

PlasticWhale

IMPACT
REPORT
2025



Preface

Nearly 400 million tons of plastic are produced annually. Approximately 40% of this is single-use plastic, such as bottles, straws, bags, and packaging materials. Globally, only 9-17% of single-use plastics are recycled. Unfortunately, much of this plastic ends up in our natural environment and ultimately in our seas and oceans, a quantity that will triple by 2040.

We can't wait any longer to turn the tide, but it's not easy for individuals to see, feel, or experience how they can contribute to solutions themselves. By making the problem very concrete, we give people the tools to contribute with simple, everyday solutions. This makes you feel that your actions have an impact, and you're more likely to make conscious choices.

More and more companies are dedicating a few hours of their employees' time each year to a better world. And more and more companies are finding Plastic Whale as one of the ways to use these hours. We are very grateful for this and are proud to present the figures for the past year.



**400.000.000
TONS of plastic
produced
per year**

**80% plastic
soup comes
from land**

**9-17%
su plastics
are being
recycled
per year**

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Mission & Vision

Mission

Together, we inspire others to take action against plastic pollution. We recognize that plastic pollution is a huge global problem and not easy to address. Through creativity, entrepreneurial spirit, positivity and commitment, we inspire others to take action. By organising engaging activities, we strive to reach an ever-wider audience and make an ever-growing impact.

Vision

We want to spark a movement of people who become aware of how we can prevent our used plastics to end up in nature. We envision a future in which all plastic is properly collected and processed so that 100% of all single-use plastics can be recycled, and where no more plastic ends up in nature.

The world's oceans, rivers, lakes, and canals must become plastic-free. It is possible, with the right mindset and the right actions. No time to waste!



What do we do?



Plastic fishing

We organise cleanups on the water where plastic is fished out of the canals. Companies participate, but also schools, and universities (through the Plastic Whale Foundation).

Land cleanups

We organise cleanups on land, in parks, on beaches or around offices we collect waste with teams.

Public events

We organise events that everyone can join (for free) to clean up the waters after a large event, such as King's Day, Canal Pride, or similar.


verpact

boot is gemaakt met recycled plastic



Plastic Fishing

Since our organisation was founded some 15 years ago, we quickly attracted numerous schools and businesses who shared our enthusiasm for plastic fishing. Last year, we once again welcomed a substantial number of people and children/students onto our boats, through corporate volunteering activities and school events.

One of the biggest success factors of our events are the skippers of our plastic fishing fleet. They embody the core of our mission. Many of them have been committed for years to providing participants in our cleanups with a truly fun and inspiring experience, driven by their boundless passion and enthusiasm. As they sail through the beautiful canals and you fish plastic out of the water, they explain the importance of taking action and what you can do in your own living and working environment to address the problem of plastic pollution.



Land/Beach Cleanup

Although we started with one boat to fish plastic out of the water, the plastic problem isn't limited to this element. So we want to tackle the problem from multiple angles and now also have a proven program on land:

You'll first receive an educational, active, and fun introduction from one of our rangers, accompanied by a refreshing drink and an energizing snack. Then, you and your colleagues will clean a stretch of beach, park, or other part of a chosen area using litter pickers, gloves, and garbage bags. Finally, there will be an award ceremony for the biggest collector and the most original item, followed by a nice group photo with your loot.

Win-win: you've helped nature, enjoyed some outdoor activities, and perhaps, as a bonus, gotten to know your colleagues a little better.



Public Events

A few times a year, we organise free public events that are open to everyone, giving everyone a chance to contribute to the plastic pollution problem in a fun and accessible way.

It's become a regular occurrence to do this after King's Day and Canal Pride, and we, along with many others who have already participated, always look forward to these days full of fun, action, connection, and fulfillment. We've had the pleasure of using the Maritime Museum as a departure point several times, and we are very grateful for this wonderful collaboration and for making their beautiful location available for this event.

het scheepvaart national maritime museum

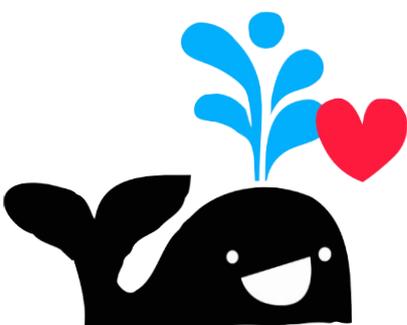


How do we do it?

PARTNERS

Over the years, we've built strong partnerships with various parties who have supported and helped us carry out our mission.

Thanks to all these partners, we can welcome people onto our boats every day, pay our dedicated and passionate skippers, and keep the organisation running smoothly, allowing more and more people to participate in these activities and increasing their impact. We are very grateful to our past, current, and future partners for this.



Plastic Whale FOUNDATION

The Plastic Whale Foundation organises cleanups with schools and raises awareness for the next generation. This is not only done by bringing educational stories into schools about plastic waste, what we can do with recycled plastic, and how we can make the world cleaner, bit by bit. It's also done by taking children out on our boats to go plastic fishing.

This is always a fun and engaging activity, but it also raises awareness among the children about a serious problem. They spread the word and hopefully make more conscious choices in their lives, meaning they should be taken just as seriously as ambassadors for a better world as adults!

Plastic Whale BV and the Plastic Whale Foundation collaborate in an impactful way, without losing sight of the fact that we are separate entities that exist independently of each other.



Highlights 2025

Koningsvissen

253
participants



Pride Fishing

173
participants

SAIL 2025

764
participants

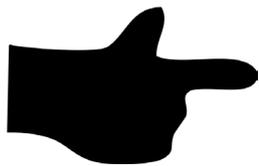


Impact numbers 2025

369
events
organised



8.734
people have
joined our
cleanups



11.438 kg
of trash
collected



26
land
cleanups



323
plastic
fishing
events



17.190
bottles
were
collected

17.557 cans
were collec-
ted



1.009
children
went plastic
fishing with us

A group of people are on a boat participating in a cleanup activity. They are holding nets and plastic bottles, suggesting they have collected trash from the water. The boat is red and white, with the logo 'vepa the furniture factory' visible on the side. The background shows a harbor with other boats and buildings.

Thank you!

Plastic Whale
The Cleanup Company

2025