

Annual Report EndPlasticSoup 2019-2020

**END
PLASTIC
SOUP**

Join us now!

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Rotary
Clubs of Amsterdam



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EndPlasticSoup in action - Rotary International Convention Hamburg June 2019

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Report of the Board

To achieve the EndPlasticSoup ambition: in 2050 no more plastic soup in the oceans, seas and no more plastic waste in our lakes, rivers, parks, woods and streets, we need the power of all Rotarians, Rotary, Rotaract and Interact clubs in the world. The last Rotary year proved that together we can help to solve and prevent this big plastic pollution problem. We are happy to share with you the steps we took and that were made by many Rotarians, Rotaractors and Interactors in the world.

The year 2019-2020 started in high spirits: EndPlasticSoup had been a success in Hamburg during the Rotary International Convention, June 2019. Rotary International made a nice promo for People of Action, the EndPlasticSoup project was exposed in the Airport and Busterminals throughout the center of Hamburg, we were the eye-catcher with the artistic designed plastic waste hat and appeared in the Daily Rotary news. We were interviewed by the press inside and outside Germany. The Minister of the Environment and the President of Rotary International Barry Rassin visited our booth and shared their photo moments with us. Around 1500 visitors at the EndPlasticSoup booth in the House of Friendship signed our petition! It was amazing to hear how many clubs already are active with plastic actions locally and regionally. Their enthusiasm is overwhelming and gives us a lot of energy.

From then on new member clubs signed up, not only from Europe, but worldwide: Central and South America, Africa, Philippines, USA and of course Europe. We counted 55 member and friends clubs in the Rotary year 2019-2020 and this growth did not come to an end since then. This was the result of a steady on expanding network within Rotary. Outside Rotary EndPlasticSoup started to establish alliances to cooperate in the fight for a world without plastic waste.

It was time to give EndPlasticSoup a formal legal status. The Steering Committee of EndPlasticSoup decided to establish a foundation under Dutch law, named Stichting EndPlasticSoup and applied for the Dutch ANBI status, a special tax reduce for charity gifts. This gave the possibility to open an independent bank account and keep our own records. We express a warm 'thank you' to RC Amsterdam Minerva, that was so kind to manage the administration of EndPlasticSoup for more than two years!

The COVID-19 lockdown partly frustrated our plans. From March 2020 we could not work like we wanted: make preparations for a great presentation in Honolulu,



the Rotary EndPlasticSoup Action day and expand our network through Rotary International. We had to accept that not all our goals for this year could be realized.

So we found new ways to make this year a success. We offered clubs to give a presentation of EndPlasticSoup in their zoom meetings and many clubs worldwide invited us to do so. This brought us new members and great opportunities to grow the movement.

We introduced the concept of Ambassador Clubs, representing EndPlasticSoup in their district or region, being able to set the right priorities and approach and being responsible for growing EndPlasticSoup within their districts or regions. Within a few months 24 Rotary and Rotaract clubs signed up as Ambassador Club of EndPlasticSoup. Their number is increasing every month.

The many local actions on Rotary EndPlasticSoup Action Day 6th June 2020 have made clear the importance for Rotary Clubs of being active locally. Even in corona times Rotary could prove to be People of Action (see below).

2019-2020 was the year that Rotary International choose 'Protecting the Environment' as the seventh Area of Focus. That was the outcome of the Rotary International Virtual Conference, June 2020. EndPlasticSoup was able to give five highly appreciated presentations.

After this year we realized that there are many people in the world who are willing to help and be part of EndPlasticSoup. It convinced us that we can and will create impact as RotariWans, Rotaractors and Interactors working together worldwide to solve and prevent the plastic pollution problem.

Thank you all for your support.

The EndPlasticSoup Board,

Wytzia de Savornin Lohman, chair

Gert-Jan van Dommelen, secretary

Wendela Sandberg van Boelens, treasurer

Madelon Schaap, board member communication

As of 1st July 2020 the board was joined by
Willem F. Falter, board member education

Amsterdam, December 2020



Minister Müller, Governors D1580 Mazel en Goethem and Board Member EndPlasticSoup Sandberg with the eye-catching EndPlasticSoup-hat in Conference Hamburg, June 2019

Ambition for 2050 and annual goals

Our ambition

By 2050 there is no more plastic soup in the oceans, seas, no more plastic waste in our lakes, rivers, forests, parks and streets. Rotary, Rotaract and Interact Clubs worldwide work together to solve and prevent the plastic pollution problem.

EndPlasticSoup annual goals

- Support from 1,000 Rotary Clubs each year
- 100,000 Rotarians, Rotaractors and their families and friends refuse, reduce and cleanup plastic waste
- Local clubs educate 100,000 children each year
- Rotary Clubs adopt a "Plastic Free code of conduct"
- Rotary (international) meetings and events become plastic-free

For more information download our Policy plan, [available here](#) or at [page legal status](#).



Results

- We got support from about 800 clubs measured by members from new clubs who signed the EndPlasticSoup petition.
- We estimate that the average Rotarians and Rotaractors have at least about 10 friends, family members, neighbors and colleagues who have been inspired to take action. This results in approximately 80,000 people participating in using less plastic, refuse, reuse, recycle.
- Education has been prepared but has not yet started.
- The Covid-19 crisis caused many events to be online, and we have seen several District conferences become single-use plastic free.
- A 'Plastic Free Code of Conduct' for Rotary Clubs has been compiled (see below).



Plastic Free Code of Conduct for Rotary and Rotaract Clubs

Discuss and agree a Club 'Code of Conduct' for Rotary and Rotaract events and meetings to become zero-waste at events and meetings:

--> Sign the petition at EndPlasticSoup.org on behalf of your Club:

"The undersigned Rotary clubs and members are aware of the threat of plastic waste on land and in the oceans. We are prepared to End Plastic Soup! By signing this petition, we commit ourselves to come into action and make contributions (personal and as a club) to end plastic waste and make 1.2 million Rotarians in the world aware of this major problem."

--> Our Club will make a 'Zero-waste' plan for our own events, meetings and actions to:

- Stop using single-use plastic, reduce use of plastic and paper, procure alternatives, check for recycling practices.
- Include 'zero-waste' objectives into the event plan and runbook.
- Include budget to finance alternatives and pragmatic steps.
- Measure results, evaluate, and make step by step improvements for the next event, meeting or action.
- Create Stories, use publicity and share experiences, picture and lessons learned with other Rotary and Rotaract Clubs and the EndPlasticSoup Worganization to raise awareness and support improvements.

Highlights

Awareness - Rotary EndPlasticSoup Action Day, publicity, action materials

After the success of 2018 and 2019, the third edition of the Rotary EndPlasticSoup Action Day took place on June 6, 2020 (the first Saturday in June). Amidst a world fighting against COVID-19 with lockdowns and social distancing, around 50 Rotary and Rotaract Clubs from all over the world came into action to create awareness for the enormous plastic problem in the world and show that we are People of Action. They organized awareness campaigns in their regions: 'Clean your own 1.5m' or 'Clean your own 6ft' was chosen as the slogan. This slogan made it possible for any Rotarian and any Club to take action. And so they did!



Next to our own Rotary EndPlasticSoup Action Day, at the first Saturday of June, member clubs were active in the periods around 22nd March World Water Day and 19th September World Cleanup Day. Not only Rotarians but also non-Rotarians participated and EndPlasticSoup gained lots of publicity in local media. Furthermore, a lot of Rotaract and Rotary clubs organized their own awareness activities.

Rotary Clubs in action for EndPlasticSoup



Our website has been refreshed and is available in English, German and Dutch (and in Spanish since November 2020). Facebook and Instagram are updated with new messages about three times a week, so about 1000 updates in the full year. We increased our followers on Facebook from 200 (June 30, 2019) to 634 (June 30, 2020). LinkedIn is now being setup. We have send 4 newsletters to 1500 Rotarians and Rotaractors.

We created Action packages for clubs: School challenge, Sport challenge, Event & meeting challenge, Shop & Restaurant challenge, and River, Lake, Bay & Beach Cleanup and Adoption. These packages are also available in 3 languages English, German, Dutch, while Spanish is currently being translated.



EndPlasticSoup represented in Belize

Action - Expanding our reach within Rotary and Rotaract

Members and Friends Clubs

From the very start of EndPlasticSoup clubs have chosen different roles to participate in the initiative. They are friends or members of EndPlasticSoup, they give donations, they are supportive, they participate in the actions. Some of them decided to become an Ambassador Club in their district. EndPlasticSoup needs all of them.

The activities of EndPlasticSoup in the starting phase have been financed by the ten initiating Amsterdam Historic Rotary Clubs, three district grants of District 1580 and donations of individual supporters. Since July 2018, Rotary and Rotaract Clubs contribute a yearly donation of € 200 (members) or € 50 (friends and Rotaract Clubs).

This Rotary year 2019-2020, 25 new clubs joined EndPlasticSoup by paying their yearly donation. This brings the total amount of donating clubs to 55, end of June 2020. (See Attachment I)

For the actual list of members and friends take a look [at our website here](#).

At the end of this Rotary year more than 3500 Rotarians and Rotaractors from 800 clubs around the world are connected to EndPlasticSoup.

These contacts bring new connections and new networks inside and outside Rotary. For instance cooperation with the initiative *Cleaning the Rivers of the World*, initiated by RC South Ukiah, helped to expand our network in South and Central America. EndPlasticSoup has been introduced in India by RC Calcutta Centennial, who arranged a booth at the Rotary India Centennial Summit 2020.

Rotaract Europe choose *End Plastic Now* for their yearly theme in 2018-2019 and many Rotaract clubs continued their actions in this year, connecting with EndPlasticSoup.

We are actively reaching out to clubs and districts all over the world. Our presentations in Rotary and Rotaract clubs, district conferences and videocalls meet great enthusiasm, awareness and People of Action. Clubs join EndPlasticSoup and become a member or friend. All clubs receive a flag with their club logo and the EndPlasticSoup logo and we help them to develop awareness and action with their clubs.

Ambassador Clubs

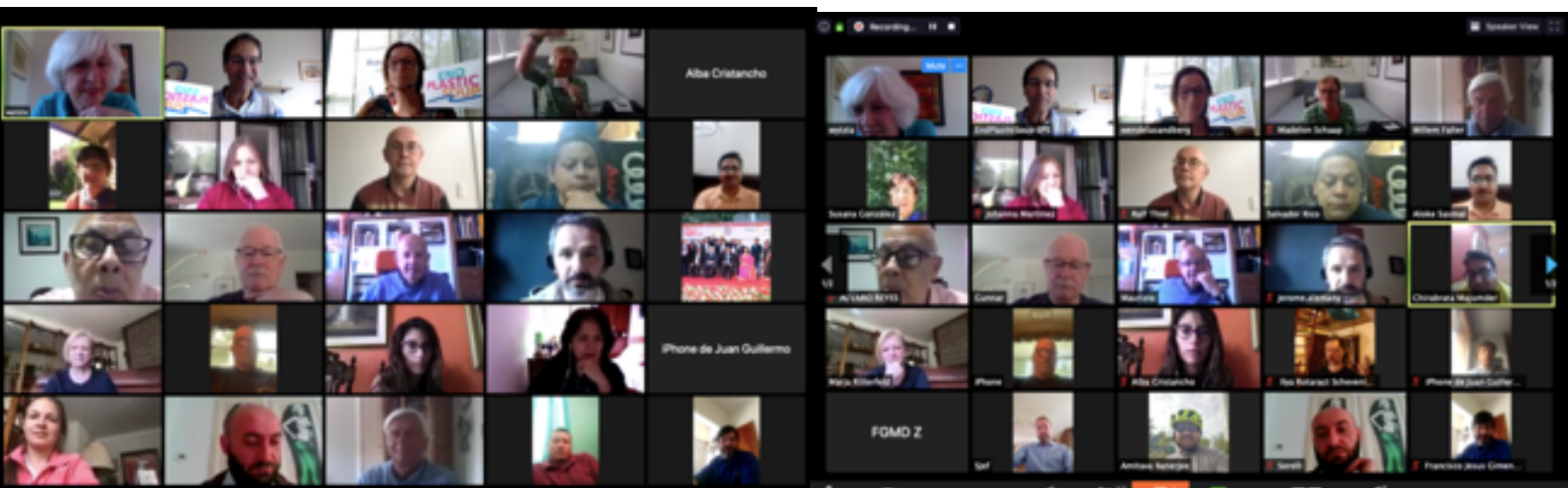
We are building the network bottom-up. That is why we launched the kickoff of EndPlasticSoup Ambassador Clubs on 17th April 2020.

Ambassador Clubs take the lead in their districts to spread the message, to

EndPlasticSoup represented by RC Calcutta Centennial, India, February 2020



mobilize and activate other clubs. They know what approach will be successful, what action will attract people in their region, which alliances offer perspectives to further growth of the movement and to finding solutions for the plastic problem. Ambassador Clubs and the Board of EndPlasticSoup sign the Agreement to Cooperate, a document that makes clear what our mutual expectations. Every 6 to 8 weeks we organize an Ambassador Clubs zoom meeting, exchanging best practices and experiences, discussing relevant issues.



First EndPlasticSoup Ambassador Zoom meeting 17th April 2020

You can find the actual list of ambassador clubs [here on the website](#).

Alliances

We are actively looking for partners inside and outside Rotary, to help and learn from their professional experts and knowledge about the causes and solutions for the plastic pollution problem. Inside Rotary we reach out for cooperation with Rotaract MDIOs (Multi District Information Organizations) in every region, with other Rotary Action Groups like ESRAG, WASRAG, RAG4Peace, Mare Nostrum in Switzerland, Baltic Sea Rotarian Action Group, and with the IYFR Plastic Free Waters initiative.

Some of our alliances outside Rotary:

[Plastic Soup Foundation](#), a Dutch NGO, that is exceptionally knowledgeable, starting groundbreaking research, managing projects all over the world. [Everwave](#), [The Ocean Cleanup](#) and [The Great Bubble Barrier](#) are organizations that are working on practical solutions to prevent plastic waste floating in the oceans.

[Save Plastics](#), [Clear Rivers](#), [Plastic Fantastic](#) and many more, working on useful recycling of plastic waste (save home, building materials, furniture etc).WW



Legal status of EndPlasticSoup

Independent foundation under Dutch law

January 30th 2020 EndPlasticSoup has been officially registered as a foundation ('Stichting') under Dutch law, named Stichting EndPlasticSoup, NL Chamber of Commerce: 77181913, established in Amsterdam. The bylaws of the foundation have been drawn up in line with the Rotary International policies. The financial year of EndPlasticSoup runs from July 1st to June 30th.

The Board will consist of at least three and at most seven members. At least one third of the members is Rotarian, preferably from different Rotary clubs and districts. The members of the Board are not entitled to any remuneration. They are, however, entitled to ask for reimbursement of reasonable costs (such as travel expenses).

Fiscal status

Stichting EndPlasticSoup has been awarded the fiscal status of a charity ('Algemeen Nut Beogende Instelling') under Dutch law, Tax authorities ANBI RSIN 860925948.

This gives Dutch donors to EndPlasticSoup fiscal benefits on the one hand; on the other hand EndPlasticSoup is obliged to publish every year her policy plan, a financial report and a report on the activities on the website. The Board of EndPlasticSoup will act according to these rules.

Legal status of EndPlasticSoup

Board

The bylaws of EndPlasticSoup state that the Board consists of at least three and at most seven members. The members of the board will serve for three years with the possibility of reappointment for another three years. New board members are appointed by the board.

At this time all members of the board are Dutch Rotarians, being the founders of EndPlasticSoup:

Wytzia de Savornin Lohman, chair, RC Amsterdam, D1580

Wendela Sandberg, treasurer, RC Amsterdam Nachtwacht, D1580

Gert-Jan van Dommelen, secretary, RC Huizen-Gooimeer, D1570

Madelon Schaap, communications, RC Amsterdam-Zuid, D1580

At the start of the new Rotary year, 1st July 2020, Willem Falter (RC Marbella-Guadalupe, D2203, Spain) has joined the board in a position as regular board member.





Preview 2020 – 2021

Awareness

Area of Focus: Protecting the Environment

The decision of Rotary International to launch a seventh focus area 'Protecting the Environment' gave an additional boost of energy for EndPlasticSoup.

- * We formally applied to become a Rotary Action Group in October and were overwhelmed by more than 232 supportive emails from individual Rotarians to send with the application. Our official name is now 'Proposed EndPlasticSoup Rotary Action Group' and we expect to be formally approved by the Rotary International Board in January 2021.
- * We are expecting the 100th donating club, January 2021!
- * Not only clubs are joining the group, also District Governors and District Governors Elects, even nominees are preparing to use 'Environment' and EndPlasticSoup as the central theme in their governmental year.
- * EndPlasticSoup will support Rotary, Rotaract, Interact Clubs, District Governors, ESRAG and all those who contribute to the Environment.

Education and Awareness

Members and Friends clubs have a crucial role in spreading the message of EndPlasticSoup and taking action as an individual and as a club: you can start today!

We estimate the average Rotarian and Rotaractor has about 10 friends, family members, neighbors and colleagues who have been inspired to take action by using less plastic, refuse, reuse, recycle.

Education and awareness is a key priority for children at primary schools and students at high schools and universities. Education materials need to be translated and adapted to the local culture and learning methods.

Awareness also includes presenting to Rotary, Rotaract, Interact Clubs and attendance at Rotary Districts and Rotaract MDIO conferences, Rotary Institutes and the International Convention. Information, ideas and experiences will be shared to increase the awareness of the plastic pollution problem and share best practice solutions.

Preview 2020 – 2021

Awareness

Ambassador Clubs

The number of Ambassador Clubs is boosting. Mid December 2020 we are counting 68 Ambassador Clubs, some of them still in procedure and decision making in their clubs. The Ambassador Clubs zoom meeting every 6-8 weeks is establishing a nice and productive forum of exchange, discussion and decision making within EndPlasticSoup. This will help us to internationalize our organization.

Rotaract and Interact

Supporting and inspiring Rotaract and Interact Clubs to join the EndPlasticSoup movement is another key priority. Together with the younger generation we can use new ways to influence industries, authorities, and address the environmental issues like climate change and biodiversity in a different, non-political, united way.

Website and social media

EndPlasticSoup has a quadrilingual website, we added a German and Spanish website to the original English & Dutch. Translations have also been done for the PowerPoint presentations and the newsletter. Other information, action materials and additional languages (French) are soon to follow. Social media will be updated 2-3 times per week for the English language.



Preview 2020 – 2021

Action

Growth and People of Action

To realize our ambition: by 2050 there is no more plastic soup in the oceans, seas, no more plastic waste in our lakes, rivers, forests, parks and streets, we need every Rotarian, Rotaractor and Interactor.

Therefore international growth is the main focus of EndPlasticSoup on every level: inside and outside Rotary, in our organisation, looking for internal and external cooperation that can help solving and preventing the plastic pollution problem.

- Our approach: Awareness, Action and Alliances across the full lifecycle of plastic: Reduce, Reuse and Recycle.
- People of Action: together we unite, young and old



Preview 2020 – 2021

Action

International Action Day

A clear plastic bottle is shown floating in a greenish water background, tilted diagonally.

Rotary EndPlasticSoup Action Day
June 5, 2021

!! save the date
and take action in your community!!

Alliances

Think Global, act local

Our contacts over the world, inside and outside Rotary, are continually expanding. We try to connect local initiatives and projects, supported by Rotary clubs, to alliances working on solutions. The cleaning of rivers is a good example for uniting people to a common goal. This is an ongoing effort, with sometimes quick successes, sometimes a long-term approach is desirable.

We feel the strength of what unites us, Rotary, locally, regionally and globally.

Supporting projects

We will be supporting Ambassador, Member and local clubs to initiate, and plan EndPlasticSoup related projects: support Global Grant processes, share information and communicate successes. Identify and evaluate global and local solutions and establish Alliances to join forces. Offer a sustainable advisory force that can help local and regional endeavors selecting their focus and conducting their activities.



EndPlasticSoup at the District 1850 seminar and supported by RI President Holger Knaack (middle)



First EndPlasticSoup Ambassador and Member Club RC Sotra, Norway



APPENDIX

I. DONATING ROTARY AND ROTARACT CLUBS (end of June 2020)

| | Rotary and Rotaract clubs | District | Country |
|----|---------------------------------------|----------|-------------|
| RC | Amsterdam-Minerva | 1580 | Netherlands |
| RC | Amsterdam-Zuid | 1580 | Netherlands |
| RC | Amsterdam-Nachtwacht | 1580 | Netherlands |
| RC | Amsterdam | 1580 | Netherlands |
| RC | Amsterdam-Sloterdijk | 1580 | Netherlands |
| RC | Amsterdam-Blauw | 1580 | Netherlands |
| RC | Amsterdam-West | 1580 | Netherlands |
| RC | Amsterdam-Oost | 1580 | Netherlands |
| RC | Amsterdam-Nieuwendam | 1580 | Netherlands |
| RC | Huizen-Gooimeer | 1570 | Netherlands |
| RC | Purmerend | 1580 | Netherlands |
| RC | Maarsse-Breukelen | 1570 | Netherlands |
| RC | Noordwijk en omstreken | 1600 | Netherlands |
| RC | Sotra Rotary Klubb | 2250 | Norway |
| RC | Leiden | 1600 | Netherlands |
| RC | Heiloo | 1580 | Netherlands |
| RC | Heemstede | 1580 | Netherlands |
| RC | KennemerLaat | 1580 | Netherlands |
| RC | Haarlem Spaarne | 1580 | Netherlands |
| RC | Bodegraven | 1600 | Netherlands |
| RC | s-Gravenhage-Kijkduin | 1600 | Netherlands |
| RC | Zandvoort | 1580 | Netherlands |
| RC | Marbella-Guadalmina | 2203 | Spain |
| RC | Bloemendaal-Caprera | 1580 | Netherlands |
| RC | Hoorn | 1580 | Netherlands |
| RC | Wien-Ring | 1910 | Austria |
| RC | Dublin | 1160 | Ireland |
| RC | Würzburg | 1950 | Germany |
| | Satellite RC San Ignacio Benque Viejo | 4250 | Belize |
| RC | Calcutta Centenary | 3291 | India |
| RC | South Davao | 3860 | Philippines |
| RC | Firenze Granducato | 2071 | Italy |
| RC | Ystad Sweden | 2390 | Sweden |
| RC | Hilversum international | 1570 | Netherlands |
| RC | E-club 2110 Italy | 2110 | Italy |
| RC | Nürnberg-Connect | 1880 | Germany |
| RC | München Nymphenburg | 1840 | Germany |
| RC | Dokkum | 1590 | Netherlands |

CONTINUED ON PAGE 20



I. DONATING ROTARY AND ROTARACT CLUBS (end of June 2020)

(CONT'D FROM PAGE 19)

| | Rotary and Rotaract clubs | District | Country |
|-----|---------------------------|----------|--------------------|
| RC | Utrecht | 1570 | Netherlands |
| RC | Vinkeveen-Abcoude | 1570 | Netherlands |
| RC | Wiesbaden-Rheingau | 1820 | Germany |
| RC | East London SA | 9370 | South Africa |
| RC | Rhenen-Veenendaal | 1570 | Netherlands |
| RC | Murrysville-Export | 7330 | USA (Pennsylvania) |
| RAC | Zaanstad | 1580 | Netherlands |
| RAC | Scheveningen | 1600 | Netherlands |
| RC | Bochum | 1900 | Germany |
| RC | Wormerveer Krommenie | 1580 | Netherlands |
| RC | Amsterdam RIO | 1580 | Netherlands |
| RC | Sundbyberg | 2350 | Sweden |
| RC | Firenze | 2071 | Italy |
| RC | Grosshansdorf | 1890 | Germany |
| RC | Elst Over-Betuwe | 1550 | Netherlands |
| RC | Winschoten | 1590 | Netherlands |
| RC | Marlow | 1090 | United Kingdom |

APPENDIX

II. FINANCIAL REPORT 2019 - 2020 | BUDGET 2021-2022

BALANCE SHEET

| Assets | 30-06-19 | 30-06-20 | Liabilities | 30-06-19 | 30-06-20 |
|----------------------|---------------------|-----------------|---------------|---------------------|-----------------|
| liquid assets: | | | | | |
| current account RABO | (2,273.76) | 5,522.29 | Assets ultimo | (2,273.76) | 5,522.29 |
| Total | € (2,273.76) | 5,522.29 | Total | € (2,273.76) | 5,522.29 |

INCOME & EXPENDITURES | BUDGET 2021/2022

| Income | Budget 2020/2021 | Real 2019/2020 | Budget 2021/2022 |
|------------------------|--------------------|--------------------|--------------------|
| Members & Friends fees | 14,000.00 | 6,250.17 | 22,750.00 |
| Donations supporters | 6,000.00 | 3,675.00 | 3,000.00 |
| District Grants | 2,750.00 | 6,102.00 | 2,000.00 |
| Total incomes | € 22,750.00 | € 16,027.17 | € 27,750.00 |

| Expenditures | Budget 2020/2021 | Real 2019/2020 | Budget 2021/2022 |
|------------------------------|--------------------|-------------------|--------------------|
| Awareness/Action & Education | 9,000.00 | 4,645.85 | 12,000.00 |
| Communitybuilding | 3,000.00 | 1,843.55 | 7,000.00 |
| Innovation | 3,000.00 | - | 2,000.00 |
| Expanding network | 4,750.00 | - | 4,000.00 |
| EndPlasticSoup office | 3,000.00 | 1,741.72 | 2,750.00 |
| Total Expenditures | € 22,750.00 | € 8,231.12 | € 27,750.00 |

* For detailed information over the period the Foundation was in charge please see [here --> the Financial Report of 2020](#). The audit committee gave his approval in December 2020.

COLOFON & INFORMATION

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endplasticsoup



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KVK NL Chamber of Commerce: 77181913

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