



European outdoor  
conservation association

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# Annual Report 2016

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

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# EOCA Annual Report 2016

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 Rugari**  
Director of Sustainability and  
Corporate Social Responsibility for  
VF Corporation in EMEA.

I have only been in the post as President of EOCA for 18 months, but already so much has been achieved! I have been delighted and honoured to be part of such a dedicated and committed team, helping to shape the way forwards as we looked at our strategy for the coming 4 years and what we want to achieve as an Association over that time.

Involving our team of Scientific Advisors, we have been able to refocus our vision for the organisation, and how every outdoor enthusiast, whether they be part of a larger company or an individual, can play their part in looking after and protecting our wild spaces.

2016 was the year of milestones! Having celebrated raising the Association's first €1 million for conservation in 2012, we were delighted to be able to celebrate €2 million just 4 years later! Not only this but EOCA turned 10 years old, and what a tremendous amount we have been able to achieve in our first decade: 84 projects supported in 41 different countries, reaching 82.5 million people via the public vote system and receiving 208,000 online votes! What a way to be able to show what over 130 member companies from the European outdoor industry are achieving by working together - protecting, restoring and ensuring a future for all manner of threatened habitats and species.

Our main celebration of these successes was to set ourselves the next challenge: to commemorate the €2 million raised for conservation, by planting 2 million trees around the world. A far-reaching challenge that we are keen to meet, which will benefit and protect many habitats and species - including homo sapiens - as well as leaving a long lasting legacy which will outlive us all. This is what EOCA is about; leaving our earth in a better state than how we found it, and I for one, am immensely proud to be part of that.

# Treasurer's Report



**Jan Lorch**  
Chief Sales Officer and CSR  
Manager at Vaude

We leave 2016 having broken even in our accounts. EOCA was able to fund €300,000 of projects over the 12 months, more than it has ever done in the past. Partly as a celebration of its anniversary year, and partly in order to ensure that some of the reserves which had built up over the past few years were instead spent on vital conservation projects.

Income overall was lower than in 2015 and this was due to a specific annual donation being, as we knew it would be, significantly lower than in previous years. The Sustaining Membership, which was set up and started in 2015 in part to cover this reduction, has now come into its own, providing the Association with a much needed boost to continue to carry out its operations and grow, whilst still being able to commit to putting 100% of all membership fees into the projects that it funds over the year.

Costs were significantly down on the previous year, due to a number of items which were less than predicted, the most significant of these being the salaries / insurance budget due to the loss in value of the £pound following the Brexit vote. Project payments were also tidied up significantly, with many projects coming to an end or making good progress, with the result that all outstanding payments from before 2014 have now been made. €300,000 has been committed to ten conservation projects this year.

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 each year is 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."*

# Managers' Report



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

As outlined by Anna Maria Rugarli, 2016 was most definitely a year of celebration for EOCA due to its 10 year anniversary, having raised and given €2 million to conservation projects around the world in that time - as well as launching what has become known as the 2 Million Tree Project!

Activities planned around these celebrations made for a hectic ISPO in January and OutDoor in July as the achievements were celebrated with specific press and PR activity, an announcement at the International Press Conference at OutDoor, interviews for online blogs and local German radio, a tree planting ceremony, a toast (with bubbly!) at the Annual Assembly, a talk by Timmy O'Neill to launch EOCA's newest projects before the OutDoor Awards and a party within the OutDoor Party on the stage in front of several thousand members of the great and the good from the outdoor industry!

Off stage, the year included a strategy conference with our panel of Scientific Advisors culminating in the rewriting of EOCA's vision and mission and leading to the research, writing and acceptance by EOCA members of a new strategy for 2017-2020 (see summary on p.11). It also comprised a public vote for projects in the Spring. The summer funding round saw the most ever applications (107) to EOCA from organisations who had projects all with a significant tree planting element, meaning that by the end of 2016 we were on track to committing to planting the first million trees of our 2 million target and ready to launch the first ever EOCA public fundraiser early the following year! Another milestone in itself, and most certainly a year to be proud of.



## New EOCA Members 2016

During 2016, EOCA was delighted to welcome the following organisations into EOCA membership:

**THRONE**  
**Hilleberg**  
**ORTOVOX Sportartikel GmbH**  
**HDWool**  
**Warmpeace**  
**Outdoor Blogger Network**

**Lifestraw S.A**  
**Kutupayisi Teks**  
**Berg Outdoor Discovery Sports S.A**  
**prAna**  
**Eagle Nest Outfitters INC**

## Grant Awards 2016

### Public Votes for Conservation

During March, EOCA held its annual spring public vote. A shortlist of 13 projects was showcased by National Geographic Germany, The Great Outdoors (UK), Alpin (Germany, Austria and Switzerland), and Hike & Trekking, Bike & Trekking, and Sport Partner (Netherlands). Readers of the magazines, outdoor enthusiasts and supporters of the projects were all invited to vote for their favourite project in three categories and the project with the most votes in each category was selected for funding. In April, a private vote for members was held, with a further two projects being chosen for funding.

Our conservative calculation shows that the public vote reached **over 15 million people** and recorded **50,000 online votes** to choose the first 3 projects for the Association to fund. The vote featured on national radio, TV, in cinemas and was promoted by celebrities and politicians in many different countries. It reached 1 in 20 inhabitants of Portugal, and even saw a shark egg case being named after a local celebrity footballer! One conservation charity found a Facebook post being shared 504 times and another saw its press release about the vote being published by 69 different newspapers and magazines!

The signups to the quarterly "Friends of EOCA" newsletter gained **4,000 new contacts** during the vote which means that **over 15,000 people** now receive regular news about what EOCA, its members and its supported projects are achieving.

# Projects

Projects that gained funding via the spring vote were:

## Rewilding the Highlands, Scotland

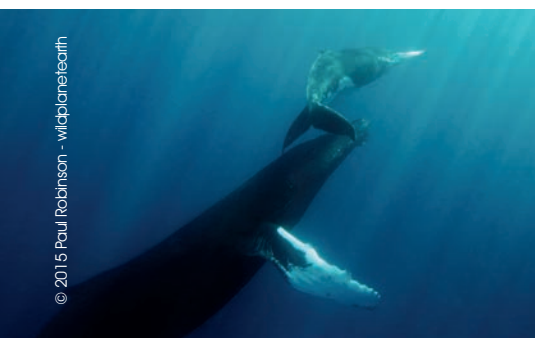
Nominated by OutDoor • Chosen by readers of *The Great Outdoors* and *Alpin*  
Trees for Life's Rewilding the Highlands project aims to establish one of the UK's most inspiring examples of rewilding - featuring habitat creation for endangered or rare wildlife such as golden eagle, Scottish wildcat, red squirrel and pine marten, the planting of 50,000 trees, a boost for wildlife tourism and 10,000 rare montane tree species being grown each year to re-establish higher altitude woodlands.



© Alan Watson-Featherstone

## Humpback Whales in the Eastern Caribbean

Nominated by Ternua • Chosen by readers of *National Geographic Germany*  
The Eastern Caribbean is the breeding area for a newly discovered sub population of humpback whales that face numerous threats including vessel strike, entanglement in nets, chemical and noise pollution, and hunting. Funding will deliver responsible whale watch training for local operators, in-school educational programmes, and a tourist-based citizen scientist programme to provide necessary data to better protect this lesser known population of humpback whales.



© 2015 Paul Robinson - wildplanetearth

## Saving the Spectacled Bear at Yanacocha Reserve, Ecuador

Nominated by Nikwax • Chosen by readers of *Hike & Trekking*, *Bike & Trekking* and **SPORT PARTNER**

The Spectacled Bear's forest home in the tropical Andes is rapidly disappearing through deforestation, expanding agriculture and uncontrolled fires, leaving fewer than 2,000 of these animals in Ecuador. Yanacocha Reserve forests provide ideal habitat for bears as well as other threatened species, including the Critically Endangered Black-breasted Puffleg hummingbird. The project will implement a fire prevention strategy to reduce habitat loss, use camera traps to monitor bears and establish an education programme to highlight the urgent need to save the Spectacled Bear.



© Nigel Simpson

Two projects were chosen by the EOCA members' vote:

## Caring for Coniston's Old Man, UK

Nominated by George Fisher Ltd • Chosen by EOCA members

The route from Goat's Water to the summit of the Old Man of Coniston is one of the most popular routes in the Lake District National Park, bringing thousands of walkers every year, many en route to the summit of Coniston Old Man, one of the park's highest peaks. But the impact of millions of footsteps on the fragile terrain is causing massive erosion, sediment problems in water bodies downstream and rare vegetation and rock features are being damaged. The funding will enable repairs to the path using traditional techniques, reseeded and ongoing maintenance work.



© Teriva Oliver

## Saving Mountain Gorillas, Rwanda

Nominated by Craghoppers • Chosen by EOCA members

This world-renowned long-term project strives to protect the world's remaining mountain gorillas. The population monitored by The Dian Fossey Gorilla Fund lives in the high altitude forests of the Virunga massif, however extreme poverty means communities often use resources from within the national park including water, wood and bushmeat. The project will increase daily monitoring and protection of mountain gorilla groups, remove snares, expand anti-poaching patrols, and help local communities benefit from conservation.

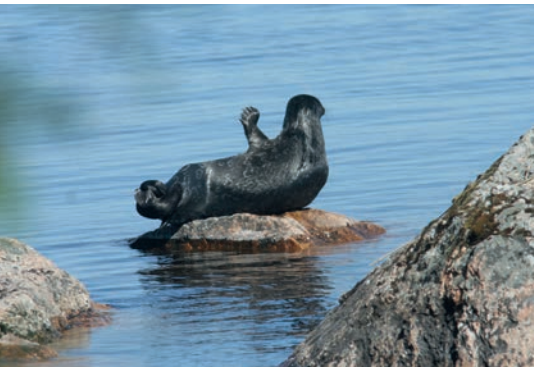


In addition to the projects funded by EOCA, members *Pomoca* and *Pacsafe* also each chose a specific conservation project to fund entirely themselves:

### Conservation of Turtles in French Polynesia

Chosen and funded by *Pacsafe*

Victims of poaching for meat, accidental entrapment in fishing lines and pollution, the project aims to enhance the conservation of threatened sea turtles. It will do this by rehabilitating sick and injured animals brought to Te Mana O Te Moana's turtle clinic and by protecting and relocating nests on the beach where necessary. It will raise awareness amongst the local community about turtles and the importance they play in the health of the coral reefs and the local economy, as well as collect data for the scientific community about the threats and survival rates of the animals.



### Conservation of Ringed Seals, Lake Saimaa, Finland

Chosen and funded by *Pomoca*

The Saimaa ringed seal was isolated from the Baltic Sea in Lake Saimaa, Finland around 8,000 years ago. The population was reduced drastically at the end of the 19th Century due to bounty hunting and again during the 1960s due to the use of fishing nets made from nylon. Today the critically endangered population is around 360, and threatened by the types of traps and nets used by recreational fishermen, increased tourism and climate change. This project will continue the work of the Finnish Association for Nature Conservation with fishermen, tourism providers and local communities to ensure the survival and protection of the Saimaa ringed seal into the future.

## 2 Million Tree Campaign



In order to celebrate, its 10 year anniversary and having raised and spent an incredible €2 million on conservation in that time, EOCA launched its most ambitious project yet during the summer OutDoor show at Friedrichshafen - to plant 2 million trees. By replanting, re-wilding, restoring and regenerating trees, shrubs, bushes and mangroves it will leave an enduring legacy from the outdoor industry to protect and restore wild spaces and inspire outdoor enthusiasts well into the next century.

Trees provide so many benefits: conserving species, supporting local communities, reducing the risk of landslides and avalanche, mitigating climate change and producing oxygen to name but a few. They also benefit outdoor enthusiasts, who can enjoy a good day out hiking, biking, kayaking or exploring forests, woodlands or mangroves.



# Two Million Trees Campaign



Together, the first 5 projects chosen will plant just over 1,000,000 trees!  
A fantastic start to this challenging campaign:

## Mangroves for the Future, Madagascar

Blue Ventures (BV) is a marine conservation organisation that aims to rebuild tropical fisheries with the poorest coastal communities. During this project, BV will work with 5 Community Mangrove Management Associations, to enable each of them to plant 500,000 trees, providing protection from providing protection from cyclones, tsunami and high tides as well as improving biodiversity in the sea. School equipment will be provided to communities as an incentive for planting and a kayak/eco-tourism centre further along the coast will provide alternative livelihoods to locals.



## Restoring India's Cloud Forest

The East-Khasi Hills in Meghalaya Hills, NE India, a key attraction for hikers, is home to the tribal Khasi people, who depend on the forest for their livelihood. EOCA funding will enable WeForest to implement the reforestation of 102 hectares with around 85,000 trees from regeneration and planting native species. 1,240 people will be directly involved and gain income from the project - through tree planting, nursery maintenance, self help group activities, guiding and a number of other activities such as alternative cooking technologies.

## Choma Hill Forest Conservation, Malawi

RIPPLE Africa runs grassroots projects in Malawi to empower communities to achieve a sustainable future. Choma Hill is a large wooded area on the outskirts of Mzuzu, the only area near the city where firewood can be found and is being threatened by a thriving illegal charcoal industry. The project will plant 250,000 trees, conserve the remaining trees from further deforestation and protect this potential eco-tourism destination from further charcoal production. It will also continue its education programme and a fuel-efficient cookstove project, reinforcing messages about the importance of the forest at a household level.



## Turning Tree Seedlings into Medicine, Borneo

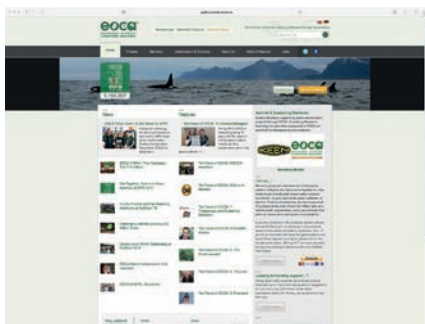
Yayasan Alam Sehat Lestari (ASRI)'s mission is to improve both environmental and human health around Gunung Palung National Park. ASRI operates a health clinic offering discounted health care to communities in exchange for reductions in illegal logging, and targeted conservation initiatives. Clinic patients can pay for medical bills with tree seedlings which are then used to restore degraded areas of the park. This project will establish an arboretum and educational trail around the healthcare centre, providing educational trips for school children and health benefits for recovering patients. A 15 hectare area of forest will be rehabilitated through natural regeneration (22,500 trees) and planting (25,000 trees).

## Restoring Indigenous Forest on Mount Kenya's Slopes

Mount Kenya Trust works to protect and conserve the forest, water and wildlife around Africa's second highest mountain - Mount Kenya - which is popular with mountaineers, climbers, cavers, kayakers and bikers. The area is threatened by illegal logging, livestock grazing, charcoal production, poaching and fires. The project will restore a 250 hectare area of bare, open grassland that has been illegally cultivated for many years and is a severe fire hazard. 120 hectares will be planted with 120,000 trees and the area enclosed within the Mount Kenya Rhino Ark perimeter fence to ensure its permanent protection.



## Other Activities



### WEBSITE / SOCIAL MEDIA / NEWSLETTER

The websites ([outdoorconservation.eu](http://outdoorconservation.eu) and [eoca.de](http://eoca.de)) are well used, in conjunction with the Association's Facebook and Twitter pages, especially during trade shows, project application months and the public votes. Numbers for each continue to climb and the Facebook page had almost 6,000 followers by the end of 2016. **Over 130,000 unique visitors used the websites over the year.**

As detailed previously, the spring public vote reached **over 15 million people** and recorded **50,000 online votes** to choose the first 3 projects for the Association to fund. The signups to the quarterly "Friends of EOCA" newsletter gained **4,000 new contacts** during the vote which means that **over 15,000 people** now receive regular news about what EOCA, its members and its supported projects are achieving.



### ISPO

EOCA began its 10 year celebrations in style at ISPO this year as Messe Munich very generously provided a brand new stand space and design for EOCA in the West Entrance! Thanks to those members who kindly donated gear for the Conservation Fundraiser plus donations collected by member **Goal Zero**, the **Scandinavian Outdoor Group** and at the **ISPO After Work** hosted by EOCA and **KEEN Footwear**, nearly €7,000 was raised during the 4 days of the show.

Two new members signed up during the show: **Hilleberg Tents** and **Kutupayisi Teks**. Limited edition EOCA insulated mugs were produced by **Stanley - A PMI Brand** specifically for the show and sold out very quickly. The Dirty Water Challenge organised by new EOCA Member **Lifestraw** drew a lot of attention to their innovative product.

On the final day, EOCA was honoured to receive ISPO's *Medal of Performance*. This award was made to EOCA in recognition of the Association's longstanding support and successful cooperation and partnership with ISPO and businesses in the European outdoor industry.



### OUTDOOR FRIEDRICHSHAFEN

Raising enough for a new project, three new members and an ambitious scheme to plant 2 million trees around the world were all part of EOCA's story at OutDoor in Friedrichshafen, Germany in July.

In total €28,500 was raised over the 4 days of the show. In addition to members donating product to the Conservation Fundraiser on the EOCA stand, several members joined in with their own events and products: **Stanley - a PMI Brand** sold its stylish 12oz Mountain Switchback mug and **Camelbak** offered personalised engraving on its insulated Kickbak mugs which proved extremely popular, with all stocks of the mug selling out each day!

The **Scandinavian Outdoor Group** welcomed donations at the Scandinavian Village bar for its drinks and snacks and **Berg Outdoor** sold sustainable, shock-absorbent cork phone cases. **KEEN Footwear's Hybrid.Care Event** saw eager customers queuing round its stand to pick up one (or several) pairs of sandals and shoes. Not only this, but **Klean Kanteen** again produced a special edition stainless steel pint mug commemorating EOCA's 10th year which was sold for the Friday night party, all combining to raise vital funds for conservation.

Travel and Adventure clothing company **prAna**, Czech distributor **Warmpeace** and adventure product company **Eagles Nest Outfitters Inc (ENO)** all joined the organisation at the show.



# Sustaining Members



© Kathis Bergmann



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, Nikwax, Patagonia, Pertex and the EOG, who are also the founders of the Association.



## 2017-20 Strategy

### OUR VISION

The outdoor sector and the millions of people who enjoy the great outdoors are active champions for the conservation of nature and wild places.

### WHAT WE DO

**We inspire:** The outdoor sector and outdoor enthusiasts to play their part in the conservation of wild places.

**We support:** Nature conservation outcomes on the ground through resourcing high-quality projects.

**We champion:** The role of the outdoor sector and outdoor enthusiasts in conserving wild places.

## 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

There were no changes to the board during 2016, which was ably run by Anna Maria Rugarli (VF International) as President, Nick Brown (Nikwax) as Vice President, Jan Lorch (Vaude) as Treasurer and Mark Held (EOG) as Director. Other board members were Andrea Tomasini (Patagonia), Sarah Seeger (Marmot), Edu Uribealago (Ternua) and Perry Laukens (KEEN Footwear). The EOCA team is incredibly grateful to the Board for their time and advice given during 3 board meetings and several conference calls over the 12 months.

## Scientific Advisors



**Nick Brown**



**Martin Price**



**Charles Sheppard**



**Jonny Hughes**



**Kathy Valander**

Each of EOCA's 5 Scientific Advisors play a vital role in the Association. Experts in their specific field of expertise (trees, species and wetlands, mountains, marine and eco-tourism), they generously give their time during each funding round to advise on projects that have applied, review the decisions made by the General Managers, answering specific questions about conservation techniques and proposals to ensure that shortlisted projects are those which would deliver the most significant benefits from a conservation point of view.

During 2016, several of EOCA's advisors met with EOCA to discuss the focus of the funding that the Association gives and the criteria applied to applications, as well as revisiting the mission and vision of the organisation, all of which was invaluable in contributing to the writing of the 2017-2020 strategy.

# Financial Report

The main points to note are that:

- Overall income was down despite membership income increasing. This was mainly due to the income from one main donor having reduced significantly.
- Project sponsorship and donations were slightly lower than the previous year. Neither of these two items can be forecast accurately and both change significantly each year.
- A significant amount of money was raised during ISPO and OutDoor again this year, enough to fund an entire extra project.
- Project payments went up, due in part to many projects making good progress / finishing and requiring the next instalment of their funding but also because EOCA committed more money than ever before on projects in 2016, which is very positive.
- Costs overall were reduced in 2016 with less money being spent on the website, travel and legal fees. Salary/admin costs were also less, mainly due to the decline in the value of the pound sterling.
- All of this resulted in EOCA ending the year with a healthy balance in the bank and significant funds given to conservation.

## FUNDRAISING

There were a number of innovative ideas which members undertook to help EOCA raise further funds for conservation during the course of the year:

- Arc'teryx named EOCA as its European recipient for money raised from their pre-Christmas Cyber Monday sale.
- An anonymous donation of €10,000 was given to the Association at the end of 2015 to spend on any conservation project it supported.
- Website donations from the general public to support the Association's projects amounted to nearly €1,000.
- Limited Edition products were produced by several members for sale at trade shows to raise money, including personalised engraving on a Camelbak insulated Kickback mug.
- The ever popular KEEN Hybrid.Care footwear sale at OutDoor which saw fans queuing around the side of the stand and off down a corridor in anticipation.
- Fundraising from specific events such as the Scandinavian Outdoor Group Happy Hour and the ISPO After Work.

Prepared by Marion Green Accountancy Ltd.  
Wolf Howe, Whinfell, Kendal Cumbria, LA8 9EL

# Income & Expenditure Report for 2016

From 1st January to 31 December 2016

	2016 €	€	2015 €	€
<b>INCOME</b>				
Membership		207,192		191,037
Sustaining Finance		101,810		123,786
Fundraising Income		35,553		38,734
Sponsorship/Donations		815		10,798
Project sponsorship		16,034		19,127
		<b>361,404</b>		<b>383,482</b>
<b>PROJECT FUNDING</b>				
		<b>279,970</b>		<b>210,888</b>
<b>EXPENSES</b>				
Print Costs & Marketing Materials	5,188		5,395	
IT, Internet & Website	938		3,630	
Travelling & Meetings	4,170		5,083	
White Moss Consultancy Fees	62,246		67,394	
Postage & other admin (inc Training)	601		1,878	
Subscriptions - IUCN	671		604	
Legal & Professional Fees	1,954		2,643	
Accountancy & audit	2,066		2,612	
Bank charges	1,777		1,556	
		<b>79,611</b>		<b>90,795</b>
<b>NET INCOME OVER EXPENDITURE</b>		<b>1,823</b>		<b>81,799</b>
Taxation		485		102
<b>NET INCOME OVER EXPENDITURE AFTER TAXATION</b>		<b>1,338</b>		<b>81,697</b>
<b>Movement of Funds</b>				
Balance Brought Forward		427,795		346,098
Movement in period		1,338		81,697
		<b>429,133</b>		<b>427,795</b>
Fund Balance Carried Forward				
<b>STATEMENT OF ASSETS AND LIABILITIES</b>				
<b>Current Assets</b>		€		€
Bank Account & cash		414,971		416,408
Prepaid Whitemoss Consultancy Ltd fee (2 months)		10,630		11,118
Prepaid IUCN subscription		677		671
Prepaid accommodation & flights for 2015		1,020		513
Debtors		2,750		
<b>Current Liabilities</b>				
Accruals - Audit Fee		-915		-915
<b>Total Assets less Liabilities</b>		<b>429,133</b>		<b>427,795</b>
<b>Note to Accounts</b>				
The following amounts have been allocated to projects which still have to be completed.				
		<b>2016</b> €		<b>2015</b> €
2010 Projects				6,000
2011 Projects				6,000
2012 Projects				0
2013 Projects				6,000
2014 Projects		4,390		28,103
2015 Projects		44,699		129,986
2016 Projects		155,985		
		<b>205,074</b>		<b>176,089</b>

# Our Supporters

EOCA would like to thank all of its members and partners that enabled its achievements during 2016

## EOCA Members

The Association finished the year with 127 members and partners, having gained 11 over the 12 months. Members / Partners of the Association on 31st December were:

### MEMBERS

AKU Italia SRL  
Amazon EU  
Arc'teryx  
AS Adventure  
Berg Outdoor  
Discovery Sports S.A  
Bergans Fritid as  
Berghaus Ltd  
Bever Zwerfspor B.V  
Black Diamond  
Equipment AG  
Bluesign Technologies AG  
BMC Access &  
Conservation Trust  
Camelbak International  
CAMP SpA  
Canada Goose  
International AG  
Cascade Designs Ltd  
Chrissy Dorn Business  
Development Outdoor  
& Sports  
Columbia Sportswear  
International Sarl  
Compass  
Contigo Europe  
Craghoppers  
Deuter Sport GmbH  
& Co. KG  
Eagle Creek  
Eagles Nest Outfitters Inc  
Edelrid GmbH & Co. KG  
Eso Es Konzepte  
European Outdoor Group  
Exped AG  
Ferrino  
Fjällräven AB  
George Fisher Ltd  
Goal Zero  
Grangers International Ltd  
Gregory Packs  
Grivel Mont Blanc  
Haglöfs Scandinavia AB  
HDWool  
Hey Sport  
Hilleberg  
Huginbiz  
Hydro Flask Europe  
Industrial Revolution Inc  
International Sports  
Marketing Ltd  
Jack Wolfskin GmbH  
Kamik  
Kayland  
KEEN Inc  
Kendal Mountain Festival  
Klättermusen AB  
Klean Kanteen  
Kendal Outdoor Retail Show  
Kutupayisi Tekes  
La Sportiva  
Lifestraw S.A  
Lorpen  
LOWA Sportschuhe GmbH  
Lowe Alpine UK  
Mammut Sports Group  
Marmot Mountain Europe

Maruba Sports &  
Travel Publishers  
Messe Friedrichshafen  
(OutDoor)  
Messe München (ISPO)  
Montane Ltd  
Mountain Equipment  
Mountain Equipment  
Germany  
Mowbray  
Communications Ltd  
Nikwax Ltd  
Original Buff S.A  
Ortlieb Sportartikel GmbH  
ORTOVOX Sportartikel GmbH  
Osprey Packs Inc  
Outdoor Blogger Network  
OutDry  
Outwell  
(OASE Outdoors Aps)  
Pacsafe  
Paramo Ltd  
Patagonia Europe  
Peoplework  
Pertex  
Polartec LLC  
POMOCA S.A  
prAna  
Pyua  
Qualiance International  
RAB (Equip Outdoor  
Technologies Ltd)  
Rock Point as  
Rohan Designs Ltd

Salomon S.A  
Salt Magazine  
Schoeffel GmbH  
Shanghai Kuiran Trade  
Co. Ltd  
Sherpa Adventure Gear  
Shoot In The Alps  
Singing Rock  
Smartwool  
Snugpak Ltd  
Spring PR  
Stanley - A PMI Brand  
Tendon  
Ternua  
The North Face Italy EMEA  
THRONE  
Thule AB  
Transa Backpacking AG  
Trek and Mountain Ltd  
Unifi Manufacturing Inc  
Vaude Sport GmbH  
& Co. KG  
W.L. Gore & Associates  
GmbH  
Warmpeace

### TRADE PARTNERS

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

### MEDIA PARTNERS

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

### OTHER PARTNERS

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

## Targets & Aspirations for 2017

During 2017, EOCA aims to:

- Continue efforts towards its goal of planting 2 million trees
- Select and launch its first public fundraiser to plant further trees with support and involvement from the outdoor community
- Research other potential income streams to increase the amount given to conservation projects each year
- Continue to grow membership and company levels of involvement in EOCA's work



*"On behalf of the Okwango Conservation Society, may I thank EOCA for their support. The funds not only helped save the critically endangered Cross River gorilla but also contributed greatly in reducing conflict between forest communities and Cross River National Park over forest resource collection."*

**Louis Nkoyu, Project Manager, Okwango Conservation Society**

*"WeForest is honoured to contribute to the EOCA 2 million tree vision. With this contribution, over 86.000 trees will grow in the East-Khasi Hills in Northeast India, and help also fund the training of local people on sustainable forest management practices. As we all know, it's not so much about planting trees, it's about making their value bigger standing than felled"*

**Marie Noëlle Keijzer, WeForest CEO**

*"As an outdoor brand, protecting Nature is one of our core interests. It is a great honour and a pleasure to renew our membership of EOCA as we are proud to have a daily reminder of our mission and path in this inspiring business. It is our responsibility to work for a more sustainable and eco-friendly world, helping ourselves and other outdoor brands empowering this cause. We truly believe that, together, we will be able to make the right decisions and use the right resources to cause the least environmental damage to our planet. "*

**Diana Pinto, Berg Outdoor**

*"I am very honoured to be a member of the EOCA board and excited to work with such an enthusiastic and committed team, which shares Ternua's passion for the great outdoors and the conservation of our wild places. We believe that outdoor education and conservation ensures everyone will be able to enjoy the outdoors for generations to come. Nature is our and our customer's playground and we need to protect the wild places we love. EOCA grants allow environmental groups to continue playing key roles in protecting endangered fauna, rivers, trails, wilderness and climbing areas."*

**Edu Uribealgo, Ternua and Board Member of EOCA**

*"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.**



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