



europaean outdoor
conservation association



ANNUAL REPORT 2010

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EOG ASSOCIATION FOR CONSERVATION EVOLVES INTO EUROPEAN OUTDOOR CONSERVATION ASSOCIATION ANNUAL REPORT 2010

Set up in 2006 by the European Outdoor Group, the European Outdoor Conservation Association (formerly the EOG Association for Conservation) is an organisation designed to bring together the European outdoor industry to work for a common cause - the preservation and conservation of the wild landscapes and incredible environments that we are part of and from which we make our living.

With a vision of conserving these wild places and ecosystems for future generations, the Association is funded by membership and fundraising activities within the outdoor industry, 100% of which goes into the support of vital grassroots projects.

President's Comments

Dear Friends

As the curtain falls on another year, I look back with great pleasure at the successes and growth the Association has achieved during 2010. After just four years, the momentum and recognition within the industry is increasing. The interest and excitement of our members is also growing as they realise what we can achieve together.

As the industry making our living from the environment, we need to send out a strong message to outdoor users everywhere that we care, and we are working to make a difference. As the only organisation within the outdoor industry dedicated to looking after these wild landscapes, we need to take care that they are still there in years to come. Every new member that joins and every extra Euro raised by initiatives undertaken by the Association and its members, serves to increase the funding we have and the number of projects we can support.

The continued growth and support for the Association is vital to the outdoor sector, and I, for one, am proud to be a part of it.



Holger Bismann, President





Manager's Report

Change was obviously on the horizon!

As I write this, following the first quarter of 2011, I am looking back on a year of enormous change - both worldwide, and within the Association. 2010 was a year when the recession really began to bite, costs had to be cut and great care taken over budgets and forecasting. However, the Association continued to grow and take shape and the support and encouragement from the outdoor industry has not wavered.

2010 saw a record-breaking fundraiser at Outdoor. Over €20,000 was raised from this one show alone, thanks to the absolute generosity of our members who gave product, advertising space, threw a party and sold items on their own stands in aid of conservation.

One of the projects funded this year was chosen by the general public in the UK. A record breaker in the making there as well - over 19,000 members of the general public went online to vote for their favourite conservation project. The eventual winner absolutely stole the show with massive support - in the form of 11,000 votes!

The Association continues to grow and adapt, both within the industry and outside it. Recognition is growing. Non members are aware of us. Conservation bodies have heard of us. The general public have an inkling there is something going on in the outdoor industry they ought to be aware of. All good things as more and more people wake up to the fact that if we do not look after our wild places, they won't be there for much longer. And the outdoor industry is taking the initiative, looking to the future.

We gained and retained new and existing members. Ten new members joined the Association, including those from Hong Kong, Israel and Belgium. There were over 60 applications for funding, from which we supported 5, bringing the total from the start of the Association in 2006, to €640,000.

As the days of 2010 drew to a close, there was a final piece of news. Following agreement at the Annual Assembly to change the Association's name from EOG Association for Conservation to European Outdoor Conservation Association, confirmation came through that the name had been accepted and legally changed and we were able to start a brand new year with a brand new name and identity!



Tanya Bascombe, General Manager



New Members 2010

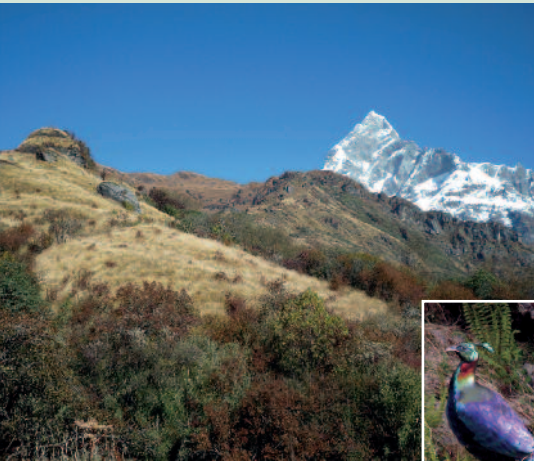
The Association is delighted to welcome ten new members this year:

- Outpac Designs Ltd (Pacsafe)**
- Source Vagabond**
- Normark Scandinavia AB**
- Salt Magazine**
- Ferrino**
- Transa Backpacking AG**
- Canada Goose Europe AB**
- Contigo – Kambukka**
- Eso Es Konzepte**
- Smartwool**

“I was really impressed with what you do and how you use the members of the Association to support great projects. In fact, I was so impressed that if you ever need any help with the Association, I'd be seriously interested in lending a hand.”

Natalie Clark, World Pheasant Association





Grant Award 2010

World Pheasant Association

School Extensions in return for Forest Protection - Nepal

Nominated by Berghaus

Pipar is a rhododendron forest in the Annapurna Conservation area and home to 5 out of 6 of Nepal's Himalayan pheasant species. Since 1983, the WPA has worked closely with the village of Karuwa, helping to resource teaching facilities, staff and equipment in return for the villagers' using the forest only as they have always done, for their own needs, and not for commercial gain. The pheasant population has since remained stable. This is a novel way of supporting educational needs for the locals whilst at the same time promoting the conservation of an important area for biodiversity. This project will build extensions to 2 local schools and monitor biodiversity in Pipar and adjacent forests.



World Land Trust

Elephant Corridors - India

Nominated by Nikwax

There are 88 corridors throughout India that are critical to the long term survival of the Asian Elephant. These are unprotected lands between fragments of protected areas and increasingly human dominated, resulting in high levels of human-wildlife conflict (loss of crops, buildings and even life). Securing corridors involves sensitising local communities to the option of voluntarily relocating outside the conflict zones to safer areas, with their own land and improved housing. It also leaves areas to regenerate naturally, and provides continued refuge for a huge variety of wildlife. This project will prioritise seven corridors in Corbett National Park and introduce the concept of establishing elephant corridors to local communities and key conservationists. An individual donor has committed to match funds raised, thus doubling the Association's grant award to €60,000.



Global Nature Fund

Mangrove Swamp Restoration - Sri Lanka

Nominated by Messe Friedrichshafen

Mangrove forests are unique habitats found in brackish estuaries and coastal areas, their habitat shared by vast numbers of salt and freshwater creatures as well as sea and land organisms, with extensive root systems protecting against tidal waves and erosion. Over the past 100 years, about 50% of the world's mangrove forests have been irrecoverably lost. The Madampa Lake Wildlife Sanctuary is facing threats due to uncontrolled activities such as land reclamation, dumping of household/ industrial waste and logging of mangrove trees for timber/firewood. The aim is to increase local understanding of the importance of mangrove ecosystems through long term education, community mangrove conservation programmes and planting over 10,000 seedlings to reforest 6 acres of a destroyed mangrove area.

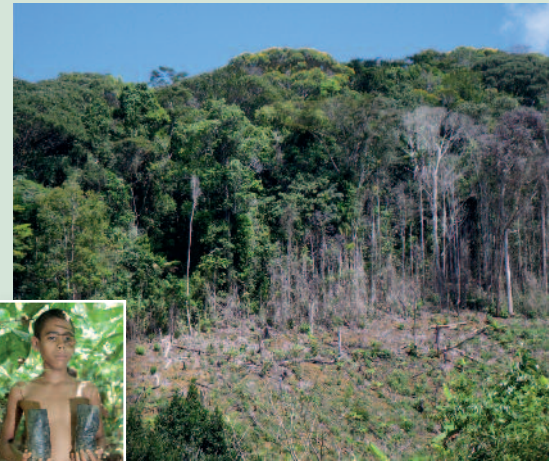


Breathe Foundation

Rainforest Restoration - Brazil

Nominated by Messe München

The Atlantic Rainforest in Brazil is less than 7% of its original size and has been identified by UNESCO as one of the five highest biodiversity hotspots in the world. Farming, illegal logging and poaching is pushing this area towards ecological collapse. The main focus here is guardianship, reforestation and education. The 10 year goal is to reclaim 700,000m² of forest, creating an intact ecological corridor which will then be protected via Brazilian Environmental law. The main aims are building an education, management and meeting centre adjacent to the forest, acquiring of identified priority land positions to create ecological bridges and farmer allotment allocation, planting the initial area with seedlings, and identifying the next priority land purchase.



The Bumblebee Conservation Trust

Pembrokeshire Bumblebee Path Project - United Kingdom

Chosen by readers of Trail Magazine

The UK's bumblebees have suffered huge declines due to widespread habitat loss. Bumblebees are major pollinators of a majority of wildflowers and many agricultural crops. If they continue to disappear, these plants will set less seed, resulting in sweeping changes to the countryside with catastrophic knock-on effects for other wildlife. The trust aims to conserve them by returning wildflowers to the countryside, striving to raise awareness, protect important bumblebee sites and engage with landowners to create flower-rich habitats. This project will create wildflower-rich habitat to support rare bumblebees along a new 10km section of path in the Pembrokeshire National Park. By connecting key sites, this attractive route through spectacular scenery will help prevent the national extinction of the shrill carder bee.



Other Activities

Public Votes for Conservation

As a trial for 2010, the Association decided to take the voting for one of its projects to the general public this year. 6 projects were presented on the website of Trail Magazine (the largest outdoor magazine in the UK) and visitors to the website were given the opportunity to vote for their favourite project. The project with the most votes at the end of the 2 weeks would be supported by the Association for the 2010/11 funding round. Following a flurry of activity, the voting finished with a massive 19,000 votes in total for conservation – a staggering success having captured the imagination of the public. The successful project, the Bumblebee Conservation Trust, captured a tremendous 11,000 of the votes! Trail magazine admitted afterwards they normally get between 2-300 (yes, hundred!) visitors to most of their online polls and competitions.



“On behalf of the Breathe Foundation, and the area of Itacare, Brazil, we would like to thank you and the Association for deciding to sponsor us and the projects we have running on the ground. We are really excited to have this association and what it will mean in terms of what we can get done. Please extend this to your Board and the people who made the decision to work with us.”

Drew Stevenson, Breathe Foundation





Conservation Fundraiser in Action



Holger Bismann and Natalie Clark (World Pheasant Association) during the 2010 Project Presentation

ISPO

Mammut, Vaude, Nikwax and Patagonia all ran fundraising events on their stands for the Association. Keen Footwear gave free hot chocolate to visitors and offered them a chance to spin their HybridLife wheel to win a prize – one of which was a donation to the Association. The movie HOME (a 'stunning visual portrayal' of the earth from the air) was shown, Timex sponsored the drinks, and Bever Zwerversport donated 20 duffel bags to raise money for the Association.

OutDoor

At the Annual Assembly this year, the strategy of the Association was presented, along with the need for a change of name for the Association. This was to help it differentiate from the European Outdoor Group, as the name was causing confusion amongst the industry and, with a move to a more consumer-facing outlook, meant little to the general public. The name change was agreed by an overwhelming majority, and thus begins an exciting road of development and relaunch!

Fundraising during this show reached an all time high, with several members running events or fundraisers on their stand. Thanks go to Keen Footwear (happy hour and sale of recycled Harvester bags), Camelbak (swapping empty plastic bottles for their BPA-free Better Bottle and a donation to the Association), Source Vagabond (collecting donations for 200 Liquitainer bottles on their stand), Patagonia (providing sponsored athlete Matt Heliker for an awe inspiring lecture), Wenger SA (ran a water bottle hire scheme, with the option of refills and keeping the bottle for a donation), Jack Wolfskin (generous donation) and The North Face (beer keg party) for their efforts, as well as all the other members who donated product and advertising and helped us raise an exceptional €20,000!

Board Changes

At the Annual Assembly at OutDoor in July, Didier Maclaine Pont (CEO Bever Zwerversport) and Tomáš Skala (Eco Project Manager, Rock Point) stood down from board membership, each due to work commitments. The Association was sorry to see them go and thanked them for all their input.

John Jansen (Managing Director & Head of Europe at Keen Footwear) was voted and welcomed onto the board, and Rolf Schmid (CEO, Mammut Sports Group) Nick Brown (Owner & Manager of Nikwax) and Jan Lorch (Sales & Marketing Director, Vaude) were re-elected onto the board.

Holger Bismann, Managing Director of Patagonia Europe, remains in his position as President of the Association.

Financial Report

The main points to note from the accounts for the year of 2010 are:

- Membership income less than predicted, due to several members leaving towards the end of the year (Montagnard, Gorgany, Platou). It was also slightly disappointing due to the interest shown at OutDoor, that we only attracted one more new member from the show itself.
- Sponsorship income was a big improvement on the previous year
- Expenses in total increased by almost €16,000 to include recruitment, additional staff, legal costs and website development, but the largest difference in spending was the number of projects funded in 2009 compared to 2010.



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“The grant from the EOCA kick started WLT’s support of a new and vital Elephant Corridor project ... in northern India, where local communities, currently encountering conflict with Elephants and Tigers are very keen to be relocated. As well as providing vital funding for this project the EOCA grant leveraged match-funding from another WLT donor which is testament to the importance of EOCA’s support.”

John A Burton, CEO, World Land Trust



- 'White Moss Consultancy fees' includes wages (2 months in advance) and pension for 2010.
- Overall, being careful with project funding costs and expenses, we broke even and were able to put almost €20,000 back into the fund balance.
- Project payments have been tidied up over the last year and we currently only have €54,000 outstanding from all of our projects, €29,000 of which we were expecting and €8,000 of which will be paid off early in the New Year.

Income and Expenses Account 2010

From 1st January 2010 to 31st December 2010

	2010		2009	
	€	€	€	€
INCOME				
Membership		104,543		99,550
Donations		98,955		92,274
Fundraising Receipts		22,344		10,830
Sponsorship Income		0		4,500
Bank Interest		160		170
		226,002		207,324
EXPENSES				
Project funding	140,802		208,096	
Marketing/Print Costs	7,098		10,373	
Website	2,754		191	
PR fees	10,000		11,225	
Travelling/Subsistence	4,000		5,033	
Recruitment	763		0	
Admin Services	17,055		19,760	
Stationary, postage, phone & books	286		0	
Catering - ISPO	340		353	
White Moss Consultancy Fees	18,285		0	
Professional Fees	0		723	
Legal Fees	2,818		0	
Insurance	129		122	
Accountancy	924		934	
Subscriptions	491		503	
Bank charges	737	206,482	852	258,166
NET INCOME OVER EXPENDITURE		19,520		-50,842
Movement of Funds				
Balance Brought Forward - 1/1/10		193,867		244,709
Movement in period		19,520		-50,842
Fund Balance Carried Forward		213,387		193,867
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets		€		€
Bank Account		216,387		187,769
Cash in Hand				88
Debtors		-3,000		6,010
No liabilities				
Total Assets less Liabilities		213,387		193,867

2010 in Figures

- 64 members
- €640,000 raised so far, 100% of which has been put into conservation projects worldwide
- 19,000 public votes across the UK for conservation
- 5 projects supported in 2010, bringing the overall total to 26
- €20,000 raised at OutDoor in 2010

Prepared by Lakes Accountancy Ltd, 18 Victoria Street, Windermere, Cumbria LA23 1AB

"This (project funding) is absolutely marvellous news and will mean so much to our efforts in this part of Nepal this year."

Dr Philip McGowan, World Pheasant Association



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Our Supporters

The Association would like to thank all of our supporters during 2010

European Outdoor Group	Patagonia Europe SNC	Cascade Designs Ltd
Mammut Sports Group	The North Face Italy Srl	Messe München
Nikwax Ltd	Paramo Ltd	Camelbak International
Haglöfs Scandinavia AB	Salomon s.a.	Deuter Sport GmbH & Co. KG
Jack Wolfskin GmbH	Platou Sport AS	LOWA Sportschuhe GmbH
Bever Zwerfport B.V	Columbia Sportswear International Sarl	Petzl
Vaude Sport GmbH & Co KG	Wolverine Europe Ltd (Merrell)	Berghaus Ltd
Messe Friedrichshafen	Keen Inc	Grivel Mont Blanc
Pertex	Bergans Fritid as	Lorpen Industrial Savidai SL
Rock Point a.s	Montagnard	Black Diamond Equipment AG
Ortlieb Sportartikel GmbH	OutDry	Polartec LLC
Nature Fitness Magazine	Outdoor Markt (Jahr Top Special Verlag)	Bluesign Technologies AG
Rocket Medien GmbH & Co.KG	Schweizer Sport and Mode	Climax Magazine
GoLite	Maruba Sports & Travel Publishers	Lowe Alpine UK
W.L. Gore & Associates GmbH	Hurrangane Turlag (Hurrangane Mountain Club)	Timex International
IN VIA Sportartikel Vertriebs GmbH	SGB Outdoor	Fusion Clothing Company
Snugpak Ltd	NORR Scandinavian Publishing AB	AKU Italia SRL
Mountain Equipment	Wenger SA	Outpac Designs Ltd (Pacsafe)
Source Vagabond Systems	Normark Scandinavia AB	Salt Magazine
Ferrino	Transa Backpacking AG	Canada Goose Europe AB
Contigo - Kambukka	Eso Es Konzepte	Smartwool Europe

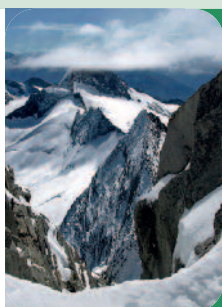
Priorities and Hopes for 2011

2011 will be an exciting year for the European Outdoor Conservation Association (EOCA). We have a new name and a new identity to launch. Our strategy is being written and will be available by the time of the Annual Assembly in July. It will map out the path of the Association and its planned growth over the coming year. A new, more interactive, website is being designed, on which members can vote for projects, charities can apply for funding and companies can apply for membership. Finally, we look forward in the Spring to four new partnerships set up with national magazines, to get the public across Europe involved in choosing which projects EOCA should support for 2011 – Trail (UK), Lift, Bike & Trekking and Sport Partner (The Netherlands), Alpin (Germany) and National Geographic Germany.

Thanks to John Fleetwood for the use of his many wonderful landscape images (front cover and throughout publication)



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“Thanks very much for your good news on the contribution to enhance the Mangrove restoration activities in Sri Lanka. We are confident your contribution will show positive results in the field of restoring Mangroves in Sri Lanka.”

Lal Emmanuel, Global Nature Fund