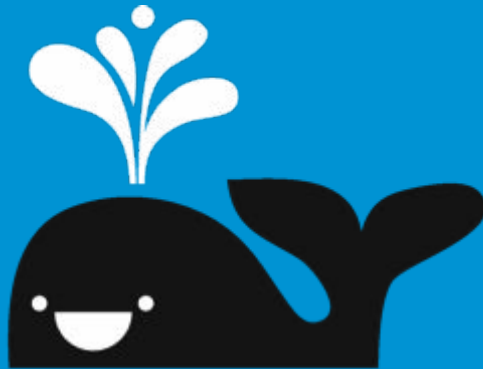


**STOP
TALKING**

IMPACT REPORT PLASTIC WHALE FOUNDATION 2020





A thank you from Captain Marius

"2020 was a very challenging year. The huge impact of the COVID-19 pandemic has been devastating for communities all around the world. It also affected our organization and caused severe limitations to execute Plastic Fishing trips with schools and involve children in our educational programs.

Fortunately, we were still able to activate children through our online channels and some plastic fishing. In total, this year 522 kids joined our Plastic Fishing trips and more than 1.350 school children participated in our online programs. .

For 2021 we hope that the world will be able to recover from this crisis and we will be able to carry out our programs again. A big thank you to all our supporters in these difficult times.

Stop talking. Let's start doing!"

Marius Junt

Plastic Whale Foundation.

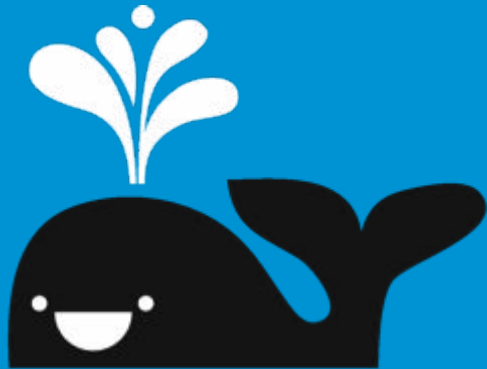
Our mission: Plastic-free waters. Worldwide.

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

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

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

Activities and results 2020



Plastic Fishing.

On the Amsterdam Canals or the Rotterdamse Rotte

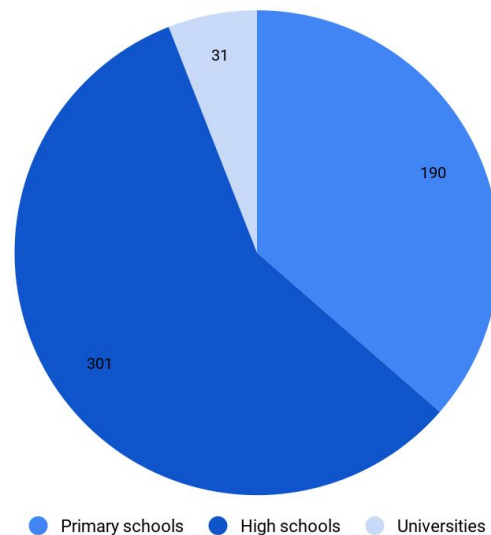
Plastic Fishing makes kids see plastic waste in a different light; not as a waste product, but as a valuable raw material used to create treasured products (such as the boat they are on!). The Plastic Fishing trips aim to provide an opportunity for young people to actively do something about plastic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



500+
Youngsters
Involved.

Plastic Fishing - results 2020

In 2020 we involved 522 youngsters by going Plastic Fishing in Amsterdam and Rotterdam, divided over 20 school classes of 7 different schools.





Education Program.

Mission Plastic Free Water

In 2020 we improved our education program Mission Plastic Free Water for primary school classes 7 and 8 (10-12 year-olds). We evaluated the program based on the responses of teachers and children last year. We improved and expanded the program with an additional land clean-up around the school. Therefore, we extended the applicability of our program, so that now everywhere in The Netherlands kids can follow our mission game, even without being in the proximity of Amsterdam or Rotterdam to go Plastic Fishing.

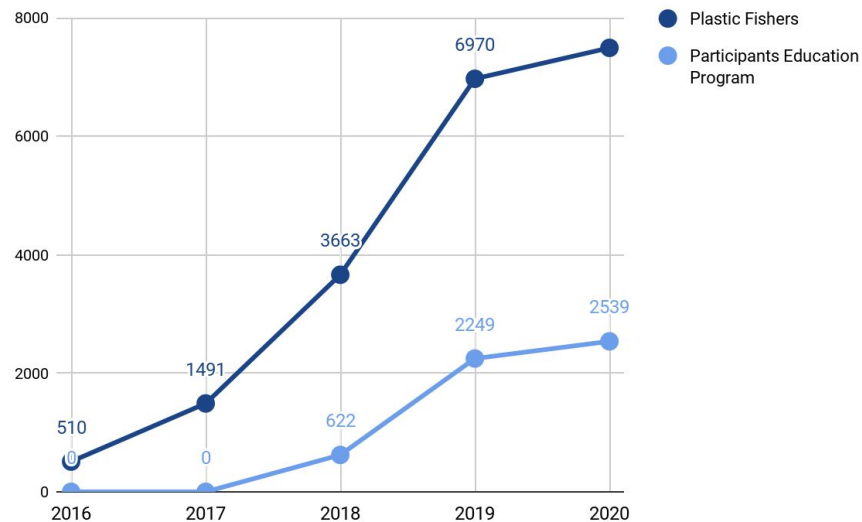
Due to the outbreak of the COVID-19 pandemic, we were not able to reach as many children as we had hoped this year. Fortunately, we were able to reach another 100 kids through the online home schooling edition of Mission Plastic Free Water, which we developed short after the schools went into lock-down.

In total, we activated 290 children through our educational programs. 90 kids from primary schools were able to participate in our education program in the classroom and 100 kids through the homeschooling edition.

290 Participants Education Program.

Growth over the years

Over the last few years our impact has grown enormously. So far, we have been Plastic Fishing with 7.492 (young) people and 2.539 youngsters followed our Education Program.





ASBESTZORG
HOLLAND

deze boot is gemaakt van Amsterdams Gracht plastic

TONY'S
CHOCOLONELY

geen boot
Tony's
per boot

The new City Battle.

A nation-wide action program

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

The Battle is a great hands-on activity that allows young people to take direct action. It consists of three elements; collect, fish and invent. Not only the participating class, but the whole school is involved in the collect element, as the entire school will collect waste for a week in their neighborhood. And ofcourse Plastic Whale Foundation travels with its plastic fishing fleet to each city so that all children can plastic fish in their own back yard!

Unfortunately, we were not able to organise the Battle this year. We have been busy preparing the program. Last year, we worked on improving the concept with the lessons learn from 2019, and in 2021 we will launch the City Battle in 3 new cities, Haarlem, Leiden, The Hague, and one familiar one; Rotterdam. We will engage 10 classes per city to Battle for the cleanest communities. therefore activating over 7.000 kids in the 5 weeks program.



DE BATTLE



Growing Online Community.

Online activation campaigns

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

Last year we developed 3 online campaigns to activate children to start doing themselves and to create awareness around our mission for plastic free waters. Besides launching our homeschooling program, we produced a rap song with a teacher (an influencer) about the plastic soup to generate awareness in a fun way. Additionally, we organized an online Battle during the summer of 2020. In the Battle kids could battle against each other carrying out 3 different actions to learn more about the problem of the plastic soup and to start cleaning up in their own environment. This Battle was a huge success and we activated 1254 kids who participated.

Engaged: 2.905

Reached: 73.275

Followers: 930



Plastico

nextview...
Design
Thinking
Center

Deze boei

nextview...
Design
Thinking
Center

Thank You for your Support!



**LET'S START
DOING**