
Annual Report 2015

www.outdoorconservation.eu
www.eoca.de

EOCA Annual Report 2015

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 conservation projects.



A Word from the President



Anna Maria Rugarli
Director of Sustainability and
Corporate Social Responsibility for
VF Corporation, EMEA.

In the middle of 2015, John Jansen resigned as president of EOCA to become the new president of the European Outdoor Group (EOG). He fully represented EOCA, guiding it with clear vision, strong leadership and a genuine passion for the outdoors. We thank him for the important work he did in defining strategies for the Association and in increasing the importance of the work of the Association within the industry.

During the Annual Assembly at Friedrichshafen in July 2015, I was honoured to be nominated and then elected as the new President of EOCA. I have been on the EOCA board for the last 3 years and was proposed by my peers to be the next to lead the rapidly growing organisation.

I became involved in EOCA through my current role as Director of Sustainability and Corporate Social Responsibility for VF Corporation EMEA, which includes EOCA members The North Face and Smartwool. Prior to this role, I worked at Nike for 11 years.

I am fully committed to continuing to support EOCA along the path of growth, focusing my efforts on further increasing the relevance of the Association as we support vital environmental conservation projects. I am also delighted to be working with the EOCA team, which is a passionate and expert group of people with a great commitment to looking after the wild places we all value so much.

During 2015, EOCA spent more than ever on conservation projects - €270,000 in total was committed to projects in nine different countries. In addition, the Association reached the highest number of people ever during its public votes - over 36.5 million - making the vote an extremely valuable tool in raising awareness of conservation issues on an international scale. I look forward to seeing how we follow these achievements during 2016, which will be our tenth year of operating.

Treasurer's Report



Jan Lorch
Chief Sales Officer and CSR
Manager at Vaude

We leave 2015 with a healthy bank balance. Income has again risen on last year, thanks to another increase in membership numbers as well as the introduction of the Sustaining Members initiative.

In January 2015, seven Sustaining Members of EOCA began a three year commitment to pay at least an additional €10,000 on top of their membership fee each year, with this money financing the running costs of the Association. EOCA is extremely grateful to the following seven Sustaining Members for their support: OutDoor, ISPO, KEEN, Nikwax, Patagonia, Pertex and the EOG, the founder of EOCA.

Expenses rose slightly on 2014 despite marketing and printing costs being reduced. 2015 was the second year in a row that the Association has run two funding rounds in the year. More money than ever before was committed to projects by EOCA - €270,000. The figure for the amount paid to 'Project Funding' is not the amount committed to projects in a year. EOCA pays 50% of project grants at the start of project implementation. It then pays 30% on receipt of a satisfactory interim report, usually after 6-12 months. The final 20% is paid at the end of the project, following the submission of satisfactory final and financial reports. The amount of money paid out each year is therefore made up of a mixture of first and interim payment from the projects chosen that year, plus some interim and final payments from projects funded in previous years.

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 course 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."

Manager's Report



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

2015 proved to be an exciting year, with more EOCA records being broken! Reaching 36.5 million people during the two public votes was one of the highlights, showing just how far good news about conservation can travel! What a fantastic way to not only select which projects EOCA funds, but to raise awareness of global conservation issues on an international platform. All of the projects involved in the vote reported that they swelled their support base and benefited enormously from taking part in the process.

Through the two public votes and also the private members' vote, EOCA was able to fund more projects than ever before this year. It was with great pleasure that EOCA committed €270,000 to projects in nine different countries. You can read about them in this report, and also on our website. We wish the projects well as they implement the measures they have planned to address threats to important species, habitats and landscapes.

The reason it was possible to fund more conservation work this year was a combination of an increase in members and therefore membership fees, the introduction of the Sustaining Members initiative, and raising more money than ever before at the OutDoor and ISPO shows. We sincerely thank all EOCA members for making this possible. By working together as an industry, the Association and its members really are able to make a very positive difference to outdoor environments around the world.



New EOCA Members 2015

During 2015, EOCA was delighted to welcome the following organisations into EOCA membership:

Amazon EU
POMOCA SA
Shanghai Kuiran Trade Co Ltd
Kendal Mountain Festival
Pyua

Rohan Designs Limited
Retail Concepts NV (ASAdventure)
Calzaturificio Zamberlan S.R.L.
Hydro Flask
And trade partner: Outdoor Sports Valley

Grant Awards 2015

Due to the support of the EOCA Sustaining Members from January 2015 and the huge growth in membership over recent years, EOCA was thrilled to be able to stage a second funding round during 2015, for the second year in a row.

Public Votes for Conservation

There were 56 applications to EOCA for funding in Spring 2015 and a massive 93 applications in the autumn, which was absolutely astounding! The EOCA General Managers assess all the projects against agreed criteria to create a shortlist of the best and most relevant projects. This shortlist is put to the EOCA Scientific Advisors for their comment and approval.

Each year, EOCA members get involved in helping choose a number of the projects for the Association to fund from the shortlist. In addition, a very high profile public vote is organised each year, 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) in the spring vote and Mountainblog.eu/it 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 feature on Nepali national radio, and support on social media from a former Miss Nepal, an American embassy and the leader of one of the main UK political parties.

In total, the voting process in both the spring and autumn reached over **36.5 million consumers** and attracted over **68,000 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 9 projects in 2015 to the tune of nearly €270,000.

The projects that gained funding via the spring online vote were:

Community Action for Protecting the Endangered Sangai Deer, India

Nominated by Salt Magazine.

Chosen in conjunction with National Geographic Germany.

Endangered Sangai deer are found in the marshy wetlands of Loktak Lake, the largest fresh water lake in Eastern India. The deer are threatened by poaching, fishing activities, reduction in food, inbreeding, disease, flooding of habitat and drowning. This project will prevent destruction of Sangai habitat through environmental education programmes. Food shortages and drowning during the rainy seasons will be addressed by planting 50,000 Sangai food plants and constructing dry shelters in elevated locations. Vets will treat the deer for communicable diseases as well as ailments.



© Lorella Ann Shepherd, MYCAT.

Citizen Action for Tigers (CAT), Malaysia

Nominated by Chrissy Dorn Business Development Outdoors and Sports.

Chosen in conjunction with The Great Outdoors, Norr Magazine, Hike & Trekking, Bike & Trekking and Sport Partner magazines.

CAT Walks (anti-poaching wilderness watches) bring small groups trekking or camping in the rainforests of the Yu River Wildlife Corridor, the sole link between Malaysia's two largest forested areas. Led by experienced and trained guides, volunteers look out for signs of poachers, snares, as well as tigers, elephants, sambar deer and other wildlife. Snares and traps found are recorded, deactivated and reported to the authorities. CAT Walkers also check camera traps to monitor wildlife. The continual presence of people in the area deters poaching, increases tiger and sambar populations, enhances the Batek's chance of preserving their traditional hunter-gatherer culture and provides local ecotourism opportunities.

Conserving Red Panda through Community Stewardship, Nepal

Nominated by Sherpa Adventure Gear.

Chosen in conjunction with Alpin Magazine.

The red panda is an indicator and umbrella species of the Eastern Himalayan Broadleaf Forest ecosystem. The Kanchenjunga Singhailla Complex (KMC) in eastern Nepal and the Panchthar-Ilam-Taplejung (PIT) corridor support 25% of the red panda population of Nepal. However, the PIT corridor is not protected, which has resulted in the decline of panda populations. The strategies for addressing the threats they face will be holistic, sustainable, and will financially benefit local communities. They will include assessing red panda abundance and habitat quality, developing a management plan for the area and providing training in forest fire management, red panda monitoring, organic farming methods, ecotourism hospitality, stall feeding cattle and nature guiding. There will be education of 3,500 locals on the importance of conserving red pandas and local forests.

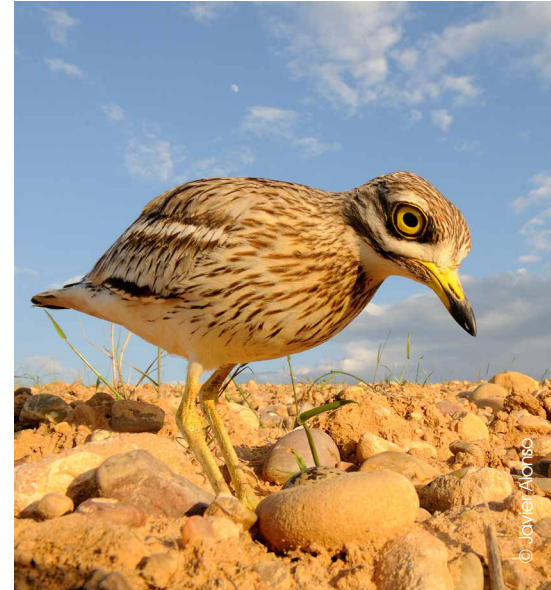


Three projects were chosen by the EOCA members' vote:

AgroS.O.S.tainable Phase II, Spain

Nominated by Ternua and Lorpen

In the project area near Madrid, many species of Steppe birds including great bustard, sand grouse, various owls and harriers are being lost due to intensive farming practices and land abandonment. Brinzal will work with farmers in an area of 1,000 hectares to encourage activities beneficial to these birds, such as extensive farming techniques, organic farming, providing nesting and perching sites and tree planting. It will also promote walking and bird watching in the area to demonstrate the value of these farming practices.



Reducing Threats to Cross River Gorillas through Alternative Livelihoods, Nigeria

Nominated by Vaude

The tropical rainforests of Cross River State in Okwangwo, support over 60% of Nigeria's endangered plants and animals. The Cross River gorilla is only found along the southern section of the Nigeria-Cameroon border and there are thought to be less than 300 individuals left. Logging, farming, and hunting are the major threats to the gorillas in the area. The Okwangwo Conservation Society aims to reduce the threats faced by gorillas by training 40 hunters in snail farming and beekeeping, thereby creating alternative sources of food and income, and reducing fires and habitat destruction which often result from wild honey collection. The project will also facilitate conservation education and establish 40,000 seedlings of Bushmango and afang, important non timber forest products currently unsustainably harvested from the forest and important for household income.

Wildfjords Restoration, Iceland

Nominated by Goal Zero

The project is located in Iceland's wild and mountainous West Fjords region, a landscape of rugged rock and steep sided fjords. Though retaining its wild character, land use has dramatically altered the ecology, with approximately 95% of the original forest cover removed, wetlands drained for farmland and non-native tree species planted. Increasing tourism also threatens the region's sensitive flora. The project will create an integrated management plan prioritising bio-diversity. It will restore native boreal birch forests by planting 10,000 native tree seedlings, which will support lichen, insect and fungi populations. Ancient cairns will be mapped and restored in a newly proposed national park, creating a network of walking trails while ensuring the impact on fragile habitats is kept to a minimum.



The autumn online vote in conjunction with *Mountainblog.eu* and *Mountainblog.it* chose the following project:

Keep Suilvan Wild - Path Restoration Project, Scotland

Nominated by Berghaus

This community owned mountain rises dramatically from some of the most rugged and spectacular scenery in Scotland. It lies in Scotland's first European Geopark. A 2.5km section of the access route to Suilven needs to be restored. The lower section is mostly wet peaty moorland but the final steep ascent is very fragile and deteriorating rapidly. The soils are washed away in heavy rain and the path is beginning to erode into a very loose, wide and deep gully with considerable loss of vegetation and soils. This project will repair the path and maintain it to minimise the impact of increased footfall on the surrounding vegetation and underlying soils. Access to wild places as well as awareness of the value of wild land will be promoted and vegetation surveys will be carried out to monitor regeneration.



© John Muir Trust

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



From logging and poaching to adventure and biocultural diversity tourism, West Sumatra

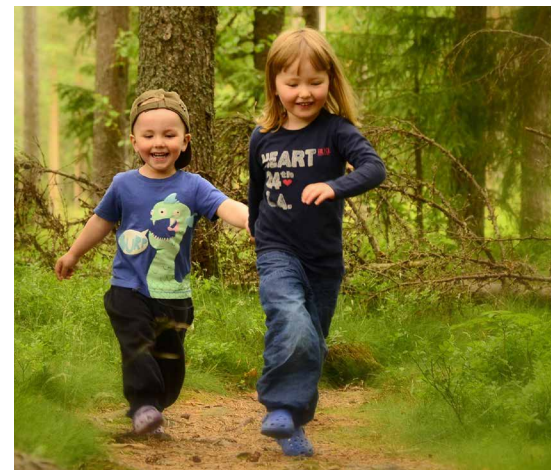
Nominated by Exped AG

The dense canopy and steep mountain slopes of Gamaran Protected Forest in Sumatra hosts rivers, waterfalls, caves, endemic flora and fauna and is a potential hotspot for outdoor enthusiasts. The central zone is a conservation area, and traditional community activities are allowed in the peripheral forest. Threats to the forest include poaching, illegal logging for timber and for wood to fire bricks for building, yet there is a desire amongst local communities for alternative livelihoods. This project will train local former poachers and illegal forest workers in tourism, hospitality and conservation management. 16 new trails and 4 new adventure activities will be created across 4 communities in the forest buffer zone to attract visitors to the area and bring in alternative income streams to local communities. The project also aims to reduce the need for wood to fire bricks, enable reforestation and promote agroforestry.

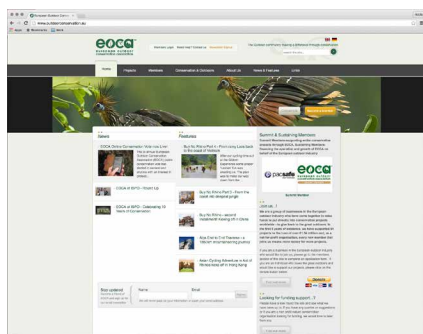
Protecting Old-Growth Forests, Sweden

Nominated by Norr Magazine

Old-Growth Forests have been severely decreasing in the world, particularly in Europe. In Sweden half of all threatened species are dependent on old growth forest but only 3.8% of forest is protected. Naturarvet purchases forests which then, according to their governing documents, may never be sold or logged. It is currently looking to purchase and protect 70 hectares of ecologically valuable old growth forest at Iglekärr. Funds from EOCA will enable the purchase of 3 more hectares, meaning that 35 hectares will have been saved to date.



Other Activities



WEBSITE / SOCIAL MEDIA

As already mentioned, the public votes, hosted on the EOCA websites, created a huge reach of over 36.5 million people during spring and autumn. The Association used its Facebook and Twitter accounts to promote the vote and to signpost people to the voting on the two EOCA websites - one in English and one in German.

Throughout the year, 10 news items and 5 features were added to the websites in both English (www.outdoorconservation.eu) and German (www.eoca.de). Events such as EOCA's activities at OutDoor and ISPO throughout the year also lead to spikes of interest in the website and social media channels of the Association. In total, the number of unique visitors to the websites totalled 172,637 making the websites valuable tools in spreading the EOCA message.



EOCA again enjoyed hosting a booth right at the front of the East Entrance very generously donated and built by Messe München (ISPO). During or shortly after the show, EOCA was delighted to sign up new members Pomoca, Rohan, AS Adventure and Shanghai Huiran Trade Co Ltd. Existing members were as generous as ever in donating gear to the Conservation Fundraiser and also hosting collections during happy hours. The happy hour, kindly sponsored by ISPO on the EOCA stand and supported by product sales by Teko Socks and Goal Zero proved very popular. In total, over €8,000 was raised during the four days, 100% of which was put into 2015 projects.



The four day OutDoor show held in Friedrichshafen in July again proved to be very beneficial to EOCA. Four new members joined the Association. EOCA members were so generous in donating their time and product at the show that the target of raising €30,000, laid down by Joint General Managers in the lead up to the show, was exceeded! Many members donated a huge array of very popular products and the buzz on the EOCA stand started even the night before the show with people asking to see what was on offer! This year there were more members doing their own thing than ever before, to help in the fundraising effort. Camelbak sold Chute bottles on their stand; Stanley (a brand of PMI) sold Classic Vacuum Pints and Klean Kanteen sold pint mugs both on their stand and via the Messe for the OutDoor Party. Smartwool's ever popular Sock Vending Machine was in operation and KEEN's Hybrid Care Sandal Sale had people queuing all round their stand an hour before the event was due to start! Not only this, but non-member Coleman generously donated 2 BBQs which had been used at the VIP Sundowner event to the fundraiser sale on the last day - which were sold and immediately pressed into service for more parties the following night!



SUSTAINING MEMBERS

EOCA is incredibly grateful to its Sustaining Members, whose three year commitment started in January 2015. These seven Sustaining Members have committed to finance the running of the Association for the benefit of the whole outdoor industry, by donating at least €10,000 per year on top of their membership fees for three years. The seven members are: OutDoor, ISPO, Keen Footwear, Nikwax, Patagonia, Pertex and the EOG, who are also the founders of the Association.



CONSERVATION CHAMPIONS

Each year, EOCA names a few specific members of the Association as Conservation Champions. These are the members that have gone the extra mile to raise money for, or awareness of conservation through the Association. During the Friday night party at OutDoor, the following two companies were named and celebrated as EOCA 2015 Conservation Champions:

Smartwool
Go far. Feel good.™

A number of years ago, Smartwool approached EOCA with an innovative and exciting way in which they wanted to raise money for the Association at tradeshows. They have since hosted a "Smartwool sock vending machine" at each of the ISPO and OutDoor tradeshows. The vending machine has proved extremely popular and has required regular restocking throughout the shows! This inspirational idea has raised awareness of EOCA as well as an impressive €6,500 to date during three shows, 100% of which has been spent on EOCA conservation projects.



A founding member and long term supporter of EOCA, Vaude always makes a very generous donation to EOCA's Conservation Fundraiser at OutDoor. This enables EOCA to raise significant additional amounts of money for conservation each year. In addition, Vaude organised a collection at their 40 year anniversary celebrations in 2014, with proceeds going to a conservation project at Lake Baikal in Russia via EOCA. Finally, Vaude engaged with and supported an EOCA funded project which they had nominated for funding. They attended an opening ceremony and promoted the project which developed mountain biking and ecotourism as a way of conserving a way of life and a valuable landscape in Romania.



Board Members



Anna Marie Rugarli
[VF International]
President



Nick Brown
[Nikwax]
Vice President



Jan Lorch
[Vaude]
Treasurer



Mark Held
[EOG]
Director



Andrea Tomasini
[Patagonia]
Board Member



Sarah Seeger
[Marmot]
Board Member



Edu Uribealago
[Ternua]
Board Member



Perry Laukens
[KEEN Footwear]
Board Member

During 2015, all of the terms of the current board members came to an end. John Jansen took this opportunity to resign from EOCA as he was selected to become the next President of the EOG. We were delighted that all of the other board members kindly agreed to stand for re-election and were reinstated as board members. We thank Nick Brown (Nikwax), Jan Lorch (Vaude), Andrea Tomasini (Patagonia), Sarah Seeger (Marmot), Anna Maria Rugarli (VF Corporation) for their continued support.

In addition, we were thrilled that Anna Maria Rugarli was voted in as the new President of EOCA at the Annual Assembly, and that two new board members were voted onto the board – Edu Uribealago (Ternua) and Perry Laukens (KEEN Footwear). The board meet four times a year as well as in conference calls and are vital to the strategic development of the Association.

Scientific Advisors



Nick Brown



Martin Price



Charles Sheppard



Jonny Hughes



Kathy Valander

Each of the five EOCA Scientific Advisors played a vital role for EOCA during 2015. All international experts in their areas of conservation, the team generously gives their time and advice free of charge to the Association and we are extremely grateful to them. During the process of project shortlisting, the panel are there to review the decisions made by the General Managers about which projects EOCA should fund. They are able to answer any specific questions the General Managers may have about conservation techniques and proposals, and to ensure that the applications for projects which would deliver the most significant benefits from a conservation perspective are on the shortlist.

Financial Report

The main points to note are that:

- The number of members in the Association, and therefore the membership fee income has again risen, 100% of which is spent on conservation.
- Sustaining Membership came on stream this year for the first time, meaning that €123,786 was available for the sustaining finance of the Association. This money finances the running of the Association and is more than was spent on expenses. Any remaining monies are put into conservation projects.
- A significant amount of money was raised during the eight days of fundraising activities at ISPO and OutDoor. Thanks to the generosity of EOCA members, enough was raised to fund an entire extra project.
- More than ever before was committed to projects during the year by EOCA - €270,000 in total. The actual amount paid out each year is dictated by how smoothly projects move forward with their work and how quickly they deliver interim and final reports to release payments. In the notes to the accounts at the bottom of the page, it is highlighted that a further €176,089 has been committed to projects on delivery of satisfactory interim and final reports and so is due to be paid out from the remaining funds.
- There was an increase in costs during the year. The increase associated with the websites arose because the two sites were both made 'mobile friendly' during 2015.

Prepared by Marion Green
Accountancy Ltd
Chartered Certified Accountants
Wolf Howe, Whinfell, KENDAL
Cumbria, LA8 9EL

Income & Expenditure Report for 2015

From 1st January to 31 December 2015

	2015 €	€	2014 €	€
INCOME				
Membership		191,037		172,510
Sustaining Finance		123,786		83,352
Fundraising Income		38,734		38,316
Sponsorship/Donations		10,798		4,090
Project sponsorship		19,127		26,301
		383,482		324,568
PROJECT FUNDING				
		210,888		229,579
EXPENSES				
Print Costs & Marketing Materials	5,322		8,496	
IT, Internet & Website	3,703		1,657	
Travelling/Subsistence	5,083		3,222	
White Moss Consultancy Fees	67,394		56,799	
Postage & other admin (inc Training)	1,878		541	
Subscriptions - IUCN	604		590	
Legal & Professional Fees	2,643		3,716	
Accountancy & audit	1,697		955	
Bank charges	1,556	89,880	1,339	77,314
		82,714		17,675
NET INCOME OVER EXPENDITURE				
Taxation		102		250
		82,612		17,425
NET INCOME OVER EXPENDITURE AFTER TAXATION				
Movement of Funds				
Balance Brought Forward		346,098		328,673
Movement in period		82,612		17,425
		428,710		346,098
Fund Balance Carried Forward				
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets				
Bank Account & cash		416,408		328,067
Prepaid Whitemoss Consultancy Ltd fee (2 months)		11,118		10,716
Prepaid IUCN subscription		671		604
Prepaid accommodation & flights for 2015		513		941
Debtors				5,770
Current Liabilities				
Accruals		0		0
		428,710		346,098
Total Assets less Liabilities				

Note to Accounts

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

	2015 €	2014 €
2010 Projects	6,000	6,000
2011 Projects	6,000	6,000
2012 Projects	0	4,544
2013 Projects	6,000	11,800
2014 Projects	28,103	95,852
2015 Projects	129,986	
	176,089	124,196

Our Supporters

EOCA would like to thank all of its members and partners who enabled its achievements during 2015.

EOCA Members

The Association finished 2015 with 128 members having gained 10 new ones during the year. Members of EOCA at the end of 2015 were:

MEMBERS

AKU Italia	Ferrino
Amazon EU	Fjällräven
Arc'teryx	George Fisher
AS Adventure	Goal Zero
Bergans of Norway	Grangers International
Berghaus	Gregory Packs
Bever	Grivel Mont Blanc
Black Diamond Equipment	Haglöfs Scandinavia
Bluesign Technologies	Hey Sport
BMC Access & Conservation Trust	Holmenkol
Camelbak International	Huginbiz
CAMP	Hydro Flask
Canada Goose Europe	Industrial Revolution
Cascade Designs	International Sports Marketing
Chrissy Dorn Business Development Outdoor & Sports	Jack Wolfskin
Cober	Kamik
Columbia Sportswear International Sarl	Kayland
Compass	Keen
Contigo Europe	Kendal Mountain Festival
Craghoppers	Klattermusen
Deuter Sport	Klean Kanteen
Dynafit	Kendal Outdoor Retail Show (KORS)
Eagle Creek	Kozikidz
Ecotextile News	La Sportiva
Edelrid	LifeXpress
Eso Es Konzepte	Lorpen
European Outdoor Group	LOWA
Exped	Lowe Alpine
	Mammut Sports Group
	Marmot Mountain Europe
	Maruba Sports & Travel Publishers

Messe Friedrichshafen (OutDoor)	Sherpa Adventure Gear
Messe München (ISPO)	Shoot In The Alps
Montane	Singing Rock
Mountain Equipment	Smartwool Europe
Nikwax	Snugpak
Nikwax Benelux	Spring PR
Original Buff, S.A	Stanley
Ortlieb	Teko
Osprey Packs	Tendon
Outdoor & Sports Company	Ternua
OutDry	The North Face
Outwell (OASE Outdoors)	Thule
Pacsafe	Transa Backpacking
Paramo	Trek and Mountain
Patagonia Europe	Unifi
Peoplework	Vaude Sport
Pertex	W.L. Gore
Polartec	Wolverine Europe (Merrell)
POMOCA	Zamberlan
Pyua	
Qualiance International	
RAB	
Recycutex	
Rewoolution	
Roc Noir Skiwear	
Rock Point	
Rohan Designs	
Salomon	
Salt Magazine	
Schoeffel	
Shanghai Kuiran Trade Co	

TRADE PARTNERS

Fachgruppe Outdoor
Italian Outdoor Group
Outdoor Sports Valley
Russian Outdoor Group
Scandinavian Outdoor Group
The OIA (Outdoor Industries Association, UK)

OTHER PARTNERS

1% for the Planet - EOCA is a registered 1% recipient
IUCN member

MEDIA PARTNERS

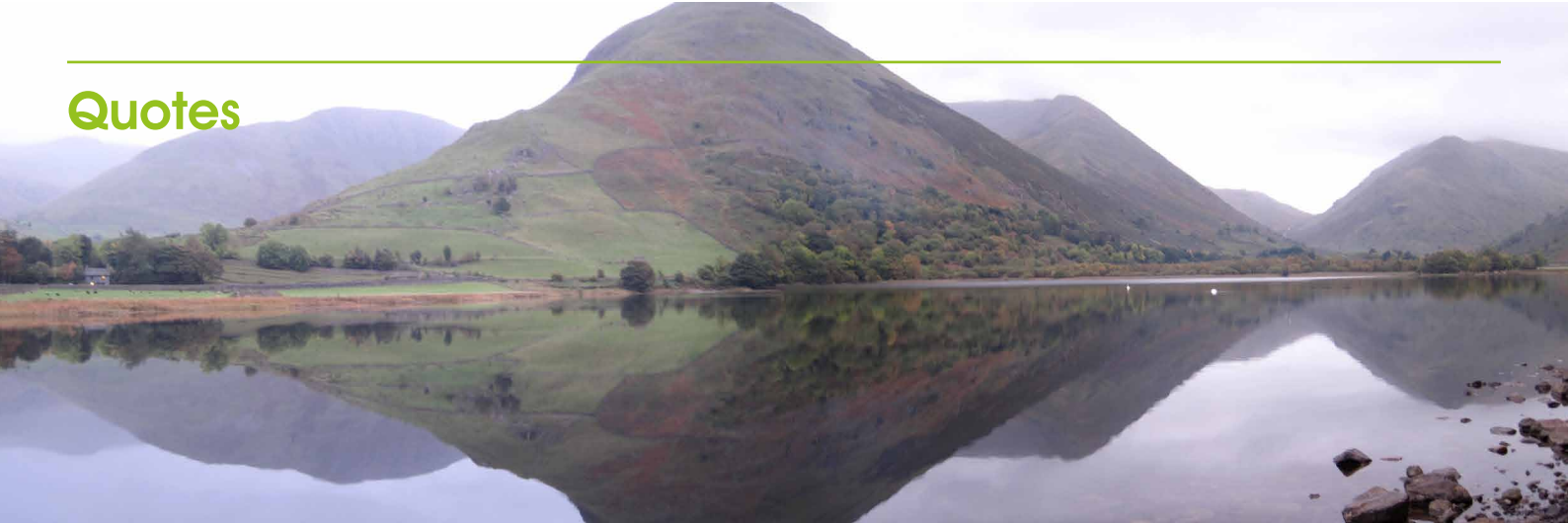
Active & Eco Magazine
Alpin
Climax Magazine
National Geographic Germany
NORR Scandinavian Publishing AB
Outdoor Markt (Jahr Top Special Verlag)
Outdoor Review
OutdoorsMagic.com
The Great Outdoors
TrailRunningReview.com
White & Poles Communication Ltd (Mountain Blog)
walkingontheweb.co.uk

Targets & Aspirations for 2016

During 2016, EOCA aims to:

- Celebrate 10 years of the Association having put funding into conservation projects from the outdoor industry.
- Achieve the target of having raised and spent €2 million on conservation projects worldwide in the 10 years.
- Launch an initiative to plant or regenerate 2 million trees to celebrate the milestone achievements.

Quotes



"The funding from EOCA has made such a difference on the Roaches, and hopefully opened the door to much more."

Jeff Sim, Land Management Team Co-ordinator, Staffordshire Wildlife Trust

"I write from IUCN headquarters in Geneva where I've been working this week. Having looked at the project [short] list myself I then ran the list of projects (strictly confidentially) past a highly respected global expert on species conservation. We both agreed you'd done an absolutely remarkable job and could not fault your choices. Great work and I fully support your final list."

Jonathan Hughes, Chief Executive, Scottish Wildlife Trust, Global Councillor, IUCN and Scientific Advisor to EOCA

"On behalf of LPN, we congratulate EOCA for this initiative and thank you and VAUDE for the opportunity we were given. We might not have won this vote, but the Black Vulture won the attention of many people, including Portuguese who were not aware of this species' existence and who we now hope to be more alert to its conservation challenges. We are sincerely very thankful and honoured for this opportunity. We thank you for your constant updates, care and motivation. It really made the difference."

Eduardo Santos, LPN

"There are lots of advantages beyond just winning the funding. We've increased our e-newsletter sign-ups (three times the usual number in the first week of voting), increased visits to our website - and therefore increased general awareness of the Trust's work... We are able to go back to people who voted to say thanks and to encourage them to stay involved in the work we do. Also we have massively helped to increase awareness of the Assynt project as a whole."

"[Through the vote, we achieved] a potential reach of over a million people (which astounded us!). This again does demonstrate to us the real benefit of your approach to support projects through a public vote - there are a number of really valuable benefits for us as an organisation which we wouldn't otherwise get from a straightforward application for funding. So thank you to EOCA for helping us to realise this."

Kate Barclay, Head of Fundraising, John Muir Trust

"As the festival grows and visitor numbers increase, it is only right that the landscapes we love to come and see in film, read about in books and talk about with our friends and colleagues is looked after. Kendal Mountain Festival inspires people to get outdoors and push their own boundaries and, collectively, we must do everything we can to ensure we protect the places they want to go to. Getting involved with EOCA means we have a very positive and tangible way of doing that."

Clive Allen, Festival Director, Kendal Mountain Festival

"Supporting the environment in a collective manner like this is such an effective way of working that we wanted to be part of it. It was one of the things I came to the [ISPO] show knowing we wanted to do. We have been looking to support an environmental project for a year now, and our main concern was to find the right and most meaningful way. The expertise of EOCA gives us the certainty and security that we are choosing the right projects and really giving back to the environment - which for us is far more important than telling people about the work we are doing."

Josep Castellet, General Manager, Pomoca

"We can't thank you [Tanya] and Catherine and all of EOCA enough for your support through the period of this grant. Your flexibility and understanding, especially with regard to the earthquake and the ongoing difficulties in Nepal, has made a real difference to our staff and our beneficiaries."

Jennifer Drenning, Mountain Institute

"The work you are doing with a great variety of important projects around the world is brilliant. Connecting outdoor businesses with the public through a voting system is clearly a great way to not only engage a general public audience with conservation projects and NGOs, but also to highlight those areas of most concern to the public."

Simon Hoyte, Member of the public involved in public online vote.



www.outdoorconservation.eu
www.eoca.de