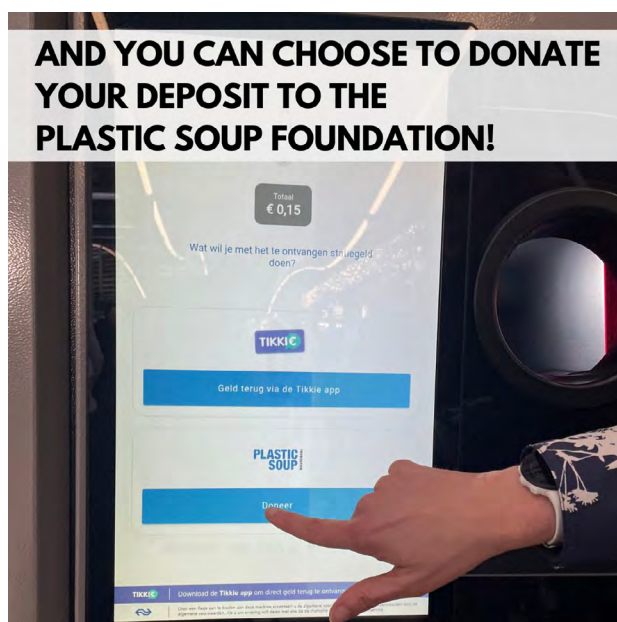
## Other laws and regulations in 2022

In the end, laws and regulations are the backbone of a sustainable and effective approach to plastic pollution. In 2022, the Netherlands took significant steps on this front, thanks in part to the efforts of Plastic Soup Foundation.

## Deposits on plastic bottles and cans

For years, we campaigned for deposits on small bottles and cans. In 2022, the time had finally come: first of all, a deposit on small plastic bottles went into effect in our country. Following this, the number of bottles in litter fell by as much as 70 per cent and the measure immediately proved its effectiveness.

Thanks to this success, a deposit on cans will also be introduced from April 2023.





# Our campaigns

Both our publication 'Plastic, the hidden beauty ingredient' and the report 'Do Clothes make us sick?' Fashion, Fibres and Human Health' resulted in campaigns: 'Beat the Microbead' and 'Plastic Fashion'.

We also organised World Clean Up Day for the fifth time.

#DARETOCARE

PLASTIC SOUP

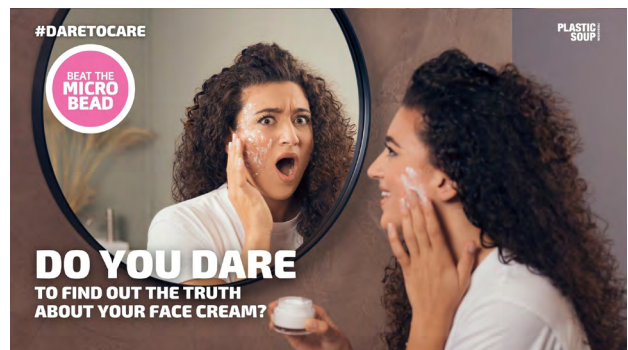


### Beat the microbead – microplastics in cosmetics

We announced that 9 out of 10 cosmetics products contain harmful microplastics. For this survey, we looked at the 10 most popular brands from the 4 biggest cosmetics companies in Europe. We then called for action.

It resulted in almost 200,000 visitors to solidly named website and 101,561 new downloads of the BTMB app. It also collected 50,000 signatures and called on the European Commission to ban microplastics in cosmetics, including paints and detergents.

This new legislation came into force in 2023.





## Plastic fashion campaign

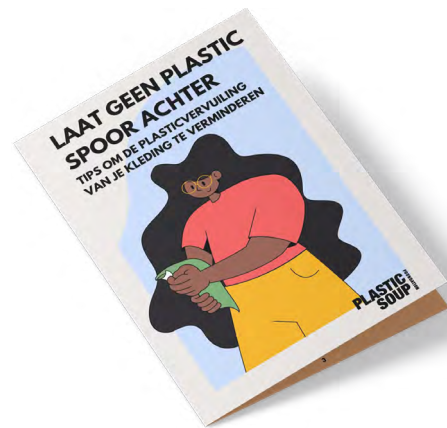
Almost 70% of all clothes are made of plastic materials. Our 'Plastic Fashion' campaign focused on this huge source of pollution, especially because much fast & ultra-fast fashion sometimes falls apart after only five washes, and because these cheap clothes give off tiny plastic particles that end up in nature, in animals and even in our bodies. The evidence keeps piling up: these particles make us sick.

We introduced fashionista Wanda and a free guide with tips & tricks. Consumers could (and still can) also take part in a plastic-fashion quiz: 'Are you an old plastic poncho or a timeless jumper made of organic cotton? By collaborating with - among others - Changing Markets, we also managed to reach millions of people outside the Netherlands.

### (sept. - eind 2022):

- Media reach: 11.6 million (international), (of which) 8.6 million in NL
- Guide downloads: 1,384
- Main target: lead generation: 818 e-mail addresses
- Newsletter - opt-in: 449 e-mail addresses
- Paid ads: 520k total reach.

Fortunately, the European Union now recognises the problem of microfibre pollution and wants to crack down on the fast-fashion industry. It is currently working on a legislative proposal. As Plastic Soup Foundation, we are helping the European Commission where we can to formulate this law as sharply as possible.





## World Cleanup Day 2022: the fifth and final time

World Cleanup Day originated in Estonia in 2008 and has since grown into a global movement led by Let's Do It World (LDIW). The day unites millions of people from more than 190 countries to clean up their own surroundings and contribute to a cleaner environment.

### Our role in the Netherlands

As a licensee, the Plastic Soup Foundation has been organising World Cleanup Day in the Netherlands for the past five years. We have offered tools and a platform that allowed more and more individuals, schools, associations and organisations to organise cleanups and raise financial support.

### Theme of 2022: #NotInOurBackyard

This year, for the first time, the campaign did not revolve around cleaning up one's own environment, but drew attention to the unjust spread of plastic waste to less affluent countries such as Indonesia. The focus was on 15-year-old Nina, who lives in East Java next to a river heavily polluted by plastic from rich countries such as the Netherlands. We started a crowdfunding with the hashtag #NotInOurBackyard and raised €50,000.

## The Netherlands as an Exporter of Plastic Waste

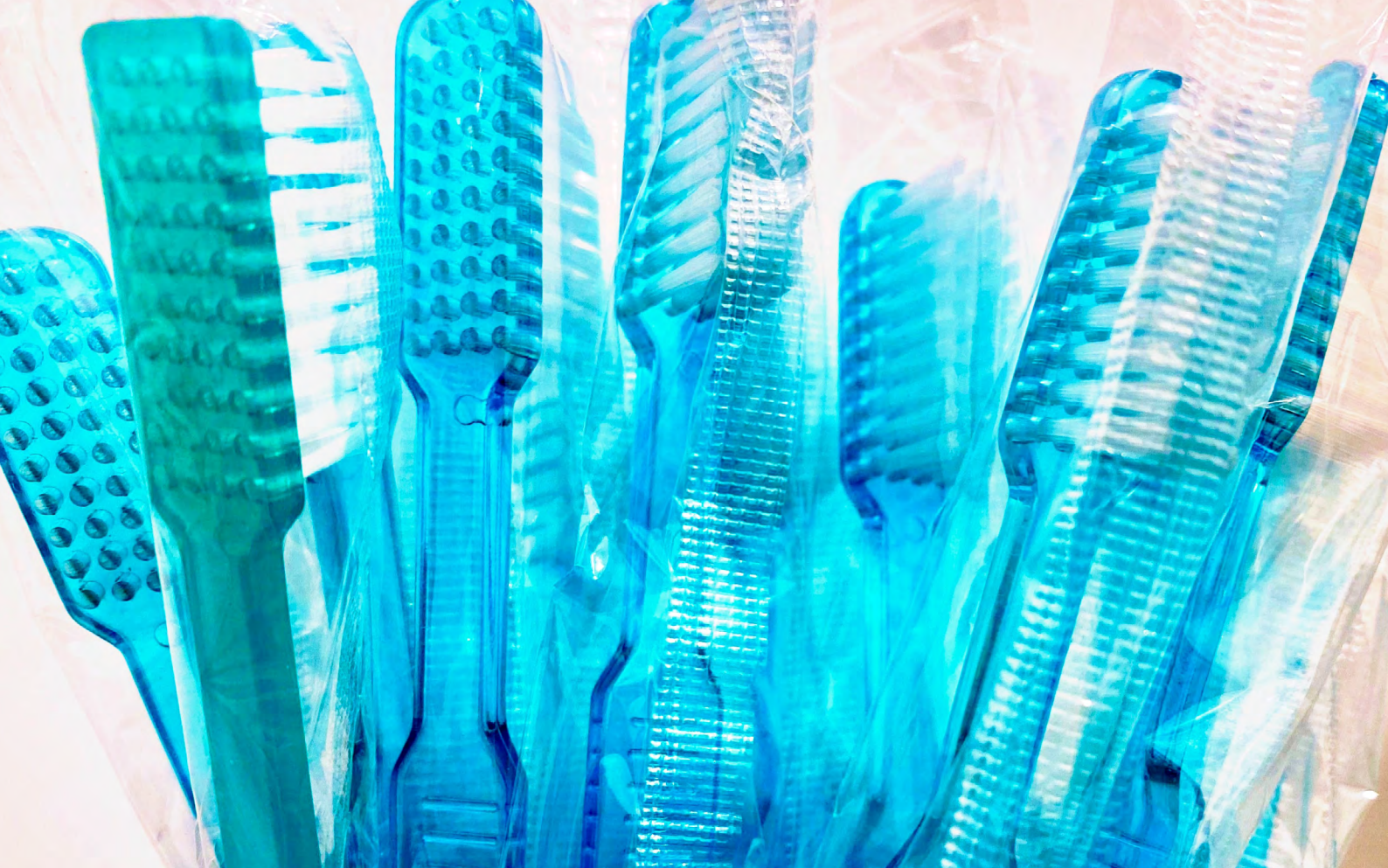
Indeed, the Netherlands appears to be a major player in the export of plastic waste to non-western countries. Our research revealed disturbing facts about our country's role in this shadowy trade. In fact, in 2021, the Netherlands was the largest exporter within the EU of plastic waste to non-OECD countries.

### Future Plans

In 2023, Plastic Soup Foundation will focus more on preventing plastic pollution at its source. We believe the most effective way to reduce litter is to greatly reduce the production of disposable plastics. This is our primary goal, which is why we are handing over the organisation of World Cleanup Day to another suitable party.

It was an honour for us to organise World Cleanup Day in the Netherlands.

The growing involvement was undeniable year after year. Our great thanks go to all the volunteers, partners and supporters who have contributed to the success of World Cleanup Day in the Netherlands over the past five years.



# Communication

Effective global communication is one of the key pillars of Plastic Soup Foundation's success. Over the past year, our team has worked hard to increase the reach and engagement of its various platforms. Besides a total reach of 3.1 billion people with our brand name, there are several other promising performance indicators.

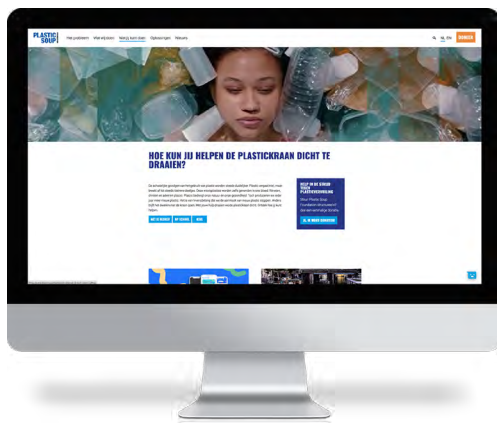


## Websites

### Visitor statistics

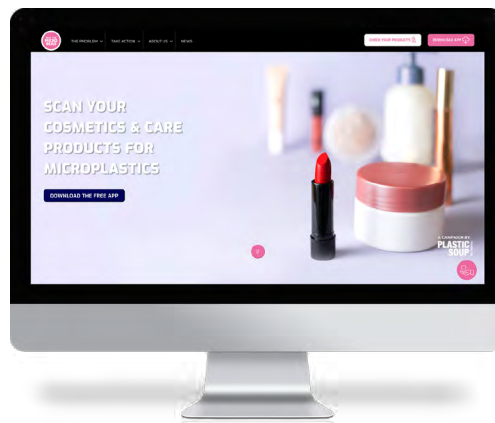
In 2022, our websites attracted a total of 885,443 visitors. This is a growth of 8.5% compared to 2021. This brings us closer to our milestone of one million visitors.

### Most visited websites:



#### Plastic Soup Foundation

Number of visitors: 552,853  
 Largest age group: 18-24 years old  
 Male/female ratio: 43%/57%  
 Countries: Netherlands, USA, India, UK, Belgium



#### Beat the Microbead

Number of visitors: 196,071  
 Largest age group: 25-34 years old  
 Male/female ratio: 35%/65%  
 Countries: Netherlands, USA, India, UK, Germany



## Social media

In 2022, we saw remarkable growth in two of our social media platforms. We are particularly proud of our performance on LinkedIn, a channel we have paid extra attention to.

### Instagram

Impressions: 1.2 million

Followers 2022: 26,936 (up 7% on 2021)

Largest age group: 25-44 years

Male/female: 31%/69%

### LinkedIn

Impressions 2022: 948,922

Followers 2022: 22,016 (36% increase over 2021)

Largest age group: 25-44 years

Male/female: 45%/55%

### Facebook

Impressions 2022: 618,490

Followers 2022: 24,007 (down 3% from 2021)

Largest age group: 35-54 years

Male/female: 42%/58%

### Twitter

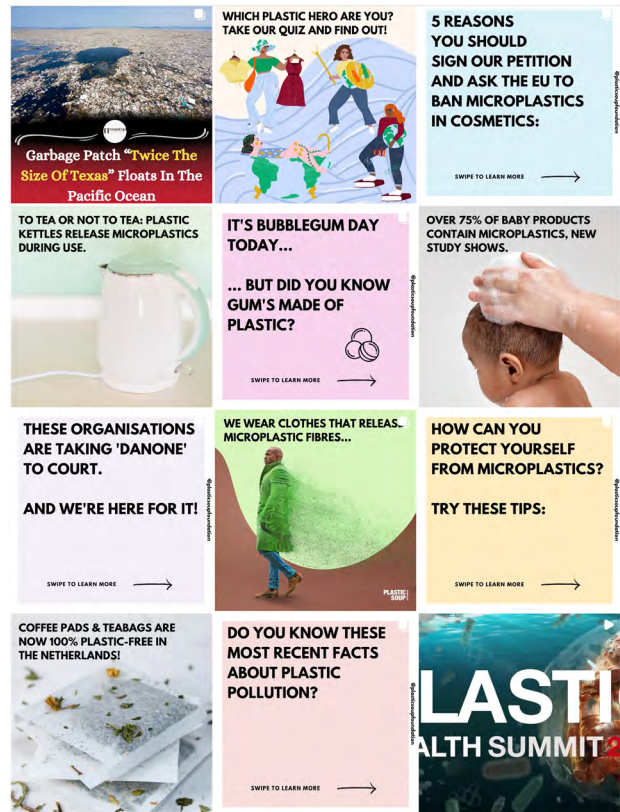
Impressions 2022: 363,430

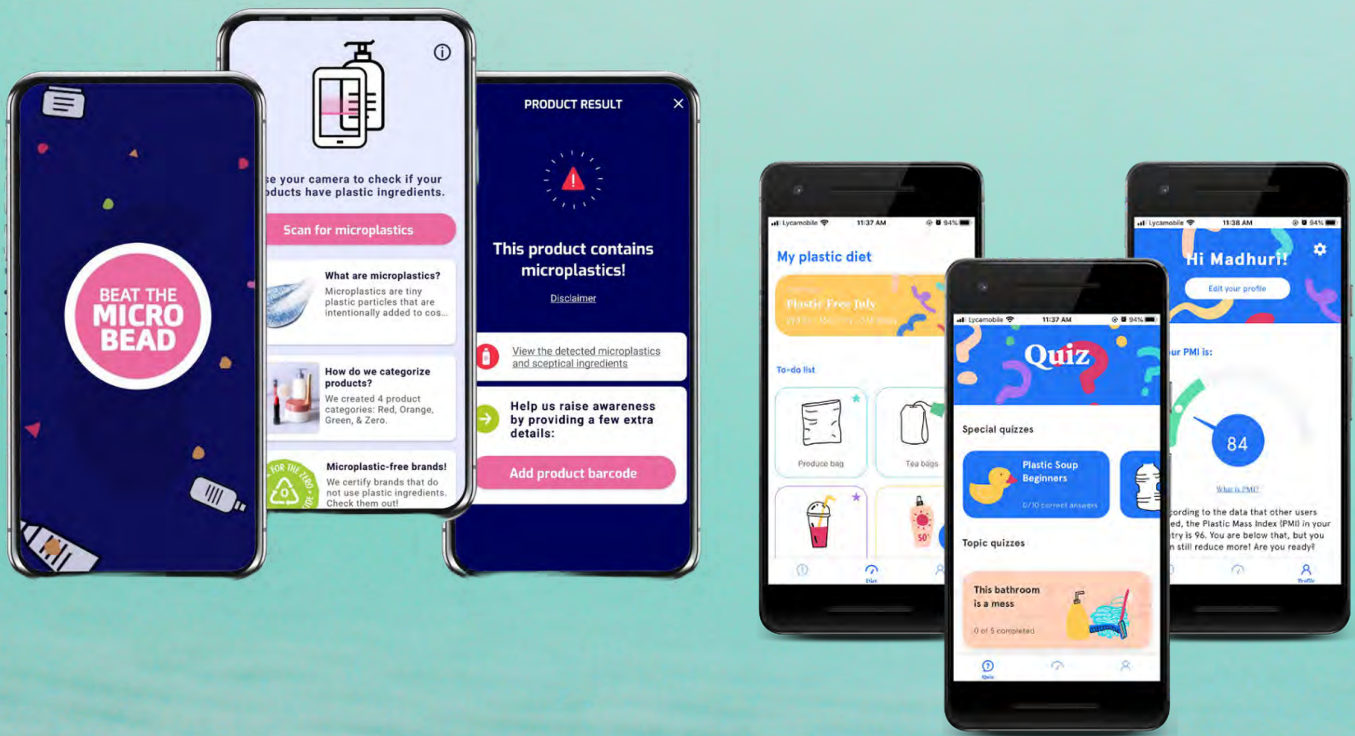
Followers 2022: 21,866 (up 1% from 2021)

Largest age group: 25-44 years

Male/female: 58%/42%

In 2023, we will continue to invest in our communication strategies to further increase our reach and engagement. With new campaigns, content and partnerships on the horizon, we are already looking forward to this.





# Our apps

As part of our mission to tackle plastic pollution and raise awareness, Plastic Soup Foundation has developed two innovative apps: Beat the Microbead and My Little Plastic Footprint. These apps empower consumers to actively take steps.

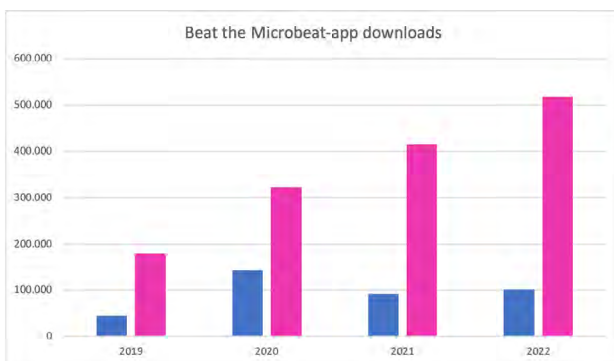
## Beat the Microbead

### Functionality

Beat the Microbead is an easy-to-use app that allows users to scan product labels to identify the presence of microplastics. After scanning, the app gives instant feedback on the presence of microplastics and provides a list of which specific microplastics are in the product, if any.

### User statistics

This app was downloaded a whopping 101,561 times in 2022, which shows that awareness around microplastics continues to grow and that consumers are willing to take action. In total, the app has now been downloaded over 500,000 times.



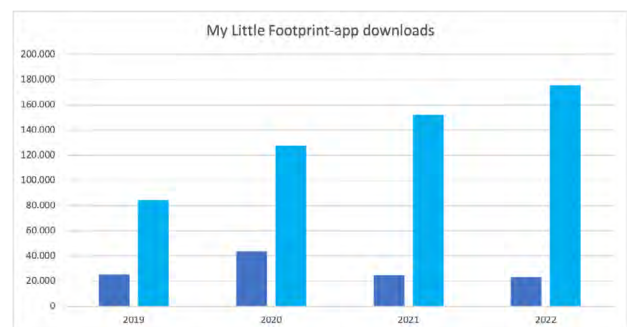
## My Little Plastic Footprint

### Functionality

My Little Plastic Footprint focuses on the broader picture of plastic consumption. The app helps users reduce their personal plastic footprint by challenging them to go on a 'plastic diet'. The app offers numerous suggestions for sustainable alternatives to everyday produce that is usually made of plastic.

### User statistics

This app was downloaded almost 25,000 times in 2022. Users were active in the app for an average of 8.5 minutes and it was used by 244 people daily. This indicates high engagement and the usefulness users find in the content provided. In total, the APP has now been downloaded over 100,000 times.



## Future plans

The success of both APPS, even in 2022, is an encouraging indication of the growing awareness and willingness to take action among consumers. We plan to further expand the functionality of these apps in the coming years.

In the fight against plastic pollution, these apps are an important tool to empower consumers. They not only help make more conscious choices, but also spread the message that everyone can play a positive role in this global challenge.



# Education

## Book 'Back to the Plastic age' / Education and Awareness

### Book launch in ARTIS planetarium

In the Planetarium of ARTIS in Amsterdam, the festive launch of the children's book 'Back to the Plastic age' took place in early October. With this book, we want to offer children a hopeful perspective and actively involve them in the topic of plastic pollution. The first copies were received with enthusiasm by the children present.

### Distribution of the book and special donations

More than 4,000 copies were distributed in the Netherlands, and thanks to our sponsors we were able to donate almost 2,500 free copies, including teaching materials, to primary schools in early 2023. Special thanks go to the Gemeente Amsterdam and the Heutink Groep, who donated 960 and 760 copies respectively to schools in different regions.

### International interest

The Frankfurt Book Fair provided us with a platform to distribute the book. There was strong interest from several countries and the rights for an Arabic and Korean translation have now been sold.

### Digital education and workshops

To spread the message further, we launched a children's website, [kids.plasticsoupfoundation.org](https://kids.plasticsoupfoundation.org), and developed a film workshop called 'Young heroes about plastic soup', in collaboration with documentary filmmaker Mirjam Marks. The premiere of this lesson took place during World Cleanup Day at the Eye Film Museum.

### Teaching materials and campaigns

- In April, as part of the Beat the Microbead campaign, a lesson on microplastics was created together with Nieuwsbegrip, which has now been given more than 450 times.



- In collaboration with Globe Netherlands and the University of Amsterdam, we started developing teaching materials on microplastics for secondary schools.
- Our online teaching material now contains 42 different lessons, ranging from introductory lessons to practical tips for a plastic-free life. This year, the lessons were offered to about 188,000 students, an increase of 14% compared to 2021.

### Fundraising by schools

In 2022, schools raised more than €17,500 thanks to sponsor runs, markets and individual actions. These contributions are invaluable for continuing our work.

The year 2022 marks an important step in our efforts to raise education and awareness about plastic pollution. Through the launch of 'Back to the plastic age' and the expansion of our educational offerings, we have found new ways to reach and inspire young people. We look forward to the lasting impact this book and our other initiatives will have in the coming years.



# Fundraising

## Fundraising - Private

### Overall growth

It was a remarkable year, 2022, for private fundraising. We saw a 3% increase in active private donors, bringing the total to 2,293. Of these donors, 715 support us through one or more structural commitments.

### Financial increase

Income from private fundraising increased 18% to €305,893 in 2022.

This increase can be partly attributed to the new deposit initiative, but also to donations through Christmas hampers and other individual efforts.



### Deposit money

A relevant factor for this increase was the introduction of deposits on small bottles in April 2022. As a result, income from deposits doubled from €40,660 in 2021 to €83,927 this year.

### Christmas hampers and individual actions

In addition to deposits, we also received €33,764 from Christmas hampers and individual actions. The total amount from these special campaigners came to € 33,764 in 2022.



*Runbrandt (Sander Gabel) runs 18 KM in the shape of an orca to raise awareness of plastic pollution. In doing so, he raises €910 for Plastic Soup Foundation.*

## Fundraising – Business

### Strategic developments

We continued to develop our business fundraising strategy in 2022. We welcomed a corporate fundraiser to our team in September.

She launched the PSF Business Community in the fourth quarter with the goal of providing a platform for businesses looking to reduce their Plastic Footprint. We then modernised our business partnership packages. We now offer Bronze, Silver and Gold packages with varying benefits such as promotion through LinkedIn, network advantage and expertise.

### Networking events and knowledge sharing

The first major networking event took place on January 31, 2023 at the offices of Van Doorne Advocaten and this was a great success. The next networking event is scheduled for September 21, 2023 and will be hosted by Dopper, one of our long-time partners.

### Membership benefits

- Bronze: Access to networking events, shout-out on LinkedIn, and more.
- Silver: Additional consulting and promotion of microplastic-free products.
- Gold: Unlimited consulting and invitations to expert symposia.

### Financial Outcome

In 2022, our business partnership program generated €602,463, an impressive contribution to our mission.



In short, it was an important year for both private and corporate fundraising.

Through innovative approaches and the support of our community, both individuals and businesses, we were able to generate significantly more resources to continue the fight against plastic pollution. With these resources, we are better equipped to make a lasting impact.

### Lottery Organizations

Of the three-year contribution from the Postal Code Lottery that we were privileged to receive in 2020, we used a proportionately larger part in 2021 due to the impact of the pandemic. In 2022, the remaining amount was used for the organization. We are particularly grateful for the contributions from the Postcode Lottery that we have been able to receive since 2017: a total of €1.6 million.

### Endowment funds

Non-profit organisations together account for over 31% of our total income. In addition to the Adessium Foundation and the Gieskes-Strijbis Fonds, these included Flotilla, Stichting Flexi-Plan, Spronck Foundation, Summerfund, Cordius and the Fred Foundation. There are a number of donating funds that wish to remain anonymous.

### Legal

For years we have received pro bono legal support from De Roos Lawyers. With their help, we have been able to save a lot of costs on legal matters. In 2021, Van Doorne also offered their support. We are very pleased to receive a nice donation and several hours of legal support from the Pieter Van Doorne Fonds.

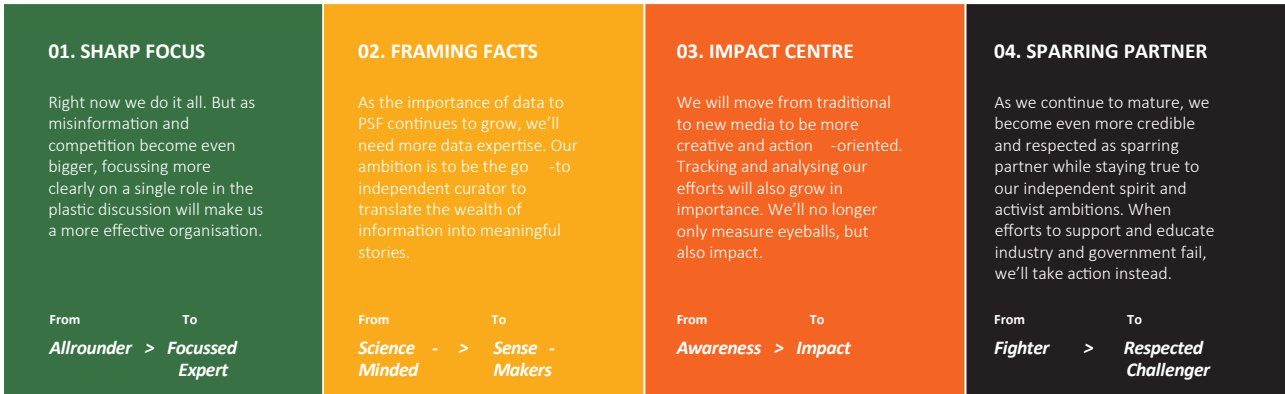




# Organization & structure

## Transition: from start-up to scale-up

In 2021, the Plastic Soup Foundation embarked on a major transition that continued in 2022. Under the leadership of a change manager, the organization scaled up. This transformation resulted, among other things, in a new organizational structure and optimized working methods.



### Sharpened positioning

Under the guidance of Accenture, in 2022 we embarked on a pro bono positioning process - made possible by Accenture Foundation. In the first phase of this trajectory, we took an inside-out approach. Accenture explored the changing world in which Plastic Soup Foundation operates in its future role by based on four “Big Bets”.

- Sharp Focus
- Framing Facts
- Impact Centre
- Sparring Partner.

In the second phase, we used an outside-in approach to validate these (four) “Big Bets”. Accenture conducted more than 50 interviews among consumers and varied groups of experts from industry, law, science and NGOs. The insights from these interviews helped Plastic Soup Foundation to sharpen its positioning and focus, including their guiding principle: personal health. In addition, we began implementing the four Big Bets, so that we can make concrete impact in the coming years.

### Personnel decline

Despite the substantive successes in 2022, five colleagues left and were not replaced (vacancy freeze), resulting in the team being reduced from 22 to 18 FTEs. The war in Ukraine, the excessive gas bills combined with skyrocketing inflation did not do us any good financially which is why we had to adjust our staffing levels.

### Campaigns and public engagement

With this professionalization effort, the organization broadened from a primarily knowledge institute to a more campaign-oriented organization. We have introduced public engagement as a method of establishing a long-term relationship with the public.

### Units

As of 2021, the organization is divided into three main units.

- Campaigns: responsible for rolling out and managing all campaigns.
- Communications: focuses on reaching the audiences through various media.
- RAS (Research, Advocacy & Solutions): Specializes in research, advocacy and tracking solutions. These units are supported by overarching services such as Fundraising,
- HR and Operations.

### Training and development

Our transition was guided by internal change teams, and supported by training in methods such as MEAL (Monitoring, Evaluation, Accountability, and Learning) and RASCI (Responsible, Accountable, Supportive, Consulted, and Informed).

### Multiteams

We implemented the introduction of ‘multiteams’: temporary, multidisciplinary teams set up for specific projects and campaigns.



### Management

Ms. Maria Westerbos is the general director, a position she has held since the inception of the foundation. The management team, consisting of the Head of Programs and the Head of Operational Affairs and Fundraising, supports her.

### Remuneration Policy

The director has been appointed by the Supervisory Board for an indefinite term. The Board sets the salary and other compensation, in accordance with the Regulation on the remuneration of directors of Charitable Organizations. In 2022, the gross annual salary of the director amounted to €78,480, well within the set maximum standards.

### Supervisory Board

The Supervisory Board supervises among other things, the financial health and the strategic plans of the organization.

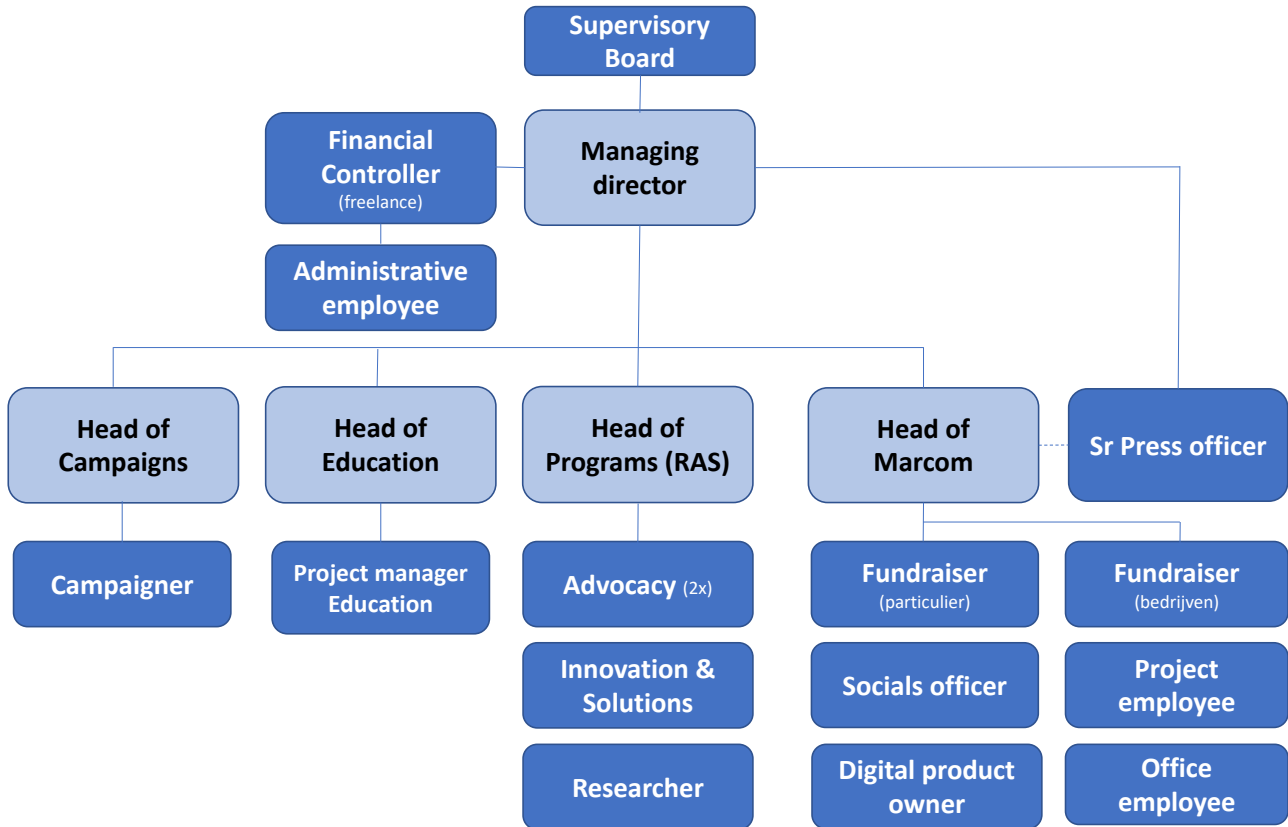
### Remuneration

The members of the SB receive no remuneration for their services. Also, no loans advances or guarantees are provided to them.

We are well positioned to achieve our goals for the coming year, thanks to our revised organizational structure and strong team dynamics. We remain committed to combating plastic pollution and raising public awareness, now more effectively than ever

# Team end of 2022

## Payroll (18 people)



### Management Team

Director  
Head of Programs  
Head of Communications

### RAS Unit

Manager Solutions  
Advocacy (2 employees)  
Research (2 employees)

### Education Unit

Manager Education  
Project Manager Education & web shop

### Campaign Unit

Manager Campaigns  
Campaigner (1 employee)

### Communications Unit

Press Officer  
Online communications & Web Coordination  
Public Engagement Officer

### Operations Unit

Office manager  
Project assistant  
Administrative assistant

### On-call

Guest lecturers (30 people)  
Volunteers (10 people)



# General

Plastic Soup Foundation has its registered office in Amsterdam and is registered with the Chamber of Commerce under KvK number: 52072894.

## Statutory objective

The statutes were last updated in February 2019. These statutes include the following statutory objectives:

- reducing the growth of the plastic waste problem (plastic waste in all types of waters); and
- reducing the toxicity of plastic in order to prevent ecological damage, including to the food chain.

## Annual Accounts

The reporting year runs from January 1 to December 31. The chief executive officer adopts the financial statements each year. Guideline 650 of Fundraising Organizations applies to the annual accounts.

## Management of assets

Also in 2022, Plastic Soup Foundation's income was spent on the objectives as described in the foundation's statutes and annual plans. Financial resources are held at Triodos Bank and at Rabobank. It is a conscious policy of the chief executive officer not to invest the assets. We close the year 2022 with a negative result of € 505,921 against a positive result in 2021 of € 138,939.

## Reserves and funds

Plastic Soup Foundation has formed a continuity reserve of € 125,000 in recent years to cover short-term risks and to ensure that it can continue to meet its obligations in the future. As a result of the negative result, this reserve cannot be maintained and is zero at the end of 2022. The special purpose reserve was used in 2022 to take the final step in the professionalization of our organization. As a result of the negative result, this reserve cannot be formed again for new policy goals and is negative € 121,169 at the end of 2022.

The designated fund's purpose in 2022 was to complete and publish the children's book, which launch in 2022 was a great success. Also in 2022, attention was paid to the development of the apps and volunteers were trained as professional TrashHunters. As a result, the amount of the designated fund is zero as of the end of 2022.

The depletion of reserves and funds in 2022 led to a new vision 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 to an amount that is around 70% of the estimated costs of the (downsized after reorganisation) work organisation. The continuity reserve is intended - in case of loss of income - to be able to adjust the costs of the organisation to the lower income within an acceptable period, so that the realisation of the objectives can be continued. For the time being, this amount has been set at a total of €600,000 for the coming years, to be realised no later than 2027. Thereby, it is desirable to include this amount in the continuity reserve earlier in case of good financial results.

In addition, an earmarked reserve will be formed in the coming years for the renewal and improvement of the organisation a €100,000. The pace at which this earmarked reserve is formed depends of course on the financial results in the coming years.

## Risk Management

Plastic Soup Foundation recognises the different types of risks that can threaten the achievement of its goals. For this reason, the management team and Supervisory Board (SB) take a proactive approach to risk management. A comprehensive risk matrix was completed in 2021 and will be used as the basis for policy making and implementation, including compliance with laws and regulations.

## Risk categories

### Strategy and Communication

As a visible player in the fight against plastic pollution, the Plastic Soup Foundation faces the inherent risk of reputational damage. Therefore, the accuracy of information and data management within the organization is highly guarded. Any actions that may have a negative impact on certain companies or sectors are carefully analysed for potential legal risks, in consultation with the SB and external advisors.

### **Operational**

The management team has limited resources and relies heavily on a few key people. To mitigate this risk, we are working on an emergency and succession policy. Knowledge transfer and ensuring operational continuity are actively addressed.

### **Financial Position**

Plastic Soup Foundation's financial stability depends on donations and business partnerships and endowments from equity funds, whether allocated to a project or not. We minimize this risk by maintaining a diversified revenue stream and flexible operational structure.

### **Fundraising**

To ensure financial stability, we employ a mix of funding sources, including donations from individuals, businesses and philanthropic organizations, in addition to income from deposits and other actions.

### **Monitoring and Evaluation**

Regular reports are provided to stakeholders on both financial and programmatic progress. Internal evaluations are conducted with the SB several times a year.

## **Governance en Compliance**

### **Self-evaluation and Composition of the Supervisory Board.**

Annual self-evaluations of the SB are conducted to ensure the effectiveness of supervision.

### **External Auditor**

With Accountants in Amersfoort conducts annual financial audits to ensure the financial integrity of the organization.

### **Integrity and Cross-Border Behaviour**

A work environment in which integrity and respect are central is highly valued by the organization. A confidential advisor has been appointed to monitor issues related to integrity and transgressive behaviour.

There has been a code of conduct and integrity policy within PSF, including a hotline, since 2020. This year, there were no reports of transgressive behaviour and integrity. Therefore, there was no reason to review the integrity policy, as it was still current enough.



# Annual account 2022



## Balance on 31 December 2022

(after processing the operating balance)

	31 december 2022	31 december 2021
	€	€
<b>Assets</b>		
<b>Fixed assets</b>		
<b>Material Fixed Assets</b>		
Website	13.538	53.710
Inventory	21.875	33.037
	35.413	86.747
<b>Financial Fixed Assets</b>		
Security deposits	12.875	11.875
	12.875	11.875
<b>Current Assets</b>		
<b>Receivables</b>		
Debts	46.282	116.745
Turnover Tax	2.783	25.305
Other Receivables	37.144	119.387
Accruals	0	0
	86.210	261.437
<b>Liquid Assets</b>	197.240	676.400
	331.737	1.036.460
<b>LIABILITIES</b>		
<b>Foundation Assets</b>		
Continuity Reserve	0	125.000
Special Purpose Reserve	-121.169	158.753
Designated Fund	0	100.999
	-121.169	384.752
<b>Short-term Debts</b>		
Creditors	81.786	140.118
Taxes and social insurance premiums	33.959	30.564
Other Debts	231.244	351.258
Accruals	105.917	129.768
	452.906	651.708
	331.737	1.036.460

## Balance of revenues and expenditures

	Realised 2022 €	Realised 2021 €	Realisatie 2021 €
<b>Revenues</b>			
Revenues from private individuals	306.760	435.000	326.781
Revenues from companies	602.463	752.180	541.520
Revenues from lotteries	227.079	400.000	634.338
Revenues from government subsidies	14.189	16.340	9.151
Revenues from non-profit organisations	527.949	897.580	900.711
<b>Total revenues</b>	<b>1.678.440</b>	<b>2.501.100</b>	<b>2.412.501</b>
<b>Expenditure</b>			
Expenditure on objectives	1.852.185	2.218.051	2.001.908
<b>Recruitment costs</b>			
Expenditures fundraising	176.565	133.103	142.178
<b>Costs of management and administration</b>			
Personnel costs	119.975	105.303	96.508
Depreciations	2.750	1.345	1.719
Other operational costs	29.841	13.298	27.602
	152.566	119.946	125.829
<b>Balance of financial revenues and expenditures</b>	<b>-502.876</b>	<b>30.000</b>	<b>142.586</b>
Financial revenues and expenditures	-3.045	0	-3.647
<b>Balance of revenues and expenditures</b>	<b>-505.921</b>	<b>30.000</b>	<b>138.939</b>
<b>Result appropriation</b>			
Continuity reserve	-125.000		25.000
Special purpose reserve	-279.922	30.000	12.941
Designated fund	-100.999		100.999

## Principles for valuation and determination of results

### General principles for compiling the annual account

The annual account is compiled in accordance with Directive 650 of Fondsenwervende organisaties (fundraising organisations).

The annual account is compiled using historic cost prices. Unless otherwise stated, assets and liabilities are valued at nominal value.

Revenues are calculated back to the period in which they were accrued. Expenditures are recognised in the year in which they were earmarked.

### Principles for the valuing of assets and liabilities

#### Material fixed assets

Material fixed assets are valued at the purchase value or production costs, less depreciation according to the estimated life, taking account of a possible residual value. The write-offs are a fixed percentage of the purchase value or production costs.

#### DEPRECIATION

Active

Inventory 20 - 33,3%

Apps/Website 20 - 33,3%

#### Financial fixed assets

The receivables included in the financial fixed assets were initially valued against the real value, or the nominal value, after deduction of the provisions deemed necessary. The receivables were then valued against the amortised cost price.

#### Receivables

Receivables are valued against the nominal value, unless the cost price differs from the nominal value. In this case, the receivables are valued against the amortised cost price. Differences between the cost price and the nominal value may

arise through premiums, discounts or transaction costs. If necessary, account is taken of exceptional value decreases, including provisions for irrecoverability.

#### Liquid assets

The liquid assets are valued at nominal value, or, if restrictions in the availability so require, at a lower value.

#### Short-term debts

Debts are valued at the nominal value, unless the value at the time of the occurrence of the debt differs from the nominal value. In this case, the debt is valued against the amortised cost price. Deviations between the cost price and the nominal value may arise through premiums, discounts or transaction costs.

#### Pension scheme

The Plastic Soup Foundation has had a defined contribution pension scheme since 1 May 2019. The pensionable amount in the scheme is the pensionable annual salary (including holiday pay) less the franchise.

### Principles for determining the result

#### General

The result is determined as the difference between the revenues from fundraising, subsidies and general revenues on the one hand, and the expenditure during the year, valued at historic cost prices.

#### Revenues

Revenues from contributions, donations, gifts and collections are allocated to the period in which they were received.

Revenues from estates, legacies and pledges are attributed to the year in which their amount can be determined reliably, less any owed gift and inheritance taxes.

Other revenues are attributed to the period to which they relate. The revenues from the sale of goods are viewed as the amount of the gross profit, that is, the nett turnover less the cost price.

Government subsidies are attributed to the reporting year to which they refer. Deviations between pledged subsidies and the actual amounts obtained are processed in the year in which these differences can reliably be determined. The other revenues are attributed in the year in which the proceeds can reliably be determined, on the understanding that any received advances are accounted in the year of receipt. Revenues are attributed to the period to which they relate.

### **Expenditures on objectives**

Expenditures on achieving the objectives are accountable in the year in which they are earmarked or, insofar as earmarking was not done, in the year that the amount of the obligation can reliably be determined. Contingent liabilities are accountable in the year in which the conditions can be met.

### **Depreciations**

The depreciations on the tangible fixed assets are calculated through fixed percentages of the purchase value according to the expected economic life. Capital gains and losses when selling tangible fixed assets are included in the depreciations, insofar as the capital gains are not deducted from replacement investments.

## Explanation of the balance on 31 December 2022

### FIXED ASSETS

1. Tangible fixed assets	Inventory	Website	Total
Carrying value on 1 January 2022			
Cost Price	55.755	296.508	352.263
Cumulative depreciations and devaluations	-22.718	-242.798	-265.516
	33.037	53.710	86.747
<b>Movements</b>			
Investments	3.315	0	3.315
Depreciations	-14.477	-40.172	-54.649
	-11.162	-40.172	-51.334
<b>Balance on 31 December 2022</b>			
Cost Price	59.070	296.508	355.578
Cumulative Depreciations and devaluations	-37.195	-282.970	-320.165
	21.875	13.538	35.413

The inventory is held for operations. The apps/website stand for the development of apps and websites to support the activities of the Plastic Soup Foundation, including the Beat the Microbead app and the My Little Plastic Footprint app.

2. Financial fixed assets	Book value 31-12-2021	Increases	Decreases	Repayments	Book value 31-12-2022
Security deposits	11.875	1.000	0	0	12.875
Total financial fixed assets	11.875	1.000	0	0	12.875

## CURRENT ASSETS

<b>3. Other receivables</b>	<b>31-12-2022</b>	<b>31-12-2021</b>
<b>Debts</b>		
Debts	46.282	121.745
Provision for dubious accounts receivable		-5.000
	<hr/>	<hr/>
	46.282	116.745
<i>Accounts receivable are held for Foundation's objectives.</i>		
<b>Taxes</b>		
Turnover Tax	2.783	25.305
<b>Other Receivables</b>		
Pension contributions	2.422	0
Amounts paid in advance	7.173	5.358
Amounts to receive	27.550	114.029
	<hr/>	<hr/>
	37.144	119.387
<b>4. Liquid Asset</b>		
Rabobank - NL15 RABO 0105 3499 33	2.268	23.905
Rabobank - NL91 RABO 1340 7869 31	48.474	400.000
Triodos Bank NV - NL13 TRIO 0198 0475 17	145.204	250.030
Triodos Bank NV - NL95 TRIO 2000 3216 58	0	0
Paypal	800	2.288
Cash	493	178
	<hr/>	<hr/>
	197.240	676.400

*The liquid assets are available in their entirety and are held for Foundation's objectives.*

## LIABILITIES

5. Reserves and funds	2022	2021
Continuity Reserve	125.000	100.000
Balance on 1 January	-125.000	25.000
Movement	0	125.000
Balance on 31 December		
Special purpose reserve	158.753	145.812
Balance of 1 January	0	0
Other reserves	-279.922	12.941
Result appropriation accounting year	0	0
Designated Funds	-121.169	158.753
<b>Designated fund</b>		
Balance of 1 January	100.999	0
Movement	-100.999	100.999
	0	100.999

*In 2019 PSF had built up a continuity reserve to cover risks in the short term and to ensure that it can meet its obligations in the future. In 2021, it opted to add part of the result to the reserve, raising it to 125k. However, due to the negative result at the end of 2022, PSF was forced to release the entire amount.*

*The designated fund consisted of money received for the completion and publication of the children's book, which launch in 2022 was a great success. Also in 2022, attention was paid to the development of the apps and volunteers were trained as professional TrashHunters. As a result, the amount of the earmarked fund is zero at the end of 2022.*

*The special purpose reserve has a negative balance at the end of 2022 due to the negative result for 2022.*

6. Short-term debts	31-12-2022	31-12-2021
<b>Creditors</b>	81.786	140.118
<b>Taxes and social insurance premiums</b>		
Turnover Tax	0	0
Payroll Tax	33.959	30.564
	<hr/>	<hr/>
	33.959	30.564
<b>Other Debts</b>		
Amounts received in advance*	192.265	290.592
Excess amount received for NOW scheme	38.979	60.666
	<hr/>	<hr/>
	231.244	351.258
<b>Accruals</b>		
Obligatory holiday pay	39.419	41.372
Holiday Days	31.915	28.663
Accountant Costs	10.623	8.284
Other	23.961	51.449
	<hr/>	<hr/>
	105.917	129.768

\*Most of this amount consists of a donation from an organisation towards a project started in 2022, which will be completed in 2023.

#### Obligations not included in the balance

##### Multi-year financial obligations

##### Office rent

The annual amount entered into with third parties regarding the rent due on the office space on the Sumatrakade in Amsterdam amounts to about € 48,350. The contract expires on 31 October 2024.

##### Storage space rent

The annual amount entered into with third parties regarding the rent due on storage space in Diemen amounts to about € 1,234.20. The contract is indefinite and can always be terminated.



## 7. Explanation on the balance of revenues and expenditures in 2022

Revenues from private individuals	Realised 2022	Budgeted 2022	Realised 2021
One-time donations	92.462	150.000	132.204
Periodic donations	66.171	100.000	57.766
Christmas hampers	14.216	25.000	22.377
Donation boxes and modules	33.764	50.000	3.433
Deposit system actions	83.485	60.000	41.888
Plastic Health Summit	0	0	12.701
Ocean Rowers	0	0	41.500
Atlas	0	0	0
Charity Gifts	0	0	0
Other	16.662	50.000	14.912
	<u>306.760</u>	<u>435.000</u>	<u>326.781</u>
<b>Revenues from companies</b>			
One-time donations	208.397	112.500	140.025
Business Community	129.368	240.000	146.394
Zero Brands	0	20.000	0
World Cleanup Day	33.275	80.000	56.277
Education and awareness raising	28.772	20.000	41.112
Plastic Health	0	105.000	2.795
Children's Book	47.660	54.680	35.000
Other	0	5.000	0
	<u>447.471</u>	<u>637.180</u>	<u>421.603</u>
<b>Revenues in natura</b>			
Google AdWords	<u>154.992</u>	<u>115.000</u>	<u>119.916</u>
	602.463	752.180	541.520
<b>Revenues from lotteries</b>			
National Postcode Lottery	<u>227.079</u>	<u>400.000</u>	<u>634.338</u>
<b>Revenues from government subsidies</b>			
Waternet	14.189	16.340	9.151
Reimbursement from NOW ruling	0	0	0
	<u>14.189</u>	<u>16.340</u>	<u>9.151</u>
<b>Revenues from non-profit organisations</b>			
Revenues from non-profit organisations	<u>527.949</u>	<u>897.580</u>	<u>900.711</u>

## Notes on revenue

Unfortunately, in 2022, income fell short of the budget. This is due, we believe, to several reasons.

Twelve years ago, we were one of the few to expose the plastic problem. Now, hundreds, if not thousands, of foundations are campaigning against plastic pollution internationally. As a result, we face a lot of competition in our fundraising.

Added to this is the economic downturn and the war in Ukraine, which caused donations to fall hard: especially from equity funds (reduction in returns), but also from donors, due to skyrocketing inflation.

Furthermore, 2022 saw a change of staff in the fundraising department; work that is especially relationship-sensitive and person-centred. Two trusted fundraisers said goodbye in 2022. Two new fundraisers started building existing and, more importantly, new relationships as of 1 August 2022, which may not lead to great results immediately.

Expenditure on objectives	Realised 2022	Budgeted 2022	Realised 2021
No Plastic in Our Water or our Bodies!	1.852.185	2.218.051	2.001.908
1) Bijlage 1			

### The total expenditure on the objectives is expressed as a percentage of the total revenues:

2022: 110,35%

2021: 83,0%

### The total expenditure on the objectives is expressed as a percentage of the total Expenditures:

2022: 84,91%

2021: 88,19%

Recruitment costs	Realised 2022	Budgeted 2022	Realised 2021
Recruitment costs	1.087	2.000	2.057
Travel and accomodation expenses	3.415	8.000	8.947
Fairs and conference expenses	2.195	1.000	4.751
Representation expenses	6.017	6.500	3.318
Personnel expenses	145.523	100.961	102.806
Allocation overhead costs	18.327	14.642	20.299
	<u>176.565</u>	<u>133.103</u>	<u>142.178</u>

### The total expenditure on the recruitment costs is expressed as a percentage of the total revenues:

2022: 10,52%

2021: 5,9%

### The total expenditure on the recruitment costs is expressed as a percentage of the total expenses:

2022: 8,1%

2021: 6,3%

## Personnel costs

The direct staff costs are allocated to the objectives and fundraising based on actual hours spent. The hourly rates used for the purpose of this allocation are based on the individual salaries of employees as recorded in the payroll records. As of the fiscal year 2018, the indirect personnel costs are based on the number of workplaces allocated to the objectives, fundraising and management & administration.

<b>Wages and Salaries</b>	<b>Realised 2022</b>	<b>Budgeted 2022</b>	<b>Realised 2021</b>
Gross salaries	1.100.984	1.019.342	962.073
Untaxed travel reimbursement	21.720	15.000	8.840
Other reimbursements	-1.171	-1.500	-560
Freelancers/volunteers	17.445	0	0
Received sick leave benefits	-2.146	0	-4.311
Social insurance premiums	193.367	180.000	175.274
Absenteeism insurance	0	0	0
Pension costs	46.947	35.000	35.144
Personnel costs on objectives/Fundraising	-1.257.171	-1.142.539	-1.079.951
	<u>119.975</u>	<u>105.303</u>	<u>96.508</u>

*For an explanation of the remuneration for the management, please see the annex in this report.*

### **Staff members**

*In 2022, 25,2 staff members worked at the Foundation (2021: 22.3)*

### **Depreciations**

<b>Depreciations tangible fixed assets</b>	<b>Realised 2022</b>	<b>Budgeted 2022</b>	<b>Realised 2021</b>
Inventory	14.477	15.580	12.694
Apps/Website	40.172	49.540	65.868
Depreciations connected to the objectives/Fundraising	-51.899	-63.775	-76.843
	<u>2.750</u>	<u>1.345</u>	<u>1.719</u>

## Other expenditures

Plastic Soup Foundation allocates direct other operating expenses directly to objectives and fundraising. Indirect other operating expenses are allocated to the objectives, fundraising and management & administration based on the number of workplaces from the 2018 financial year.

	Realised 2022	Budgeted 2022	Realised 2021
Other personnel costs*	46.308	36.920	69.750
Housing expenses**	60.711	65.950	62.732
Office expenses***	28.858	29.000	32.557
General expenses****	20.699	20.400	36.738
Allocation overhead costs to fundraising for objectives	-126.734	-138.972	-174.175
	<u>29.841</u>	<u>13.298</u>	<u>27.602</u>
<b>*Other personnel costs</b>			
Consultancy HR advisor	7.206	10.000	21.550
Absenteeism insurance	2.897	2500	2.681
Travel and accommodation expenses	8.194	3.500	12.020
Canteen	12.150	7.500	7.516
Training	2.658	10.000	212
Representation	8.001	1.000	4.485
Other personnel costs	5.202	2.420	21.286
	<u>46.308</u>	<u>36.920</u>	<u>69.750</u>
<b>**Housing expenses</b>			
Property rental	53.793	55.610	49.205
Energy	1.088	2.000	1.346
Cleaning	4.597	4.100	4.236
Storage	1.233	1.240	1.234
Other housing expenses	0	3.000	6.711
	<u>60.711</u>	<u>65.950</u>	<u>62.732</u>
<b>***Office expenses</b>			
Office equipment	5.833	2.500	4.898
Automation	1.660	5.000	6.172
Telephone	2.358	3.500	3.020
Postage	1.145	1.000	1.982
Contributions and subscriptions	13.166	10.000	13.164
Insurance	3.373	3.500	3.321
Other Office expenses	1.323	3.500	0
	<u>28.858</u>	<u>29.000</u>	<u>32.557</u>
<b>****General expenses</b>			
Accountants	25.699	20.400	29.204
Administration	0	0	0
Other General expenditures	-5.000	0	7.534
	<u>20.699</u>	<u>20.400</u>	<u>36.738</u>

## Financial expenses

### Interest and similar

Bank interest and expenses	-3.045	-3.647
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## Compilation annual account

*The annual account is compiled by the management and approved by the Supervisory Board.*

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M.M. Westerbos  
*Director/Administrator*

J.Maan  
*(interim) Chair Supervisory  
Board*

P.W. Klink  
*Supervisory Board member*

A. Bekema  
*Supervisory Board member*

Amsterdam, 19 april 2023



# Annexes

## ANNEX 1

### Expenditure on objectives

	Realised 2022	Budgeted 2022	Realised 2021
Beat the Microbead	197.501	207.342	121.873
Health Files	226.189	419.533	596.849
Education	98.840	108.462	92.240
Children's Book	93.475	79.351	13.440
Fashion	142.712	262.037	63.900
Research & Solutions	52.997	40.000	56.243
Plastic Waste	69.506	215.351	98.916
Nurdles	31.080	85.154	38.874
Clean Rivers	38.144	16.468	35.785
World Cleanup Day	70.931	111.135	103.842
Plastic Smart City	6.732	11.008	11.812
Plastic Diet – Small Footprint	28.378	70.695	39.796
Research & Development/Advocacy	125.488	84.580	76.251
Strategy & Vision	107.566	62.508	134.069
Media & Online Awareness	310.490	188.861	218.193
Google AdWords	154.992	115.000	119.916
Various Projects	-22.971	0	13.004
Allocation overhead costs	120.135	140.566	166.905
	<u>1.852.185</u>	<u>2.218.051</u>	<u>2.001.908</u>

*Spending is lower than budgeted. Due to the sharp decline in income, we were forced to make substantial cuts in spending. This did not prove sufficient in 2022, which is why Plastic Soup Foundation implemented a major reorganisation in 2023.*

## ANNEX 2

### Explanation Management's remuneration

<b>Name</b>	M.M. Westerbos
<b>Position</b>	Director/Administrator
<b>Contract</b>	
Type (duration)	Indefinite
Hours	40
Part-time percentage	100%
Period	01-01-2022 tot 31-12-2022
<b>Remuneration (EUR)</b>	
<b>Annual income</b>	
Gross salary	78.480
Holiday pay	6.278
<b>Total annual income</b>	<b>84.758</b>
Taxed reimbursements	0
Pension costs (WG part)	7.555
<b>Total remuneration 2022</b>	<b>92.313</b>



## ANNEX 3

### Specification and allocation of costs per item 2020

Allocation	Purpose	Acquisition income	Management and administration	Total realised 2022	Total budgeted 2022	Total realised 2021
Expenditures	No plastic in our water or our bodies!					
Subsidies and contribution						
Remittances						
Purchases and acquisitions						
Outsourced work			17.445	17.445	0	135.328
Publicity and communications	585.532	7.396	17	592.945	1.005.868	575.587
Personnel costs	1.144.173	150.485	111.351	1.406.009	1.284.762	1.206.491
Housing expenses	42.642	6.505	11.564	60.711	65.950	62.732
Office and general expenses	34.808	5.310	9.439	49.557	49.400	211.215
Depreciations and interest	45.030	6.869	5.795	57.694	65.120	82.209
Total	1.852.185	176.565	155.611	2.184.361	2.471.100	2.273.562

#### Explanation of the cost distribution

The expenses in the table above are allocated to the objectives, recruitment costs and management and administration. The allocation is direct for direct costs and the hours spent. For indirect costs, an allocation key is used that is based on the number of workplaces for staff and their main tasks in the organisation.

## ANNEX 4

### Main and ancillary activities of Supervisory Board

Chairman **Nienke Homan** was project leader of a project on toxic substances at Greenpeace in 2005. From 2005 to 2012, she functioned as a pathway supervisor at the youth institution Het Poortje. She then served as a subject matter expert at the Keurmerkinstuut in Zoetermeer from 2010 to 2015. In 2014, she joined the board of Raffinage, a cooperative aimed at redeveloping the Suiker Unie site. In the same year, she founded Over & Nieuw, a company specialising in sustainable interior products such as plate racks. In 2015, Homan became a deputy in the province of Groningen with issues such as energy and the environment in her portfolio. She resumed this role in 2019, this time with a focus on energy transition, climate and water. On 1 December 2021, Homan stepped down as deputy and joined the board of the Green Hydrogen Organisation (GH2).

#### Additional positions:

- Chairman Board Royal Dutch Building Ceramic Industry Association
- Chairman of the Supervisory Board of EDSN
- Board member Green Hydrogen Organisation , Switzerland
- Member Advisory Committee on Sustainable Business Parks
- Council for the Environment and Infrastructure
- Chairman Sustainable Hydrogen Club Foundation
- Director Tryple BV
- CEO Impact Hydrogen BV

**Jacco Maan** is the member Finance. He is currently director/CFO of housing corporation Vidomes, where their sustainability focus is on energy transition, circularity and climate adaptation, among other things. Before that, he was Governance & Finance Strategy Lead Public Sector at Deloitte Consulting (2013-2018), where he carried out assignments for various ministries and large municipalities. For the previous 10 years, he worked for the central government (2003-2013), including as inspector of state finances at the Ministry of Finance, as sr. policy officer at the Permanent Representation in the Netherlands Antilles and as head of department at the Ministry of the Interior and Kingdom Relations.

#### Additional function:

- Chairman of oPuce foundation, which works to promote full life and work after cancer diagnosis.

**Patrick Klink** is the member for media and public relations. Patrick Klink is founder of ONBRDNG and a seasoned pioneer in the international digital world. When he started in 1995, the digital global village was just a village. His experience makes Patrick one of the most in-demand experts on digital transformation and growth, and the transition from traditional businesses to all-round digital companies. Before ONBRDNG, Patrick was Director of Product and Technology at RTL, which is an international leader in broadcasting, content and digital media, with interests in 60 television channels. He also co-founded Legian Consulting & Network Services, where he supported a number of companies as Chief of Product/Data/Tech. Finally, he provides venture capital to scale-ups.

#### Additional positions:

- Supervisory board member Team 5PM, Europe's leading YouTube agency:
- Co-founder and supervisory board member of Shokunin Recruitment
- Advisor and sponsor The Present Movement
- Board member Humathon Foundation.

**Anne Bekema** has legal expertise within the Supervisory Board. She is co-founder of and partner at Le Poole Bekema, a law firm specialising in Media Law & Intellectual Property Law. In her role as a lawyer, she advises and litigates on freedom of expression, reputation and integrity and helps creative and innovative companies protect and market their intellectual property rights.

**Betteke de Gaay Fortman** specialises in initiating and managing innovative, scalable and impactful projects for philanthropists, entrepreneurs and NGOs. She is founder and director of Tunafasi, a social enterprise that helps philanthropists and NGOs achieve greater impact. She is also founder of the Impaction Foundation.

#### Additional positions:

- Member of the Supervisory Board of ActionAid NL
- Board member of Friendship Foundation.

#### **acqueline Cramer - Patroness**

Former minister of VROM



ACCOUNTANTS  
IN NON-PROFIT

## INDEPENDENT AUDITOR'S REPORT

To: Supervisory Board of the Plastic Soup Foundation

### Report on the 2022 annual account included in the 2022 annual report

#### *Our evaluation*

We have audited the 2022 annual account of the Plastic Soup Foundation.

In our opinion, the financial statements included in this annual report give a true and fair view of the size and composition of the assets of Plastic Soup Foundation as at 31 December 2022 and of the result for 2022 in accordance with Guideline 650 'Fundraising organisations'.

The financial statements consist of:

1. the balance sheet as at 31 December 2022;
2. the statement of revenue and expenditure for 2022; and
3. the notes containing a summary of the accounting policies and other disclosures.

#### *Basis for our opinion*

We conducted our audit in accordance with Dutch law, which includes Dutch auditing standards. Our responsibilities hereunder are described in the section 'Our responsibilities for the audit of the financial statements'.

We are independent of Plastic Soup Foundation as required by the Regulation on the Independence of Auditors in assurance engagements (ViO) and other independence rules in the Netherlands relevant to the engagement. Furthermore, we have complied with the Verordening Gedrags- en Beroepsregels Accountants (VGBA).

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

### Report about other information contained in the annual report

The annual report contains other information apart from the annual account and our auditing report.

On the grounds of the activities below, we are of the opinion that the other information:

- is compatible with the annual account and does not contain any material misstatements;
- contains all the information required by RJ Directive 650 Fundraising organisations for the management report and other information.

We have read the other information and, based on our knowledge and understanding obtained from the annual account audit or otherwise, assessed whether the other information contains material misstatements.

Our work has met the requirements of the Dutch Standard 720. These activities do not contain the same in-depth checks as our auditing work for the annual account.

The Director/Administrator is responsible for compiling the Board report and the information required by RJ Directive 650 Fundraising organisations.

### **Description of responsibilities regarding the annual account**

Responsibilities of the Director/Board Member for the annual account and the Supervisory Board for the annual account The Director/Administrator is responsible for compiling and accurately representing the annual account in line with the RJ Directive 650 'Fundraising organisations' in the Netherlands. The Director/Administrator is thus responsible for an internal audit as the Director/Administrator deems necessary to enable the compilation of the annual account without deviations from material misstatement whether due to error or fraud.

When compiling the annual account, the Director/Administrator needs to consider whether the Foundation is able to continue its activities. The Director/Administrator must prepare the annual account under the aforementioned reporting regime on the basis of the assumption of continuity, unless the Director/Administrator intends to liquidate the Foundation or terminate its activities, or if termination is the only realistic option. The Director/Administrator is required to explain in the annual account any events and circumstances that may lead to reasonable doubt about the continuity of the Foundation or its activities.

The Supervisory Board is responsible for monitoring the process of financial reporting of the Foundation.

### ***Our responsibilities in auditing the annual account***

Our responsibility is to plan and execute an audit in such a way that we obtain sufficient and suitable auditing information for us to make an evaluation.

Our audit is carried out with a high degree, but not an absolute degree, of assurance which may result in our not detecting all material errors or fraud. Misstatements may arise as a result of error or fraud and are material if it can be reasonably expected that these, individually or collectively, affect the economic decisions taken by users on the basis of this annual account. The materiality affects the nature, timing and extent of our auditing activities and the evaluation of the effect of misstatements on our evaluation.

We conducted this audit in a professionally critical manner and, where relevant, applied professional judgement in accordance with Dutch auditing standards, ethical rules and independence requirements.

Our audit included:

- identifying and estimating the risks that the financial statements contain material misstatements due to error or fraud, determining and performing audit procedures in response to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. Fraud involves a higher risk of not detecting a material misstatement than errors. Fraud may involve collusion, forgery, intentional failure to record transactions, intentional misrepresentation or breach of internal control;
- obtaining an understanding of internal control relevant to the audit for the purpose of selecting audit procedures that are appropriate in the circumstances. This work does not aim to express an opinion on the effectiveness of the organisation's internal control;
- evaluating the appropriateness of the accounting policies used and assessing the reasonableness of accounting estimates made by management and the related disclosures in the financial statements;
- determining that the going concern assumption used by management is acceptable. Also determining, based on the audit evidence obtained, whether there are events and circumstances that might cast reasonable doubt on whether the organisation can continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our audit report to the relevant related disclosures in the financial statements. If the disclosures are inadequate, we are required to adjust our opinion. Our conclusions are based on the audit evidence obtained up to the date of our audit opinion. However, future events or circumstances may result in an organisation being unable to continue operating;
- evaluating the presentation, structure and content of the financial statements and the notes included therein;
- evaluating whether the financial statements give a true and fair view of the underlying transactions and events.

We communicate with the Supervisory Board, among other things, on the planned scope and timing of the audit and on the significant findings arising from our audit, including any significant deficiencies in internal control.

Was signed in Amersfoort, 30 October 2023.

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

# PLASTIC SOUP FOUNDATION

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