

2022

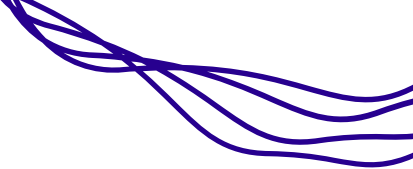
ANNUAL REPORT

IMPACT & ACTIVITY



WWW.BYEBYEPLASTIC.LIFE

**ByeBye
Plastic**
Foundation



WHAT A YEAR!

After spending two years cultivating our community & providing education digitally while waiting for the pandemic to give the events sector a break, 2022 marked a highly-anticipated return in full swing. The main conclusion, coming out of these two years and into 2022, is that the Foundation managed to maintain and even solidify its positioning at the core of the music events sector. Equally, the topic of single-use plastics pollution somewhat stayed on music professionals' minds, even though nuances need to be kept.

The pandemic often imposed some ill-advised & non-welcome steps back for event professionals (e.i. return to single-use, dangerously increasing potentially contaminated waste volumes). Early guidelines forced them to misjudge reuse models, which, sometimes too young to be financially viable, easily got discarded. These dynamics have definitely added some depth to the challenges Bye Bye Plastic works to solve daily.



All while we work to curb fossil fuel plastic production, its demand so far steadily increases. The path to success remains long, but our motivation & this of our community remains stronger than ever. A strong movement is consolidating, and the tide is getting ready to turn. During this take-off year, Bye Bye Plastic beat the rhythm of events & took the occasion to finally gather its community physically, both in Europe & in the United States.

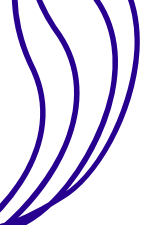
2022 also saw us venturing into many uncharted territories. From penetrating the web3 sector & growing ties with the most acclaimed ReFi companies to launching our own micro-currency in the form of \$BYEBYE, an eco-token staked on the environment, that rewards the community for environmentally positive actions carried out. A new adventurous sector to create impact with! Not content with those new ventures, we also launched our first collaborative album containing tracks from 14 Eco-Warrior artists, & announced that this album will be pressed as the world's first, bacteria-based (PHA) vinyl!

This Activity Report is here to present to you our achievements & progresses of the past year. As is with all activities within Bye Bye Plastic, this write-up is infused with doses of honesty & transparency. Above all, we are painfully conscious we need to remain humble in front of the gigantic task still laying ahead of us.

And as always, as ever, we know that the only way to continue on a path of progress to a resilient, plastic-free music & events sector, is by walking alongside together. Music is the Connection, Collective Action is the Solution.

Let's pump the volume up on this #PlasticFreeParty!





THIS YEAR, BYE BYE PLASTIC FACILITATED PLASTIC-FREE TRANSITIONS FOR:

11 EVENTS

in 4 countries

4 BYE BYE PLASTIC EVENTS

3 CLEAN THE BEAT EVENTS

2 NEW SECTORS ENTERED

Web3 & Corporate Events

A LOOK AT OUR "FIRSTS"



1ST WORLD-FIRST PRODUCT

1 world-first product: the world's first PHA Vinyl 1st Large-scale, 1-year Plastic-Free Transition signed with a 2M visitors venue! 1st major grant received 1 own micro-currency: \$BYEBYE eco-token launched

1ST LARGE-SCALE TRANSITION

With a 2M visitors venue!

1ST MAJOR GRANT

1st major grant received 1 own micro-currency: \$BYEBYE eco-token launched

1ST IMPACT-TO-EARN TOKEN

\$BYEBYE Eco-Token



ACTIVITIES

The year started with TERRA, a Miami fundraiser event held during Miami Music Week. The event saw the animation of panels, a gallery exhibition, and a day+night party of generous proportion.

Later in the year, the 2022 edition of Amsterdam Dance Event saw Bye Bye Plastic work double shifts again, on the occasion of a world premiere: Bye Bye Plastic threw a launch party for its first #PlasticFreeParty album, a blend of 14 tracks from Eco-Warrior artists weaving a musical call for action against plastic pollution. But that is far from it: this album also was announced to become the first-ever plastic-free vinyl developed out a bacteria-based & entirely biodegradable material! This material is called PHA and marks a new chapter in bioplastics development. Bye Bye Plastic is humbled to have been given the opportunity of working on this ground-breaking R&D project together with Evolution Music, the technology and R&D experts.

2022 also marks the year Bye Bye Plastic Foundation started working with true juggernauts. Since June of that year, the sustainability team initiated a long-term plastic-free transition track with multi-experiential grown-up playground AREA15, in Las Vegas. With a surface area of 200,000 sq ft (19,000 m²) & a visitors turnover counting in the millions, the transition resembles a large-scale puzzle. One that Bye Bye Plastic & AREA15 are dedicated to solving together. This transition work also appears as a landmark in the region, since Las Vegas traditionally remains quite sheltered from those environmental efforts as of yet.





IMPACT

Impact is a key component of Bye Bye Plastic's DNA; when setting out on our mission, we made the pledge to guide the live music sector towards achieving its full transition out of single-use plastics. For us, this meant placing ourselves on the DO side of life. And we love nothing more than to know we have DONE good, and DONE a lot. This is also why we have been such strong advocates for developing better insights on the industry's plastic footprint. How can you possibly know how much weight you need to lose, if you don't know how much you weigh? Apply this to plastics pollution, and you get the current industry's situation.

Figures are the way we measure impact. In that sense, they are essential to evaluating our work as a foundation. The interesting catch-22 we still find ourselves into relatively often currently, is the fact that we do not own most of the data that we act upon. As external partners to organisers, we depend on them, or even on their own third party partners, to deliver the key impact metrics that will allow us to calculate impact on the ground.

The question about the professionalisation of sustainability impact reporting, as well as openness to share key impact metrics with key partners & impact workers, is one which we would like to open up to a larger floor. We are still actively working towards gathering all data from this momentous year. Our team is diligently collecting information that will provide invaluable insight into how far we have come in growing our mission ! The reality is that we might never receive some essential parts of this impact puzzle, for 2022 and years prior.

In this landscape, two good news arises: the first is the acknowledgement that the impact figures we are publishing today then appear as a bare MINIMUM only, and we had more impact than we even can quantify to date. The second, is that Bye Bye Plastic teams are on an ongoing improvement dynamic to better capture this data systematically and at the source (via legal contracting, automated reporting,...), which means less gap margins will remain in the future.





2022 IMPACT

53,000+

DANCERS REACHED

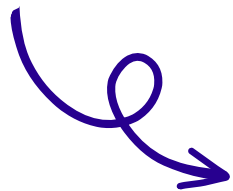
1.49 TONNES / 1.46 TONS

PLASTIC WEIGHT SALVAGED FROM THE ENVIRONMENT
(METRIC TONNES / IMPERIAL TONS)

OF WHICH AT PLASTIC-FREE TRANSITION EVENTS:

0.9 TONNES

4.07 TONNES CO₂EQ



EQUIVALENT TO THE PRODUCTION OF:

2,244 BEEF BURGERS

SAVED FROM PRODUCTION:

40,758

SINGLE-USE PLASTIC BOTTLES

90,093

SINGLE-USE PLASTIC CUPS



ALL-TIME IMPACT

115,000+

DANCERS REACHED

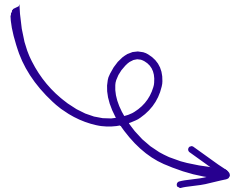
5.78 TONNES / 5.70 TONS

PLASTIC WEIGHT SALVAGED FROM THE ENVIRONMENT
(METRIC TONNES / IMPERIAL TONS)

OF WHICH AT PLASTIC-FREE TRANSITION EVENTS:

1.2 TONNES

5.65 TONNES CO₂EQ



EQUIVALENT TO THE PRODUCTION OF:

3,115 BEEF BURGERS

SAVED FROM PRODUCTION:

56,553

SINGLE-USE PLASTIC BOTTLES

113,621

SINGLE-USE PLASTIC CUPS



SOCIAL MEDIA REACH

4,000+ FOLLOWERS

ACROSS ALL SOCIAL PLATFORMS

+ 2455% FOLLOWERS

ON LINKEDIN



+ 18% REACH

ON INSTAGRAM

70,000 IMPRESSIONS

ON TWITTER

ENVIRONMENTAL GUIDELINES

GLOBAL COMMITMENT & THE CIRCULAR ECONOMY

Bye Bye Plastic has joined Ellen MacArthur Foundation's Global Commitment as a signatory, taking a stand against single-use plastics and fossil fuel reliance. This signature communicates our commitment to working towards creating an entirely circular economy — one that forges new paths for a sustainable & peaceful Earth-Humanity co-existence.

Bye Bye Plastic uses the principles of Circular Design as its utmost environmental compass. Circular Design is the only tool available which, by designing out waste, will help our global society recover from an era of excessive & unfair single-use culture.



Global
Commitment



U.N. SUSTAINABLE DEVELOPMENT GOALS

The 2030 Agenda for Sustainable Development was adopted by all United Nations Member States in 2015, providing a shared blueprint for peace and prosperity for people and the planet. Its 17 Targets have been defined as foundational axis of development work, in order to reach a shared, prosperous living.

Bye Bye Plastic aligned its mission to the UN SDGs in order to ensure targeted impact work, as well as to measure the relevance of certain impact programs. Currently, Bye Bye Plastic is active towards 7 of the 17 UN SDGs.



ENVIRONMENTAL GUIDELINES

PLANETARY BOUNDARIES

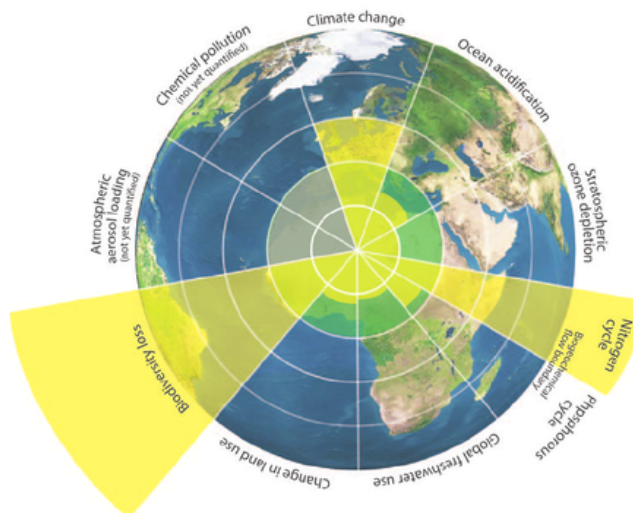
In 2009, Johan Rockström & a group of internationally renowned scientists worked to identify the 9 processes that regulate the stability and resilience of the Earth system. These are quantitative planetary boundaries within which humanity can continue to develop and thrive for generations to come.

At Bye Bye Plastic, we consider it is important to keep those high level, planetary metrics in our radar when looking to deliver impact work. While they are set at large, for the entirety of the Earth's system at once, they help us recall to our intricate inter-dependency, and our need to work collectively to keep the balance.

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Currently & through its work, Bye Bye Plastic is working to preserve 6 of the 9 planetary boundaries:

- **BIOSPHERE INTEGRITY**
- **CHEMICAL POLLUTION & RELEASE OF NOVEL ENTITIES**
- **CLIMATE CHANGE**
- **OCEAN ACIDIFICATION**
- **FRESHWATER CONSUMPTION**
- **NITROGEN FLOWS**



GOVERNANCE

One main celebration of the year had to be the fact that Bye Bye Plastic was granted its 501c3 Status in the USA! This makes the now double-headed nonprofit fully fit for oversea operations as well as fundraising development. (The Public Benefit Organisation (ANBI in the NL) status of Stichting Bye Bye Plastic had previously been established in August 2021.) With Priya Chandel now head of Bye Bye Plastic USA, the duo Priya Chandel & Camille Guitteau are skillfully administrating together. dividing operations per region, as well as per set of specialities.

Bye Bye Plastic USA is now governed by a Board constituted of Priya Chandel, Tal Finney, Mark Solari, Jason Iiams.



Stichting Bye Bye Plastic Foundation, on the European side, is governed by a Board constituted of Vivie-Ann Bakos, Victor Baumert, & Camille Guitteau. It established a Governance Policy, namely Financial Policy, Volunteer Policy & Recruitment Policy, and is a recognised ANBI (Algemeen Nut Beogende Instelling) which is the status equivalent of a Public Benefit Organisation. This status, in return for the responsibilities & transparency level it bears, guarantees tax-exemption of all donations. Several International treaties allow for those donations to maintain tax deductibility in the donor's origin country, namely:

United States	Italy	Germany
Hungary	Bulgaria	Chile
Finland	France	South Africa
Switzerland	Slovenia	

FUTURE VISION

TEAM EXPANSION & PROGRAM FOCUS

FOCUS ON PLASTIC-FREE TRANSITIONS

Exploring subsidy opportunities, strengthening successful partnerships, expanding to new regions/countries (US West Coast, Portugal, UK, Belgium,...)

PROFESSIONALIZATION

Bye Bye Plastic will seek to stabilise teams & processes in order to match the expansion

\$BYEBYE TOKEN DNA

Grow & install \$BYEBYE token into the DNA of Bye Bye Plastic. \$BYEBYE will be embedded into each & every aspects of the nonprofit's life, from programs to governance.



2023 IMPACT GOALS

INCREASING PLASTIC IMPACT BY 10X

Which already sounds highly achievable thanks to the projected impact of the large scale plastic-free transition partnership with AREA 15

CARBON REMOVAL OF AIR TRAVEL

Bye Bye Plastic will dedicate a portion of its annual budget to the carbon removal (NOT offsetting) of flights that have to be taken by team members during projects. Bye Bye Plastic stands strongly in favor of carbon removal and is actively advocating for this solution over offsetting towards its partners.

BALANCED DIGITAL FOOTPRINT

We will work at slowly establishing Ecosia as the team's default search engine, as well as organize a minimum of (1) digital cleanup per year.

THANK YOU! SEE YOU IN 2023

-THE BYE BYE PLASTIC TEAM



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