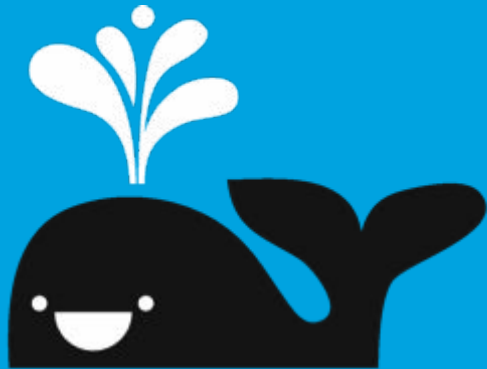


IMPACT REPORT PLASTIC WHALE FOUNDATION 2021





In these still crazy times with the necessary uncertainties for many, we want to share our impact report with you. Our focus the past year: saving as much plastic from nature as possible with as many children as possible. We are so grateful that we were able to reach almost 5000 kids with our programs last year again! We also organized the City Battle in 4 cities with 40 different school classes, an incredible experience but more on that in this report :).

This year we have exciting new plans! We will develop and kick-off two new programs! One in collaboration with a special Amsterdam partner, the National Maritime Museum. The second, the School Cleanup Program, will enable us to reach children all throughout The Netherlands, and beyond our borders in the future!

A big thank you to all our supporters to make this possible! We look forward to this new year!

"Stop talking. Let's start doing!"

Together for plastic free land & sea

Plastic Whale Foundation's mission is to take action with as many youngsters as possible for plastic free land & sea. We believe in the power of doing. By making the problem of plastic pollution so tangible and concrete we encourage children to act together and fight for plastic free land & sea worldwide, creating a continuously growing movement of 'doers'.

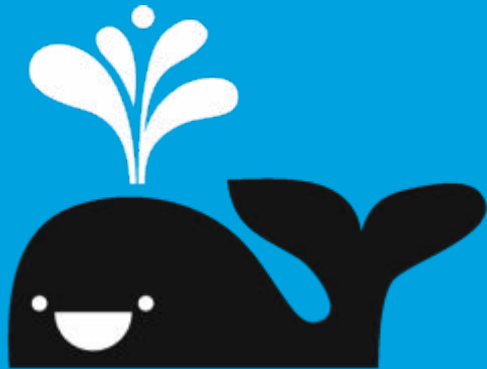
We look at things from a positive perspective. We create economic value from plastics that we save from ending up in the world's waters. We activate kids and change their perspective on plastics. Because plastics are worth saving. We demonstrate this by creating cool stuff from our collected catch with partners.

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. Children have the potential to bring about long-term behavioral changes and by educating and involving children at an early stage in their life we can make a difference now and in the future.

Our programs and activities give kids 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 2021



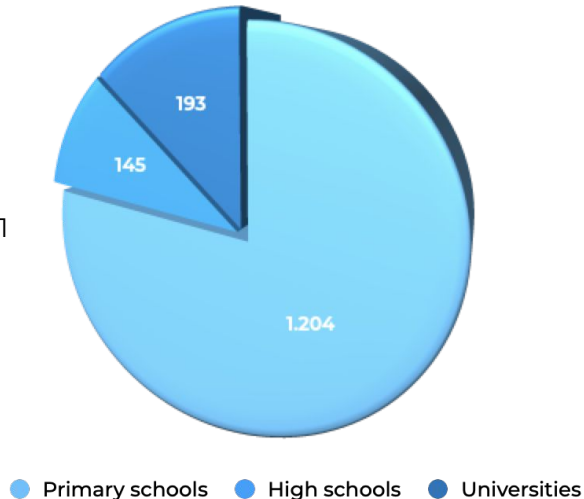
Plastic Fishing

On the Amsterdam Canals or the Rotterdamse Rotte

Plastic Fishing makes kids see plastic waste in a different light; not as waste, but as a valuable raw material used to create beautiful 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.

Plastic Fishing - results 2021

In 2021 we involved 1.542 youngsters by going Plastic Fishing in Amsterdam, Haarlem, Leiden, The Hague and Rotterdam divided over 61 school classes of 45 different schools.





1.542
kids

Went
plastic
fishing

Education Program

Mission Plastic Free Water

Since 2017 we have been engaging children through our education programs. Primary school classes 7 and 8 (10-12 year-olds) are engaged through our interactive lessons in which they complete fun mission games in order to learn about and investigate different angles of the problems of plastic pollution.

Part of the program is doing cleanups, one around the school and one on the water on one of our Plastic Fishing boats! By complementing the lessons with cleanups, children combine the newly gained knowledge with practical efforts. They first learn about the problem and then they directly do something about it, together with their peers — a great recipe to foster committed doers!

In total, out of the 1.542 kids that went Plastic Fishing with us, 1.191 children also participated in our educational programs in 5 cities in 2021.



1.191
kids

followed
our
education
program



The City Battle

A nation-wide activation program

The Plastic Whale Foundation organized a 'City Battle' for the second time in 2021. A competition between 40 school classes from 26 different schools in 4 different cities: Rotterdam, Haarlem, The Hague and Leiden.

The City 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 school class, but the whole school is involved in the collection. The entire school will collect waste for a week in their neighborhood. Secondly, the Plastic Whale Foundations' fleet travels to each city so that all the participating children can experience plastic fishing in their own backyard!

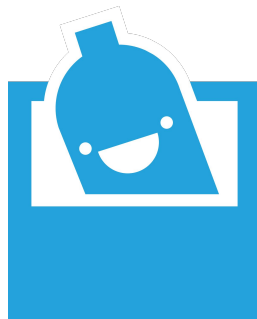
For the final assignment, invent, all classes try to come up with the best idea to make their school plastic free! That idea is posted a video on TikTok. The idea with the most votes wins the Battle. This year almost **19.000 people** voted! The winning idea came from a school from The Hague. They opted to teach and engage all younger kids in cleanup activities every month. They won with over 6.000 votes!



Impact The City Battle

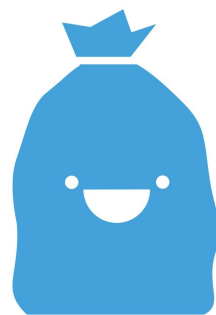
3250

collectors



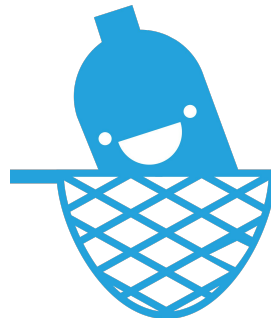
766 KG

collected from land



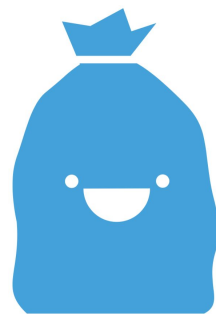
937

plastic fishers



440 KG

fished out of the water



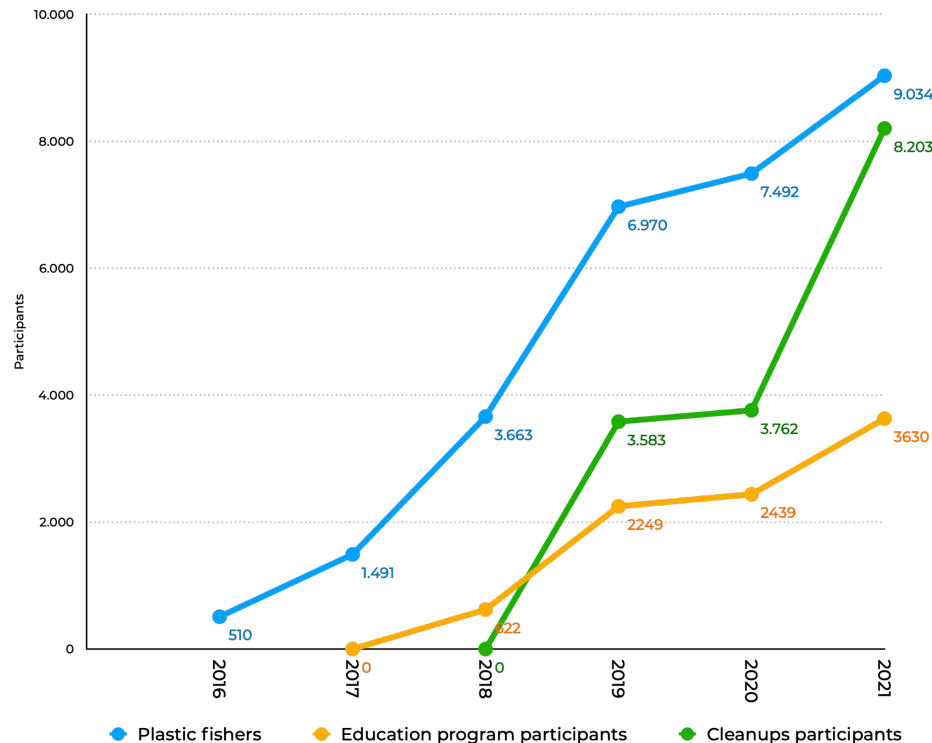
4.881
kids

activated
with our
programs



Growth over the years

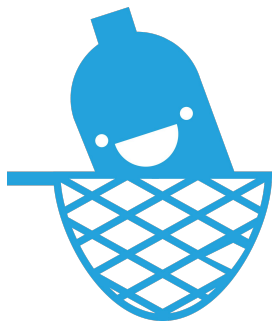
Over the last 6 years our impact has grown enormously. So far, we have been plastic fishing with 9.034 children, cleaning up on land with 8.203 kids and 3.630 youngsters followed our educational programs.



Plastic rescued from nature

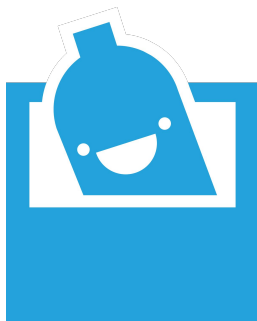
1.360 KG

fished out of the water



766 KG

collected from land



A group of children, mostly girls, are on a blue and white boat. They are wearing orange life jackets and using long-handled nets to scoop up plastic waste from the water. The boat has the 'Plastic Whale Foundation' logo on its side. The water is dark and filled with various pieces of plastic trash, including bottles and containers. In the background, there is a dark, textured stone wall. Two blue circular callouts with white text are overlaid on the right side of the image.

2.126
kilo

rescued
from
nature

Reached over 1,4 million

Online activation campaigns

Last year we kicked-off on a new platform for kids and did a big campaign for the City Battle. We created video content for TikTok with a positive result. We were able to create a growing community of children from the City Battle, who posted their ideas to make their schools plastic free.

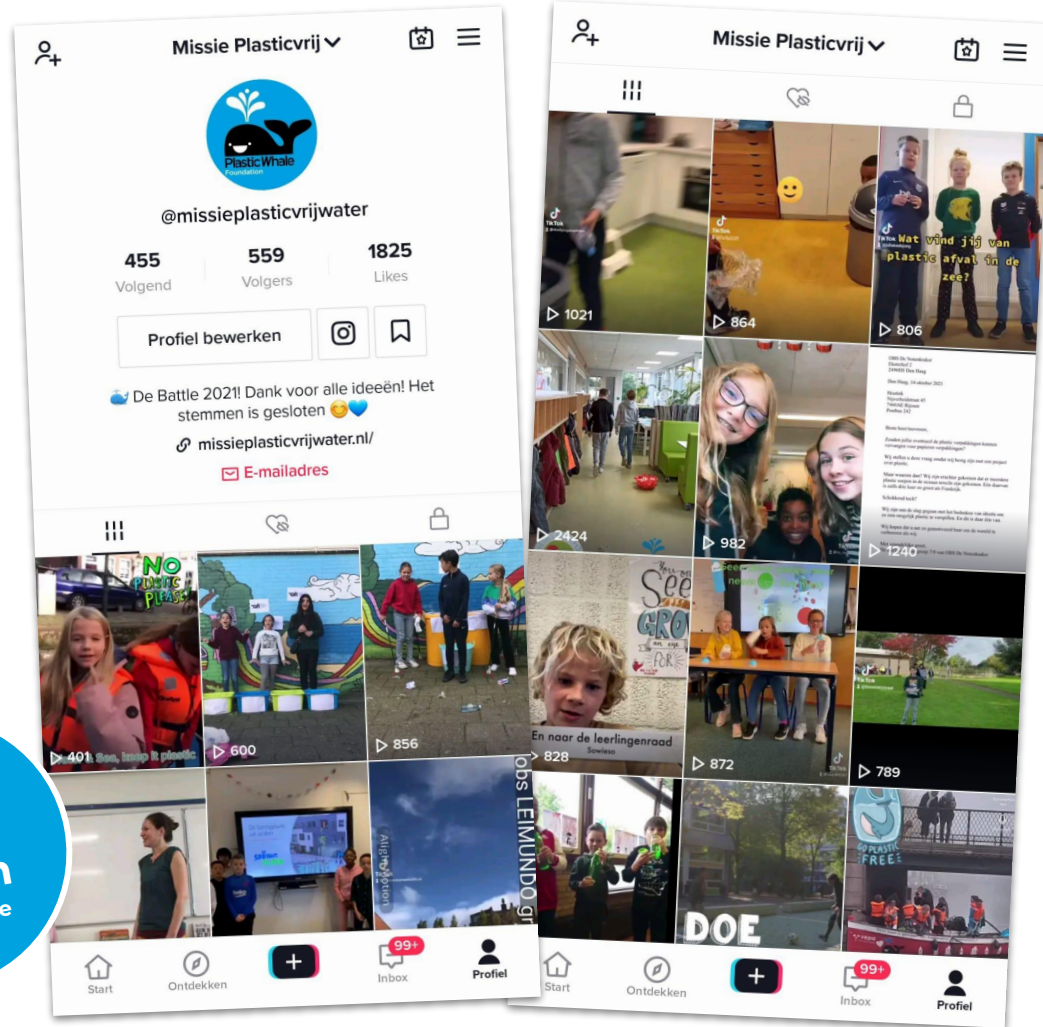
With the campaign during the City Battle we were able to inspire and reach a lot of kids! Through the PR campaign during the Battle we reached around 1.3 million people to create awareness for plastic free land & sea.

24.219
engaged

107.521
reached

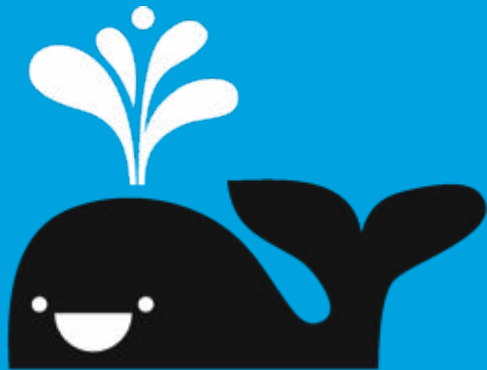
930
followers

1,32
million
PR coverage





Plans 2022



Let's Cleanup, together

The past two years have taught us important lessons. Because of lockdowns, we had to reach children via online programs and we focused more on cleanups on land since our boats could not sail. Therefore, we expanded the scope of our mission to 'Together for plastic free land & sea!' Since cleaning up on land is just as fun and ever so important; plastic knows no lockdown! At the same time, we became aware that the pressure on teachers was becoming bigger to find time for additional fun and educational experiences for their classes. We are developing new programs with focus on:

- fun land-cleanups,
- relieving teachers of additional workload
- easy available online participation

Additionally, we have joined hands with a special Amsterdam partner. Together we will launch a program for schools throughout the Netherlands. This cooperation will enable us to reach more children this year to join our mission for plastic free land & sea, together!



National Maritime Museum

In April 2022 we will launch an educational program together with the National Maritime Museum. In this two hour program, kids learn about sustainability and the impact of plastics on the environment. They will visit an exhibition and will go plastic fishing in the canals of Amsterdam.

This program will enable us to reach many more children especially from outside the big cities. We are thrilled and honoured to collaborate with an institute of this stature.

Together we are able to create awareness amongst a far bigger audience for our joined mission.



School Cleanup on the spot

In April 2022 we will also kick-off our new School Cleanup Program! We will visit schools with our Plastic Whale Cleanup Cargo Bike to give a lesson and organize a cleanup around the school for classes in Amsterdam.

In two hours time, kids will learn all about the problems of plastic pollution and will think about solutions. Subsequently, they will roam the streets to rescue as much plastic and other waste as possible together with their classmates.

At the end of the program, kids will feel empowered and energized to keep their environment clean and inspire other children to do the same!



School Cleanup Online

As of April schools outside of Amsterdam can start to participate in our School Cleanup Program Online! Schools can join one of our online webinars to follow the program. Custom designed cleanup kits are made available in advance for a big cleanup around the school.

Our ambition is to reach as many schools in The Netherlands and beyond as possible to activate children. Activating kids in a fun and educational way to get them to do something about the problem of plastic pollution in their own environment. Through this program, every school can join us to take action for a plastic free land & sea!



Thank you for your support!



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SiR
ALBERT





**STOP
TALKING**



LET'S
START DOING