



europaean outdoor
conservation association



ANNUAL REPORT 2011

www.outdoorconservation.eu



EUROPEAN OUTDOOR CONSERVATION ASSOCIATION ANNUAL REPORT 2011

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

Well firstly, I am writing this to you as the EOCA acting President following the untimely passing of Holger Bismann, EOCA President and Patagonia Europe's General Manager, in the autumn of 2011. Holger was passionate about EOCA and led the association through a period of change and tremendous growth. He will be sorely missed by us all.

During the first half of 2010, Holger presided over some very exciting developments at EOCA which continued until the end of the year. I, and the whole of the EOCA board were delighted to see so many firsts being achieved. EOCA members engaged in innovative ways to raise money for EOCA, and new members joined with new ideas and energy of their own. It was very rewarding to be able to fund the most projects ever this year, demonstrating that by working together, members of EOCA can make a real difference to the wild spaces from which we all make our livings, and that we enjoy using as our playground. EOCA is the only organisation within the European outdoor industry dedicated to looking after the wild landscapes, not only by funding vital conservation work, but also by being a source of information about how we can all ensure that we minimise our impact on these landscapes when we are out enjoying all the activities they offer to us.

The continuous growth of the association is vital for the habitats we protect as well as for the industry. Our target is to have raised and spent our first €1 million in 2012. What an amazing achievement in just 6 years! I, and everyone at Keen are proud and delighted to be playing a part. I would like to congratulate all EOCA members for their role in this as well. We need to ask other companies in the industry to join us to make this target a reality – and help us raise our second million!



John Jansen

Acting President of EOCA
Managing Director and Head of Keen EMEA

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Managers' Report

2011 has been a year of growth for EOCA, in which many exciting firsts have been achieved.

The first change is that this report is coming from two Managers this year. Catherine joined Tanya at EOCA in January and now shares the role of EOCA General Manager. With more hands on deck, we are able to take advantage of the increasing number of opportunities to grow the association as we move forward.

At ispo 2011, EOCA launched its new name, logo, identity and website. The response was very positive and it was felt that the association's new name (previously the EOG Association for Conservation) clearly communicated what the association is, and stands for.

Throughout the year, we were delighted to welcome 12 new members from 8 different countries. Original Buff, S.A came to us wanting to not only join, but to fund 3 entire projects using 1% of the proceeds of one of their Buffs®. This was a tremendous first for the association which we hope will create a real step change in how the association is supported. As well as new members, we are also delighted to welcome our first ambassador, Es Tresidder.

In the Spring, we worked with 6 magazines across Europe to enable the public to help us choose which projects to fund. Shortlisted projects were showcased to over 1,500,000 people, and 31,000 votes were cast to choose 4 projects for 2011 funding.

OutDoor was again a record breaker for us. We raised a staggering €23,000, every last cent of which will be spent on conservation. We unveiled the 10 projects EOCA funded this year – the most ever and amounting to €222,000 worth of conservation work in 9 different countries. At the infamous OutDoor party on the Saturday night, EOCA took to the stage to announce its first Conservation Champions. These are the members who went the extra mile to support conservation through the association. Look out for us on the stage next year as this is going to be an annual award in front of thousands of the great and the good of the industry.

In the autumn, a record 74 organisations applied to EOCA for funding, all through our new website. This is a clear demonstration that not only is the association becoming more well known and respected within the outdoor industry, but also in the conservation world as well.

Finally, we were delighted to see increasing interest and coverage of EOCA throughout the year. We collected 110 articles written about EOCA, and had 35,000 visits recorded on our website. Our 'likes' and followers on Facebook and Twitter grew steadily. We hope to translate this added interest into new members in 2012.



Tanya Bascombe and **Catherine Savidge**
General Managers at EOCA

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Treasurer's Report

The EOCA accounts look healthy as we leave 2011. Income as well as expenditure is up on 2010 as we gain more members and support more projects. Committing €222,000 to projects this year was a big increase for EOCA and we are delighted to be able to make a significant difference to the wild spaces we conserve.

Based on the Byelaws of EOCA and the laws of Switzerland, an audit of accounts was not deemed necessary. An independent examination of the accounts was however considered prudent. This year, the members of the association voted at the Annual Assembly to request that Helen Holmes from Stables Thompson and Briscoe carry out an independent examination of the 2011 accounts.

Helen reported that:

In the course of my examination, no matter has come to my attention:

1) which gives me reasonable cause to believe that, in any material respect, the trustees have not met the requirements to ensure that:

- proper accounting records are kept; and*
- accounts are prepared which agree with the accounting records and comply with generally accepted accounting principles; or*

2) to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached.



Jan Lorch

EOCA Treasurer, Chief Sales Officer and CSR Manager at Vaude



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New EOCA Members in 2011

EOCA was delighted to welcome 12 new member companies in 2011 from eight different European countries:

Original Buff, S.A.

Eagle Creek

International Sports Marketing Ltd

Marmot Mountain Europe

EDM Publications (Compass)

Wild Roses (International) AG

Cober

Klättermusen AB

Roc Noir Skiwear Ltd

Op Pad Magazine

Pebble International

iLAND Green Technologies SA

In addition to these members, a number of magazines became media partners, working with EOCA to promote the association. New media partners we were delighted to work with in 2011 were:

National Geographic Germany

Outdoorsmagic.com

Grant Awards 2011

This year, ten projects were funded by EOCA, the most ever. The total amount of money allocated to these projects was €222,000. The projects were chosen in three different ways:

1. Public Votes for Conservation

Following last year's trial engaging the public in voting for a project for EOCA to fund, we extended the process this year. A selection of our shortlisted projects were featured in 4 magazines across Europe: Alpin in Germany, Switzerland and Austria, National Geographic Germany, Trail Magazine in UK, and Bike & Trekking, Lift and Sport Partner (all Maruba Sports and Fashion Publications) in the Netherlands. Each magazine featured 4-6 of our shortlisted projects which they felt their readers would be interested in, and encouraged their readers to vote for which project they would like to see EOCA fund. The voting was nail bitingly close, but 4 projects were chosen, one by each magazine. The projects had been showcased to over one and a half million people, and a tremendous 31,000 votes were cast. This was deemed a great success, significantly raising awareness of EOCA across Europe, and will be expanded further in 2012.

2. EOCA Members Votes for Conservation.

The remaining shortlist was put to the EOCA membership who voted on which projects they would like EOCA to fund. A further three projects were chosen in this way.

3. Direct Funding by an EOCA Member

Original Buff, S.A. a new member to EOCA in 2011, ensured that they joined in style! They decided that they would like to donate 1% of the proceeds from their Merino Wool Buff®. They chose three of the EOCA shortlisted projects and committed to fund them in their entirety. This is a first for EOCA, and we are delighted to have the support of Original Buff, S.A. This represents a step change in the way in which companies can support EOCA. Funding projects through EOCA is advantageous to member companies because EOCA carries out the process of assessing project applications, monitoring project progress against set objectives, and managing payment terms throughout the term of the project, thus reducing in-house administration and expertise requirements.

The ten projects selected to receive funding from EOCA are listed below:

Yorkshire Three Peaks Route, UK

Nominated by Snugpak, chosen by Trail Magazine readers

The Three Peaks Challenge is a very popular 24 mile walk in the Yorkshire Dales. Because of the fragile nature of the upland habitats it passes through, the route has suffered massive damage. This project will re-route the path, as well as protect and restore the important peat habitat.



Saving Mount Everest, Nepal

Nominated by Bergans, chosen by Alpin Magazine readers



Tourism in the Mount Everest area has brought with it the problem of large volumes of rubbish being left along trekking and climbing routes. This project aims to remove 10 tonnes of rubbish from the mountain and, working with local partners, implement a structured waste management plan for the whole region by the end of 2012.





Mountain Wilderness - Cleaning up in the Alps, France

Nominated by Petzl Foundation, chosen by EOCA members

Mountain Wilderness will remove military detritus from the Ubaye Valley in the Mercantour National Park, and abandoned ski lifts from Montagne de Lure in the Alpes de Haute Provence. It will eliminate hazards to local biodiversity including ground nesting birds, chamois and ibex, and provide safe access for agricultural and recreational users.



10,000 hectares of Wilderness, Turkey

Nominated by bluesign technologies, chosen by readers of Lift Magazine

The Pan Parks Foundation aims to bring 1 million hectares of European wilderness into protection by 2015. Through this project, it plans to safeguard 10,000 hectares of wilderness in the Küre Mountain National Park in Turkey, protecting its untouched nature, extensive old-growth forests and variety of endemic and iconic wildlife, whilst developing sustainable tourism.



Cochabamba Project, Bolivia

Nominated by Marmot, chosen by EOCA members

This project aims to halt the encroaching deforestation of the Bolivian rainforest, whilst at the same time providing an income and incentive for local farmers to care for, replant, and harvest seeds from a selection of native trees on their own land.



Lake District Path Repair, UK

Nominated by Lowe Alpine, chosen by EOCA members

Fix the Fells will carry out vital work on two of England's most iconic mountain routes - Striding Edge, and Scafell Pike. The work will safeguard delicate high plateau ecologies and ensure that these stunning walks continue to be safe and beautiful, by repairing path erosion, re-routing paths, protecting rare and threatened species, and engaging volunteers.

Reducing plastics campaign in France, Belgium and Spain

Nominated by Messe München, chosen by readers of National Geographic Germany

Through this project, Surfrider Foundation Europe will work to reduce the number of plastic bags used in Europe due to the damage they cause in the environment, in particular to wildlife in the world's oceans. Volunteers and members of Surfrider will use stickers, a website and a smartphone application to change the habit of consumers.



Sustainable Tourism in Iceland

Nominated by Deuter, funded totally by Original Buff S.A.



Hot springs, glaciers, vast volcanic landscapes, and a variety of other natural phenomena and rarities in Iceland are major attractions for hikers. This project will promote sustainable tourism by setting up a code of conduct for tourists visiting geothermal areas, and will work with tourist bodies to provide educational materials to domestic and foreign visitors.



Conservation and Restoration in Snowdonia, Wales

Nominated by Mountain Equipment, funded totally by Original Buff S.A.

Working to ensure that the Snowdonia National Park remains in great condition as a home for native flora and fauna, and as a top outdoor visitor destination, this project will provide opportunities for people to participate in practical conservation work, control and eradicate non native invasive plant species, and maintain and repair the most heavily used footpaths.



Wild Ennerdale – Woodland and Red Squirrel Conservation, UK

Nominated by Berghaus, funded totally by Original Buff S.A.

The ancient oak and birch woodlands of the Ennerdale valley in the Lake District, Cumbria, are rich in species including ferns, mosses and the threatened native red squirrel. This project will protect and expand these woodlands, protect the native red squirrels, and provide opportunities for people to share these special woodlands.



Other Activities

Ispo 2011

At ispo, EOCA launched its new name, logo and image. The general consensus was that the newly named association clearly communicated what it was about.

During ispo, the managers of EOCA held over 80 different meetings. Members had exciting ideas for how to take the association forward. It was encouraging to learn how many non members knew of the association and were pleased to hear about progress. These meetings translated into 12 new members during the year.



OutDoor 2011

Fundraising at this show again beat previous records, raising €23,000. The EOCA annual fundraiser was highly popular with many items selling out very quickly. Vaude also collected a substantial donation with their washbags. Keen held a sandal sale on their stand. Nearly 80 pairs sold out in around 20 minutes. The custom made EOCA beer mugs, ice creams and entertainment were also very popular. In total Keen raised €4000 in a very short space of time for EOCA.

The EOCA annual assembly held at OutDoor was well attended. As part of the meeting, presentations were made by some of the funded projects as well as magazine partners who had enabled the public to vote on projects this year. The 10 projects to be funded by EOCA this year were all unveiled at the end of the meeting.

At OutDoor, EOCA announced the launch of a new award for members of the association who go the extra mile to support conservation through the association. These members will be named as EOCA Conservation Champions. This will be an annual award for those members who support EOCA above and beyond their membership fee by, for example, providing extra funding for projects, organising a new funding source for EOCA or providing significant additional coverage for the association. The decision about who to present the award to will take into account the size of the company making the extra effort.



This year, EOCA's first Conservation Champions were Original Buff, S.A. and Patagonia Europe. Original Buff, S.A. were named Conservation Champions after committing to donate 1% of the proceeds of their Merino Wool Buff® to EOCA to fund 3 projects in their entirety. Patagonia Europe were awarded Conservation Champion status for the huge amount of effort and time Holger Bismann dedicated to EOCA, for the donations that they made to the EOCA Fundraiser amounting to over 25% of the total donated, and for nominating EOCA as a 1% for the Planet Recipient Partner (more details below).



1% for the Planet Recipients

In June this year, Patagonia Europe nominated EOCA as a recipient partner of 1% for the Planet. This was subsequently approved. All company members of 1% for the Planet donate at least 1% of their sales to approved recipient environmental organisations, of which EOCA is now one. Member companies can now therefore choose to donate some or all of their 1% to EOCA. We very much hope that this will be a useful new funding stream.

Project applications 2011

In the autumn of 2011 the 2011/12 funding round opened, with all conservation organisations asked to apply directly through the new website. In total 74 requests for funding were received– the most ever. The applications came from 39 different countries. 24% were from projects nominated by our members, the remainder applied directly. This was a clear demonstration that word is spreading that the outdoor industry is funding conservation work in the world's threatened habitats. By the end of 2011, Catherine and Tanya had assessed all of the projects and produced a shortlist. From this, the members and also the public will choose which projects EOCA will fund in 2012.

Board Changes

Due to work commitments, Rolf Schmid from Marmut left the EOCA board. We would like to thank him for all of the time and work he dedicated EOCA. The board proposed, and the membership approved the appointment of Peter Waeber from bluesign technologies as a new board member at the Annual Assembly at OutDoor 2011.

Ambassador

EOCA was delighted to welcome Es Tressider as EOCA's first Ambassador in October. Es has set speed records for mountain running, and is a ski mountaineer, a rock climber and an alpinist. He is completing a PhD in environmental architecture, and will be a valuable advocate of EOCA.



Es Tressider
EOCA Ambassador

Income and Expenditure Report for 2011

From 1st January 2011 to 31st December 2011



	2011		2010	
	€	€	€	€
INCOME				
Membership		120,748		104,543
Donations/Sponsorship		146,999		98,955
Fundraising Income		23,350		22,344
Bank Interest		165		160
		<u>291,262</u>		<u>226,002</u>
EXPENSES				
Project funding	218,341		140,802	
Marketing/Print Costs	11,168		7,098	
Website	5,669		2,754	
PR fees	0		10,000	
Travelling/Subsistence	4,016		4,000	
Catering - ISPO	0		340	
White Moss Consultancy Fees	38,760		18,285	
Admin Services	539		17,341	
Recruitment	0		763	
Insurance	0		129	
Legal & Professional Fees	7,140		2,818	
Accountancy	986		924	
Subscriptions	578		491	
Bank charges	1,120		737	
		<u>288,317</u>	<u>737</u>	<u>206,482</u>
NET INCOME OVER EXPENDITURE		2,945		19,520
Movement of Funds				
Balance Brought Forward		213,387		193,867
Movement in period		2,945		19,520
Fund Balance Carried Forward		216,332		213,387
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets				
Bank Account		190,103		216,387
Prepaid Whitemoss Consultancy Ltd fee		8,854		
Debtors		17,375		-3,000
Total Assets less Liabilities		216,332		213,387

Notes to the Accounts

Contingent Liabilities

The following amounts have been allocated to projects which have not yet been completed

	2011
	€
2010 Projects	12,000
2011 Projects - interim payments	11,287
2011 Projects - final payments	30,504
	53,790

Prepared by Marion Green Accountancy Ltd

Wolf Howe, Whinfell, Kendal, Cumbria LA8 9EL. Monday 23rd January 2012

Financial Report

The main points to note from the accounts for the year of 2011 are:

- We have earned more and spent more than in 2010
- By bringing marketing and PR in-house, costs were reduced
- White Moss Consultancy Fees includes some administration services and the salaries of staff. This increased due to recruitment
- The increased legal fees were incurred due to the change in the name and therefore byelaws of the association, as well as the registration of the changes in the board
- Income (and therefore project funding) received a huge boost thanks to Original Buff, S.A. supporting 3 projects. Fundraising at the two shows also rose
- Project payments were tidied up enormously, with currently only 2 outstanding amounts owed to 2010 projects, everything else being assigned to projects from 2011

2011 in Figures

- 12 new members bring the total to 71 members and media partners
- €222,000 allocated to conservation projects bring the total to date to €860,000 in just 5 years
- 10 projects supported in 2011, bringing the total to 36 projects in 26 countries
- 31,000 public votes for conservation projects looking for EOCA funding
- 74 applications for funding in the 2011/2012 funding round
- €23,000 raised at OutDoor in 2011, 100% of which will be spent on conservation projects
- 35,000 unique visits to the new website
- To date, EOCA has protected over 10,000 hectares of wilderness, created restored and maintained over 200km of footpaths, and planted around 70,000 trees



Our Supporters

EOCA would like to thank all of our members and partners who enabled our 2011 achievements.

MEMBERS

European Outdoor Group
Patagonia Europe SNC
Cascade Designs Ltd
Mammut Sports Group
The North Face
Messe München
Nikwax Ltd
Paramo Ltd
Camelbak International
Haglöfs Scandinavia AB
Salomon s.a.
Deuter Sport GmbH & Co. KG
Jack Wolfskin GmbH
LOWA Sportschuhe GmbH
Bever Zwerfspor 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

Black Diamond Equipment AG
Ortlieb Sportartikel GmbH
OutDry
Polartec LLC
bluesign technologies AG
Maruba Sports & Travel Publishers
Lowe Alpine UK
W.L. Gore & Associates GmbH
Timex Netherland BV
Mountain People
INVIA Sportartikel Vertriebs GmbH
Fusion Clothing Company
Snugpak Ltd
AKU Italia SRL
Mountain Equipment
Wenger SA
Outpac Designs Ltd (Pacsafe)
Source Vagabond Systems
Salt Magazine
Ferrino
Transa Backpacking AG
Canada Goose Europe AB
Contigo - Kambukka
Eso Es Konzepte
Smartwool Europe
Grangers International Ltd
Cober
Original Buff S.A.

Eagle Creek
Klättermusen AB
International Sports Marketing Ltd
Roc Noir Skiwear Ltd
Marmot Mountain Europe
Op Pad Magazine
EDM Publications
Compass
Pebble International
Wild Roses (International) AG
iLLAND GreenTechnologies SA

MEDIA PARTNERS

Alpin
Climax
National Geographic Germany
NORR
Outdoormagic.com
Outdoor Markt

PARTNERS

1% for the Planet



Website developments

EOCA launched its new website at ispo 2011. This site expanded throughout the year to include 17 press releases and 10 features, advice on how people can minimise their impact on the outdoors while enjoying their favourite outdoor activities, a guide to the gear to take when venturing outdoors, project voting and photographic competitions. In total, there were 35,000 unique visitors to the site in the first year, really helping to spread the word about the association.

Targets and aspirations for 2012

EOCA is on track to have spent its first €1 million on conservation by the summer of 2012. This will obviously be a tremendous achievement in just 6 years of existence. It is a really clear demonstration of what can be achieved by the outdoor industry all working together. A celebration of this target having been met will be organised for OutDoor 2012.

The project voting is to be expanded in 2012 to enable projects to be showcased to a larger audience throughout Europe. Projects will be organised into 3 categories – Nature, Outdoor, and Alpine – to be showcased in 3 groups of magazines.

Other plans include: establishing a panel of scientific advisors from whom we can seek advice on particular projects applying to us for funding, the translation of our website into German, thanks to funding made available by the EOCA Board members, and to engage more of the industry in the association.

EOCA Funding is working and this is why...

"The funding is enabling us to repair a damaged section of the iconic Three Peaks long distance footpath and restore an area of internationally important upland habitat. Voting for our project was a simple but highly effective way for our supporters to show how strongly they felt about improving access and protecting the landscape of this wonderful area. Thank you , EOCA!"

Don Gamble, Yorkshire Dales Millenium Trust



"The funding that EOCA and Original Buff, S.A. have given Ennerdale's Squirrel Woodlands has enabled us to make a massive step change in our conservation of red squirrels, allowing us to purchase equipment, employ local people and support the local community in extending native woodlands and helping keep red squirrels in the valley. The simple funding process has meant we can focus on doing real tangible stuff on the ground"

Gareth Browning, Wild Ennerdale



"EOCA-funding for the Saving Mount Everest project helped us to reduce the amount of waste and to develop a better understanding for an adequate and sustainable waste management in the National Park and World Nature Heritage Mount Everest region."

Elisabeth Mackner, EcoHimal



"It was a great experience to receive the funding with the support of the people through an exciting voting contest. With the funding we managed to ensure preservation of another 10,000 hectares of wilderness in Küre Mountains National Park in Turkey providing safe haven for endangered species such as wolves and bears. We contributed to saving the last remaining priceless untouched natural areas in Europe so that future generations can also enjoy them."

Zoltán Kun, Executive Director, PAN Parks Foundation



"Using the funding from EOCA, Mountain Wilderness was able to clear two significant sites of abandoned facilities, returning them to their wild state for the benefit of the rare Orsini's viper, wild tulips and fritillaries and other wildlife, and the pleasure of visitors. Mountain Wilderness found the process of project selection highly stimulating and original. Involving both the EOCA members and the public in the selection of projects is a valuable participatory process. The public voting is also a great way to engage the community of volunteers and MW members with the project, rather than simply asking for financial help. Finally, it gives the opportunity to gain valuable visibility in the partner magazines during the voting process."

Francine Brondex, Mountain Wilderness



"The excitement we felt at hearing we had been awarded EOCA funding for the Fix the Fells project has now been matched by our excitement at seeing the completion of the vital path repair works to two of our most stunning Lakeland fells; Scafell Pike and Striding Edge on Helvellyn. Thanks to the money generously given by EOCA these two popular routes are now fighting fit for the future."

Ruth Kirk, Nurture Lakeland





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