



THE GREAT END PLASTIC SOUP COOK BOOK

Rotary's Guide to
Reducing Plastic
Pollution



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**We are not
against plastic—
it's essential in
modern life.**

**However, we
must limit its use
to what is truly
necessary.**

What can you do?

Rotary, Rotaract, and Interact Clubs worldwide collaborate to address and prevent plastic pollution. Together, we can initiate and support projects throughout the plastic lifecycle: **Refuse, Redesign, Reduce, Reuse, Recover, and Recycle**—fostering a circular economy.

**Start today,
step by step,
&
together.**

Raising awareness and educating others is the first step. Whether reducing personal plastic use or organizing club-wide initiatives, every action - small or large - counts.



Begin with local community projects and collaborate with organizations within and beyond Rotary.

This book provides practical guidance, from simple actions to ambitious projects, to help clubs make a meaningful impact.








👉 1st step:

Visit endplasticsoup.org



For inspiration, visit the website to see what others are already doing. There's no need to start from scratch when it comes to addressing plastic pollution.

Examples of what you can do: recipes for your club or yourself

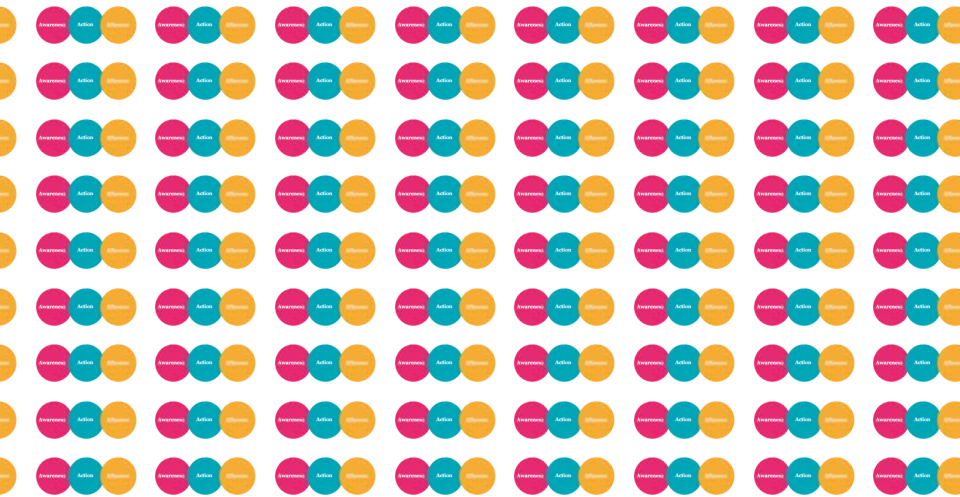
 <p>CREATE AWARENESS</p> <p>cleanup rotary endplasticsoup collection</p>	 <p>EDUCATION</p> <p>Education kit with globe and materials</p>	 <p>REDUCE YOUR PLASTIC FOOTPRINT</p> <p>Planet with plastic bottles</p>	 <p>CLEANUP YOUR ENVIRONMENT</p> <p>People cleaning up outdoors</p>
<p>Create awareness</p> <p>Discover ></p>	<p>Education</p> <p>Discover ></p>	<p>Reduce plastic</p> <p>Discover ></p>	<p>Cleanup actions</p> <p>Discover ></p>
 <p>COLLECT WASTE</p> <p>Waste pile</p>	 <p>WASTE MANAGEMENT</p> <p>RECYCLING</p> <p>Recycling symbol</p>	 <p>FUNDRAISING</p> <p>SUPPORT ENOPLASTICSOUP PROJECTS</p> <p>World map with project locations</p>	
<p>Collect waste</p> <p>Discover ></p>	<p>Waste management</p> <p>Discover ></p>	<p>Support projects</p> <p>Discover ></p>	

YOU

Start with yourself!

- Carry reusable shopping bags, water bottles, and food containers.
- Avoid single-use plastics like straws and cutlery.
- Choose products with minimal or sustainable packaging.

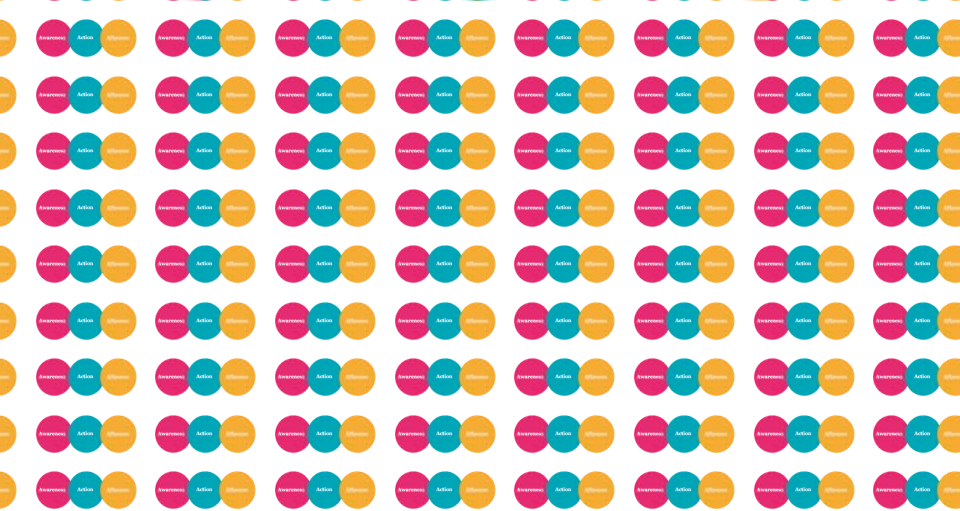




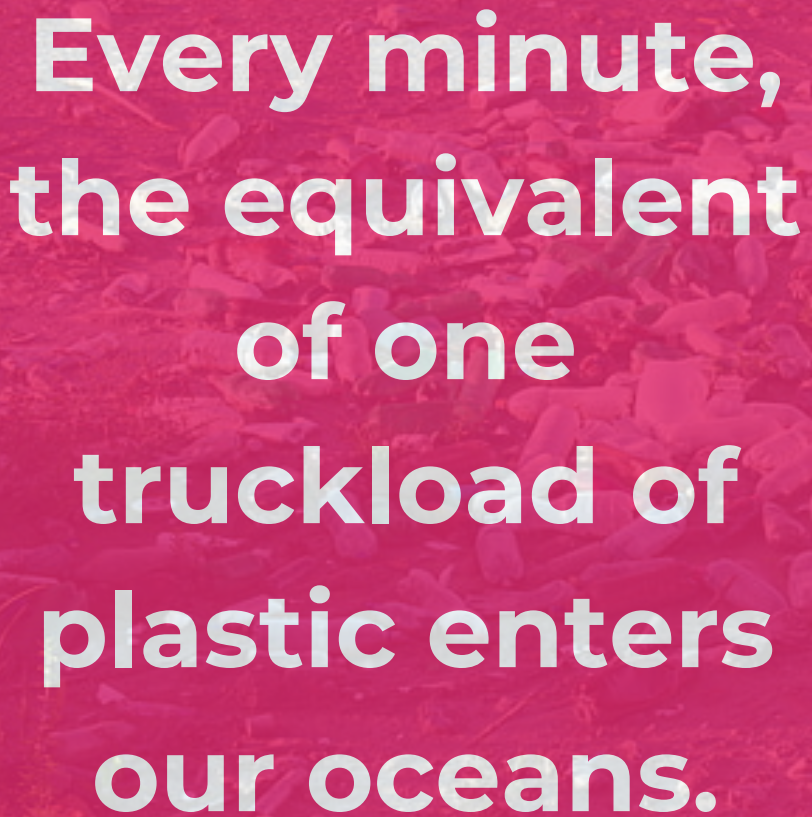
Awareness

Action

Alliances



1. AWARENESS



**Every minute,
the equivalent
of one
truckload of
plastic enters
our oceans.**

Why Awareness Matters

Awareness is the first step toward change. Many people are unaware of how much plastic they consume daily and its environmental impact. By highlighting the issue in public spaces, schools, and media, we encourage mindful consumption and action.



Make Plastic Pollution Visible Where It Matters Most

People are more likely to change their behavior when they see **the problem** firsthand. That's why awareness initiatives should be placed where people interact with plastic daily—supermarkets, beaches, restaurants, and public events.



Global Initiatives

Creating awareness involves giving visibility to important topics, and one effective way to achieve this is by supporting global initiatives. By promoting worldwide initiatives, we can foster greater understanding and engagement on critical issues, ultimately driving positive change.

7 JUNE 2025

Worldwide
End Plastic Soup
Action Day 8

Reduce



Reuse



Recycle



endplasticsoup.org

Rotary
Clubs of Amsterdam



2. ACTION

Every Effort Counts

Limitless Possibilities, Big Impact

"Activity breeds opportunity." Every action, no matter how small, plays a crucial role in driving change and making a difference in the communities we serve through Rotary and its partners.

Fun Initiatives

- Promote proper waste disposal through fun ideas or small incentives
- Create a sense of community: it's OUR beach.



Trashercise Teams:

- Combine exercise with environmental action by walking with grabbers and bags to collect litter.

Raphia Bags

- Affordable, reusable mesh bags (approx. €0.20 each) with the End Plastic Soup and Rotary logos.
- Placed at strategic locations, these bags encourage people to collect trash on beaches or use them for shopping.



Plastic Swap Initiative

- Example: Participate in the NexTrex Recycling Challenge and earn a bench made from recycled materials by collecting 1,000 lb. of plastic film.

The WasteShark

Autonomous water drone designed to collect floating plastic waste before it enters the ocean.

- Collects plastic waste, bio-waste, and floating debris.
- Operates autonomously or via remote control.
- Prevents plastic pollution from reaching oceans.
- Works efficiently in harbors, canals, and rivers.
- Inspired by whale sharks, it silently navigates waterways, capturing up to 200 liters of debris per trip without harming marine life.



3. ALLIANCES

Alliances & Cooperation



Alone we are nothing, together we are the World.

- Dozens of **associations** in Portugal share the same concern as us, and there is no competition when it comes to saving our planet and our children's health.
- Very often, our **municipalities** or **Juntas de Freguesia** have an interest in our projects, and they are quite easy to involve: beach cleaning, education, conferences—try to get them involved.
- **NGOs** are interested in having partners to assist them. We already have partnerships in place with Bandeira Azul, APLM, Geoparque Oeste, Ocean Patrol, Aalo. We can leverage their local presence in many locations.



International Partnerships

Join forces within or beyond the Rotary Network to enhance global collaboration and amplify the effectiveness of our initiatives.

MoU and Project challenge in cooperation with the Rotary ICCs



Thanks to many and especially to Andreas Strub, President RC Bruxelles Amitié, Azelio Fulmini Past President RC Bruxelles Amitié and co-chair of the ICC Italy-Belgium, Carlo Felice Corsetti co-chair of the ICC Italy-Belgium, and Past President of RC Roma Nord Est, we signed the Memorandum of Understanding between the ICC Executive Board and EndPlasticSoup in London and Bruxelles.

We mobilized a large network of Rotary actors with currently 578 Intercountry Committees (ICCs) and over 400 Rotary and Rotaract participating clubs in Rotary EndPlasticSoup. This will open the avenue for a worldwide cooperation to "End Plastic Soup" and for joint actions to raise awareness among young people and adults about the problems of single-use plastics. The MoU will allow to define joint projects, which can eventually be submitted for District Grants and Global Grants.

The ICC Executive Board launched a Challenge to propose an EndPlasticSoup project in the Mediterranean! Awarding the project will be done in the next ICC meeting in Morocco in June. [Read more >>](#)

You can find more information about the Intercountry Committees (ICCs or CIP Comité Inter Pays) by [this link](#).

Education

The Foundation for Sustainable Solutions"



Learn & Take Action



Educational Resources:

- Happy Green World: Offers customizable educational materials for schools, with the Rotary EndPlasticSoup logo and online availability. Approx. €3,000 per language.

Lesson Links:

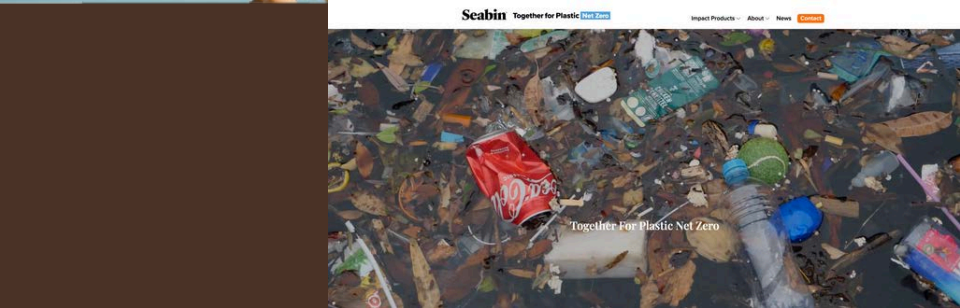
- [Plasticsoup Foundation - Lessons](#)
- [Happy Green World - Board Game](#)

Technology

Collaborate with research centers and the water industry to develop biodegradable water pouches (approx. 100 ml each).



- Produces biodegradable PEF plastic from sugar.
- Develops sustainable packaging solutions.



The Tyre Collective.

Tyre wear is the 2nd-largest microplastic pollutant in our oceans, toxic to marine life, and a major air particulate pollution. It gets into our waterways, the air we breathe and there is nothing to stop it!

The Tyre Collective spearheads the capture and monitoring of tyre wear, accelerating the shift towards zero-emission mobility.

Knowledge & Culture



**ELLEN MACARTHUR
FOUNDATION**
Member

The Ellen MacArthur Foundation champions the circular economy, transforming how we produce and consume goods. By shifting away from the "take, make, dispose" model, they promote a system that keeps resources in use, minimizes waste, and regenerates natural systems.

The foundation equips businesses, governments, and educators with the tools and insights needed to implement sustainable practices. Their collaborative initiatives inspire innovative solutions to environmental challenges, driving economic growth and job creation.

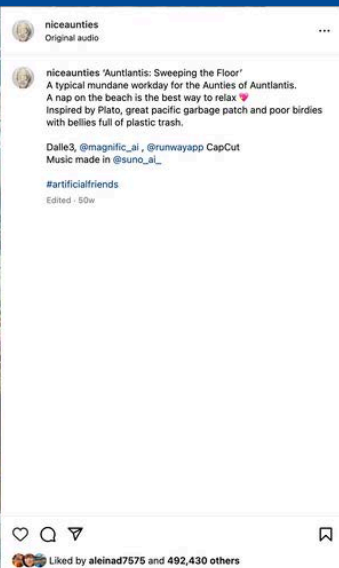
Discover how you can be part of this movement toward a sustainable future.

Click to learn more about their impactful case studies and how you can contribute!

<https://www.ellenmacarthurfoundation.org/topics/circular-economy-introduction/examples>

Miscellaneous

Awareness campaigns



World
Water
Day

It takes a lot of blue
to stay green



World Water Day

Accelerating Change

Globally "accelerate the change" required to solve
the water & sanitation crises.



Additional Examples



[Clean water action...](#)



Landfill methane emissions red...



[The turtle video...](#)



Wasteland plastic recycling...



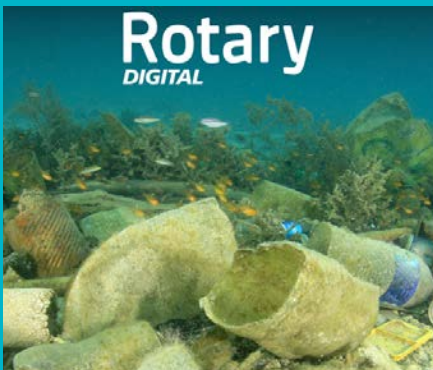
[Coca-Cola sustainability goals..](#)



[Kids sunscreen lotions...](#)



[Oceans learn to eat plastic...](#)



[End Plastic Soup grows...](#)



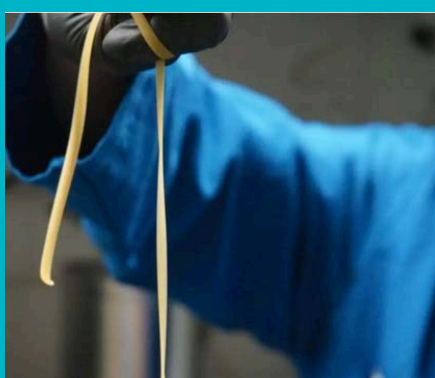
[Toll of bottled water...](#)



[60 firms responsible for 1/2...](#)



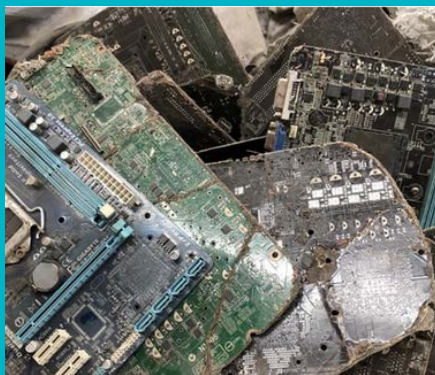
[Top 20 by plastic waste...](#)



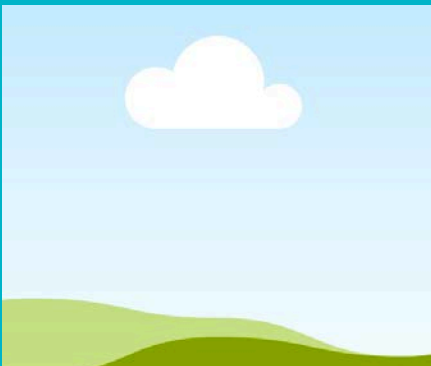
[Science environment...](#)



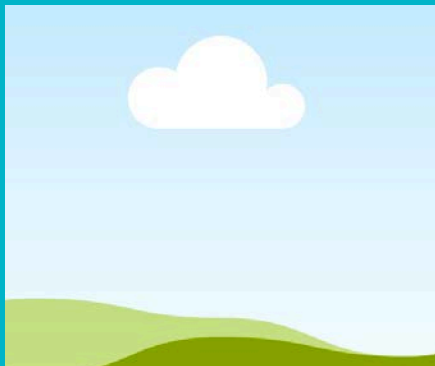
[5 firms in plastic pollution...](#)



[E-waste recycling cost](#)



tbd



tbd

Did you know that... ?

1. Environmental Impact

- Over 8 million tons of plastic enter the oceans each year, which is equivalent to dumping a garbage truck of plastic every minute.

(Source: Ocean Conservancy)

- Plastic pollution affects more than 700 marine species, and studies estimate that by 2050, there will be more plastic in the oceans than fish by weight. (Source: The Drive)



2. Health and Safety

- Microplastics have been found in 90% of bottled water and 83% of tap water samples globally.

(Source: New Atlas)

- These microplastics carry harmful chemicals and pathogens, posing serious health risks to humans and animals.

3. Economic Benefits

- Effective plastic waste management can save municipalities millions in waste disposal costs.
 - Recycling one ton of plastic can save up to:
 - 5,774 kWh of energy
 - 16.3 barrels of oil
 - 98 million BTUs of energy
 - 30 cubic yards of landfill space
- (Source: Electrolux Group)



**Let's make plastic
waste management
a priority in our
clubs and
communities.
Together, we can
create a cleaner,
healthier, and more
sustainable world.**



We hope this cookbook inspires you!
Share your ideas and suggestions—we'd love
to include them in future editions.

Happy cooking!

Share your input or ideas:

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