



**eocca**<sup>TM</sup>

europaean outdoor  
conservation association

**ANNUAL  
REPORT  
2014**

[www.outdoorconservation.eu](http://www.outdoorconservation.eu)





## EOCA ANNUAL REPORT 2014

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.

### A Word from the President...

*As I write this, following on from the astounding growth in membership of EOCA in 2013, I am delighted to be able to share that 2014 has been no less successful, albeit in different ways.*

*Membership has continued to grow; we have our first Sustaining Members on board, awareness of the Association's work is increasing and, with the help of our members, record amounts of money were raised this year at trade shows!*

*Looking back on what has been achieved since the Association was set up in 2006,*

- **Over €1.5 million spent on conservation**
- **64 projects funded in 36 countries**
- **Species protection (UK, Bulgaria, Indonesia, Costa Rica)**
- **Clean up operations (Nepal, France, Netherlands, Kyrgyzstan)**
- **Trail repair (Austria, Germany, UK)**
- **Human predator conflict (Namibia, India, Sumatra)**
- **Large predator conservation (Czech Republic, Spain, Altai, India)**
- **Action on marine litter (Europe)**
- **Forest conservation (Sweden, Germany, Sri Lanka, Bolivia, Mali)**
- **Sustainable tourism (Iceland, Romania, Georgia, Nepal)**
- **Wilderness Protection (Madagascar, Turkey, Sweden)**

*From humble beginnings, and with growing support from the industry as a whole, this is an incredible achievement in such a short space of time. We commend the companies that have gone 'the extra mile' in 2014 by funding entire projects themselves through EOCA (Pacsafe and Osprey Europe). Also during this year, we introduced a new concept with regards to membership in the form of the 'Sustaining Members' category. This was created specifically to ensure that whilst we can continue to dedicate every single Euro of standard membership to conservation projects, we have extra funding to cover the administration and development costs of EOCA. We are therefore extremely grateful to those companies that have stepped up to commit to funding the background work of the Association over the next 3 years, namely: Pertex, KEEN Footwear, Nikwax, Patagonia, the European Outdoor Group (which also founded EOCA), ISPO (Messe München), and OutDoor (Messe Friedrichshafen).*

*As we become more and more aware of the impact we have on our environment, it is vital that we can work together to protect the lands that give us the space and freedom to breathe. Together we have achieved such a lot ... but there is always room to do so much more!*



**John Jansen**

President of EOCA

Managing Director and Head of KEEN EMEA

## Treasurer's Report

We leave 2014 with a healthy bank balance. Income has again risen on last year, thanks to another increase in membership numbers as well as a significant amount raised at both ISPO and OutDoor trade shows. This is particularly pleasing in light of the fact that a major source of funding has begun to reduce for EOCA and the Sustaining Membership programme, which is designed to plug this gap and enable growth, will not come into effect until January 2015.

Expenses rose slightly on 2013 due to a slight increase in marketing costs, but there was a drop in various other administrative costs, which are kept as tight as possible in order to ensure the Association can continue to increase the money it gives to vital projects each year.

Having grown in membership so significantly in 2013, EOCA was in the position to stage a second funding round and has funded projects this year to the tune of €240,000. With 2 Summit Members (Pacsafe and Osprey Europe) also funding entire projects, the Association has been able to support over €280,000 worth of conservation in total, which is a huge and exciting increase.

As in previous years, we have undertaken an independent examination of the accounts. A full audit is not necessary under the Byelaws of the Association or the laws of Switzerland, but carrying out an independent examination was deemed a prudent cause of action. As per the agreement of members at the Annual Assembly, Helen Holmes of Stables Thompson Briscoe in Kendal was appointed to carry this out. She reported that:

*"In the course of my examination:*

- 1. I have reasonable cause to believe that the trustees have met the requirements to ensure that*
  - proper records have been kept and*
  - accounts are prepared which agree with the accounting records and comply with generally accepted accounting principles*
- 2. No matter has come to my attention which, in my opinion, needs to be mentioned in order to properly understand the accounts as presented."*



**Jan Lorch**

EOCA Treasurer, Chief Sales Officer and CSR Manager at Vaude





## Managers' Report

*Running EOCA is an exciting role because no two years are ever the same! Although the same events and trade shows come round each year, the way they happen and the issues that come up are always different, meaning we are kept on our toes and have to be flexible to respond as things change and goalposts are moved.*

*This year saw EOCA launch a second funding round in the autumn and then go on to receive more applications than ever before, leading us to fund our most ever projects in one year. Throughout both voting processes (March and October) - and with the aid of television, radio, on page media, the projects involved in the vote, the internet and social media - nearly 20 million people were reached, increasing awareness about the Association, its members and the work it is involved in on a massive scale. There were even local celebrities, politicians and presidents encouraging people to vote or to support specific organisations involved in the vote itself - showing that ever wider circles of society are being involved in the vote by EOCA!*

*The Sustainable Members programme was launched at the international press conference staged on the first day of the OutDoor trade show in Friedrichshafen. This generated a huge amount of interest and images, and from just one press release and official photograph following the launch, the story was published over 30 times and reached over 500,000 people in the trade.*

*Other notable achievements for the Association during 2014 in figures include:*

- *126 members and €281,000 spent on new conservation projects*
- *10 new projects supported in 8 different countries*
- *200,000 unique visits to the EOCA website*
- *90,000 votes for projects on the website during the spring and autumn funding rounds*
- *Over 120 articles in trade and consumer press about EOCA over the year*
- *The 'EOCA Friends' database quadrupled during the March public vote*
- *21 new members joined the Association, including George Fisher, the first UK retailer*
- *1 in 3 European Outdoor Summit attendees donated to EOCA, on top of their delegate fee*
- *The first 3 EOCA films were produced: one to attract new members, one to raise awareness amongst consumers and one about Sustaining Membership*

*This is just a brief overview of what EOCA has been involved in this year, so please do look through the rest of the report and have a look at our websites [www.outdoorconservation.eu](http://www.outdoorconservation.eu) and [www.eoca.de](http://www.eoca.de) for further details!*



**Tanya Bascombe** and **Catherine Savidge**  
Joint General Managers of EOCA



## New EOCA Members in 2014

New Members:

**High Sierra (Samsonite Europe)**

**Nikwax Benelux bv**

**Northshots Photography**

**BMC Access & Conservation Trust**

**Kayland**

**CAMP SpA**

**Edelrid GmbH & Co KG**

**Rewoolution**

**Kamik**

**Peoplework**

**Ternua**

**Sherpa Adventure Gear**

**Thule AB**

**Chrissy Dorn Business Development Outdoor & Sports**

**Spring PR**

**Holmenkohl GmbH**

**Teko Ltd**

**George Fisher Ltd**

**Recyctex Co Ltd**

Trade Partner:

**Russian Outdoor Group**

Media Partner:

**Active & Eco Magazine**

## Grant Awards 2014

### PUBLIC VOTES FOR CONSERVATION

Due to the imminent start of Sustaining Membership in January 2015 and the huge growth in membership over the last 2 years, EOCA was delighted to be able to stage a second funding round this year.

There were 57 applications to EOCA for funding in spring 2014 and a massive 87 applications in the autumn, which was absolutely astounding!

Each year, EOCA members get involved in helping choose a number of the projects for EOCA to fund. In addition, a very high profile public vote is organised in conjunction with national magazines. Working with National Geographic Germany, The Great Outdoors (UK), NORR Magazine (Germany), Hike & Trekking, Bike & Trekking, SPORT PARTNER (The Netherlands) and Alpin (Germany, Austria and Switzerland) in the spring vote and MountainBlog for the autumn vote, a huge flurry of on- and offline activity was created as outdoor enthusiasts chose 6 more projects for EOCA to fund. This included:

- a 'Thunderclap' reaching 225,000 people
- a letter of support from the Costa Rican President
- interviews held on prime time Chilean national radio and support in the main national newspaper given by the Chilean Minister for the Environment
- tweets from the Chairman of one of the 3 main political parties in the UK.

In total, the process in both the spring and autumn reached over 18 million consumers and attracted over 90,000 votes online! Not only this but several organisations recorded their most successful online campaigns ever, with even those projects that did not gain funding from the public vote saying the process had been enormously helpful in raising their profile both locally and internationally.

With projects being able to apply for up to €30,000, EOCA was able to fund 8 projects in 2014 to the tune of €240,000, and with 2 members funding projects as well, the grand total came to a record €281,000.

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



### Trossachs Gateway Project, Scotland

*Nominated by Messe Friedrichshafen. Chosen in conjunction with The Great Outdoors, NORR and Hike&Trekking Magazines*

The conservation of the Great Trossachs Forest, home to iconic Scottish wildlife including golden eagles, black grouse and red squirrels is one of the most significant conservation projects to take place in the UK for a generation. It is a 200 year commitment to restore degraded habitats by planting nearly 1.5 million trees, allowing native woodland to regenerate, and completing The Great Trossachs Path; a long distance trail connecting three of Scotland's Great Trails.



### Bla Bheinn Path Repair, Scotland

*Nominated by Berghaus. Chosen in conjunction with Alpin Magazine*

Breathtaking views and relatively easy access to one of Britain's most stunning mountains, has resulted in high visitor numbers which, when combined with high rainfall, has caused serious erosion on Bla Bheinn. This has damaged fragile soil and plants, caused sedimentation of streams, and left a prominent scar visible for miles. The John Muir Trust plans to repair the 3.8km Bla Bheinn path, using methods to preserve the wild character of the area and protect the fragile mountain habitats.



### Saving Armenia's Leopards, Armenia

*Nominated by Nikwax. Chosen in conjunction with National Geographic Germany.*

The project aims to protect a vital leopard corridor by conserving threatened habitat and wildlife, which in turn will benefit other threatened species such as the Syrian Brown Bear, Grey Wolf and Caspian Red Deer. 4,000 trees will be planted, camera traps installed and field surveys carried out. Controlled access will be opened up for exploration on foot, bike and horseback.

Two projects were chosen by the EOCA members' vote:



### Combating Wildlife Crime in the Leuser Ecosystem, Indonesia

*Nominated by Marmot*

Less than 500 Sumatran tigers survive in the wild. The vast Leuser Ecosystem in northern Sumatra offers the best hope for the long term survival of this species yet it is threatened by poaching, depletion of key prey species and habitat fragmentation. This project aims to establish long-term anti-poaching patrols and a tiger strategy for the area



### Kanchenjunga to Makalu – Conserving Landscapes in the Eastern Himalaya, Nepal

*Nominated by Deuter*

The stunning landscape corridor between Kanchenjunga and Makalu is home to endangered species such as the snow leopard, red panda and Asiatic black bear. Extreme poverty forces local communities to overharvest commercially valuable medicinal plants, overgraze grasslands and illegally fell timber. This project will work with homestay families on the trekking route, train locals to cultivate medicinal plants, reforest degraded slopes and give families fuel efficient cook stoves



The online vote staged in the autumn in conjunction with MountainBlog chose the following project:

### Restoration of important habitats for the Gangetic Dolphin, India

*Nominated by Lorpen and Ternua. Chosen in conjunction with MountainBlog*

There are 635 endangered Ganges River Dolphin in the Brahmaputra river system of India. These dolphins are highly threatened by deliberate and accidental killing, over fishing and habitat degradation through destruction of riparian vegetation as well as pollution from domestic waste, oil and rubbish from passenger and tourist boats. Training will be given to 60 local young people along a 100 km stretch of dolphin habitat, followed by restoration activities with active involvement from local communities. Regular monitoring will prevent further degradation and maintain the cleanliness of these important dolphin habitats.



Two further projects were chosen via the autumn vote on EOCA's own website:

### Glen Affric Forest Landscape Project, Scotland

*Nominated by Northshots Photography*

The native pinewoods in Glen Affric represent one of the largest and last remaining fragments of Caledonian Forest in the UK, supporting over 1,000 wildlife species including golden eagles, pine martens and red squirrels. However, many old and dying trees and excessive grazing pressure has prevented the growth of young trees. This project will reverse the loss of forest through hands-on restoration work, planting 20,000 native trees, removing non-native trees and invasive species, and undertaking restoration of high-altitude montane scrub habitat.



### Restoring Roaches Footpaths, UK

*Nominated by High Sierra*

The 400 hectare Roaches Estate in the Peak District National Park is internationally important for its upland wildlife (including red grouse and peregrine) and its rock climbing. It draws over 100,000 visitors, mainly walkers and climbers, annually. However, the area's popularity has left huge erosion scars on the landscape, disturbing the surrounding habitat as visitors cut new paths to avoid treacherous conditions, affecting wildlife and threatening the water quality of a nearby reservoir. This project will totally reverse the damage, restoring 20km of paths, improving drainage and re-landscaping to allow areas to recover.



And finally, two EOCA members each chose to fund an entire project via EOCA:

### Sea Turtle Conservation, Costa Rica

*Funded entirely by Pacsafe*

Pacuare Beach, northern Costa Rica, is an important nesting site for Leatherback, Green and some rare Hawksbill turtles but they are threatened by unsustainable fishing practices, exploitation for food, habitat loss, poaching and pollution. This project will combat these threats by carrying out beach patrols, building hatcheries, monitoring nests, tagging females, discouraging poachers, replanting trees and creating a schools' education and environmental outreach programme.



### Batumi Raptor Trail Development, Georgia

*Funded entirely by Osprey Europe*

During the autumn and spring migration season, over one million birds including 35 species of raptor pass through the foothills of the Lesser Caucasus. Illegal and indiscriminate hunting kills 7-9,000 raptors annually, including endangered eagles and harriers. This project will reduce hunting by giving greater value to the raptors alive rather than dead through increasing visitors (hikers and bird watchers) to the area, creating a raptor trail, connecting villages and observation points and providing an alternative means of income for locals.





## Other Activities

### WEBSITE / SOCIAL MEDIA

The website has continued to grow and develop over the last year, and everything that has been done on the [www.outdoorconservation.eu](http://www.outdoorconservation.eu) site is replicated on the [www.eoca.de](http://www.eoca.de) site. The Paypal donate button raised nearly €3,000 through donations from the public. EOCA has been using social media to great effect, particularly during the public votes where 'likes' on Facebook doubled and signups for the quarterly EOCA Friends newsletter list quadrupled!



### EOCA FILMS

As new stars of the small screen, Tanya and Catherine were involved in a day of filming in the lovely UK Lake District in order to make 2 films about EOCA! The trade film aims to attract non members to join the Association and the film aimed at the general public hopes to raise awareness amongst outdoor enthusiasts about what their favourite brands are doing to give back to the landscapes they recreate in. The films were launched at OutDoor and now make up part of an EOCA YouTube channel. Several members have used the film on their websites to help explain why they support the Association.

At OutDoor itself, media partners MountainBlog made a film of the launch of EOCA's Sustaining Members, interviewing Tanya as well as all the Sustaining Members. This film is now also on YouTube and has been accessed numerous times.



### ISPO

EOCA had a busy 4 days at the ISPO trade show in Munich this year. A sock vending machine organised by **Smartwool**, a gear sale with contributions from **Contigo**, **Deuter**, **Polartec**, **OMM** and **Vaude**, a happy hour sponsored by **Klean Kanteen** alongside a gear sale with **Bergans of Norway**, **Klean Kanteen** and **Patagonia**, as well as a collection at the **ISPO Snow Ice** and **Rock Summit** bar all resulted in a tremendous €8,000 being raised for conservation projects. EOCA was delighted to welcome **Kamik**, **CAMP**, **Kayland**, **Edelrid** and **Rewoolution** who all signed up during the tradeshow. The **British Mountaineering Council (BMC)** signed up as EOCA set off for the show, and as the dust settled afterwards, **Ternua** and **Peoplework** also joined. Phew!



### OUTDOOR

OutDoor 2014 also proved to be an incredibly fruitful show for EOCA. Thanks to the huge support and generosity of its members, EOCA was able to hold its most successful Conservation Fundraiser ever, and raised nearly €31,000 during the four days of the show - enough to fund an entire extra conservation project!



In total, 34 members generously donated gear to be included in the fundraiser.

**KEEN Footwear** sold 150 pairs of sandals during a Hybrid.Care Event which saw a queue of people form around their stand in anticipation of the event. The fabulous **Smartwool** vending machine sold 350 pairs of socks during the show. **Stanley** sold their classic Vacuum Pints in aid of EOCA and **Marmot** sold commemorative cups to celebrate their 40th anniversary. Finally **Klean Kanteen's** reusable pints were sold throughout the fair for use at the Saturday night party in aid of EOCA.



Apart from raising money, EOCA was also raising awareness through the launch of its first seven Sustaining Members at the international press conference and took to the stage at the Saturday night party to announce this year's Conservation Champions and Summit Members - to rapturous applause and extreme noise from the 4,000 strong crowd beneath!



**Kathy Velandar**  
Scientific Advisor

### SCIENTIFIC ADVISORS

In addition to the members, EOCA has also grown its Scientific Advisory Panel. This panel is consulted during each funding round to ensure that the Association is supporting the most worthwhile projects from a conservation point of view. Following the growing number of project applications containing sustainable tourism measures, Dr Kathy Velandar, Director of the Centre for Ecotourism and Wildlife Management of Edinburgh Napier University agreed to join the Panel. An expert in many different areas of biodiversity, Kathy has also been involved in the writing of a specific European standard by which to assess the impact of proposed ecotourism plans.



## SUMMIT MEMBERS

Summit Membership recognises those members who have taken the huge step to fund entire projects themselves, via EOCA. EOCA is able to find, evaluate and approve projects on behalf of individual members and then manage the project and all payments during its implementation. The Association ensures the project is achieving its objectives and reports on progress made by the project to the funder. In this way, members have a tailor-made environmental giving programme without needing extra internal staffing resources, and make a significant contribution to conservation work that is specific to and fits with the ethos of their company. The 2 EOCA Summit Members of 2014 were Pacsafe and Osprey Europe.

- **Pacsafe** committed \$20,000 to 'Sea Turtle Conservation, Costa Rica,' protecting an important nesting site for Leatherback, Green and some rare Hawksbill turtles threatened by unsustainable fishing practices, habitat loss and poaching
- **Osprey Europe** committed €28,800 to support the 'Batumi Raptor Trail Development, Georgia' project, seeking to address the threat of hunting to over one million raptors which migrate through the foothills of the Lesser Caucasus in Georgia each season.

## CONSERVATION CHAMPIONS

Every year, EOCA gives the 'Conservation Champion' award to members that have gone 'the extra mile' to support conservation through the Association. EOCA was delighted to name 3 Champions this year:

- **Maruba Sports Publishers** - a very active and positive Media Partner that has published every press release that EOCA has issued, highlights EOCA in every edition of Hike & Trekking, Bike & Trekking and SPORT PARTNER and has hosted the Association's public vote in each of the last 3 years.
- **Klean Kanteen** - joined EOCA on 1st January 2014, and by February had donated branded EOCA insulated, stainless steel Kanteens for a Happy Hour fundraiser at ISPO raising €2,300 in the process! It also raised further funds through the production of a 'Conservation Pint Mug' specifically for the Saturday night party at OutDoor.
- As a new start up UK Skiwear company, before it had even sold its first product, **Roc Noir** decided it would join EOCA and donate 2% of its sales to the Association. This is a huge commitment for a small company to make, and has shown great faith in and support of the work that EOCA and the outdoor industry are undertaking.

## SUSTAINING MEMBERS

A select number of members of EOCA underlined their increasing commitment to the growth of the Association by becoming its first 'Sustaining Members'. The seven member companies signed a declaration at the OutDoor international press conference pledging to support the Association from January 2015 to the tune of an extra €10,000 per year for the next three years, over and above their annual membership fee. This money will be used to finance the running of the Association and support its sustainable growth.

This huge commitment will benefit not only EOCA, but also the entire industry in several ways. EOCA's enormous growth of over 53% over the last 18 months will be managed in order that it can be continued sustainably. EOCA will be able to continue to promise that 100% of all membership fees will be put directly into conservation projects. Finally, and perhaps most excitingly, is the move to 2 funding rounds per year, increasing the amount of money put back into the environment each year.

The seven EOCA Sustaining Members are: **Pertex, Keen Footwear, Nikwax, Patagonia, the European Outdoor Group (which also founded EOCA), ISPO (Messe München), and OutDoor (Messe Friedrichshafen).**



## 2014 PROJECT SUCCESS - Batumi Raptor Trail Development

We have been delighted to hear from the Batumi Raptor count project in Georgia that was chosen from the 2014 Spring shortlist and totally funded by Osprey Europe. The project aims to give more value alive than dead to the millions of migrating raptors passing through the 'Batumi Bottleneck' twice a year.

The birds have suffered badly from the effects of hunting, and the objective is to make the birds attractive from an economical point of view by increasing the visitors to the area in a sustainable way, to watch this awe-inspiring spectacle. Several trails, bird hides and information centres later, the project reports that in the last 9 months visitor number have increased 6 fold, illegal shootings have decreased by 33% and on one day during the migration season 286,000 raptors were counted passing over!





## Financial Report

*The main points to note are that:*

- Membership has continued to increase overall. The Association lost a few larger members over the course of the year due to companies moving out of the outdoor industry.
- As the Association grows, one very substantial donor will reduce its contribution in a staged manner. The first reduction (under Donations/Sponsorship) happened during 2014 and there will be further reductions over the next few years until a level is reached at which it will then remain. Even at the reduced level, this donor will continue to be a very substantial supporter of EOCA.
- Sustaining Membership was originally planned to start in July 2014 but will now start in January 2015 to replace and build on the income reduction above
- Fundraising income rose substantially due to the generosity of members at ISPO and OutDoor.
- Under income, project sponsorship for individual members looks like it reduced significantly, but this 'drop' is due to the differing progress of projects as well as timing of monies leaving and arriving in EOCA's account.
- Overall costs increased slightly due to wages, professional fees (legal trademarking of the name) and marketing (due to the making of EOCA's films), but other costs such as travel, internet and administration reduced.
- Under expenses, project funding rose significantly following the move to 2 funding rounds per year in 2014.
- Debtors were due to 2 members not having paid their membership fees before the end of the year. These have since been received.
- Many of the outstanding payments from previous years were cleared by the end of 2014. However, having moved to 2 funding rounds this year, there are now more interim and final payments still to be made.

### INCOME

|                       |                |
|-----------------------|----------------|
| Membership            | 172,510        |
| Donations/Sponsorship | 87,442         |
| Fundraising Income    | 38,316         |
| Project Sponsorship   | 26,301         |
|                       | <b>324,568</b> |

### PROJECT FUNDING

### EXPENSES

|  |               |
|--|---------------|
| Marketing/Print Costs                  | 8,496         |
| Website                                | 1,657         |
| Travelling/Subsistence                 | 3,222         |
| White Moss Consultancy Fees            | 56,799        |
| Postage & other admin [incl. training] | 541           |
| Subscriptions - IUCN                   | 590           |
| Legal & Professional Fees              | 3,716         |
| Accountancy and Audit                  | 955           |
| Bank charges                           | 1,339         |
|  | <b>77,314</b> |

### NET INCOME OVER EXPENDITURE

|          |     |
|----------|-----|
| Taxation | 250 |
|----------|-----|

### NET INCOME OVER EXPENDITURE AFTER TAXATION

### Movement of Funds

|                         |                |
|-------------------------|----------------|
| Balance Brought Forward | 328,673        |
| Movement in period      | 17,425         |
|                         | <b>346,098</b> |

|                              |                |
|------------------------------|----------------|
| Fund Balance Carried Forward | <b>346,098</b> |
|------------------------------|----------------|

### STATEMENT OF ASSETS AND LIABILITIES

#### Current Assets

|  |         |
|--|---------|
| Bank Account and Cash                            | 328,067 |
| Prepaid Whitemoss Consultancy Ltd fee (2 months) | 10,716  |
| Prepaid IUCN subscription                        | 604     |
| Prepaid Accommodation & Flights 2015             | 941     |
| Debtors  | 5,770   |

#### Current Liabilities

|          |   |
|----------|---|
| Accruals | 0 |
|----------|---|

### Total Assets less Liabilities

### Notes to the Accounts

#### Contingent Liabilities

The following amounts have been allocated to projects which still have to be completed.

|               | 2014           | 2013          |
|---------------|----------------|---------------|
|               | €              | €             |
| 2010 Projects | 6,000          | 6,000         |
| 2011 Projects | 6,000          | 16,021        |
| 2012 Projects | 4,544          | 14,544        |
| 2013 Projects | 11,800         | 33,425        |
| 2014 Projects | 95,852         |               |
|               | <b>124,196</b> | <b>69,990</b> |



## Our Supporters

EOCA would like to thank all of our members and partners who enabled our 2014 achievements.

### MEMBERS

The Association finished 2014 with 126 members having gained 15 new ones (including one media partner and one trade partner) over the course of the year. Members of EOCA at the end of 2014 were:

AKU Italia  
Arc'teryx  
Bergans of Norway  
Berghaus  
Bever  
Black Diamond Equipment  
Bluesign Technologies  
BMC Access & Conservation Trust  
Camelbak International  
CAMP Spa  
Canada Goose Europe  
Cascade Designs  
Chrissy Dorn Business Development  
Outdoor & Sports  
Cober  
Columbia Sportswear International Sarl  
Compass  
Contigo Europe  
Craghoppers  
Deuter Sport  
Dynafit  
Eagle Creek  
Ecotextile News  
Edelrid GmbH & Co KG  
Eso Es Konzepte  
European Outdoor Group  
Exped  
Ferrino  
Fjällräven  
George Fisher  
Goal Zero  
Grangers International  
Grivel  
Haglöfs  
Hey Sport  
High Sierra (Samsonite Europe)  
Holmenkol  
Huginbiz  
Industrial Revolution  
International Sports Marketing  
Jack Wolfskin  
Kamik  
Kayland  
KEEN  
Klättermusen  
Klean Kanteen

### Kendal Outdoor Retail Show (KORS)

Kozikidz  
La Sportiva  
LiteXpress  
Lorpen  
LOWA  
Lowe Alpine  
Mammut Sports Group  
Marmot  
Maruba Sports & Travel Publishers  
Merrell  
Messe Friedrichshafen  
Messe München  
Montane  
Mountain Equipment  
Mountain Equipment Germany  
Mountains4U  
Nikwax  
Nikwax Benelux bv  
ODLO International AG  
Op Pad Magazine  
Original Buff, S.A.  
Ortlieb  
Osprey Packs  
OutDry  
Outwell  
Pacsafe  
Paramo Ltd  
Patagonia Europe  
Pebble International  
Peoplework  
Pertex  
Polartec  
Qualiance International  
RAB  
RecycTex  
Rewoolution  
Roc Noir Skiwear  
Rock Point  
Salomon  
Salt Magazine  
Schöffel  
Sherpa Adventure Gear  
Shoot in the Alps  
Singing Rock  
Smartwool Europe  
Snugpak Ltd  
Spring PR  
Stanley  
Teko Ltd  
Tendon  
Ternua

### The North Face Italy EMEA

The Original Mountain Marathon  
Thule  
Timberland  
Transa Backpacking  
Trek and Mountain  
UNIFI  
Vaude  
W.L. Gore  
Zeal Optics Inc

### MEDIA PARTNERS

Active & Eco Magazine  
Alpin  
Climax  
National Geographic Germany  
NORR Magazine  
OutdoorMarkt  
Outdoor Review  
outdoorsmagic.com  
The Great Outdoors  
Trailrunningreview.com  
WalkingontheWeb.co.uk  
White & Poles Communications  
(MountainBlog)

### OTHER PARTNERS

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

### Targets and aspirations for 2015

- Increase the number of Sustaining Members by 2-3 to ensure on-going viability of the Association
- Build on the success of having 2 funding rounds per year with the aim of putting more funds into vital conservation projects
- Build deeper relationships with members to encourage more engagement and involvement in the work of the Association, as well as within their own companies



## EOCA funding is working and this is why...

*"I would say that this project was one of the most positive, enjoyable and successful we have ever implemented and I would like to thank all those who have supported it."*

**Alexander Rukhaia, Sabuko (formerly Bird Conservation Georgia)**

*"Thanks for your incredible production capacity, enthusiasm and 'never give up' attitude."*

**David Durkan, Bergans of Norway**

*"This [was a] great opportunity [that] allowed us to find many new friends and awaken an increasing interest for the conservation of the Glorieta stream. Furthermore, this huge public vote became a powerful tool to promote our organisation and has given us an international scope. We definitely feel like winners as well!"*

**Jesús Ortiz, CEN (Associació per a la Conservació dels Ecosistemes Naturals), a project unsuccessful in winning the spring public vote**

*"As a friend and partner of the outdoor industry, we are delighted to be able to support an organisation that makes a real difference and ensures that conservation remains a priority for the great wild places of the world."*

**Stefan Reisinger, Head of OutDoor and Eurobike**

*"As the organisation that founded EOCA, we are immensely proud to have seen the idea grow so successfully, proud of the work that is being done and proud of the team which has made it all happen. We are no longer involved in the day to day running of the organisation as it is fully independent of the EOG, but we are firmly committed to supporting its development wherever we can and are delighted to become a Sustaining Member."*

**Mark Held, General Secretary of the European Outdoor Group (EOG)**

*"Having made the decision to put a significant amount of money into the conservation of threatened species and habitats, we were delighted to be presented with a project so appropriate to our brand and of such importance. EOCA's expertise in researching and vetting projects has been key for us in deciding to fund a project through them."*

**Rob Wylie, Managing Director of Osprey Europe**

*"The Association has a proven record in effectively delivering excellent support to NGOs and environmental organisations and Peoplework is proud to be able to support these bodies through EOCA."*

**Don Gladstone, Managing Director of Peoplework**

## Board Members



**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



**Sarah Seeger**  
[Marmot]  
Board Member



**Anna Marie Rugarli**  
[VF International]  
Board Member

There were no changes to the EOCA Board in 2014. The Board met 3 times during the year and held one conference call. The main area of development for the Board was Sustaining Membership, which was launched at the international press conference at OutDoor in July. This form of membership is still open to EOCA members, and the Board is keen to attract a further 3 Sustaining Members by the beginning of 2016. These industry 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.