





**END
PLASTIC
SOUP**

Join us now!

EndPlasticSoup.org
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Rotary
Clubs of Amsterdam



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EndPlasticSoup

Our Goal

EndPlasticSoup is a global initiative of 800 Rotary & Rotaract Clubs worldwide, already supported by 3500 Rotarians, to solve the global plastic problem by working with all the 1.2 million Rotarians to act to beat plastic pollution.



EndPlasticSoup's Goal: By 2050 there will be no more plastic soup in the oceans, seas and no more plastic waste in our lakes, rivers, forests, parks and streets. Rotary Clubs worldwide will work together to solve the plastic waste problem.

**We strongly believe that together with you and all Rotarians we can EndPlasticSoup!
Join us now!**

Rotary Clubs and Districts from all over the world have already joined us, including Belize, Dominica, Sint Maarten, Spain, Norway, Germany, Switzerland, Italy, Russia, the Netherlands and others. Already taking local and regional actions to EndPlasticSoup.

Current and future District Governors support our initiative and ESRAG and WASRAG are supportive of our goals. Rotaract Europe chose End Plastic Now as their social program 2018–2019 and local Rotaract Clubs continue to engage.

1. Our Objectives for 2020–2025

- ▶ Support from 3,000 Rotary Clubs each year during 2020–2025
- ▶ 300.000 Rotarians, and their families and friends reduce and cleanup plastic pollution
- ▶ Local clubs educate 100,000 children each year
- ▶ Rotary Clubs adopt a “Plastic Free code of conduct”
- ▶ Rotary meetings and events become plastic-free

2. Increase our Impact – No plastic waste in our environment by 2050

- ▶ Create awareness and take action in our local communities to make a difference
- ▶ Accelerate the process: Refuse, Reduce, Reuse & Recycle plastic
- ▶ Create lasting change and celebrate measurable results in our communities

3. Expand our Reach – Awareness, Actions & Alliances

- ▶ Raise Awareness and grow participation of 1.2 million Rotarians, families, friends, and communities
- ▶ Act to refuse, reduce, reuse & recycle locally and accelerate solutions using our network
- ▶ Alliances: connect Rotary Clubs to local & global solution providers and to each other

4. Enhance Participant Engagement – Start today and build a community

- ▶ Be the Inspiration, welcome new generations, create local solutions and approaches
- ▶ Connect the World: the network of Rotary offers opportunities for local collaboration to solve the complex plastic pollution problem

5. Increase our Ability to Adapt – The Rotary Wheel in motion, Think Global Act Local

- ▶ Increase speed of action, grow a Rotary EndPlasticSoup community
- ▶ Inspire and grow a viable & visible Rotary across borders & generations
- ▶ Collaborate across districts, clubs, borders and generations, everyone can EndPlasticSoup in their own way

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

January 2020, Rotary EndPlasticSoup

[EndPlasticSoup.org](https://endplasticsoup.org)

Supported by*:



*Rotarian Action Groups operate in compliance with Rotary International's policies for Rotarian Action Groups, but are not agencies of, or controlled by, Rotary International.

EndPlasticSoup

Join us now!

1st step: Start today: refuse, reduce, reuse & recycle, and tell others

- ▶ Sign the EndPlasticSoup Petition and call for participation by Rotarians all over the world
- ▶ Start today > Pick up a piece of plastic a day and tell your family, friends and other Rotarians to do the same
- ▶ As a Club:
 - ▶ Start your own action to cleanup, educate or reduce plastics during events
 - ▶ Add an 'EndPlasticSoup' element to one of your existing actions
 - ▶ Sign up for the Rotary EndPlasticSoup Action Day at 6 June, 2020

2nd step: Enroll your Rotary Club as a Member Club of EndPlasticSoup

- ▶ Donate € 200 (annually) to support our EndPlasticSoup initiative: endplasticsoup@gmail.com
- ▶ Receive the EndPlasticSoup flag with the name of your Rotary Club printed on it
- ▶ Right to use the EndPlasticSoup logo, photos and presentations
- ▶ Access to education materials and example action packages
- ▶ PR coverage of your Rotary Club actions on our website & social media

Or... become a Friend for € 50 one time and we will order the flag with your club name.

3rd step: Become an Ambassador Club in your region



- ▶ Represent us in your District and design your own actions
- ▶ Get connection to our Alliances, see endplasticsoup.org, on your request to support your action
- ▶ Work with us to develop EndPlasticSoup within Rotary worldwide

EPS will provide:

- ▶ A directory of the EndPlasticSoup network, supporting Rotary Member Clubs
- ▶ Information on website, Facebook, Instagram and Newsletters 4x per year
- ▶ Support for International Events, Action Day 1st Week June and Special projects

Tell others and build the Rotary EndPlasticSoup community

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