



european outdoor
conservation association



ANNUAL REPORT 2012

www.outdoorconservation.eu



EUROPEAN OUTDOOR CONSERVATION ASSOCIATION EOCA ANNUAL REPORT 2012

Set up in 2006 by the European Outdoor Group (EOG), the European Outdoor Conservation Association (EOCA) is an organisation designed to bring together the European outdoor industry to work for a common cause – the protection and conservation of the wild landscapes and incredible environments that it is passionate about and from which the industry makes its living.

With a vision of conserving these wild places and ecosystems for future generations, the association is funded by membership and fundraising activities from the outdoor industry. 100% of membership fees go into the support of vital grassroots projects and 2012 was the year of celebration for EOCA.

A Word from the President...

I cannot believe how quickly my first year as EOCA president has gone by (6 months as acting President and 6 months officially)! And what a dramatic year it has been. Raising our first €1 million was a huge focus during the summer, and really the icing on the cake for 2012, but that should not take away from all the other progress we have made this year.

The management of the association has been helped by the addition of three new board members – Anna Maria Rugarli, Sustainability & CSR Director of VF International Sarl, Andrea Tomasini, MD of Patagonia Italia and Sarah Seeger, PR & Communications Manager of Marmot. We very much welcome their vital input and thank them for their time and efforts to make sure we are on the right track.

We have also welcomed 4 scientific advisors on board this year, who have already proved invaluable reviewing and renewing the criteria we use to shortlist project applications each year. Each advisor is a specialist in a particular field of conservation and has helped focus the questions we ask of potential grant recipients, in order to ensure only the projects which will benefit our wild spaces the most will get onto the shortlist. It is a huge benefit to us to be able to call on their advice when the need arises.

As I said last year, the continuous growth of EOCA and the work it does is vital for both the outdoor industry and the habitats and wild spaces we all enjoy. We have reached a significant milestone this year, but must not rest as there is still so much work that can and must be done. It is an absolute privilege to work with the conservation projects in the way that we do and to see the progress that they are making, but as ever there is a direct correlation between the number of members the association has and the number of projects we can support. The more members – the more projects can be funded. You can't get much simpler than that.

Wishing you all a healthy and productive 2013.



John Jansen

President of EOCA

Managing Director and Head of Keen EMEA

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Managers' Report

2012 has been a very exciting year for EOCA and its members, with one huge milestone reached and some very large numbers to be extremely proud of!

We were delighted to be able to announce and celebrate having raised our first €1 million this summer – in just six short years of existence! And of course, because 100% of the money we raise through fundraising and membership fees goes directly into conservation projects – that means that it really was €1 million that was put into on-the-ground conservation!

One thing we have noticed this year is that EOCA does really seem now to be on industry members' radars. This is thanks in part to our efforts to really step up our PR, the powerful messages we have had to offer this year and the media's eagerness to help with that. Also, having now been around for 6 years, we feel that the association's presence and what the industry, through EOCA, has managed to achieve together in such a short space of time is really starting to sink in.

We increased numbers through 7 new members (one of which came via 1% for the Planet), and 5 new media partners, showing that recognition of what EOCA is achieving is continuing to rise. Despite difficult economic times, we saw the loss of just two members, one of which was because the company felt it was not active enough in the outdoor industry, and the other because of a change of ownership.

Following the introduction of Es Tressider (UK) in 2011, three more EOCA ambassadors joined the team in 2012: Rune Gjeldnes (NO), Hansjörg Auer (AUT) and Nadine Horn (GER). We are delighted to be working with all four of them, each specialists in their field and using their time and achievements to help spread the word about EOCA.

We always intended to translate our website into other languages in order that more people across Europe could connect with EOCA. With that in mind, we translated the whole site into German, which turned into a bit of a labour of love when we realised quite how large the website had become! The German site (www.eoca.de), which can be reached from the original site by clicking on the German flag was officially launched in September.

Finally, statistics have featured very highly in our publicity this year as the results of the voting process in the Spring and the successes of the projects themselves became clear:

- Raised our first €1 million, 100% of which was put directly into on-the-ground conservation projects
- Reached 4 million end consumers in the voting process (via magazine articles, website hits and social media)
- Registered 55,000 votes from consumers for our 2012 projects
- Reached over 35,000 consumers per week during the voting on facebook
- Logged 112,000 unique visits on the website over the course of the year

Quite apart from the fact that companies should be getting involved, 'because it is the right thing to do', these sorts of statistics cannot be ignored and should actually make non-involvement more difficult!



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



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Treasurer's Report

The Association's accounts are healthy as we leave 2012. Income is up slightly on last year and expenditure down – even after the extra marketing and publicity for the celebrations we had at OutDoor following the announcement of our first €1 million.

We committed nearly €220,000 to conservation projects in 2012 in order to support a further 10 projects (6 directly funded by EOCA, 4 funded by contributions from Original Buff, S.A. and Nikwax). Budgeting for projects is a tricky process as some complete everything within a relatively short period of time, yet others can be beset by unforeseen problems such as bureaucracy or bad weather delaying specific actions and, as a result, stay on our books a lot longer than anticipated. That said, the association is so small that it is easy to remain flexible when issues arise and we work with the organisations to find a solution that works for everyone. Being in close contact with these organisations means that we always know what stage each project is at, even if the timing has gone a little awry!

As in 2011, we undertook an independent examination of the accounts. A full audit of the accounts is not necessary under the byelaws of the association or the laws of Switzerland, but an examination was deemed a prudent course of action. As per the agreement at the Annual Assembly, Helen Holmes of Stables Thompson Briscoe of Kendal was appointed to carry this out. She 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 proper 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
2. to which, in my opinion, attention should be drawn in order to enable a proper understanding of the accounts to be reached."



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Jan Lorch

EOCA Treasurer, Chief Sales Officer and CSR Manager at Vaude

New EOCA Members in 2012

EOCA welcomed 7 new members during 2012:

KORS – via a 1% for the Planet donation

Ecotextile News

Schoeffel GmbH

Singing Rock

Tendon

Mountain Hardware

Shootinthealps.com

Op Pad Magazine

In addition to the new members, 5 magazines signed up to become media partners:

Wider

TGO

WalkingontheWeb.co.uk

Outdoor Review

Trailrunningreview.com

The first trade partnership was also formed:

Italian Outdoor Group



Grant Awards 2012

Public Votes for Conservation

A record 74 projects applied to EOCA for 2012 funding, from 40 different countries. This is a clear demonstration that the conservation world is becoming more aware of the work being supported by the outdoor industry.

Following the shortlisting process, the association worked with 6 magazines to showcase some of these projects to the general public and to allow them to vote for projects they would like EOCA to fund. The projects were grouped into three categories – Nature, Outdoor and Alpine. The Nature projects were showcased in National Geographic Germany. The Outdoor projects were showcased in TGO in the UK, Bike & Trekking and LIFT in the Netherlands, and Wider in France. The Alpine projects were showcased in Alpin in Germany, Austria and Switzerland. The public vote finished on 1 April.

There was a tremendous reaction to the public vote. The magazines involved introduced EOCA, its members and the projects to vast numbers of people. Many of the projects got very actively involved in rallying support from their members and followers. Facebook and Twitter proved particularly effective in getting lots of people to vote in a short space of time. Projects were featured on national TV in Bulgaria, in national newspapers in the UK and on many websites with thousands of visitors.

As mentioned before, the combined efforts of everyone involved resulted in EOCA, its projects and its members being put in front of 4 million consumers! 100,000 people visited the EOCA website around this time and over 55,000 votes were cast for the projects, demonstrating that the public really does care about what the association and the industry is doing.

The projects that gained grant funding via the public voting process were:



Coastal Protection Activists, UK

Nominated by Smartwool, chosen in conjunction with TGO, Wider, LIFT and Bike & Trekking Magazine

To involve and educate local communities in the protection of their coastal environment through beach cleans, talks and environmental action on marine and coastal pollution via the training of a network of regional representatives.



Steall Gorge Path Repair

Nominated by Patagonia, chosen in conjunction with Alpin Magazine

Heavy use and exposure to severe weather is causing serious erosion, damaging sensitive habitats and threatening to make this spectacular trail, through the Steall Gorge to Britain's second highest waterfall, impassable. Work will be carried out to combat the damage and strengthen future weak spots.



Conservation of Large Carnivores, West Carpathians

Nominated by Rockpoint, chosen in conjunction with National Geographic Germany

The main objective of the project is to protect populations of large carnivorous mammals (wolf, lynx and bear) in the Beskydy and Kysuce Mountains in the Western Carpathians. This will be achieved by protecting migration corridors through land purchase and land restoration, guarding against hunting and trapping and a public awareness campaign.



Grant Awards 2012

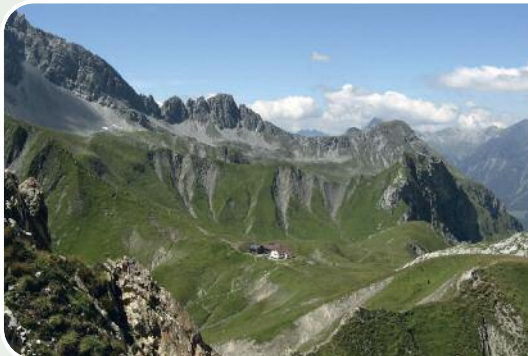
A further three projects were chosen by EOCA members:



Tough EU Action on Marine Litter

Nominated by Patagonia

The marine environment has become engulfed in marine litter, severely impacting marine species and habitats. The international network 'Seas at Risk' aims to directly influence the Marine Strategy Framework Directive process, the only European legislative instrument designed to protect the marine environment and reduce marine litter.



Restoration of the Kaiserjoch Trail, Austria

Nominated by Vaude

An urgent project due to a huge rockfall that destroyed a major footpath in the Austrian Alps. Due to the constant danger of further rockfall, the trail needs to be re-sited on the opposite side of the valley, taking care to keep hikers away from sensitive areas and protecting wildlife.



Mountain Clean Up

Nominated by Keen Footwear

Respect the Mountains organises clean ups, so called 'Envirotreks' each year in different locations in several countries, to bring together locals and volunteers to clean up a mountain recreation area or ski resort after the snow has gone (locations in 2012 in France, Austria, Germany, Netherlands and the UK).



This year, Nikwax chose a project to fund in its entirety. The company decided to find its own project that fitted with its ethos and ideals rather than choosing one from the EOCA shortlist. Having checked the project fitted all the required criteria, EOCA is now managing the project in-house, as it does with all other funded projects, checking it is meeting all its aims and objectives.

In addition, ***Original Buff, S.A. has again funded three projects in their entirety.*** They chose 3 projects from the EOCA 2012 shortlist and EOCA is managing the projects on their behalf, reporting back to them on progress made possible by their generous funding. This means that both Nikwax and Original Buff, S.A. have very tailored environmental giving programmes, but without needing extra internal staffing resources to manage them:



Landscape Dynamics in Sagarmatha National Park

Nominated and funded entirely by Nikwax

This PhD study will examine ongoing landscape transformation to assess the impact of change on things such as water provision. It will provide insights into what drives land use change and what this means for the sustainability of the region, generating adaptation strategies specific to the National Park.





Mountain Forests in the Catalan Pyrenees

Nominated by Patagonia, funded entirely by Original Buff, S.A.

Mountain forests of the Pyrenees are one of the largest protected areas in Europe, including threatened species, habitats and endemic plants. This area is very important for hikers, skiers and climbers and the project will run 8 volunteering weeks involving path and habitat restoration, forest thinning, wildlife surveys and bio-engineering against erosion.



The Eternal Valley, France

Nominated by Messe Friedrichshafen, funded entirely by Original Buff, S.A.

This beautiful, wild valley in southern France, containing over 55 endangered species and housing 7 pure water springs is seeking permanent protection through Natura 2000, as well as bringing more visibility to the valley. 100% non-profit wild honey dedicated to wilderness protection will be produced and paths restored.



Into the Meadows, UK

Nominated by Snugpak, funded entirely by Original Buff, S.A.

This project seeks to restore degraded meadows in the Yorkshire Dales, one of the last UK strongholds for traditionally managed, upland hay meadows, seen as one of the scarcest and most threatened habitats in the EU.



Other Activities

Website

The website was finally translated into German. The original site has grown and grown since its launch 18 months ago and the German translation can now be accessed directly on www.eoca.de or via the English site www.outdoorconservation.co.uk by clicking on the German flag at the top of each page.

The original website is going strong, with 8 features and 18 news stories being put up in 2012. There were almost 135,000 visitors during the year, 112,000 of those being unique.

There were 3 photographic competitions on the website throughout the year with prizes generously being contributed by The North Face, Pacsafe and Cascade Designs, all helping to draw attention to EOCA and what its members are achieving.



Ambassadors

Joining **Es Tressider**, EOCA was delighted to welcome three further ambassadors on board:

Rune Gjeldnes is a Norwegian Polar explorer, and has explored the polar regions on many occasions and achieved a number of firsts. In 1996 at the age of 24, he and Torry Larsen completed the first and only unsupported South to North crossing of Greenland. They also achieved the first and only unsupported crossing of the Arctic Ocean in 2000. In 2005/6, Rune undertook the first and only crossing of both Poles without resupplies. The solo crossing of Antarctica resulted in the world's longest ski trip (4804 km), pulling all his own fuel, food and equipment.



Es Tressider



Rune Gjeldnes



Hansjörg Auer

Hansjörg Auer is a rock climber who loves to explore the big walls of the world. Best known for his free solo ascent of The Fish in 2007, an incredible 37 pitch slab on the south face of the Marmolada in the Italian Dolomites, his incredible achievements in climbing continue. In 2010, together with his best friend and climbing partner, Much Mayr, he completed the first ascent of 'Waiting for Godot' on the Torres del Paine in Patagonia, repeated Alexander Huber's 'Pan Aroma' on the Cima Ovest di Lavaredo in the Dolomites, and made the first ascent of 'Tingeling' on the Blamann tower in Norway. In 2011 he made the first free ascent of 'Hallucinogen Wall' in Black Canyon/Colorado and opened "Bruderliebe" on Marmolada South Face in the Dolomites.



Nadine Horn

"I want to be part of an organisation that is protecting our wildest and remotest places on earth in a sustainable way. It's the only way to give something back to nature and hopefully to keep the dreams of exploration for future generations alive."

Nadine Horn. Having cycled the perimeter of Spain the previous year, in early summer 2012 Nadine completed her challenging 1140km solo 'Tri Border Triathlon', in which she cycled across Switzerland, swam the Danube in Germany, and ran across Austria, whilst at the same time raising money for 'Healthy Rivers'. EOCA was delighted to welcome Nadine to the EOCA Annual Assembly at OutDoor to talk about this incredible challenge.

Scientific Advisors

EOCA was delighted to announce during the summer that it had established a panel of Scientific Advisors. These experts are all highly regarded in their specific areas of conservation. They have been advising the association on setting priorities for conservation funding, the structure and focus of the application process, as well as giving guidance if queries with individual projects arise either during that process or during the project implementation stage. The advice will prove invaluable to the association as it will ensure that EOCA's shortlisted projects each year protect the most valuable and vulnerable habitats and species, as well as having a clear link to the outdoor enthusiast.

The Scientific Advisors are:



Nick Brown



Charles Sheppard

Dr. Nick Brown, University of Oxford – to advise on forestry issues *(Photograph by Phil Sayer)*.

Professor Charles Sheppard, University of Warwick – to advise on marine issues

Professor Martin Price, Director of the Centre for Mountain Studies, Perth College UHI – to advise on mountain issues *(Photograph by Ed Bernbaum)*.



Martin Price



Jonny Hughes

Mr. Jonny Hughes, Director of Conservation, Scottish Wildlife Trust – to advise on species and wetland issues.



ISPO 2012

EOCA had a busy and productive ISPO this year and raised €6,600 during the show through a range of fundraising activities. The EOCA goody bags of products kindly donated by members were very popular. The smoothie bike sponsored by Nikwax added a lot of interest and ISPO generously donated €1400 raised during the show at the Snow, Ice and Rock Summit bar. All of these activities gave the association a tremendous boost in reaching its target of raising the first €1 million by July 2012.

A large number of very productive meetings were held throughout the show. Many EOCA members had great ideas for taking the association forward. A lot of companies who are not yet members were visited on their stands and it was found that there was much wider recognition of the association and what it is achieving compared to the previous year. People were generally very positive about EOCA and several of them were welcomed into membership during the year.

Outdoor 2012

This was a very exciting show in 2012 as EOCA officially celebrated having raised its first €1 million! Newly elected EOCA president John Jansen, gave a speech at both the EOG Board meeting and at the OutDoor press conference on the first day. The 2012 projects were officially unveiled on the stand, the conservation fundraiser and fundraisers on other member stands raised a total of €17,000 and Mountain Hardwear signed up as soon as EOCA arrived on its stand for a meeting! Celebrations included:

- The use of commemorative EOCA €1 million glasses on member stands and in the EOG lounge



- 'Celebrate' – a hit song for Kool and the Gang from the 1980s being sung to great acclaim by McSunday, the German coverband playing at the OutDoor party on the Saturday night – dedicated to EOCA.
- Distribution of celebratory cupcakes from the stage to the crowds at the party!
- 4,000 party t shirts, all with the €1 million message printed on the sleeve
- Commemorative limited edition €1 million Buff® for sale at the conservation fundraiser



Conservation Champions

This award is given to members who go 'above and beyond' simply paying their annual membership fee. Three awards were presented to members on the party stage at OutDoor this year: **Original Buff, S.A.** was named a conservation champion for the second year running for their massive support of EOCA's projects, supporting a further three in their entirety in 2012; **Wild Roses**, on becoming a member the previous year decided they wanted a proportion the sales of a specially designed t shirt ('I'm cool because') to go to EOCA; **Nikwax**, for their tireless fundraising efforts at ISPO and OutDoor, as well as funding their own project in 2012.



Board Changes

John Jansen (KEEN Footwear) was officially voted in as EOCA's new President, having been acting President since the untimely death of Holger Bismann (Patagonia) in October 2011. Board members re-elected were: Nick Brown, Vice President (Nikwax) and Jan Lorch, Treasurer (Vaude). Andrea Tomasini (Patagonia), Anna Maria Rugarli (VF International Sarl) and Sarah Seeger (Marmot) were all elected onto the board for the first time.

Peter Waeber of Bluesign resigned his board membership and EOCA is very grateful for all his hard work.



Nick Brown



Andrea Tomasini



Anna Marie Rugarli



Sarah Seeger





Income and Expenditure Report for 2012

From 1st January 2012 to 31st December 2012

	2012		2011	
	€	€	€	€
INCOME				
Membership		124,500		120,748
Donations/Sponsorship		104,892		99,776
Fundraising Income		22,831		23,574
Sponsorship		51,448		46,999
Bank Interest		130		165
		303,801		291,262
EXPENSES				
Project funding	191,569		218,341	
Marketing/Print Costs	12,341		11,168	
Website	10,434		5,669	
Travelling/Subsistence	3,154		4,016	
Telephone	460		539	
White Moss Consultancy Fees	47,839		38,760	
Postage and other admin	322		0	
Legal & Professional Fees	2,580		7,140	
Accountancy	3,345		986	
Subscriptions	0		578	
Bank charges	1,489		1,120	
		273,533	1,120	288,317
NET INCOME OVER EXPENDITURE		30,268		2,945
Movement of Funds				
Balance Brought Forward		216,332		213,387
Movement in period		30,268		2,945
Fund Balance Carried Forward		246,600		216,332
STATEMENT OF ASSETS AND LIABILITIES		€		€
Current Assets				
Bank Account		218,637		190,103
Prepaid Whitemoss Consultancy Ltd fee		12,351		8,854
Other prepayments		1,051		0
Debtors		15,491		17,375
Current Liabilities				
Accruals - audit fee		-930		
Total Assets less Liabilities		246,600		216,332

Notes to the Accounts

Contingent Liabilities

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

	2012 €
2010 Projects	6,000
2011 Projects	27,221
2012 Projects	60,320
	93,541

Financial Report

The main points to note are that:

- Both membership fee income and project sponsorship were less than predicted, but up on 2011.
- The year finished with a €30,000 surplus income over expenditure. This was mainly due to less projects than expected sending in interim and final reports and therefore less payments being made.
- Debtors of €15,500 – these amounts have all been paid since the accounts were prepared.
- Accountancy charges, up from €986 in 2011 to €3,345 in 2012. This is due to the 2010 and 2011 independent examinations both being charged in 2012, and an accrual being charged for the expected independent examination in 2013 of the 2012 accounts.
- Website costs were up, due to the translation for the German site.
- Marketing/printing costs were only up slightly, and were less than budgeted despite the €1 million celebration
- Legal and professional costs are a lot lower than last year.
- Admin services have gone up largely due to exchange rates and due to changes in the presentation of accounts following the audit.
- The balance is healthy at year end.

Our Supporters

EOCA would like to thank all of our members and partners who enabled our 2012 achievements.



MEMBERS

The association finished the year with 79 members, having gained 7 new ones throughout the course of the year.

They are:

AKU
Bergans
Berghaus
Bever
Black Diamond
Bluesign
Original Buff, S.A.
Camelbak
Canada Goose
Cascade Designs
Cober
Columbia
Compass
Contigo
Deuter
Eagle Creek
Ecotextile News
Eso Es Konzepte
European Outdoor Group
Ferrino
Fusion Clothing
W.L. Gore & Associates
Granger's
Grivel
Haglöfs
Iland Green Technologies
Invia
International Sports Marketing Ltd
Jack Wolfskin
KEEN
Klättermusen
KORS

Lorpen
LOWA
Lowe Alpine
Mammut
Marmot
Maruba Publishing
Merrell
Messe Friedrichshafen
Messe München
Mountain Equipment
Mountain Hardwear
Mountain People
Nikwax
OpPad
Ortlieb
OutDry
Pacsafe
Paramo
Patagonia
Pebble International
Pertex
Petzl Foundation
Polartec
Roc Noir
Rockpoint
Salomon
Salt Magazine
Schöffel
Shoot in the Alps
Singing Rock
Snugpak
Source
The North Face
Transa
Vaude
Wenger
Wild Roses

MEDIA PARTNERS

The number of magazines and websites wanting to work to spread the news about EOCA's work grew as well. The current media partners are:

Alpin
Climax
National Geographic Germany
Outdoor Markt
Outdoor Review
outdoorsmagic.com
TGO
Trailrunningreview.com
Walkingontheinternet.co.uk
Wider

PARTNERS

1% for the Planet

EOCA is an approved 1% for the Planet recipient, meaning that companies who have committed to donate 1% of their sales to approved recipients can choose to donate it to EOCA.

OTHER PARTNERS

In December, EOCA welcomed its first Trade Partner. The **Italian Outdoor Group** was very keen to be more closely involved in conservation and saw working with EOCA as an ideal partnership. It will be encouraging as many of their members, who are not already members of EOCA to get involved, and have already started discussing innovative ways of raising funds to support more projects.

Targets and aspirations for 2013

- First 100 members!
- An increased number of members getting involved over and above their membership dues
- An increase in urgency and excitement about conservation and the environment
- More people talking about EOCA
- More money for conservation... more projects supported...

EOCA Funding is working and this is why...

Aukje van Gerven, Respect the Mountains *"Funding from EOCA has enabled Respect the Mountains not only to expand its Envirotrek 'Mountain Clean Up' Series in 2012 and 2013, thus gathering more rubbish from mountain environments, but also to thoroughly improve our Envirotrek infrastructure. This means Respect the Mountains will be able to stage Envirotrek again in the years to come and makes the EOCA grant a truly sustainable source of funding, from which organisations such as ours can benefit for not just one, but many years."*

Andreu Gonzalez, Projecte Boscos *"The funding from EOCA has been an important step for an emerging organisation like us and helped us to double our activities and the number of people involved over the year. The voting process was wonderful! It was great to motivate our team, involve our members and supporters, get more attention from potential new supporters, increase awareness of our organisation as well as increase our reputation as a project chosen to compete on an international scale. It's also great that EOCA involves the outdoor sector closely with the projects. It is an outstanding example for other industries, that they can share common objectives with positive results for people, nature and companies."*

Hugo Tagholm, Surfers Against Sewage *"We were delighted to win the EOCA funding and it was exciting to be part of the public vote. What a roller coaster! The voting process is intense, so get ready to put all hands on deck to participate! But it's worth every effort! And the team at EOCA is a real pleasure to work with. The funding has meant that we have been able to significantly expand our Regional Reps programme to help protect oceans, waves and beaches with even more community leaders nationwide. This is one of SAS's most successful and popular projects, and helps mobilise thousands of environmental volunteers annually."*

Don Gamble, Yorkshire Dales Millennium Trust *"The funding that Original Buff provided to us via EOCA has enabled us to deliver meadow conservation and education work in the Yorkshire Dales, one of the few UK strongholds for species-rich meadows. It's been a pleasure working with Catherine and Tanya at EOCA. Thanks!"*

Gabriela Scheierl, DAV *"I am grateful that the trail-work of the DAV gained great recognition among the public through the voting process for the annual EOCA funding. I would definitely recommend non-profit organisations get involved in promoting their projects and goals through the voting process. Having people hear more about our voluntary work seems almost as important to me as potentially gaining the actual prize at the end of it!"*

Miroslav Kutal, Hnutí Duha *"The voting process of EOCA was amazing. We organised a campaign on facebook and e-mail networks, and got many fans and new supporters involved in our project. The funding we received has helped us a lot in our public awareness and educational activities, and increased involvement of volunteers taking part in our large carnivore conservation project. I also very much appreciate the personal approach of the EOCA team, its lack of bureaucracy and mutual trust."*

Kate Barclay, John Muir Trust *"The challenge of getting votes for our project was really exciting for us – we engaged with many more people than we would otherwise have done and worked hard to get lots of media coverage for our project. Ultimately, we proved to ourselves that we can connect with a diverse and supportive audience through social media. Thank you for valuing the work we do in our precious wild places."*

Chris Carroll, Seas at Risk *"The funds awarded to Seas At Risk have been crucial in our attempts to raise awareness amongst European governments to tackle the growing problem of marine litter. EOCA has been flexible and supportive throughout the project, allowing us to get on with tackling the plastic soup in our seas."*

Professor Martin Price, Director of the Centre for Mountain Studies, Perth College UHI *"The outdoor adventure industry is a key player in bringing people to the mountains, which are the focus of my professional work. EOCA has a major role to play in ensuring that enlightened companies within the industry reinvest some of their profits in the mountains; I became a scientific advisor to provide support in choosing the projects that will make the most difference to mountain environments and the people who depend on them."*