



europaan outdoor  
conservation association

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# Annual Report 2017

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

# EOCA Annual Report 2017

Set up in 2006 by the European Outdoor Group (EOG), the European Outdoor Conservation Association (EOCA), now wholly independent, 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 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 am honoured to be part of the EOCA team, enabling exciting and important work to be delivered and spreading the message on how important it is to work on conserving outdoor spaces. A special thank you not only to the EOCA team in the office and the rest of the board members but also to our Scientific Advisors who help us immensely in ensuring we fund high quality and high level projects.

It's great to see how, year on year, we not only achieve, but many times overachieve our goals: from our fundraising goals, to our targets for how much support we are able to give to conservation work being delivered around the world.

The partnerships that EOCA forms with the organisations that deliver the conservation work on the ground are clearly invaluable. A close working relationship is built with these organisations through the application process and then during the implementation phase. It is always exciting to follow the progress and achievements being delivered on the ground around the world as the funds are put into practice, benefiting so many different habitats, communities, and groups of outdoor enthusiasts.

Last but not least, I would like to extend my sincere gratitude to long standing members for their continued support and to new members for their enthusiasm and trust. Without the support of EOCA members, none of this would be possible.

EOCA really is a shining example of what can be achieved when organisations work in partnership. Businesses, non-governmental organisations and academics, combined with lots of passion and enthusiasm make EOCA what it is today. We look forward to continuing to all work together to help to conserve the outdoors.

# Managers' Report



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

What a year!! We are delighted to report another year of targets being exceeded and previous records being beaten.

**€360,000** committed to conservation projects meant that EOCA really made a difference to on the ground conservation around the world. **279 applications** for funding were received throughout the year, indicating that awareness of the funding source from the European outdoor industry is continuing to grow.

Having launched the target of planting 2 million trees during the summer of 2016, the Association was delighted to announce that by the end of 2017, funding had been committed to plant **1,845,544** of these trees. The stage is now set to celebrate reaching the **2 million** target by the summer of 2018, 2 years after it was announced. Watch this space....

Raising of funds and awareness also reached new heights this year. Over **€37,000** was raised through fundraising activities at OutDoor and ISPO thanks to the generosity of EOCA Members. Over **60.4 million** people were reached during the spring public vote and a further **83 million** through an online collaboration a short time later. These activities were useful in raising awareness of what the European outdoor industry is doing in giving back to the great outdoors. More importantly they are valuable opportunities to raise the profile of the conservation issues and projects being undertaken by the conservation organisations working with EOCA.

None of this would be possible without the commitment and support of EOCA's members, which numbered **135** by the end of the year. Throughout the year, members simply have to pay a fixed membership fee to remain involved. Most engage far more than that however. Analysis of activities in 2017 shows that 92% of members engaged with EOCA in ways beyond 'just' paying their membership fees. They nominated projects, actively supported the voting processes, donated gear to fundraisers and held their own fundraising activities, read and shared newsletters and social media messages, and made extra donations to projects. A huge thank you to all of our members and also our other partners, supporters and friends for making this year's achievements possible!



## New EOCA Members 2017

During 2017, EOCA was delighted to welcome the following 13 organisations into membership:

**Black Yak**

**Bestway Europe**

**Ultralight Outdoor Gear**

**Proagencies**

**Wildo Sweden**

**PT Tasindo Tassa industries**

**Frost Guiding Courses**

**Superfeet Worldwide**

**Pinguin**

**333 Media**

**Bergstop**

**MOOSE – The Alpine Spirit**

**WakaWaka**

## Grant Awards 2017

### Public Votes for Conservation

During March, EOCA held its annual spring public vote. A shortlist of 14 projects from 14 different countries was showcased by The Great Outdoors (UK), Alpin (Germany, Austria and Switzerland), and Norr Magazin (Germany). 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 then held, with a further three projects being chosen for funding.

EOCA member Outdoor Blogger Network (OBN) monitored the public vote this year for the first time and their data recorded an Opportunity To See (OTS) figure for the spring vote of over 60.4 million people! News of the vote appeared on social media, blogs, online media and in print media. It featured in various European countries as well as North America, Bangladesh and a number of South American countries. Projects got involved in radio interviews as well as giving talks at universities and providing information for national newspapers. The reach of the vote far exceeded expectations, playing a very valuable role in raising awareness of the conservation issues and work being faced by the organisations applying to EOCA for funding.

# Projects

The six projects chosen through the two spring votes were:

## A New Ecotourism for Thailand

Currently, nearly 5,000 elephants endure life in trekking camps in Thailand, giving rides and performing tricks for tourists. Meanwhile, wild elephant populations are dwindling. Through this project 3 - 4 elephants will be returned from tourist camps to the forest to join previously released elephants. Ecosafaris, enabling ecotourists to hike and camp in the forest and observe the behaviour of elephants in their natural environment will pay the wages of the mahouts, giving an alternative to captive-elephant tourist attractions and provide an incentive to protect this forest. Research, in partnership with the Centre for Compassionate Conservation, will be undertaken into how elephants integrate and behave in the forest to benefit future transfers of elephants.

Nominated by Ferrino • Chosen in conjunction with Norr Magazin



## Chittagong Hill Tracts Programme, Bangladesh

The Creative Conservation Alliance has successfully reduced hunting pressure on 15 species by 50% in the last remaining primary tropical forest in Bangladesh. Their partnership results in the indigenous communities signing moratoriums on the hunting of species in return for new schools and improved market access for their craft products, thus reducing hunting. This area harbours the very last in-country populations of several species of turtles as well as clouded leopards, Chinese pangolins, Asian elephants and sun bears. Expanding this programme will significantly relieve subsistence hunting pressure throughout the region.

Nominated by Ferrino • Chosen by public vote

## Conserve and Restore Habitats for Otters, Romania

The aim of this project is to conserve and restore aquatic habitats for otters in a protected area in the Vrancea mountains in the Carpathians of SE Romania by engaging local communities and outdoor enthusiasts. Along 30km of the River Putna, volunteers will be engaged to monitor the otter population, build 6 otter holts to encourage otters into areas where few signs of them are seen, protect existing otter holts, plant 1 000 native trees on the river banks, remove invasive species, and remove waste. The project will also raise awareness of the otters and their conservation with local children and cyclists.

Nominated by OutDoor • Chosen in conjunction with The Great Outdoors and Alpin



## eMAP (Elephant Monitoring and Anti-Poaching) Tsavo, Kenya

Taita Ranches and Conservancies in the greater Tsavo ecosystem seasonally host the highest concentration of elephants in Kenya but it also has the highest incidence of human-elephant conflict in the country, resulting in resentment from the local communities. This project will recruit 14 monitors from local communities to train professionally, and then be responsible for collating vital data on poaching, human-elephant conflict and elephant movements. This will inform community anti-poaching operations spanning the 1.4 million-acre expanse of the Taita Ranches and Conservancies and support the design and implementation of appropriate human-elephant conflict mitigation measures in this region.

Nominated by Chrissy Dorn Business Development Outdoor & Sports  
Chosen by Members of EOCA

## Chosen by Members of EOCA:

### Restoring the Peatland of the Flow Country, Scotland

The Flow Country is a stunning blanket bog in north Scotland. This globally rare habitat is home to many special animals and plants including golden eagles and sundew. It is also the largest terrestrial carbon store in the UK. However, conifer plantations from the 1970s and 80s are drying out the peat, causing carbon release into the atmosphere, contributing to climate change, and reducing habitat for wildlife. EOCA funding will restore 3,64ha of the bog by felling conifers and blocking drains to enable the raising of the water table and the return of the blanket bog and its wildlife.

Nominated by Mountain Equipment • Chosen by Members of EOCA



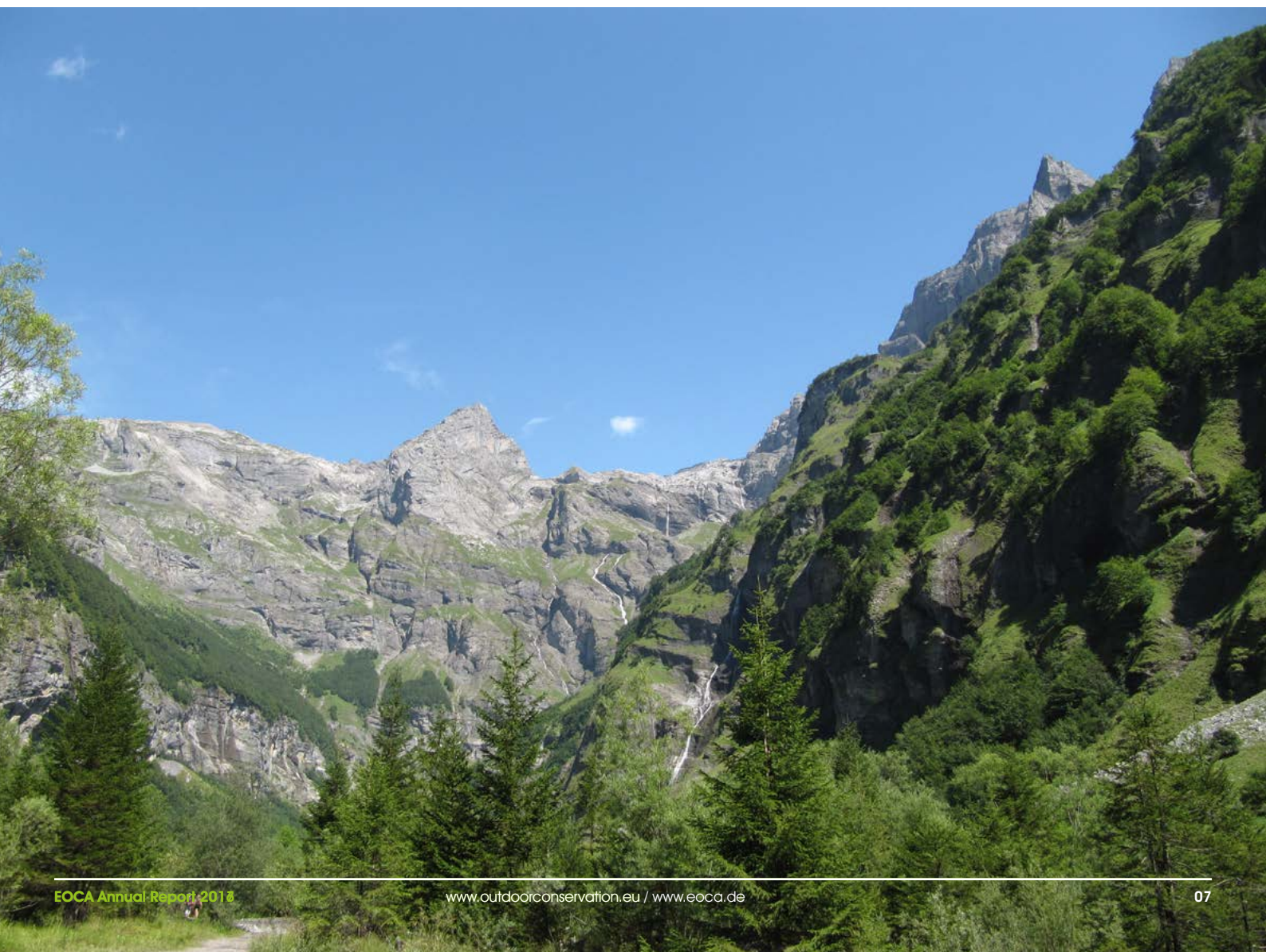
© Eleanor Bernall (RSPB-images.com)



### Cleaning Up the River Mulde, Germany

The River Mulde, which flows from Lake Muldestausee and into the River Elbe in North East Germany is popular with locals and visitors. In 2013, a flood resulted in litter and rubbish contaminating the rivers and the lake. During this project, local volunteers will be organised to clean up the litter along 1-2 km of the River Mulde. Actions will be carried out to raise awareness of the issue with local stakeholders.

Nominated by and donation from Ortlieb • Chosen by Members of EOCA



# Summit Members

In addition to the projects funded by EOCA, members *Pomoca*, *KEEN*, *Original Buff*, *S.A.* and *Osprey Europe* also each chose a specific conservation project to fund entirely themselves

## Conservation of Ringed Seals, Lake Saimaa, Finland

The Saimaa ringed seal is a sub species of the ringed seal and 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 and again during the 1960s. The endangered population is around 360 (2016 figure), and threatened by the types of nets and traps used by recreational fishermen, increased tourism and climate change. This project will continue the work of FANC with recreational fishermen, tourism providers and local communities to ensure the survival and protection of the Saimaa ringed seal into the future.

Chosen and funded by Pomoca



## Restoring Mangroves and Livelihoods, Aceh, Indonesia

The Banda Aceh area is still struggling with the after effects of the 2004 tsunami. All of the mangroves were lost, resulting in lack of important shade, loss of habitat for small fish and therefore food and income for the villagers and seawater now comes onto the land making it impossible to grow crops. Through this project, YADESA ACEH aims to address some of these issues by planting 45,000 mangrove seedlings in the Lam Guron area. 80 people will be trained by an expert in mangrove establishment and care, and will in turn supervise 468 families involved in the project. The community has offered up their own private lands in tidal areas to become community land planted with mangroves. Further inland, 400 fruit trees will be planted as a source of income.

Chosen and funded by KEEN

## Heart of Scotland Forest Project

Schiehallion is one of Scotland's most iconic hills. The project will restore native broadleaves and Scots Pine across the lower sections of the area, restore montane scrub on the southern slopes, and link the forest with woodland on neighbouring properties in a new partnership in the geographical 'Heart of Scotland'. Native woodland will be increased across 35 hectares of wild land, and will connect to the existing 240 hectares of native woodland through the planting of around 8,000 native trees and encouraging the natural regeneration of around 15,000 more.

Chosen and funded by Original Buff, S.A.



## Cleaning Up the Alps

Obsolete facilities such as barbed wire, live shells, ammunition, abandoned ski stations and disused cable are a real plague for wildlife, the environment and outdoor enthusiasts in mountains. With this funding, three separate dismantling and removal operations will be undertaken, including in Mercantour National Park and the Cerces Massif, where barbed wire and other scrap left over from WW2 are still endangering animals and hikers. Awareness of this problem will also be raised.

Chosen and funded by Osprey Europe







## Autumn vote

During the autumn of 2017, EOCA held another vote. Firstly the public vote chose three more projects to fund and then a private vote for members chose a further two. During the public vote, the categories of projects were changed from the original Outdoor, Alpine and Nature, to Forest, Water and Mountain, to reflect the range of project applications received. The Mountain category online vote was also hosted by MountainBlog.

The five projects chosen to receive funding from EOCA during the autumn votes were:



### SAS Coastal Environmental Regional Reps, UK

The aim of this project is to work with communities across the UK to rid oceans and beaches of plastic pollution. 175 volunteers will be trained over two residential weekends to act as Regional Representatives for the coastline. Each year these volunteers will organise over 350 beach cleans, remove up to 30 tonnes of plastic pollution from the UK's beaches and engage over 10,000 local community volunteers. They will deliver environmental education talks at beach cleans to community groups, encouraging everyone to go "Plastic Free". By working with communities, the project aims to have "175 Plastic Free Communities" committed to reducing single use plastics.

**Nominated by Ternua • Chosen by public vote**



## Conserving South Africa's Endangered Cranes, Drakensberg.

The heart of Drakensberg is a UNESCO World Heritage Site – an incredibly beautiful and rugged landscape – the backbone of South Africa's Eastern Escarpment. Here Grey Crowned Cranes, Blue Cranes and Wattled Cranes are all threatened with extinction due to loss of habitat, conflict with farmers, fracking and illegal removal from the wild. The ambitious project will work with landowners and communities to expand the protected areas south of the world heritage site by at least 25,000ha. The project will do this by establishing legal agreements with farmers and developing eco- and agri-tourism including measures to create trails for running, walking and biking, accommodation options, and a website for outdoor enthusiasts.

**Nominated by Original Buff, S.A.**  
**Chosen by public vote in conjunction with MountainBlog**

## Habitat Restoration and Ecotourism for Chimpanzees, Uganda.

Western Uganda's Hoima district is dominated by village and agricultural land but small forests occur along watercourses and valleys throughout the region. These unprotected forests are owned by local village households and provide critical habitat for a population of 300 wild chimpanzees, as well as other primates. The area is threatened by unregulated tourism, pressure for development, and agricultural expansion. The removal of forest leads to crop-raiding by chimpanzees, which are then trapped or killed. This project will work with local communities to develop local livelihood alternatives from sustainable ecotourism alongside woodlots and 'chimp friendly' coffee farming to reduce pressure on natural forest. Tree nurseries will be established and 600,000 trees will be grown. Guidelines for best practice ecotourism will be drawn up and 150 energy-saving stoves will be constructed.

**Nominated by Ferrino • Chosen by public vote**



## Reducing Plastic at Coastal Community Schools, Guatemala.

Plastic is one of the main issues that threatens coastal and marine ecosystems such as mangroves, sea grass beds and coral reefs which are a great source of biodiversity. This project aims to reduce by at least 30% the consumption and emission of single use plastic at schools of the coastal communities of the Guatemalan Caribbean. Six schools that are located in the protected area will be involved in the theory as well as the practice of reducing and removing plastic. The ultimate aim is for each school to become 100% plastic free.

**Nominated by Marmot • Chosen by EOCA Members**

## Let's Take Action for the Bear, Italy.

The Marsican bear population is 50-60 individuals and considered Critically Endangered by the IUCN. Located in the Central Apennines, human-caused mortality is still high due to a number of reasons including conflict with bears and livestock, habitat fragmentation, old fencing and barriers hampering bear movements, and vehicle-bear collisions. This project will prune abandoned fruit trees to encourage more food for the bears, set up 672 acoustic and optical wildlife warning reflectors along an 11.2 km stretch of the main road to scare the bears away, remove 4 km of old and abandoned barbed wire and fencing from mountain areas to promote easier movement of the bears to new areas and improve the landscape.

**Nominated by Ferrino • Chosen by EOCA Members**



## 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. The signups to the 'Friends of EOCA' newsletter increased throughout the year meaning that over **19,000 people** now receive news about what EOCA, its members and its supported projects are achieving four times a year.



### 2 MILLION TREE CAMPAIGN

To mark and celebrate EOCA being 10 years old and having given €2 million to conservation, the Association launched an ambitious plan in the summer of 2016 to plant and/or regenerate 2 million trees around the world. Trees provide huge benefits stabilising slopes, protecting coastlines and providing oxygen, for example. By the end of 2016, EOCA had already committed to funding 5 new projects which together will plant over 1 million trees. In addition, EOCA members The North Face, LOWA, Nikwax, KEEN, Gore, Eso Es Konzepte and Marmot have been supporting their own tree planting projects which contributed to this target.

As part of this initiative, EOCA launched its first ever public fundraiser at the start of 2017. This fundraiser aims to raise enough money to plant 80,000 native trees in Nepal, in an area degraded by illegal timber harvesting, plant collection, poaching and made worse by the earthquakes and subsequent landslides of 2015. The project will plant trees along 3 off-the-beaten-track trekking trails to provide stability for slopes, create a sustainable wood source and strengthen the communities' potential to benefit from visiting trekkers via training and workshops. The project needs €30,000 which will be raised by asking the public to donate funds to ensure its success, and through events organised by member companies at both ISPO and OutDoor.

Every €10 donated via the EOCA websites will equate to another 25 trees, and will help raise the profile of the way the whole industry is working together, via EOCA, to reach its goal of having planted 2 million trees within 2 years.

As well as the Nepalese project being funded through the public fundraiser, four of this year's other projects involve tree planting as you can see on previous pages, meaning that EOCA is well on track to meet its target of planting 2 million trees during 2018.



### ISPO

Fundraising, donations and events at the ISPO trade show raised enough funds to plant 18,000 trees towards the 2 Million Tree target.

The **ISPO After Work**, hosted by **KEEN** and EOCA saw large numbers of visitors braving the cold night air to meet together, drink beer or Glühwein and dance the night away, as well as raise money for EOCA's 2 Million Tree Project. **The Scandinavian Outdoor Group** collected donations during their happy hours throughout the show and **Stanley – A Brand of PMI** and **Original Buff, S.A.** both created limited edition products specifically to help raise funds for the target.

In addition to fundraising for the 2 million Tree Project, other EOCA members got involved by donating products for the Conservation Fundraiser, held on the Association's stand in the West Entrance Foyer. Products donated ranged from hammocks to climbing helmets and head torches to hats and jackets. Two new members also joined the Association during the 4 day show.



### OUTDOOR FRIEDRICHSHAFEN

The OutDoor Show at Friedrichshafen proved successful, with EOCA raising funds of over €30,000. In addition to the donations made by the ever-generous EOCA members for the Conservation Fundraiser on the Association's stand, a number of members and associates got involved in organising their own EOCA fundraisers, some even producing limited edition items to raise money for a specific part of EOCA's work. **Klean Kanteen** sold special edition 8oz insulated tumblers (complete with ice cream!), raising enough to fund the planting of another 6,375 trees in the Nepalese tree planting project.

**Stanley – a PMI brand** produced a limited edition of its Mountain Vacuum Switchback, which was sold at both ISPO and OutDoor and in total raised enough to plant another 11,250 trees.

As EOCA's newest Summit Member, **KEEN** chose to use its hugely popular Sandal sale to raise funds for a mangrove replanting project in Banda Aceh (see p.8), an area still suffering from the effects of the devastating tsunami in 2004, to benefit wildlife and local communities. **ENO (Eagle's Nest Outfitters)** produced the first ever product to be used to raise funds for EOCA through retail outlets across Europe. The EOCA hammock was also sold at the show and received a great welcome from visitors and exhibitors alike.

Further funds were raised via **Camelbak** which ran an engraving service on one of its mugs, very quickly running out due to their popularity. **Marmot** sold t-shirts made from recycled plastic bottles collected in Haiti, **Ternua** ran a jigsaw competition for its retailers and the **Scandinavian Outdoor Group** collected donations from its Scandinavian bar.

Marie-Noëlle Keijzer, CEO of **WeForest** which is running a project funded by EOCA this year, talked on behalf of the Association to members gathered for its Annual Assembly and also at the EOG Industry Breakfast the following morning about the vital importance of trees to the industry and the outdoor enthusiast

# Sustaining Members



EOCA is incredibly grateful to its Sustaining Members, whose 3 year commitment to the Association started in January 2015. These seven members have committed to finance the running of the Association for the benefit of the whole industry, by donating at least an additional €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 **European Outdoor Group**, which also founded the Association. EOCA was delighted when at the end of 2017, the seven Sustaining Members agreed to continue their Sustaining commitment for 2018.



## Board Members



**Anna Marie Rugarli**  
[VF International]  
President



**Nick Brown**  
[Nikwax]  
Vice President



**Jan Lorch**  
[Vaude]  
Treasurer



**Mark Held**  
[EOG]  
Director



**Mihela Hladin Wolfe**  
[Patagonia Europe]  
Board Member



**Sarah Kampf**  
[Marmot]  
Board Member



**Edu Uribealago**  
[Ternua]  
Board Member



**Perry Laukens**  
[KEEN Footwear]  
Board Member

The EOCA board was ably led 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 during 2017. Board members Sarah Kampf (Marmot), Edu Uribealago (Ternua) and Perry Laukens (KEEN Footwear) continued to play active and supportive roles. Andrea Tomasini (Patagonia) decided that after 6 years of commitment to the EOCA board, that he would resign his role due to other work commitments. EOCA thanks him for his time, commitment and enthusiasm over these years. At the Annual Assembly in June, Mihela Hladin Wolfe at Patagonia Europe was nominated and voted onto the board to replace Andrea. The EOCA team is incredibly grateful to the Board for their time and advice given during board meetings and 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, mountains, marine, species and wetlands 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 and answering specific questions about conservation techniques and proposals. Their advice ensures that funded projects are those which will deliver the most significant benefits from a conservation point of view.



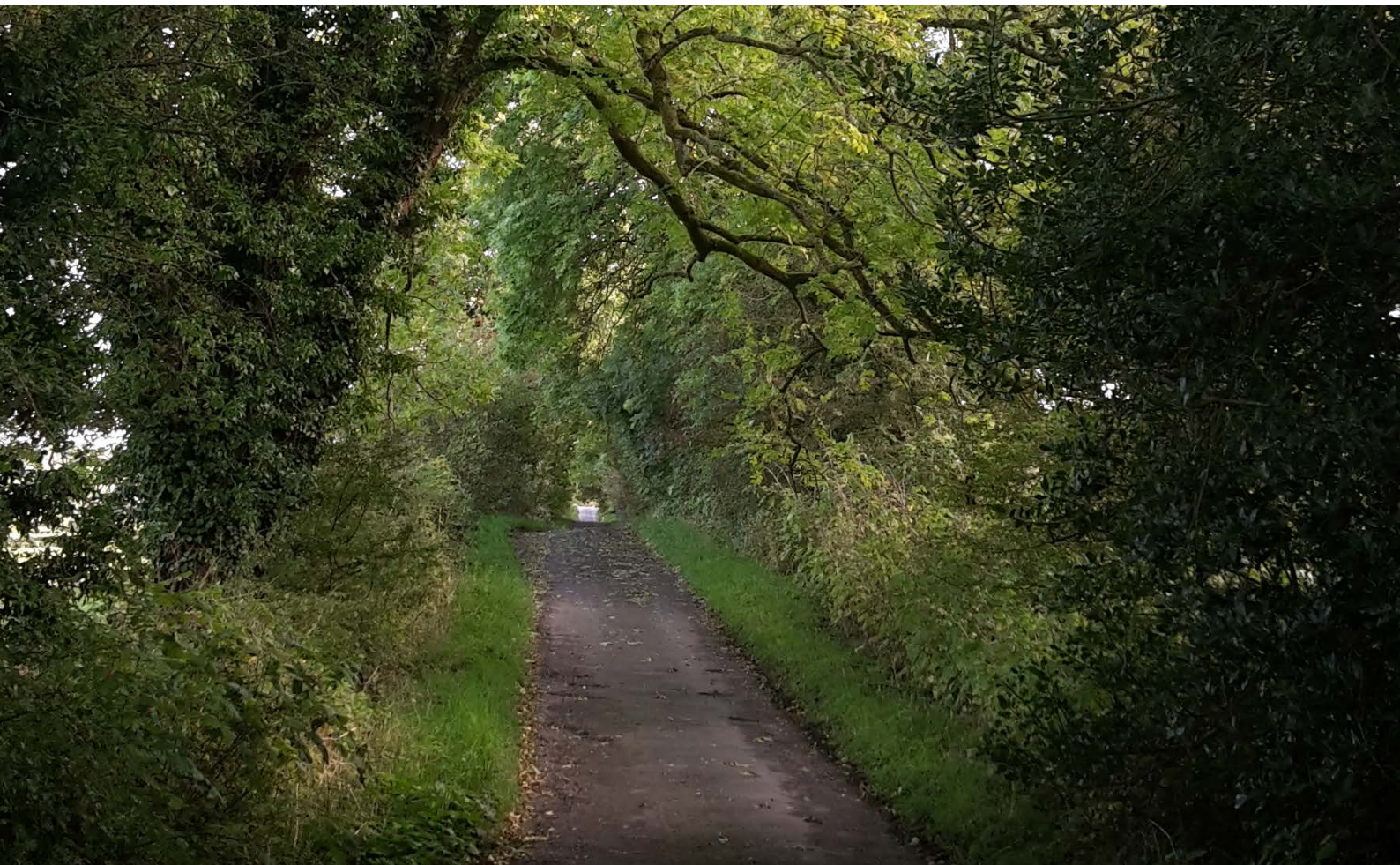
## Cat Barker - An addition to the EOCA Team

With record numbers of project applications, and with more money being spent on conservation, the EOCA office has become busier than ever. In light of this, **Cat Barker** joined the team in the office during 2017. Cat comes to EOCA with a Degree and a Masters Degree in Ecology plus 12 years experience of working in conservation and wildlife management in the UK, Costa Rica and Belize. EOCA is delighted to welcome Cat to the team.



## Sony

This year, EOCA was approached by Sony Europe who wanted its advice on a campaign to launch the new Sony RX10 III camera. Sony planned to photograph endangered animals to highlight the camera's quiet shutter speed and long zoom. The team discussed the importance of the campaign not disturbing the wildlife with Sony, and also which would be good species to photograph. An EOCA project that protects the Little Bustard in Spain was featured in the campaign. The resulting media coverage across Europe was tremendous, widely reporting the message that 'In ten years, EOCA has raised over €2 million from the outdoor industry and spent 100% of it on projects conserving threatened species and habitats in 41 different countries'. The initiative resulted in a reach of around 83 million!



# Treasurer's Report



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

EOCA committed more to conservation projects during 2017 than it has ever done in a single year before. €300,000 was allocated to 11 projects from the general fund plus another €60,000 was put into a further four projects by four individual members wanting to fund whole projects. Members of the Association supported conservation work in 13 different countries around the world during 2017, removing plastic from beaches, supporting conservation of specific species and habitat and planting trees amongst other things.

Despite having allocated more money than ever before to projects, the Association left the year with a larger fund in the bank than at the start of the year. This was down to significant income from Summit Members providing project funding, expenses being kept to a minimum and to the way in which EOCA funds projects. At the start of a project, 50% of funding is provided. Only after the receipt of a satisfactory interim report is another 30% of funding released, and the final 20% payment is made after the final report is received. This results in us leaving the year with funds in the bank committed to projects, which will be paid out when they submit their reports. You can see all the details on page 17.

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 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:

*"I have completed my examination. I confirm that no material matters have come to my attention in connection with the examination giving me cause to believe that in any material respect:*

- 1. accounting records were not kept in respect of the charity; or*
- 2. the accounts do not accord with those records.*

*I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable proper understating of the accounts to be reached".*



# Financial Report

The main points to note are that:

- Membership income increased slightly from 2016. Although EOCA gained 13 new members, 5 left.
- Sustaining Finance, from Sustaining Members remained higher than the costs associated with running the Association. This meant that some of the Sustaining Finance could be put into funding projects, and that 100% of membership fees and fundraising continued to be put into conservation projects.
- A significant amount of money was raised during ISPO and OutDoor again this year, enough to fund an entire extra project.
- Project sponsorship was significant this year, with 4 member companies choosing to become Summit Members funding entire projects and so providing a significant boost to the amount of money EOCA granted to projects in 2017.
- Other sponsorship was also boosted this year, with members taking the initiative to raise further funds for the Association through the year on key days such as Black Friday and Earth Day. A non member also provided an additional financial and awareness boost.
- EOCA committed €300,000 to projects in 2017 plus nearly €60,000 from Summit Members. This is the most the Association has ever granted in one year. €313,331 was actually paid out during the year to projects – being made up of first (50%) payments to new projects, interim payments (30%) on submission of a satisfactory interim report half way through the project, and final payments (20%) on submission of a satisfactory final report.
- Project payments were up on 2016. This was in part due 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 2017, which is very positive.
- Costs were kept to a minimum and overall were only marginally up on 2016.
- All of this resulted in EOCA ending the year with a healthy balance in the bank and significant funds given to conservation. Of the significant balance remaining in the bank at the end of the year, it should be noted that over €250,000 is already committed to projects and will be paid out once interim and final reports are received.

## 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, for which the Association is very grateful:

- Arc'teryx named EOCA as its European recipient for money raised from their online sales during Earth Day.
- La Sportiva raised additional funds for EOCA from their online sales on Black Friday.
- Website donations from the general public to support the Association's 2 million tree campaign amounted to over €1,223.
- Sony's Endangered Wildlife photography campaign resulted in EOCA receiving an unexpected but gratefully received donation from Sony.
- Limited Edition products were produced by several members for sale at trade shows.
- Fundraising from specific events such as Happy Hours and product sales at OutDoor and ISPO.
- Limited addition product produced by ENO to sell at retail, with a donation for each one sold coming to EOCA.

# Income & Expenditure Report for 2017

From 1 January – 31 December 2017

	2017 €	€	2016 €	€
<b>INCOME</b>				
Membership		207,275		207,192
Sustaining Finance		101,287		101,810
Fundraising Income		33,245		35,553
Project Sponsorship		57,140		16,034
Other Sponsorship & Donations		13,126		815
		<b>412,073</b>		<b>361,404</b>
<b>PROJECT FUNDING</b>				
		<b>313,331</b>		<b>279,970</b>
<b>EXPENSES</b>				
Print Costs & Marketing Materials	5,458		5,188	
IT, Internet & Website	1,718		938	
Travelling & Meetings	4,888		4,170	
White Moss Consultancy Fees	65,042		62,246	
Postage & other admin (inc Training & Subscriptions)	918		1,272	
Legal & Professional Fees	1,082		1,954	
Accountancy & audit	1,767		2,066	
Bank charges	1,619	<b>82,492</b>	1,777	<b>79,611</b>
		<b>16,250</b>		<b>1,823</b>
<b>NET INCOME OVER EXPENDITURE</b>				
Taxation		0		485
		<b>16,250</b>		<b>1,338</b>
<b>NET INCOME OVER EXPENDITURE AFTER TAXATION</b>				
<b>Movement of Funds</b>				
Balance Brought Forward		429,133		427,795
Movement in period		16,250		1,338
		<b>445,383</b>		<b>429,133</b>
<b>Fund Balance Carried Forward</b>				
		<b>445,383</b>		<b>429,133</b>
<b>STATEMENT OF ASSETS AND LIABILITIES</b>				
<b>Current Assets</b>				
		€		€
Debtors		1,275		2,750
Bank Account & Cash		446,599		414,971
Prepaid Whitemoss Consultancy Ltd fee (2 months)		11,445		10,630
Prepaid IUCN subscription		623		677
Prepaid accommodation & flights for 2018		525		1,020
<b>Current Liabilities</b>				
EOG		-14,284		
Audit Fee		-800		-915
		<b>445,383</b>		<b>429,133</b>
<b>Total Assets less Liabilities</b>				
<b>Committed to projects not yet spent</b>				
The following amounts have been allocated to projects which still have to be completed.				
	2017 €		2016 €	
2014 Projects	0		4,390	
2015 Projects	16,647		44,699	
2016 Projects	83,317		155,985	
2017 Projects	150,468			
	<b>250,432</b>		<b>205,074</b>	
<b>Prepared by Marion Green Accountancy Ltd.</b>				
<b>Chartered Certified Accountants</b>				
Wolf Howe, Whinfell, Kendal Cumbria, LA8 9EL				

# EOCA Members

EOCA would like to thank all of its members and partners that enabled its achievements during 2017. The Association ended the year with 135 members and partners, having gained 13 new members over the 12 months. Members / Partners of the Association on 31st December were:

## MEMBERS

333 Media  
 AKU Italia SRL  
 Amazon EU  
 Arc'teryx  
 ASAdventure  
 Berg Outdoor Discovery Sports S.A.  
 Bergans Fritid as  
 Berghaus Ltd  
 Bergstop  
 Bestway Europe  
 Bever Zwerfspor B.V  
 Black Diamond Equipment AG  
 Black Yak  
 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  
 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  
 Frost Guiding Courses  
 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  
 Klean Kanteen  
 KORS  
 Kutupayisi Teks  
 La Sportiva  
 Lifestraw SA  
 Lorpen  
 LOWA Sportschuhe GmbH

Lowe Alpine UK  
 Mammut Sports Group  
 Marmot Mountain Europe  
 MCL News & Media  
 Messe Friedrichshafen (OutDoor)  
 Messe München (ISPO)  
 Montane Ltd  
 MOOSE – The Alpine Spirit  
 Mountain Equipment  
 Mountain Equipment Germany  
 Nikwax Ltd  
 Original Buff S.A  
 Ortlieb Sportartikel GmbH  
 ORTOVOX Sportartikel GmbH  
 Osprey Europe  
 Outdoor Blogger Network  
 Outdoor Sports Valley  
 OutDry  
 Outwell (OASE Outdoors Aps)  
 Pacsafe  
 Paramo Ltd  
 Patagonia Europe  
 Peoplework  
 Pertex  
 Pinguin  
 Polartec LLC  
 POMOCA SA  
 prAna  
 Proagencies  
 PT Tasindo Tassa Industries  
 Pyua

Qualliance International  
 RAB  
 Rock Point a.s  
 Rohan Designs Limited  
 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  
 Superfeet Worldwide  
 Tendon  
 Ternua  
 The North Face Italy EMEA  
 THRONE  
 Thule AB  
 Transa Backpacking AG  
 Trek and Mountain Ltd  
 Ultralight Outdoor Gear  
 Unifi Manufacturing, Inc  
 Vaude Sport GmbH & Co KG  
 W.L. Gore & Associates GmbH  
 WakaWaka  
 Warmpeace  
 Wildo Sweden

## MEDIA PARTNERS

333 Media  
 Active & Eco Magazine  
 Alpin  
 NORR Scandinavian Publishing AB  
 Outdoor Markt (Jahr Top Special Verlag)  
 Outdoor Review  
 Outdoors Magic  
 The Great Outdoors  
 Trail Running Review  
 walkingontheinternet.co.uk  
 White & Poles Communication Ltd (Mountainblog)

## TRADE PARTNERS

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

## OTHER PARTNERS

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

## Targets & Aspirations for 2018

EOCA is hoping that 2018 will be another year of celebrating great achievements. The Association aims to:

- Achieve and celebrate its goal of planting 2 million trees by June 2018 – an ambitious target set in the summer of 2016
- Fund its 100th project since the Association began in 2006
- Develop its next ambitious conservation target, to celebrate the 100th project being funded
- 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

# Quotes



*"The EOCA voting process was a great way of engaging and reconnecting our supporters with our latest environmental initiatives, with a simple way for them to help again to create even more impact for our oceans and beaches. Putting the rallying cry out across our digital, social and real-life networks had a fantastic profiling impact for the work we do nationally with our Regional Reps. We're of course delighted that were successful in securing the funding too, which comes at a time when our Regional Reps are busier than ever on beach cleans, creating Plastic Free Communities, delivering educational talks and delivering campaigns across the UK. Thanks to everyone who voted Surfers Against Sewage!"*

**Hugo Tagholm, Chief Executive, Surfers Against Sewage**

*"We'd like to express our sincerest thanks to EOCA for supporting the Bulindi Chimpanzee & Community Project. Our grassroots project works in rural Uganda, where wild chimpanzees live outside protected areas on land belonging to village households. Support from EOCA is helping to provide 1,000s of villagers with long-term alternatives to deforestation. These livelihood alternatives will improve their capacity to coexist with chimpanzees and aid conservation of the remaining natural forest which is critical to chimpanzee survival."*

**Moses Ssemahunge, Project Manager & Dr Matt McLennan, Project Director, Bulindi Chimpanzee & Community Project**

*"We are all increasingly aware of our impact on the environment and how important it is to have organisations like EOCA championing conservation and working on projects that will help conserve wild places. We felt that after spending a few years concentrating on building our business the time was right to get involved and give something back. The wide range of projects that EOCA is involved in show the diversity of opportunity out there and as we are part of the Outdoor community we are really pleased to contribute something towards this."*

**Matt Moore, Director, ProAgencies**

*"Thanks to EOCA funding, we are now able to combine outdoor experience with our commitment for the conservation of the Marsican brown bear and its habitat in the Italian Central Apennines. Our field initiatives have made outdoor enthusiasts work hand-in-hand with conservationists, with a great social impact on local communities as well, involving them to 'take action for the bears'. Although we are just a small organisation, we did well in the public vote. We did not win it, but EOCA members then went on to choose our project anyway and here we are! Thanks again to EOCA for making our plans come true."*

**Mario Cipollone, Project Manager, Salviamo l'Orso**

*"At Osprey, we are dedicated to the outdoors. A key aspect of our ongoing strategy is the protection and conservation of our natural environment. Since 2013, we have been a devoted Summit Member of EOCA and supported a number of campaigns including the very successful Sabuko Bird Conservation project in Georgia and the most recently acclaimed Mountain Wilderness project, "Cleaning the Alps", in 2017. It is an honour to work with EOCA to achieve outstanding results and preserve our passion for the great outdoors."*

**Vicky Swyer, Senior Marketing Co-Ordinator, Osprey Europe**



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