



europaean outdoor
conservation association

ANNUAL REPORT 2013

www.outdoorconservation.eu



photos: jannick wolf

EOCA ANNUAL REPORT 2013

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 European outdoor industry. 100% of membership fees go into the support of vital grassroots projects.

A Word from the President...

Well 2013 was a year of tremendous growth for EOCA! Seven new members signed up on the 1st January 2013, as many as in the whole of the previous year. We celebrated our 100th member at OutDoor, and by the end of the year, we had welcomed a total of 32 new members into the Association! That is a 39% growth rate in membership – a growth rate most businesses would be quite rightly proud to achieve.

Not only did EOCA grow in the number of members it had, it also grew in the reach it could achieve. The English and German websites together had over 136,300 unique visitors during the course of the year, and our reach on social media also grew. The spring public vote, when we work with magazine partners to ask the public to vote for which conservation projects they would like EOCA to fund from its shortlist, is always an exciting time. It is the time when we manage to communicate what EOCA and its members are doing to a huge number of people. In 2012, we were delighted to reach over 4 million people through this process. In 2013, we were bowled over to have reached over 9 million people!!! As well as the magazines giving the process such great coverage, members spread the message, as did the projects involved. EOCA featured on national radio in Spain, in a broadsheet newspaper in the UK and widely on many social media sites and blogs, particularly in Romania! Engaging consumers in helping us to choose the most worthwhile projects has been very effective in both showing the consumer what the industry is achieving by working together, and in demonstrating to the industry that consumers do care.

All the projects involved in the public vote benefitted from the process and not just the projects which were successful in winning a grant. The process raised the profile of their work and their organisation considerably, both locally and internationally. The positive impact that EOCA has on conservation is therefore much greater than simply the grants it makes.

EOCA's growth in 2013 will mean that exciting new developments are possible in 2014, with more money than ever before being committed to conservation work. I look forward to working with you all, to benefit our outdoor spaces.



John Jansen

President of EOCA

Managing Director and Head of Keen EMEA

Managers' Report

EOCA ended 2013 with 111 members, having welcomed 32 new members throughout the year. This growth was due to a number of factors including the great publicity generated when the Association and its members met the target of having raised its first €1 million, reaching 4 million people during the public vote in 2012 and 9 million in 2013, as well as an overall increased awareness of what EOCA is doing both on behalf of and with the industry.

Another milestone achieved this year was celebrated at OutDoor. EOCA holds its annual conservation fundraiser at the show each year and many of the Association's members generously donate gear to the cause. Visitors to the show are invited to give a donation of the trade price in return for the items and 100% of this goes to fund conservation. In addition, some EOCA members hold events on their own stands to raise further funds for EOCA. At OutDoor 2013, nearly €18,000 was raised during the four days of the show thanks to the generosity of EOCA members and visitors to the fair. This bought the total raised from fundraising at OutDoor in the 6 years of the conservation fundraiser to over €100,000 – a real boost to the budget available to spend on conservation.

One hundred percent of membership fees, combined with 100% of other monies raised in the Association's name are spent on conservation projects. The growth in membership is important – because more members means more money for conservation. This rapid rate of growth in 2013 will enable us to fund more projects in 2014, and so have a bigger impact on the outdoor spaces we all enjoy.

Looking forward to 2014, we very much hope that this year's results:

- **39% growth in membership numbers**
- **9 million people reached through the public vote**
- **136,000 unique website visitors**
- **€1.26 million committed to projects since the inception of the Association**
- **54 projects now supported in 32 different countries**

will encourage others in the industry to sign up and get involved.

Conservation – it's a Team Sport!



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



Treasurer's Report

The Association's accounts are healthy as we leave 2013. Income is up significantly on last year, thanks to the large number of new members signing up to support conservation through the Association. In addition, expenditure is down.

We committed nearly €190,000 to fund 6 conservation projects directly from EOCA, and also 2 funded entirely by Original Buff, S.A. and The North Face through EOCA. This brings the total amount of money spent on conservation to date by the Association to €1.26 million.

We are leaving the year with a very healthy fund to carry forward. This is in part due to the 19 new members who joined after the 2013 projects had been selected and the money committed. Also, as EOCA is in the exciting position to be able to start a second funding round in 2014, the Board has decided to carry forward funding to enable us to fund an extra project next year and so make a bigger splash as we launch this process.

As in 2012, we undertook an independent examination of the accounts. An audit of the accounts is not necessary under the Byelaws of the Association or the laws of Switzerland, but carrying out an independent 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 accounts to be reached.'*



Jan Lorch

EOCA Treasurer, Chief Sales Officer and CSR Manager at Vaude

New EOCA Members in 2013

During 2013, EOCA was delighted to welcome the following new members into the Association:

Arc'teryx Equipment Inc

Dynafit

Fjällräven AB

Industrial Revolution Inc

Kozi Kidz

LifeXpress GmbH

Montane

Osprey Packs Inc

Qualiance International

Scandinavian Outdoor Consulting AB

Smartwool Europe

Thaller & Sappel Mediaworks (Mountains4U) The Original Mountain Marathon

Timberland Europe

Unifi Manufacturing, Inc

Craghoppers

Exped AG

Goal Zero

Klean Kanteen

La Sportiva

Moln Ltd

Odlo International AG

Outwell (OASE Outdoors Aps)

RAB

Schweizer-Effax GmbH (HEY-Sport)

Stanley (a brand of PMI)

Trek and Mountain Ltd

Zeal Optics Inc

In addition, three new trade partners signed up. These are outdoor Trade Associations committed to communicating EOCA messages to their members, and to encouraging membership of EOCA by their members:

Fachgruppe Outdoor

Scandinavian Outdoor Group

The Outdoor Industry Association (UK)

Finally, EOCA gained one new, very proactive Media Partner:

White & Poles Communication Ltd (Mountain Blog)

Grant Awards 2013

Public Votes for Conservation

In total 55 projects applied to EOCA for 2013 funding, from over 30 different countries. This is a clear demonstration that the conservation world is becoming more aware of the work being supported by the outdoor industry.

A shortlist of the most appropriate and worthwhile projects was drawn up by the General Managers of EOCA, using the criteria established during 2012 in conjunction with the Association's 4 scientific advisors. These criteria ensure that all projects funded by EOCA address a threat to a species, habitat or landscape, involve the local community and an education element, leave a positive ongoing legacy and have a link to the outdoor enthusiast.

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. As in 2012, 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, Sport Partner and LIFT in the Netherlands, and NORR in Germany. The Alpine projects were showcased in Alpin in Germany, Austria and Switzerland. The voting lasted for 2 weeks for each category.

There was a tremendous reaction to the public vote this year. The magazines involved obviously put EOCA, its members and the projects in front of a lot 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 radio in Spain, the Saturday Times in the UK and on many social media blogs and pages, particularly in Romania.

The combined efforts of everyone involved resulted in EOCA, its projects and its members being put in front of **9 million consumers!** **110,000 people** visited the EOCA website during the voting period and over **57,000 votes** were cast for the projects. A real demonstration that the public does care about what the Association and its members are doing.



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



Protection and Restoration of Critical Orangutan Habitat, Southern Borneo

Nominated by Fusion Clothing. Chosen in conjunction with National Geographic Germany

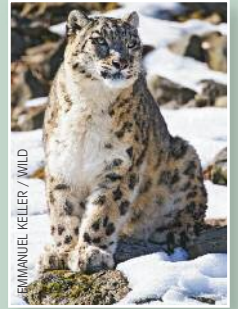
The Sabangau tropical peat-swamp forest is one of the most important rainforests found in Borneo due to its carbon storage capacity and high biodiversity. This area faces a range of threats that damage the peat ecosystem and threaten the orangutan's survival. This project will restore areas of peat swamp, replant burnt forest areas, and enable community patrol teams to protect the forest and its orangutans.



Restoring High Altitude Habitats for the Snow Leopard, Indian Himalaya

Nominated by Dynafit. Chosen in conjunction with Alpin Magazine

The Upper Spiti Valley's underdeveloped alpine habitat has been identified as one of the most important snow leopard habitats in India. The goal of this project is to help communities safeguard the delicate ecosystem and its wildlife while continuing their traditional way of life.



Discover Târnava Mare, Romania. Nominated by Vaude

Chosen in conjunction with TGO, NORR Magazine, LIFT, Bike & Trekking Magazine and Sport Partner

The Târnava Mare landscape is one of the last great high-nature landscapes surviving in lowland Europe. Its many valuable habitats have evolved in association with traditional low-impact agriculture, on which their future depends. However the area suffers from abandonment due to the lack of economic prospects. ADEPT will build a 15km mountain bike trail, involving green tourism providers, schools and hundreds of small-scale farming families, to bring multiple benefits to the economy and landscape.

Grant Awards 2013

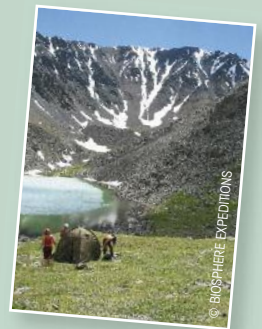
A further three projects were chosen by EOCA members through a members only vote:



Snow Leopard Conservation in the Altai Mountains

Nominated by Vaude

There are only about 3500-7000 snow leopards left in the world. In the Altai area the threats they face include poaching, subsistence pastoralism, retribution killings, and loss of prey base. Through this project, Biosphere Expeditions aims to make them more valuable to the local communities alive rather than dead, to ensure their survival.



Fruits for Bears, Northern Spain

Nominated by Patagonia



Brown bears in the Cantabrian mountains in northern Spain are endangered, largely because the forests they live in do not provide enough food for them. This project will improve the habitat for the bears, by planting 1000 fruit trees and installing 150 beehives to pollinate the trees to ensure there is plenty of fruit for them to eat.

Regreening Ségou, Mali

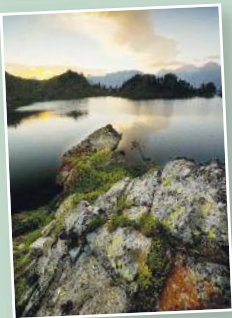
Nominated by Ferrino

Ségou is part of Mali's arid Sahelian zone which has suffered dramatic deforestation and then soil erosion and desertification. Nearly 42,000 people in 70 villages will benefit from this project, which will establish 11 new tree nurseries, and enable over 320,000 trees to be planted to protect the environment and provide food, training and income to the local communities.



This year, two members decided that they would like to fund entire projects through EOCA. EOCA is able to find, assess and approve projects on behalf of individual members, and then manage the project and its payments during the implementation phase. The Association ensures the project is achieving its objectives and reports progress made by the project to the funder. This progress is communicated as are reports from all projects that receive funding from EOCA. In this way, members have a tailor-made environmental giving programme without needing extra internal staffing resources.

For the third year in a row, Original Buff, S.A. have stepped up to fund conservation through EOCA. They have chosen to fund a forest restoration project in Spain. In addition, The North Face have chosen to support a winter mountain project being implemented by Respect the Mountains.



Mountain Forests, Catalonia (nominating member Petzl Foundation)

Funded entirely by Original Buff, S.A.

This forest management project will enable the outdoor user to get involved in conservation during 9 different weeks of voluntary work programmes, involving forest paths restoration, forest thinning, habitat restoration, and bio-engineering work to mitigate erosion.



EPIC – Exploring [and education about] Peaks, Inspiring Conservation

Funded entirely by The North Face.

An EPIC day will be run in Le Grand Massif, France, for up to fifty 12-16 year olds. The day will provide education on respecting mountains, enable the youngsters to experience winter mountain activities, and engage the participants in hands-on conservation work



SOREN RICKARDS

Other Activities Website

Both the outdoorconservation.eu and the eoca.de websites have grown during 2013. In total, they received 136,304 unique visitors during the year, up from 112,000 the previous year. A large proportion of the visitors came during the project voting in the spring.

Four features, 11 news stories and numerous project updates were put up on both sites during 2013, to keep the content fresh. In addition, there were 3 photographic competitions on the site with prizes generously being contributed by Original Buff, S.A., Eagle Creek, and Stanley (a brand of PMI), all helping to draw attention to EOCA and what its members are achieving. A donate button was added late in the year, giving individuals the opportunity to donate money to EOCA using Paypal. The first donation had been received by the end of the year!





ISPO 2013

EOCA had another busy and productive ISPO this year. Awareness of EOCA was again judged to have increased from the previous year. A raffle and other activities drew attention to the stand, and also raised funds for the Association. A happy hour together with a HYBRID.care boot sale organised by KEEN Footwear drew a good crowd and raised a significant amount of money. In addition, ISPO generously donated €1400 collected during the show at the Snow, Ice and Rock bar. In total, €3380 was raised during the show.



Outdoor 2013

OutDoor was as ever a productive and exciting show for EOCA. Six companies signed up to join EOCA during the show, and €17,921 was raised for conservation through fundraising activities. €14,000 of this was raised through the annual Conservation Fundraiser on the EOCA stand, and €1000 was collected from visitors to the Scandinavian Outdoor Group bar. €3000 was raised by KEEN Footwear through a sandal sale which they hosted on their stand. One hundred pairs of sandals sold out in 10 minutes flat! Many thanks to all of our members for their generous support and contributions.

Once again, EOCA had a slot on the main stage at the Saturday night party. In front of the large crowd, the Association celebrated having it's 100th member – and in fact its 106th member! Conservation Champions and Summit Members were also noisily recognised for their commitment to conservation:



Rune Gjeldnes, EOCA Ambassador - Bergens sponsored polar explorer

Conservation Champions

This award is given to members each year who go 'above and beyond' simply paying their annual membership fee. Three awards were presented this year: The first was to **Polartec** – for raising awareness of EOCA within the industry via messages on 4,800 t-shirts and banners at OutDoor's Saturday night party, and also displaying banners at climbing festivals. This in turn has led to new members joining EOCA and therefore more money being made available to spend on conservation. **KEEN Footwear** has raised additional funds for EOCA at all of the recent trade shows in their own cool, relaxed fashion. Icecream, beer, entertainment and footwear sales have proved very popular and resulted in an extra €10,000 being put directly into conservation projects in the last 2 years. Finally **Bergans of Norway** has taken the initiative at each trade show to raise additional funds for the Association and enhance conservation awareness. From hosting happy hours, holding competitions, and providing prizes, this enthusiastic member has also provided additional support to EOCA funded projects and nominated their sponsored polar explorer, Rune Gjeldnes, as an EOCA ambassador.



Keen Conservation Champions



Polartec Tees at the OutDoor party



Summit Members

Summit Membership is a new award which EOCA has introduced this year, to recognise those companies which take it upon themselves to fund entire conservation projects through EOCA. By making this tremendous commitment, these companies make a significant contribution to conservation work which fits with the ethos of their company, or which is of particular interest to them. EOCA provides a bespoke environmental giving programme to these companies free of charge by finding, assessing and approving projects, ensuring that objectives are delivered and payments made during the lifetime of the project, feeding back progress reports to the funder, and communicating successes of the project. The first ever EOCA Summit Members were announced at the Saturday night party at OutDoor as: **Original Buff, S.A.** which has chosen to support the 'Mountain Forests of Catalonia' project, in addition to 6 other projects it has funded over the last 2 years. **The North Face** is funding a winter 'EPIC' conservation programme, implemented by Respect the Mountains.



NEVER STOP EXPLORING™

Income and Expenditure Report for 2013

From 1st January 2013 to 31st December 2013



	2013		2012	
	€	€	€	€
INCOME				
Membership		162,493		124,500
Donations/Sponsorship		112,118		104,892
Fundraising Income		21,301		22,831
Project Sponsorship		56,211		51,448
Bank Interest		89		130
		<u>352,212</u>		<u>303,801</u>
EXPENSES				
Marketing/Print Costs	7,920		12,341	
Website	1,701		10,434	
Travelling/Subsistence	4,646		3,154	
White Moss Consultancy Fees	51,914		47,839	
Postage & other admin [incl. training]	1,527		782	
Subscriptions	602		0	
Legal & Professional Fees	2,641		2,580	
Accountancy	1,378		3,345	
Bank charges	1,381		1,489	
PROJECT FUNDING	195,828	269,538	191,569	273,533
NET INCOME OVER EXPENDITURE		<u>82,674</u>		<u>30,268</u>
Taxation		601		
NET INCOME OVER EXPENDITURE AFTER TAXATION		<u>82,073</u>		<u>30,268</u>
Movement of Funds				
Balance Brought Forward		246,600		216,332
Movement in period		82,073		30,268
Fund Balance Carried Forward		<u>328,673</u>		<u>246,600</u>
STATEMENT OF ASSETS AND LIABILITIES		€		€
Current Assets				
Bank Account		316,945		218,637
Prepaid Whitemoss Consultancy Ltd fee		9,249		12,351
Other prepayments		839		1,051
Debtors		2,500		15,491
Current Liabilities				
Accruals - audit fee		-860		-930
Total Assets less Liabilities		<u>328,673</u>		<u>246,600</u>

Notes to the Accounts

Contingent Liabilities

The following amounts have been allocated to projects which still have to be completed before payments are made

	2013	2012
	€	€
2010 Projects	6,000	6,000
2011 Projects	16,021	27,221
2012 Projects	14,544	60,320
2013 Projects	33,425	
	<u>67,790</u>	<u>93,541</u>

Prepared by Marion Green Accountancy Ltd. Chartered Certified Accountants
Wolf Howe, Whinfell, Kendal, Cumbria LA8 9EL. Monday 20th January 2014

Financial Report

The main points to note are that:

- A 39% rate of growth in membership numbers resulted in a 30.5% rate of growth in membership fees
- The total income for the year was up €48,411 on the previous year
- 100% of membership fees, fundraising and project sponsorship is spent on projects
- It was decided by the board of EOCA to carry forward some funds to enable the Association to fund an additional project in 2014. EOCA will be in the position to launch a second voting round in 2014 thanks to the increase in membership. Carrying this funding forward will enable a bigger impact to be made at the launch of this new funding round
- The amount of money allocated to projects but still unpaid is reduced from 2012 as a number of projects have completed or made good progress with their projects and therefore received their final or interim payments. These payments have been further tidied up at the start of 2014
- Budgeting for projects is a tricky process as some complete everything within a relatively short period of time, yet others stay on our books a lot longer than anticipated due to unforeseen delays. 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!
- Marketing and print costs, as well as website costs went down considerably in 2013
- Accountancy costs are a lot lower but in 2012, the invoices for three years worth of accounts were received
- Debtors at the end of 2013, were much less than at the end of 2012, and represent only two outstanding membership fees which are being resolved
- The Board of EOCA has previously agreed to maintain a fund balance of at least €150,000 at the end of each year, as good accounting practice



Our Supporters

EOCA would like to thank all of our members and partners who enabled our 2013 achievements.

MEMBERS

The Association finished the year with 111 members and partners, having gained 32 new ones throughout the course of the year.

Members of EOCA at the end of 2013 were:

AKU
Arc'teryx
Bergans of Norway
Berghaus
Bever
Black Diamond Equipment
Bluesign Technologies
Camelbak
Canada Goose
Cascade Designs
Cober
Columbia Sportswear
Compass
Contigo
Craghoppers
Deuter Sport
Dynafit
Eagle Creek
Ecotextile News
Eso Es Konzepte
European Outdoor Group
Exped
Ferrino
Fjällräven
Goal Zero
Granger's
Grivel
Haglöfs
Huginbiz
Iland Green Technologies
Industrial Revolution
International Sports Marketing Ltd
Invia
Jack Wolfskin
KEEN
Klättermusen
Klean Kanteen
KORS
Kozi Kidz
La Sportiva
Lift Magazine
LifeXpress
Lorpen
LOWA
Lowe Alpine

Mammut
Marmot Mountain Europe
Merrell
Messe Friedrichshafen
Messe München
Moln
Montane
Mountain Equipment
Mountain People
Nikwax
ODLO
OpPad
Original Buff, S.A.
Ortlieb
Osprey Packs
OutDry
Outwell
Pacsafe
Paramo
Patagonia
Pebble International
Pertex
Petzl Foundation
Polartec
Qualiance International
RAB
Roc Noir
Rockpoint
Salomon
Salt Magazine
Schöffel
Schweizer-Effax (Hey Sport)
Shoot in the Alps
Singing Rock
Smartwool Europe
Snugpak
Stanley (a brand of PMI)
Tendon
Thaller & Sappel Mediaworks
The North Face
The Original Mountain Marathon
Timberland
Transa
Trek and Mountain
UNIFI
Vaude
Wenger
W.L. Gore & Associates
Zeal Optics

MEDIA PARTNERS

Alpin
Climax
National Geographic Germany
NORR Magazine
Outdoor Markt
Outdoor Review
outdoorsmagic.com
TGO
Trailrunningreview.com
Walkingontheinternet.co.uk
White & Poles Communications (Mountainblog)

OTHER PARTNERS

1% for the Planet – EOCA is a registered 1% recipient
Italian Outdoor Group
Fachgruppe Outdoor
Scandinavian Outdoor Group
The Outdoor Industry Association (UK)

Targets and aspirations for 2014

- Introduction of a second annual funding round – putting more money into conservation projects than ever before.
- Holding two public votes for which conservation projects EOCA will fund in 2014 – raising awareness of the work of EOCA and its members with more consumers than ever before.
- Engaging Sustaining Members for EOCA – leading organisations in the outdoor industry committed to financing the operation and growth of the Association

EOCA funding is working and this is why...

Brad Rutherford, Executive Director of Snow Leopard Trust: *“It's truly been a privilege to partner with EOCA. During the public voting for our project, we were able to reach out to over 400,000 people worldwide to increase visibility for protecting delicate and important snow leopard habitat in the Indian Himalayas. Today that's being translated into direct action. Thanks to our EOCA grant, we're protecting high-altitude grasslands from overgrazing, taking children on eco-camps, and helping local families sustainably continue their livestock herding traditions. This important work yields a healthier ecosystem and ensures that snow leopards can endure in this historic stronghold today and for future generations as well.”*

Cate Everitt, Tree Aid: *“With EOCA's support, TREE AID's Regreening Ségou project is helping communities in rural Mali to plant enough trees to begin to reverse the devastating deforestation and soil degradation that the Ségou region has experienced in recent decades. EOCA is helping over 40,000 of the poorest people in 70 local communities to establish 12 tree nurseries and plant over 320,000 trees to restore the environment and increase their chances of surviving the famine they face. TREE AID is proud to be working in partnership with EOCA, and is grateful for their support for this vital work.”*

Nat Page from Fundatia ADEPT Transilvania: *“I would describe the EOCA competition process as catalytic. Winning the EOCA competition has had big indirect as well as direct benefits. First, simply taking part in the public campaign was a very good experience for our team – it stimulated us to become much more active in using social media such as FaceBook and Twitter. The 10,600 votes we got for our project were mainly from young, urban Romanians, exactly the type whom we wish to make aware of the importance of their spectacular natural landscapes. The votes were just the beginning: the project moved us into a whole new gear of publicity and contact with the public. Secondly, the 13km of trail we built under the EOCA funding, with co-financing from Orange Romania, has created cooperative links between 3 villages, over 50 green tourism providers, 5 schools and hundreds of small-scale farming families in the magical Târnava Mare area: the links are building cooperation in many ways that are good for the area. The project has also inspired further support from Orange to extend the network. So EOCA has been a catalyst in this way too.”*

Aukje van Gerven, Respect the Mountains: *“Many thanks to EOCA who has enabled us to start a winter conservation pilot project for youth this year: EPIC ‘Exploring Peaks, Inspiring Conservation’ in Samoëns, French Alps. The goal of EPIC is to provide impactful entry-level mountain awareness training for youth of twelve to sixteen years of age. We hope to continue with other EPIC events in the future and provide an effective and innovative model for enabling young people to protect and enjoy the nature and wild spaces in our wonderful mountain regions”*

Matthias Hammer, Biosphere Expeditions: *“EOCA's support of our snow leopard project in the Altai mountains has been crucial to our efforts to build capacity and involve local communities in snow leopard conservation. Doing this is the most powerful key to keeping these beautiful and elusive cats alive in the wild. Thank you to EOCA for making this possible.”*

Jeff Cresswell, Klean Kanteen: *“Joining EOCA was an easy step for us. Its work sits perfectly with what we as a company have been aiming to do from the outset – enjoying our environment in a sustainable, healthy way – and we are very much looking forward to supporting and being part of the Association's programme!”*

Joe Prebich, ZEAL Optics: *“ZEAL is leading the industry to use more environmentally sustainable products, proactively replacing all crude oil with plant-based products. We wanted to join EOCA in order to be part of a larger organisation, interacting with like-minded companies pursuing the same goals and objectives.”*

Joanne Mayzes, Arc'teryx : *“Arc'teryx is a company from North Vancouver Canada, with a vast playground of mountain wilderness just minutes away from our head office. Joining EOCA aligns with our mandate of helping to protect the environments in which we play. We support our global community of climbers, hikers and skiers who play in the outdoors by protecting wild areas across the globe. We see the EOCA as an effective, successful partner in helping to protect these environments.”*

Roope Roine, Moln Ltd : *“We are delighted to join EOCA. We spend all of our time taking customers out into the great outdoors and have seen first hand the damage that humans can inflict on the environment. For us, being part of an organisation seeking to address these issues is vitally important.”*

Jonathan Hughes, EOCA Scientific Adviser, and Chief Executive (Acting) Scottish Wildlife Trust and IUCN Councillor:
“Since becoming a Scientific Advisor to EOCA in 2012, I have been hugely impressed with the way the Association is very clearly focussed on achieving real conservation action on the ground through its excellent grants programme. I had the pleasure of spending some time with the EOCA staff team and several member organisations at the ‘OutDoor’ trade show in Friedrichshafen last year. The energy and commitment towards conservation from EOCA’s growing list of members was clear to see. It would be great to see the successful EOCA model replicated in other business sectors. Here’s to another year of growing membership in 2014!”

Board Members



John Jansen
President



Nick Brown
Vice President and
Strategic Advisor



Jan Lorch
Treasurer



Mark Held
Director



Andrea Tomasini
Board Member



Sarah Seeger
Board Member



Anna Marie Rugarli
Board Member

There were no changes to the Board of EOCA this year. The Board met four times during the year and held one conference call. The two main areas of development for the board in 2013 were the EOCA Strategic Plan for 2013-2016 which was approved at the annual assembly in July, and the design of the Sustaining Membership offer. Sustaining Membership will be rolled out during 2014. EOCA is looking for between 8-10 members who will commit to donating €10,000 per year for three years from January 2015. These leaders will finance the sustainable growth of the Association on behalf of the entire outdoor industry, to enable 100% of membership fees to continue to be given to conservation projects.

Members of the board remain as: John Jansen (KEEN Footwear) President; Nick Brown (Nikwax) Vice President and Strategic Advisor; Jan Lorch (Vaude) Treasurer; Mark Held (EOG) Director; Andrea Tomasini (Patagonia) Board Member; Anna Maria Rugarli (VF International) Board Member and Sarah Seeger (Marmot) Board Member.



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