

Plastic Soup Foundation

CONTEXT

Plastic Soup Foundation has as goal to stop the plastic soup. Otherwise future generations will endure the problem. The foundation only focusses on stopping the plastic soup at the source. As part of this they mainly focus on the Industry and the government. They also focus on the health risks of Plastic waste, mainly of microplastics. Plastic Soup Foundation wants to create a better future for children.

THE IMPLEMENTATION

Plastic Soup Foundation focuses on several pathways to decrease the plastic influence on the world. All of these five pathways have a goal to make people aware of the different problems that stem from the use of plastic.

- Health. In the first years of the Plastic Soup Foundation's existence, the focus lay on the consequences of plastic pollution for marine life, but over the years we learned more and more about the possible consequences of all that plastic and the added chemicals. substances for our human health. That's why they have founded the Plastic Health Coalition, a partnership between a number of national and international environmental and research organizations to promote scientific research into the health effects of plastic and disseminate the results.
- Microplastics. The microplastic path consists of three units, beats the microbead, plastic fashion, and nurdles. Beat the microbeads is an app to see how much plastic there is in products. Fashion focuses on the effect our clothing has on the environment. Not only fast fashion, but also the way washing clothes influences the environment. Nurdles are tiny granules of plastic granules, smaller than 5 millimetres in size, that can be used in industry to make various plastic products. The foundation worries about the effect of these nurdles, which is why they do research on it, and set up a legal route to battle the issue.
- Litter. Once plastic finds its way to the ocean it is hard to clean up. Which is why the foundation has several programs to clean up litter before it enters the ocean. They organise a world clean-up day, try to clean rivers, have an app with a plastic hunt to make it fun to clean up litter and have a team of divers to clean up the oceans.

- Education. The foundation wants to make youth aware of the influence of plastic waste on the world. They do this in high schools, middle schools, lower schools, as well as after-school-care.

They have a diverse set of materials, challenges, and guest colleges. These materials offer a connection to several subjects at schools, which they use.

- Your own footprint, through an app the foundation tries to make you aware of what you use in plastic and what you can replace with non-plastic articles. Through 100 questions the app tries to show if you need to diet on your plastic use, or if you are doing fine.

IMPACT CREATED

The Plastic Soup Foundation has a huge PR team. This is shown in the impact they create and the programs they have developed. Not only teachers use the programs at schools, but students try to campaign for donations as well.

Not only does the foundation itself focus on promotion, a lot of companies support them in their efforts. This way the foundation receives a huge increase in promotion.

MORE INFORMATION

- Website: <https://www.plasticsoupfoundation.org/>
- Pictures:



- Videos: <https://www.youtube.com/user/PlasticSoupFound/videos>

- Social Media:

Facebook: <https://www.facebook.com/plasticsoupfoundationnl/>

Twitter: <https://twitter.com/plasticsoupfoun>

Instagram: <https://www.instagram.com/plasticsoupfoundation/>

Linkedin: <https://www.linkedin.com/company/plastic-soup-foundation/>