



europaean outdoor
conservation association

Annual Report 2018

www.outdoorconservation.eu
www.eoca.de

EOCA Annual Report 2018

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 landscapes that it is passionate about and from which the industry makes its living.

EOCA's vision is: *The outdoor sector and the millions of people who enjoy the great outdoors are active champions for the conservation of nature and wild places**

* EOCA defines 'wild places' as non-urban environments and ecosystems occurring in as natural a state as possible, given the area's location and use. This may include for example moorland, hills, mountains, coasts, rivers, forest, grassland, peatland, lake and ocean areas.

With a vision of conserving these wild places and ecosystems for future generations, the association is funded by membership and fundraising activities from the European outdoor industry. 100% of membership fees go into the support of vital grassroots conservation projects around the world.

A Word from the President



Anna Maria Rugari
Sustainability & CSR Director,
VF International

2018 has flown by and here we are looking back on what has proven to be another eventful and successful year for EOCA! I am again honoured to have been part of the team, enabling the association's incredible work to flourish. This is due in no small part to the enthusiasm of the small, but dedicated office team, the supportive board members, the engaged members and the team of scientific advisors. These experts are all authorities in their particular fields of conservation, who voluntarily give their time and knowledge to EOCA, to ensure we support only the most worthwhile projects from a conservation point of view. We are very grateful to them for their input and support.

Although run by an extremely small team, EOCA punches well above its weight in terms of its achievements and the publicity it generates throughout the year. It consistently delivers more than was asked, energetically striving toward the next milestone.

Working closely with the outdoor trade, with those working on the projects it supports, and contributing to global partnerships and movements, the association is an undeniably valuable asset both within and for the sector. It is benefitting habitats, communities and outdoor enthusiasts around the world – and is a role model for what can happen when a sector decides to put aside its differences and work together for the good of all. I, for one, am very proud to have played a part in it.

Managers' Report



This year, as with every other year, has been one with which to look back on with pride at the association's achievements, as well as an urgency as to what must come next.

€330,000 was distributed to 14 conservation projects in 11 countries. This means that since the association started, it has now funded 114 projects in 54 countries, helping to conserve a broad range of habitats around the world and making a real difference on the ground.

As in previous years, EOCA held two public votes during 2018, to enable outdoor enthusiasts and nature lovers to help EOCA select which of the vitally important projects requesting money were successful. The 2 votes in total attracted over 86,000 votes and EOCA conservatively estimated the reach at over 48 million people. Various leading naturalists and well known figures got involved in the votes this year, with messages of support or tweets being sent by Sir David Attenborough, Chris Packham, George Monbiot, Julia Bradbury, Sir Chris Bonnington and Mozambique's answer to Justin Bieber!

The two international outdoor tradeshows that EOCA attends each year proved very productive for EOCA during 2018. As well as signing up new members and working with existing members, the events are a chance to raise more money for conservation and to celebrate successes. Around €40,000 was raised during the two shows, thanks to the generous donations of members, and the support of visitors to the show via the various fundraising activities held. 100% of this money will be spent on the Association's conservation projects in the year to come.

We have been delighted with the appointment of Cat Barker who joined the team late in 2017 as Conservation Project Coordinator. She has worked tirelessly with the funded projects, ensuring that projects are meeting their agreed objectives and helping them when issues arise.

And finally – one of EOCA's proudest moments of 2018 – being able to celebrate having planted 2,516,276 trees in 2 years. This was well above its target of 2 million trees, set 2 years earlier!

As ever, absolutely none of this would have been possible without our members, Sustaining members, Summit members, trade and media partners, all of whom have played a huge part in helping EOCA to become the organisation it is today. We thank them all for their continued support and enthusiasm.



Tanya Bascombe and Catherine Savidge



Cat Barker



New EOCA Members 2018

During 2018, EOCA was delighted to welcome into membership:

Liggoo
Smartwool
Silva
Singtex
Teko Socks

Mont Blanc Treks
Laken
Tentsile
Pajak Sport

Grant Awards 2018

Public Votes for Conservation

As in previous years, EOCA held two public votes during 2018, to enable outdoor enthusiasts and nature lovers to help EOCA select which of the vitally important projects requesting money were successful. All of the projects involved in the vote had already been thoroughly assessed against the EOCA criteria for funding and reviewed by the EOCA Scientific Advisors. Feedback we receive from the organisations included in these votes indicate that all of the projects benefit from being involved. It provided them with an opportunity to spread the message about their work and their environmental issue on an international platform, to get their supporters involved, gain local awareness and support for their work and to attract support from as yet unreached sources.

2018 Projects

The projects chosen through the spring and autumn votes were:

10,000 Native Trees for Froxán Commons, Spain

The 100 hectare Froxán Commons in Galicia was the first Indigenous and Community Conserved Area (ICCA) to enter the World Database on Protected Areas and has been the focus of rewilding and restoration work. It includes a diversity of important habitats, including temperate forests and heathlands and allows visitors spectacular views of two estuaries from the mountain crest. However, it is threatened by invasive exotic tree species that are hard to eradicate and which increase the risk of fire and reduce biodiversity. Involving the local community, this project will remove Acacia and Eucalyptus trees over 20 hectares, plant 10,000 native trees to restore natural woodlands, restore 4 hectares of wet heath and install a circular 8 km trail for locals and visitors to enjoy the area.

Nominated by Snugpak



Protecting Manta Rays and Whale Sharks, Mozambique

The plankton rich waters along the 700km coastline of the Inhambane Province in Mozambique is one of the few places in the world where both manta ray species are found together as well as whale sharks and humpback whales. However, there has been a 98% decline in manta ray sightings, mainly due to unsustainable fishing practices. MMF has been successfully working with a number of dive centres in Tofo, where a Locally Managed Marine Area (LMM) has been established, to highlight the importance of these magnificent creatures. The project will establish and manage rotational or permanent no-take areas in both LMMAs, train 10 fishermen to become Ocean Rangers to protect and enforce regulations, recruit 22 Ocean Ambassadors to raise awareness of the issues, develop a sustainable fish consumer guide and recruit restaurants to support and promote sustainable fishing.

Nominated by Camelbak

Enhancing and Safeguarding Torres del Paine's 'O' Circuit, Chile

Torres del Paine National Park in Chilean Patagonia is a UNESCO biosphere reserve, with 4 distinct ecosystems. It is home to a wide variety of wildlife, many of which rely on the park's wetland ecosystems. This National Park is becoming increasingly popular with visitors, placing a significant strain on the region's flora and fauna, aging infrastructure, limited trails and insufficient resources. This project will work with local volunteers and park rangers to construct a high quality boardwalk along heavily used but sensitive segments of the popular 7 day 'O' circuit trail. It will also design and install interpretive displays that communicate the critical features of the surrounding ecosystems to trail users.

Nominated by Haglöfs



Restoring the Wetlands of the Lower Mekong Delta, Cambodia

Cambodia's wetlands are some of the world's most valuable ecosystems, supporting a wealth of endangered bird, fish and plant species and providing a vital source of food and income for vulnerable rural communities. But in just 15 years, half of Cambodia's wetlands have disappeared due to agricultural encroachment, invasive species and the overharvesting of wetland resources. This project will restore two globally important protected areas in the Lower Mekong Delta, which support half the regional population of the Sarus Crane. The project will restore 200 hectares of degraded habitat by clearing invasive species, educate 1000 local people and schoolchildren on the importance of wetlands and the sustainable use of natural resources and provide training and support to a community ecotourism initiative to provide inspiring outdoor experiences.

Nominated by Bergans of Norway

Repairing paths and protecting peat bog on Cut Gate, UK

The Cut Gate bridleway runs through an area of internationally important and stunningly beautiful blanket bog habitat in the Peak District National Park. The bridleway is popular with walkers, mountain-bikers and horse riders who have championed a campaign to protect Cut Gate. The fragile peat layer has suffered from erosion and the widening of the route, which is putting pressure on the surrounding habitat of blanket bog vegetation. The project will repair three sections of the popular upland bridleway which have become highly eroded and prone to flooding, encouraging users to follow the path and prevent further damage to the surrounding habitat. This will preserve the character of the surrounding landscape and the enjoyment of the route.

Nominated by Pro Agencies



A Safe Haven for Red Squirrels: Securing their Future in Scotland

The red squirrel is the most beloved mammal in the UK and an iconic species of Caledonian pinewoods. Scotland is one of the last UK strongholds for reds and this project aims to strengthen the conservation status of UK's red squirrels by establishing new, self-sustaining populations in areas of the Highlands free from the threats of grey squirrels and disease. The project has identified several forest areas in the Northern Highlands of Scotland which are perfect habitats for reds and with the support of landowners, relevant authorities and local communities, will re-introduce 4 new populations of red squirrels to these areas. The project will inspire people to care for the squirrels through community events, annual surveys and citizen science observations.

Nominated by Mountain Equipment



Following the two public votes, EOCA members also voted privately to select 4 more projects to be supported:

Plastic Management in the Gulf of Honduras

The Caribbean coasts of Guatemala and Honduras are part of the second largest Barrier Reef in the world but the coral reefs, seagrasses and mangroves are being affected by solid waste, sedimentation and pollution from the Motagua River. This is causing an alarming visual impact and injuring or killing fish, seabirds and marine mammals. This project will work with eight communities to reduce plastic, recruiting 20 regional representatives who will deliver talks on environmental education to community groups, businesses, schools and universities. At least 80 beach clean events will be organised to collect, classify and record the waste to create social awareness, change habits and develop policies based on the findings.

Nominated by Bergans of Norway



Kozara Protection and Restoration, Bosnia Herzegovina

Kozara National Park is one of the most visited protected areas in Bosnia Herzegovina which draws over 100,000 visitors annually. Zeciji Kozara is one of the best known and loved routes in the park to a natural rocky viewpoint. However it is also one of the most heavily used and the trail is now severely damaged as are surrounding habitats, as visitors create new tracks to avoid eroded ones. The project will create an alternative 4 km long route, to protect fragile habitats. It will also restore habitat by planting 1500 saplings of European yew. Finally, the project will engage outdoor enthusiasts through hands-on work and volunteering activities and promote the new path through leaflets and organising local guided walks.

Nominated by Rohan

Obsolete Facilities, Alps

Obsolete facilities are disused artificial equipment abandoned in natural mountain areas. Lengths of barbed wire, abandoned ski lifts or various cables are a plague for wilderness, the environment and outdoor enthusiasts in mountains. Paragliders have been killed after hitting cables, birds including vultures, eagles and owls are regularly killed or injured and mammals and amphibians become trapped and die, particularly when structures are hidden by snow. This project will raise awareness of the issue, carry out 4 dismantling operations in Mercantour National Park, Vanoise National Park, Mont Cenis Massif and Cerces Massif, where barbed wire and other scrap remains from WW2. Over 100 people will be involved in clearing over 260 ha of around 9 tonnes of metal.

Nominated by Arc'teryx



Mending Paths and Protecting Arctic-Alpine Habitat on Carn Liath, Scotland

Beinn a'Ghlo in the Cairngorms has an arctic-alpine mountain environment with tundra like characteristics and long-lasting snow patches. Combined with the steep hillsides, friable soil and fragile vegetation cover, this upland area is particularly susceptible to erosion, causing informal paths to develop and the destruction of wildlife habitats. Beinn a'Ghlo has been designated as a Site of Specific Scientific Interest, for its species-rich habitats which are home to several species of upland ground nesting birds, five of which are endangered. Carn Liath is a priority due to the extent of current and potential significant damage, requiring major path repair in some of the lower sections and a fully built path higher up the hillside. This work will help combat erosion and encourage re-vegetation.

Nominated by Montane

Summit Members

In addition to the projects funded by EOCA, a number of members also chose a specific project to fund entirely themselves, significantly increasing the support to conservation the association could deliver. These projects are either chosen directly from the shortlist or members ask EOCA to find something relevant to their location, activities or ethos. EOCA will then liaise directly with the project, making sure it receives timely payments and that it delivers on its agreed objectives.

ECO Relief Lesvos, Greece

The number of refugee arrivals on Lesvos is now at its highest point since Greek borders closed in 2016. A direct by-product of this humanitarian crisis is the huge amount of rubbish being left on the coastline: dinghies, life jackets and other waste strewn on the island's beaches. Lighthouse Relief is stepping up its efforts to ensure that the beaches of Lesvos remain clean, to protect the local environment and support the tourist industry and thus the struggling local population. The project will run 100 beach cleans to clear around 37km of shoreline. It will mark, clear and repair about 100km of hiking and biking trails to access remote beaches for the clean up which will also benefit the outdoor enthusiasts that come to the island. Finally, the project will take the collected waste to organisations on the island to use to raise awareness of and funds for the refugees.

Funded by Original Buff, S.A.



Conservation of Saimaa Ringed Seals, 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 due to bounty hunting and again during the 1960s due to the use of fishing nets made from nylon. 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.

Funded by POMOCA (for the third year running)

Restoring Mangroves and Livelihoods, 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. 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.

Funded by KEEN (for the second year running)



Other Activities



WEBSITE / SOCIAL MEDIA / NEWSLETTER

As already mentioned, EOCA held two public votes during 2018, to enable outdoor enthusiasts and nature lovers to help EOCA select which of the vitally important projects requesting money were successful in gaining funding. The 2 votes in total attracted over 86,000 votes via EOCA's two websites www.outdoorconservation.eu and www.eoca.de and EOCA conservatively estimated the reach at over **48 million people**.

Consumers signed up to the quarterly newsletter grew from 19,000 last year to 25,735 at the end of 2018. The 'Friends of EOCA newsletter' was sent out four times over the course of the year and the number of Twitter and Facebook followers grew.



2 MILLION TREE CAMPAIGN

Following the launch of the 2 Million Tree Project at OutDoor in 2006, to celebrate having raised and funded €2 Million of conservation projects since its inception in 2016, EOCA is delighted to be able to announce that in under 2 years, the target has not only been reached but surpassed with the planting of **2,516,276 trees!** Projects have included rewilding in Scotland, Spain and Romania, forest restoration in Kenya, Malawi, Borneo, Uganda and India, replanting mangroves in Madagascar and Indonesia, not to mention tree planting that EOCA members such as **VF Corporation, Lowa, WL Gore, Marmot, KEEN** and **Eso Es Konzepte!** have been involved in.

Added to the tree planting projects that have been carried out since the Association started in 2006, an impressive **2,672,167 trees** are now standing that would not otherwise exist. Considering one mature tree produces enough oxygen for 4 people and a 40 year old tree can sequester one tonne of carbon dioxide per year, that is a huge legacy to have been left by the European outdoor industry – and one that will keep on growing and giving!



ISPO & OUTDOOR

The two international outdoor tradeshows that EOCA attends each year proved very productive for EOCA during 2018. As well as signing up new members and working with existing members, the events are a chance to raise more money for conservation and to celebrate successes. Around €40,000 was raised during the two shows, thanks to the generous donations of members, and the support of visitors to the show via the various fundraising activities held. 100% of this money will be spent on the Association's conservation projects in the year to come. Both Messe München and Messe Friedrichshafen are sincerely thanked for the free stand space and stand building services given to EOCA, as well as all the support and help before and during the shows themselves.



HAGUE PRINCIPLES

On the 10th December 2018, EOCA was honoured to be invited to attend and endorse the launch of the Hague Principles, recognising the importance of human rights underpinned by humankind's responsibility to nature and the earth. The December meeting was significant because the date also marked the 70th anniversary of the Universal Declaration of Human Rights (UDHR), which was adopted and proclaimed by the UN General Assembly on 10 December 1948.



Surprise End of Year Donations

Towards the end of 2018, EOCA was delighted to receive four unexpected donations from members beyond their membership fees.

La Sportiva generously donated 20% of its Black Friday weekend sales to EOCA, with the event being communicated by the Association and La Sportiva before and during the weekend.

Smartwool held a very successful sales meeting in November, and instead of giving each attendee a memento, they decided instead to make a donation to EOCA, for the money to be spent on giving something back to nature and the great outdoors. They generously donated €2,000 to be spent on conservation.

Gregory Packs swapped employee Christmas gifts for giving back this year and again surprised EOCA with another wonderful donation.

The North Face kindly donated €1,000 generated by its Clothes the Loop programme which allows consumers to drop off their unwanted clothing and footwear that can then be repaired, repurposed or recycled.

We thank these members for taking these initiatives to boost the funds EOCA can put into conservation during 2019. It has been decided with these members that these donations will be used next year to provide seed funding for the next public fundraiser project EOCA will host. This will be a project that the public can make contributions to. It will play a significant role in contributing to EOCA's new focus tackling a global conservation issue.



Sustaining Members



Thanks are due each year to the association's Sustaining Members who are the enablers that finance EOCA on behalf of the industry. These seven members have financed the running and marketing costs of the organisation since 2015 by donating €10,000 over and above their membership dues each year. Grateful thanks go to **OutDoor (Messe Friedrichshafen)**, **ISPO (Messe München)**, **KEEN Footwear**, **Nikwax**, **Patagonia**, **Pertex** and the **European Outdoor Group (EOG)**, which also founded the association in 2006.



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

EOCA would like to express its thanks to the board which has worked tirelessly over the last 12 months, providing time, input and advice on the various issues, programmes and strategies that been discussed during the year. Anna Maria Rugarli (VF International) has been a very supportive President, as has Nick Brown (Nikwax) in his role as Vice President, Jan Lorch (Vaude) as Treasurer and Mark Held (EOG) as Director of the Association. Board members Sarah Kampf (Marmot), Perry Laukens (KEEN Footwear) and Mihela Hladin Wolfe (Patagonia) have also each continued to play an active and supportive role in the development and direction of EOCA. Edu Uribealago (Ternua) decided to step down from the board at the end of the year after a number of years of service and EOCA thanks him very much for his time and commitment.

Scientific Advisors



Nick Brown



Martin Price



Charles Sheppard



Jonny Hughes



Kathy Valander

Grateful thanks are also due the association's 5 Scientific Advisors, all experts in a different field of conservation (trees, mountains, marine, sustainable tourism, species and wetlands), who freely give EOCA their time and knowledge to help with shortlisting projects each funding round, and resolving any issues or queries regarding projects that crop up during the year. Their advice ensures that funded projects supported by EOCA are those that will deliver the most significant benefits from a conservation point of view. EOCA would like to extend a special thanks to Jonny Hughes who, due to new work commitments, has decided to step down from the panel. He has been a great advocate for the work that EOCA does and an invaluable support – even coming out to OutDoor to deliver a presentation to the Annual Assembly a few years ago.

Treasurer's Report



Jan Lorch
Chief Sales Officer and
CSR Manager, Vaude

It has been my pleasure to keep an eye on the accounts for EOCA over the last 12 months. At first glance they are quite simple – fundraising and membership money coming in and being spent on conservation projects. However, the way the project funding works makes it slightly more complicated! All projects, when they start are given 50% of the requested funding. Once the project is half way through and has submitted a satisfactory interim report, the next 30% of the funding is given and finally, once the project is finished and the final report and accounts have been approved, the remaining 20% of the funding is transferred. Unfortunately, as no 2 projects are the same length and projects invariably come up against unexpected delays due to the weather, bureaucracy or other unforeseen challenges, it is always difficult to predict exactly when these second two payments will be made – which in turn means budgeting is always tricky! However, the EOCA team always errs on the side of caution, and always keeps aside enough money for all payments it is committed to – even if this does mean that the 'money in the bank' figure makes it look as if we could fund another dozen projects.

We were delighted to have been able to commit €330,000 to 14 projects in 11 different countries this year. Not only this but we were also able to raise 'the full €30,000 needed by the public fundraiser project in Nepal which enabled the planting of 80,000 trees.

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."

Financial Report

The main notes to bear in mind whilst reading the Income & Expenditure report are as follows:

- Membership income was up on the previous year.
- Income in total was slightly down on 2017 due to less Summit Membership income than the previous year. Summit Membership income was higher than budgeted for however.
- Expenses overall were slightly up on the previous year, mainly due to increased translations for the German website, and the legal costs associated with registering board members in 2017 which spilled over into 2018.
- Net income over expenditure was a minus figure as planned, to reduce the amount of money remaining in the bank.
- Overall, the balance is very healthy, with the total assets minus the money committed to projects well above the €150,000 threshold set by the board

Income & Expenditure Report for 2018

From 1 January – 31 December 2018

	2018 €	€	2017 €	€
INCOME				
Membership		214,775		207,275
Sustaining Finance		98,495		101,287
Fundraising Income		39,671		33,244
Project Sponsorship		33,900		57,140
Other Sponsorship & Donations		7,229		13,126
		394,070		412,073
PROJECT FUNDING				
		326,895		313,331
EXPENSES				
Print Costs & Marketing Materials	4,799		5,457	
IT, Internet & Website	2,175		1,718	
Travelling & Meetings	3,378		4,888	
White Moss Consultancy Fees	68,860		65,042	
Postage & other admin (inc Training & Subscriptions)	732		918	
Legal & Professional Fees	3,527		1,082	
Accountancy & audit	1,382		1,767	
Bank charges	1,563	86,416	1,619	82,492
		-19,241		16,250
NET INCOME OVER EXPENDITURE				
Taxation		32		0
		-19,273		16,250
NET INCOME OVER EXPENDITURE AFTER TAXATION				
Movement of Funds				
Balance Brought Forward		445,383		429,133
Movement in period		-19,273		16,250
		426,110		445,383
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets				
Debtors		10,432		1,275
Bank Account & Cash		403,681		446,599
Prepaid Whitemoss Consultancy Ltd fee (2 months)		11,813		11,445
Prepaid IUCN subscription		639		623
Prepaid accommodation & flights for 2018		345		525
Current Liabilities				
EOG		0		-14,284
Audit Fee		-800		-800
		426,110		445,383
Total Assets less Liabilities				

Committed to projects not yet spent

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

	2018 €	2017 €
2015 Projects	0	16,647
2016 Projects	32,999	83,317
2017 Projects	41,395	150,468
2018 Projects	140,899	
	215,293	250,432

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

Quotes

"For us, it was a privilege that you chose us as a project that EOCA wanted to support. Thanks to you, a small organization like ours, has become an organization everyone wants to work with here in Guatemala (I mean, young volunteers and teachers, which for us is amazing!). We have no words to thank you, EOCA and your kind sponsors."

Alerick Pacay, Executive Director, Semillas del Océano

"We are finding the whole exercise very positive, the voting has given a focus to raising publicity for the project. We are engaging with many more people than we would have done otherwise, explaining the benefits of the project."

Diarmuid Crehan, Moors for the Future (Peak District National Park)

"We're finding the process very valuable because although we have a relatively large membership, many of our members aren't aware of our international work, so this has been a great opportunity to engage people."

Olivia Wordsworth, Grants Fundraiser, Wildfowl & Wetlands Trust (WWT)

"We'd like to say a HUGE thanks to EOCA for supporting this innovative chimpanzee conservation project! It's been an amazing nine months for BCCP. The project activities have been a great success and we surpassed our expectations, with a great momentum building for the second half of the grant period."

Matt McLennan, Bulindi Chimpanzee & Community Project

"Support from EOCA allowed us to completely transform the landscape in areas of Froxán that had been degraded by forest fires and invasive tree species. The projects allowed for the engagement of local communities, volunteers and visitors, that are equally amazed with the results".

Joám Evans, Froxán Foundation

"EOCA is the honourable side of the Outdoor Industry. Whilst the brands are focused on developing product, improving sales channels, & researching the customer, EOCA provides the good stuff (that we all naturally let fall to the bottom of the list), providing realistic help in terms of grants, a steady stream of information on urgent conservation issues and effectively reaching and engaging the outdoor enthusiast through campaigns and interaction. It works for every brand that makes a profit from the Outdoors; it just gets on with doing the right thing".

Charles Ross, Outdoor Consultant & Lecturer in Performance Sportswear Design

"As a Brand born and operating in the mountains for almost 90 years, La Sportiva pays careful attention to environmental and climate issues. We are aware of how the landscape around us is changing and it's our responsibility to inform our fans and clients and encourage them to take action. We have been a partner of EOCA for many years and believe that this association can really help the outdoor industry to give tangible help to the environment with valuable projects".

Lorenzo Delladio, CEO and President of La Sportiva S.p.A.

"MountainBlog means an outdoor lifestyle which supports the environment being pure and in good health. Sustainability is the key word for a better future and EOCA is a good tool to achieve it. We must spread together the "virus of a sustainable living" to protect our unique planet: MountainBlog supports the mission of EOCA".

Andrea Bianchi, Publisher of MountainBlog

"EOCA's funding has had the most profound effect on people's lives in the Lam Guron Area. Until 2016, we were still struggling with the after effects of the 2004 tsunami. The funding intervention from KEEN Footwear via EOCA for the last 2 years has successfully trained trainers 80 community members, planted 82,750 mangrove saplings, 300 fruit trees, and facilitated environmental education activities for 36 children as a pioneer group. We will always remember EOCA's amazing help and will forever be grateful to you".

Edy Marsudi, Team Leader, Yadesa Aceh

EOCA Members

EOCA would like to thank all of its members and partners without whom its successes this year would not have been possible. The association ended the year with 135 members and partners, having gained 10 new members over the last 12 months. As at 31st December 2018 members / partners of the association were:

MEMBERS

AKU Italia SRL
Amazon EU
Arc'teryx
AS Adventure
Berg Outdoor
Bergans of Norway
Berghaus Ltd
Bergstop GmbH
Bestway Europe
Bever Zwerfspor B.V
Black Diamond Equipment Europe GmbH
Black Yak
Bluesign Technologies AG
BMC Access & Conservation Trust
Camelbak International
CAMP SpA
Canada Goose International AG
Cascade Designs
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
EDM Publications
Eso Es Konzeptel

European Outdoor Group
Exped AG
Ferrino
Fjällräven International
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
ISPO
Jack Wolfskin Ausrüstung für Draussen GmbH & Co KGaA
Kamik
Kayland
Keen Inc
Kendal Mountain Festival
Klean Kanteen
KORS
Kutupayisi Tekes
La Sportiva
Laken
Lifestraw
Ligloo
Light My Fire
Lorpen
LOWA Sportschuhe GmbH

Lowe Alpine UK
Mammut Sports Group
Marmot Mountain Europe
Mont Blanc Treks Ltd
Montane Ltd
Mountain Equipment
Mowbray Communications Ltd
Nikwax Ltd
OASE Outdoors Aps
Original Buff S.A
Ortleib Sportartikel GmbH
ORTOVOX Sportartikel GmbH
Osprey Europe Ltd
OutDoor
Outdoor & Sports Company GmbH
Outdoor Blogger Network
OutDry
Pacsafe
Pajak-Sport
Paramo Ltd
Patagonia Europe
Peoplework
Pertex
Pinguin
Polartec LLC
POMOCA SA
prAna
Proagencies
PT Tasindo Tassa Industries
Pyua
Qualiance 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
Silva Sweden AB
Singing Rock
Singtex
Smartwool
Snuggpak Ltd
Spring PR
Stanley
Superfeet Worldwide Ltd
Teko
Tendon
Tentsile
Ternua
The Moose Drink
The North Face Italy EMEA
THRONE
Thule AB
Transa Backpacking AG
Trek and Mountain Ltd
Ultralight Outdoor Gear Ltd
Unifi Manufacturing, Inc
Vaude Sport GmbH & Co KG
W.L. Gore & Associates GmbH
WakaWaka
Warmpeace
Wildo Sweden AB

MEDIA PARTNERS

333 Media
Active & Eco Magazine
Alpin
National Geographic
NORR Scandinavian Publishing AB
Outdoor Markt (Jahr Top Special Verlag)
Outdoor Review
Outdoors Magic
The Great Outdoors
Trail Running Review
WalkingontheWeb.co.uk
White & Poles Communication (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
IUCN
UN Declaration on Forests

Targets & Aspirations for 2019

New Focus / Conservation Target

Following on from the success of the 2 Million Tree Project which came to a conclusion during the summer, EOCA is making plans to launch a new focus with an ambitious target early in 2019. This will involve press, fundraising, awareness raising and new schemes to get companies and individual outdoor enthusiasts involved in engaging with and tackling urgent and global conservation issues.

New Board Members

The 2019 Annual Assembly will see a number of board members' terms coming to an end and as such, EOCA is working on to find some forward thinking colleagues to help lead EOCA over the next few years!

€3 Million

2019 will be the year that conservation funding from EOCA will pass €3 million since it started in 2006!



www.outdoorconservation.eu
www.eoca.de