



europaean outdoor
conservation association

Annual Report 2019

www.outdoorconservation.eu
www.eocca.de

EOCA Annual Report 2019

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 habitats and spaces, plus the 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 nature conservation projects around the world.



A Word from the President



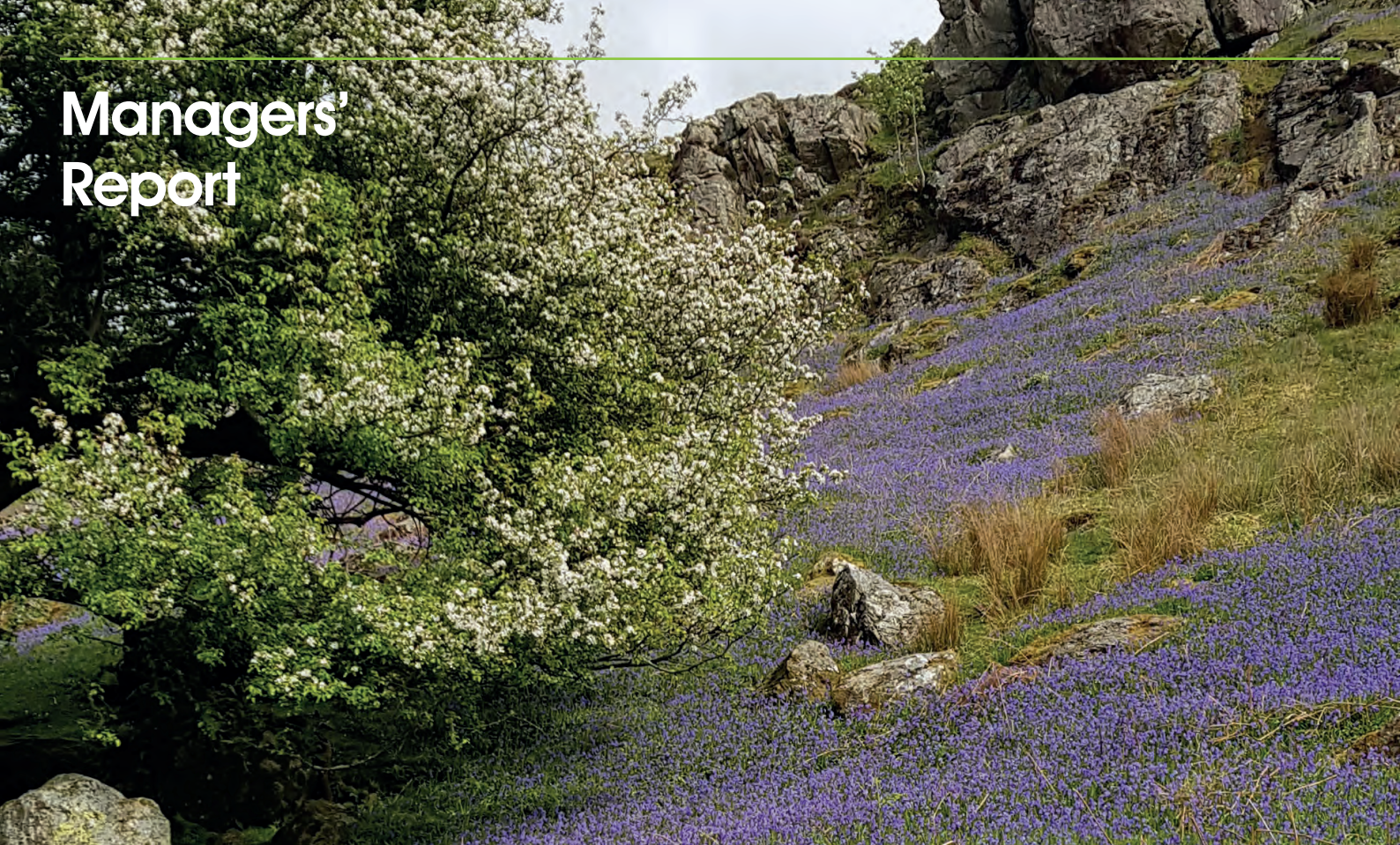
Perry Laukens
Sales and Business Development
Director EMEA

During EOCA's Annual Assembly in July 2019, I was delighted and honoured to be elected as EOCA's new President. This is a role I will take great pride in, since EOCA's model of giving back to the great outdoors, our playground, fits very closely with my own principles and the ethos of KEEN Footwear Europe where I am Sales & Business Development Director for EMEA.

Building on a successful year in 2018, EOCA delivered a real leap in its impact in 2019. Ambitious new actions and focuses resulted in huge increases in membership numbers and conservation projects funded. After the spring funding round, EOCA passed an important milestone of having funded over €3 million worth of conservation projects since its inception, and by the end of the year, that figure was €3.3million. As ever this all 'works' thanks to so many people working closely together: the small, but dedicated office team, the supportive board members, the engaged member companies, the team of scientific advisors and all the funded projects which deliver the conservation actions on the ground, around the world.

2019 saw the launch of EOCA's *Plastic Free: Mountain to Sea* project - a 2 year focus to enable EOCA and its members to play their part in addressing the global issue of plastic pollution, both in the environment and at source. In just one year, we have seen tremendous results in terms of kilometres of habitat cleaned from the blight of plastic pollution. Schools, communities, business and tourists have engaged in changing their use and disposal of single-use plastics, and our own industry has been rethinking its own actions at tradeshows to reduce single-use plastic waste. This, on top of continuing to support a broad range of conservation issues globally. The association continues to deliver the collective power for good from an industry dependent on and passionate about habitats and landscapes in the great outdoors.

Managers' Report



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



Cat Barker
Conservation Project Coordinator

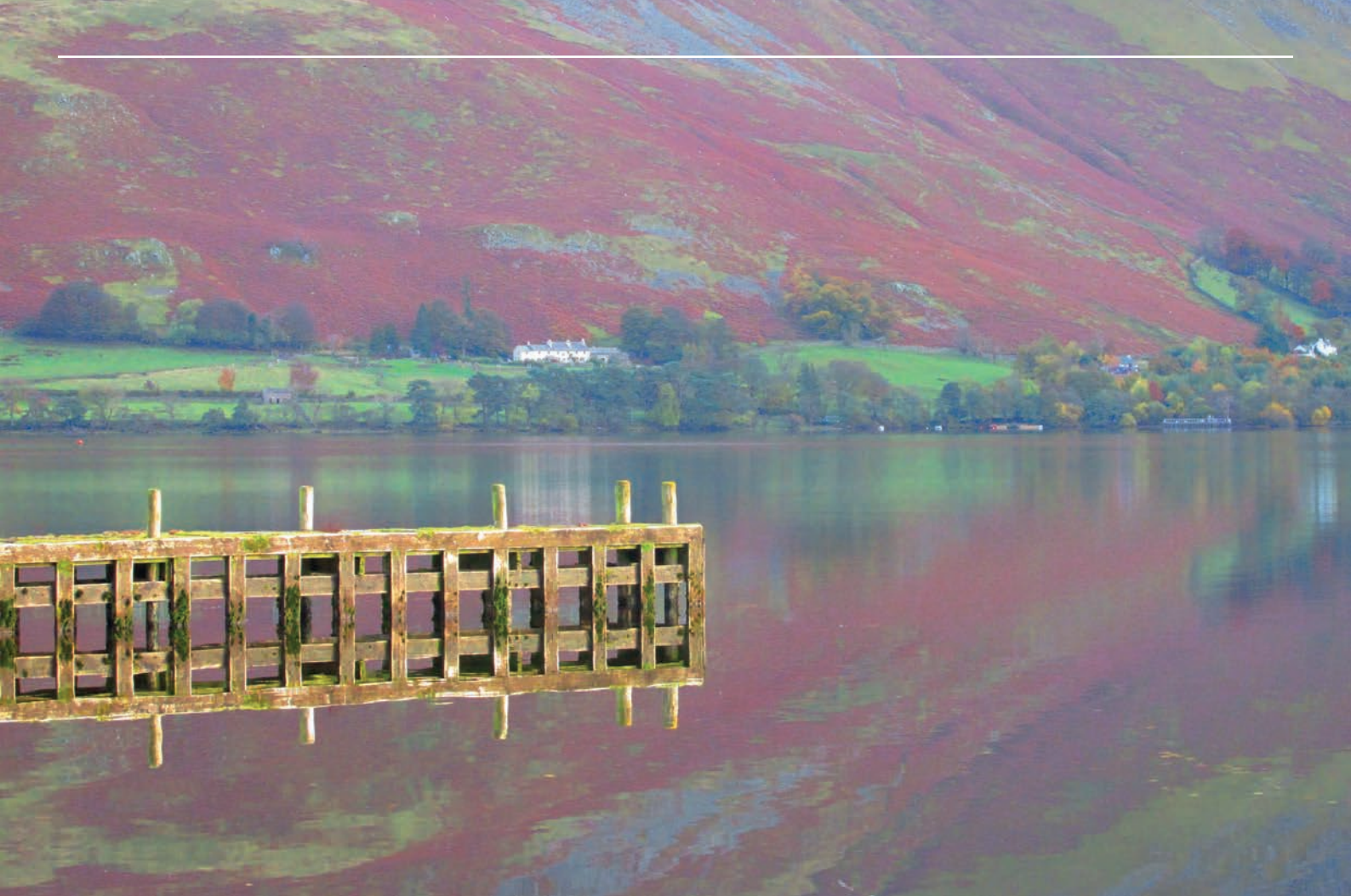
At the start of 2019, EOCA launched its *Plastic Free: Mountain to Sea* campaign - a 2 year focus on Plastic Pollution. This was launched to harness the efforts of EOCA and its member companies from the European outdoor industry in addressing the globally urgent issue of plastic pollution.

The headline target for this focus was EOCA and its members collectively clearing 3000 km of habitat from plastic pollution. As you will read in this report, half of this target was achieved in the first year, along with many other positive actions to reduce plastic causing damage in habitats.

This focus was designed to sit alongside EOCA also continuing to fund a broad range of other conservation projects worldwide. Although we knew that helping to address the plastic pollution problem was seen as very important and relevant to EOCA's membership, having spoken to many members before launching the campaign, the other impacts of the campaign were not anticipated. EOCA welcomed 31 new members in 2019 - more than in any previous year. Certainly, in part, this was due to the new 2 year focus. This, and an increase in Summit Membership (member companies funding their 'own' conservation project, via the association) saw EOCA allocate over half a million euros into projects this year, up from €330,000 in previous years. This has enabled EOCA to support 19 projects (up from 14 in 2018) working in many different countries.

The support EOCA received from Messe Munich (which organises and hosts the two major trade shows EOCA and the European outdoor industry attend: ISPO and OutDoor by ISPO) during the year also helped raise awareness of and support for EOCA. The association is hugely grateful for the generous ways in which it supported and promoted EOCA during 2019, enabling the association to attract new members and raise more money for conservation through fundraising activities.

As ever, absolutely none of this would have been possible without our member companies, Sustaining Members (who fund the background costs of the organisation), 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.



New EOCA Members 2019

During 2019, EOCA was delighted to welcome 31 companies into membership, more than in any other year in the history of the association. Membership increased by 23% during the year. We offer a warm welcome, and very much look forward to working with the following companies:

Sunday Afternoons

Premsons

Brettschneider Fernreisebedarf

MIZU Europe

World of Camping

AFYDAD

Regatta

Elements

Tarrago

Kahtoola

Icebreaker

E9

ICEBUG

ECCO

Skinourishment

Leadership & Sustainability Karin Ekberg

Mund Socks

Gumbies

Unterwegs

OutDoor by ISPO

Studio Moda Sport

Trangoworld

Ahorn Communication

Adventure ie

NZERO

Söll World

Redelk Outdoor

HSD Zipper

Altidude

Cumulus

Wind x-treme

Plastic Free - Mountain to Sea



© European Wilderness Society



It was decided that EOCA would, alongside continuing to fund a broad range of conservation projects around the world, have a particular focus during 2019 and 2020 on funding projects which addressed the issue of plastic pollution. These projects would clean up plastic pollution already causing damage in the environment to wildlife, habitats and people, whilst at the same time influencing the use and disposal of single-use plastics at source, by working with the local communities, schools, businesses, government and visitors. The headline target for this focus is that EOCA and its members will collectively clear 3000km of different habitats from plastic - that is the distance from the Mediterranean Sea to Lapland! Already in the first year of the focus, EOCA is proud to have delivered half of this, involving vast numbers of volunteers in actions across many different countries, and influencing people's behaviour outdoors. All six projects selected during the spring funding round address the issue of plastic pollution, as did the public fundraiser project which was selected at the same time. Four of the 7 projects selected during the autumn round, also included plastic clean up and education.

Plastic Pledge

As part of the *Plastic Free; Mountain to Sea* focus, EOCA and its members have been working this year to reduce the use of single-use plastic, specifically at tradeshows and in offices. This is designed to complement the work of the European Outdoor Group (EOG) Single-Use Plastic group, looking at single-use plastic in supply chains. Guidance notes for reducing single-use plastic at tradeshows and within offices were created and shared. Prior to OutDoor by ISPO 2019, EOCA launched its Plastic Pledge, calling on exhibitors to reduce the amount of single-use plastic they used by: not using single-use plastic to serve refreshments, encouraging the use of reusable mugs, bottles, crockery and cutlery, as well as providing water for visitors to top up their reusables for example. Nearly 60% of EOCA members exhibiting at the show implemented the Pledge and the creative ways in which it was implemented were well received. One exhibitor reported a 75% reduction in their generated waste. The fact that members have gone on to implement the Pledge at other shows, festivals and exhibitions, has increased the impact of this action.





Grant Awards 2019

Public Votes for Conservation

EOCA committed over €510,000 to conservation projects this year, a significant increase from around €330,000 in previous years. This was made possible thanks to the continued commitment of existing members, the increase in membership numbers as well as an increased interest in Summit Membership.

As in previous years, EOCA held two public votes during 2019, to enable outdoor enthusiasts and nature lovers to help EOCA select which of the vitally important projects requesting money would be successful. All of the projects involved in the vote had already been thoroughly assessed against the EOCA criteria for funding, and reviewed by EOCA's panel of scientific advisers. Feedback we receive from the organisations included in these votes indicates that all of the projects benefit from being involved. It provides them with an opportunity to raise awareness of their work and their particular 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.

During the spring vote, nearly 44,000 votes were cast by the public to select three projects, all of which addressed the plastic pollution issue. In addition, during the spring, EOCA launched a Fundraiser Project, a 2 year project implemented by Surfrider Foundation Europe to clean up beaches, and many other habitats across Europe and beyond. Individuals and companies are all able to contribute to this project, and the association was delighted by how much of the €30,000 target was raised in just the first year. During the second public vote held in the autumn, over 31,500 votes were cast to chose projects which tackled plastic pollution, as well as some addressing other conservation issues.

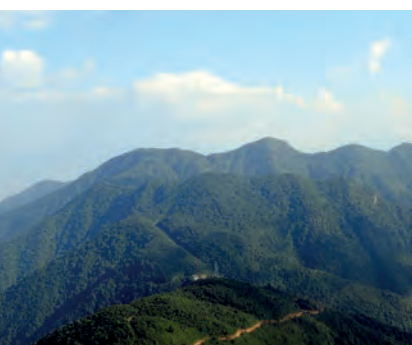
Following the two public votes, EOCA members also voted privately to select more projects to be supported. The projects chosen for funding are all listed on the following pages. To find out more about each project, please visit our website.

2019 Projects

Protection of Critical Orangutan Habitat, Borneo

The Borneo Nature Foundation is working in the Sebangau swamp forest, considered one of the top priority sites for orangutan conservation, to tackle the threat of forest fires and illegal logging. The organisation is restoring habitat by blocking dams created to extract illegal timber which will re-wet peat and prevent fires. The project is also planting 50,000 seedlings and dispersing 100,000 more, whilst also working with the local community on education and patrols.

Nominated by Keen.



Clean Up Chandragiri to Champadevi Trail, Nepal

Small Mammal Conservation and Research Foundation is using EOCA funding to conduct clean-up actions along 17.5km of trail in Nepal, where litter from hikers, teahouses, hotels and locals impacts on local wildlife such as the Common Leopard and the Chinese Pangolin. Work will also be carried out with local communities and government to put in place systems to alleviate this problem in the future.

Nominated by RAB

Clean up Synevyr National Nature Park, Ukraine

European Wilderness Society will work with local authorities, communities and visitors to address the increasing problem of waste accumulation and plastic pollution in the Ukrainian Carpathian region, specifically along 45 km of trail, around Synevyr Lake and river.

Nominated by Schöffel



Protect the Clouded Leopard, Nepal

Friends of Nature will work with local stakeholders in the Madi Rural Municipality of the Lower Annapurna Conservation Area to address threats to the Clouded Leopard. This will be done through diversification of livelihood options and reducing human-wildlife conflicts, working with 7 schools and 4000 local people.

Nominated by Lowe Alpine

Angofa Grassland Restoration and Nature Trail, Romania

Fundatia ADEPT Transylvania will work in Tarnava Mare, one of Europe's most important High Nature Value Grassland Landscapes, to restore several hectares of hay meadows. The project will clear invasive species and plastic, plant fruit trees and increase visitor numbers in the area to address the issue of abandonment of the land due to poor economic returns.

Nominated by Vaude



2019 Projects

Clean-Up Himalaya to Sustain High Altitude Heritage, Nepal

Resources Himalaya Foundation will organise the cleaning up of a 31 km trail within the Lamtang National Park to Gosaikunda Lake which is an important pilgrimage site. 30,000 visitors trek to the lake during the year and the waste left along the trail and at the lake requires cleaning and managing.

Nominated by Grangers



© Laetitia Neukomm

Mountain Clean-Up Tour 2020, Switzerland

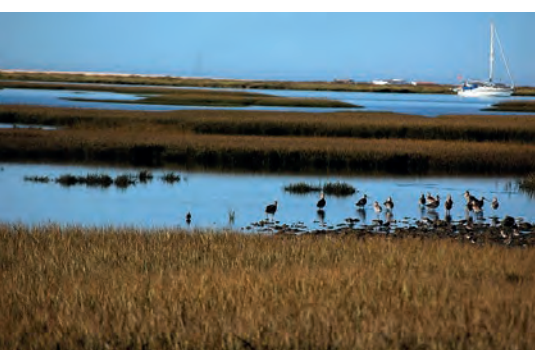
Summit Foundation will organise 20 clean up events in the mountains of Switzerland to tackle the damage caused by plastic pollution in these habitats. In addition, the project will run education and awareness raising activities around the issues of the impact of waste on wildlife and habitats.

Nominated by Transa

ECO Relief, Lesvos, Greece

Lighthouse Relief will clean up 32 km of coastline and 50km of trails on the island. Waste is generated by thousands of refugees arriving on the island and discarding life jackets, dinghies and other waste, compounded by locally generated waste. Alongside these actions, Lighthouse Relief organises upcycling and other activities to raise funds to support the refugees.

Nominated by Proagencies



Campaign for a Plastic Free Ria Formosa, Portugal

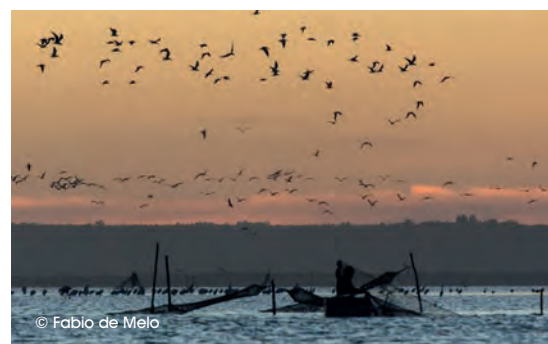
RTV-Associação para o Estudo e Conservação dos Oceanos (AECO) will clean up 11 km of Ria Formosa, an extensive lagoon system with sandflats, mudflats, salt marshes and sand dunes. These are being impacted by plastic pollution left by tourists and residents with whom the project will work to address the issue both at source and where it is causing the damage.

Nominated by Paramo

Bird Watching to Reduce Plastic Pollution, Brazil

Instituto Curicaca will work in the Lagoa do Peixe National Park to reduce plastic contamination in the habitat of endangered birds and other animals, through clean up events, education and training. 20 beach cleans will be organised, to clear 10km of beach and surrounding habitat.

Nominated by Pertex



© Fabio de Melo

2019 Projects

Jaizkibel-Ulia Clean Up, Spain

Itsas Gela-Aula del Mar will clean up a riverbed, creeks, seabeds and the ocean surface on the stunning coast of Jaizkibel and Ulia. It will also run workshops for different sectors of the population and visitors to address the issues affecting this section of the Basque coast.

Nominated by Ternua



The Himalayan Cleanup, India

Integrated Mountain Initiative will organise a clean up day which will address the increasing issue of waste being left in remote mountainous areas. During 2018, the organisation's clean up day involved 15,000 volunteers cleaning up 200 sites over 12 mountain states. The project will also run a workshop with relevant stakeholders regarding future sustainable waste management strategies, underpinned by results from a waste audit.

Nominated by Grangers

Montaña Limpia, Latin America

Acceso PanAm's Montaña Limpia's campaign runs simultaneously across a number of countries in Latin American and in 2019 aimed to have 30 events across 6 different counties, involving 600 volunteers cleaning over 300km of trail. This will result in plastic waste being cleared from tropical areas right up to habitats over 6000m.

Nominated by The North Face



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 delivers on its agreed objectives:

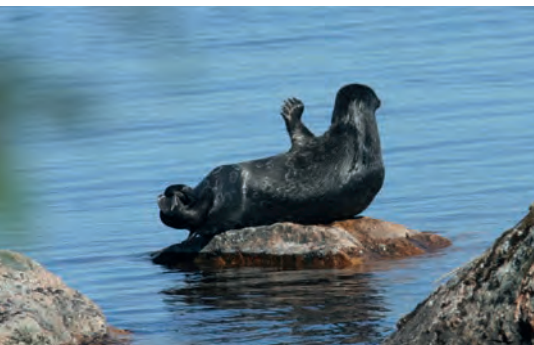
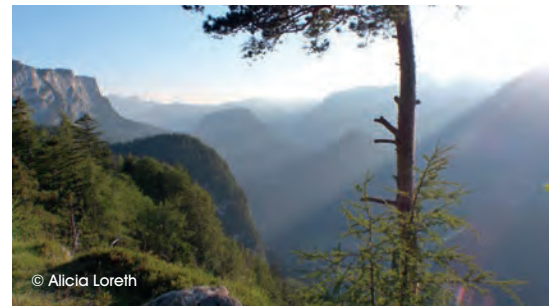
The North Face Explore Fund

In 2019, The North Face (TNF) expanded its Explore Fund to Europe, selecting projects designed to protect and restore wild spaces for funding during 2019 and 2020. EOCA was delighted to be chosen as the company's European partner to help with identifying, assessing and managing its grant funding. TNF in-house staff selected the following **three** projects for funding:

Restoring Hardknott Forest, UK : This project is restoring native woodland in some of England's most dramatic mountain landscapes. It is delivering this over a large area by engaging volunteers from local communities, schools and beyond, to remove non-native conifers and enable around 250,000 native trees to regenerate.

Less Plastic, More Life: Fighting Single-Use Plastic to Protect Loggerhead Turtles, Italy: Italy is the largest consumer of plastic water bottles in Europe and every year, many thousands of sea turtles die due to plastic and waste ingestion in the Mediterranean sea. Istituto Oikos is working to protect sea turtles from plastic pollution by carrying out beach cleans, and a comprehensive programme to educate and raise awareness of the importance of reducing plastic waste and littering with local citizens, schools and fishermen.

Alpine Biodiversity Voluntary Camps in Berchtesgaden, Germany: Nationale Naturlandschaften is restoring important alpine habitats in the foothills of the Alps, through volunteer camps. These camps will be organised with local partners and open to German speaking volunteers. It will involve the volunteers carrying out a range of conservation actions, and taking part in educational activities such as guided wildlife tours.



Conservation of Saimaa Ringed Seals, Finland - funded by POMOCA (for the fourth year running)

The Saimaa ringed seal was isolated from the Baltic Sea in Lake Saimaa, Finland, around 8,000 years ago. The endangered population is around 380-400 (2018 figure), and threatened by fishing nets and traps used by recreational fishermen, lakeshore building, and climate change. The project works with recreational fishermen, tourism providers and local communities, to ensure the survival and protection of the Saimaa ringed seal.

Fix The Fells – Scafell Footpath Repair – funded by Smartwool

Organised by Fix the Fells, this project will repair and restore approximately 60m of path on Scafell Pike, England's highest mountain, which has badly eroded and is in dire need of repair. The project will reduce erosion which creates deep gullies on the landscape.



2019 Projects

Finally, EOCA launched a fundraiser project in spring 2019, with all donations made to EOCA via its website during 2019 and 2020, going towards this project. A number of EOCA members have also chosen to raise additional funds for this project:

Ocean Initiatives - delivered in many different countries.

Surfrider Foundation Europe organises its Ocean Initiatives programme to reduce the amount of waste in the environment causing damage to wildlife and habitats, to limit new waste generated and to promote a circular economy. EOCA funding will be used to fund the ongoing successful clean-up programme which in 2018 saw 1600 clean up events organised in 47 different countries in Europe and beyond, mobilising 60,000 people and educating 100,000 on the issue of plastic pollution and marine litter. Every €10 donated via EOCA during 2019 and 2020 helps to clear an area the size of two olympic sized swimming pools from plastic litter.



Donate



© Surfrider Foundation Europe

Other Activities



WEBSITE / SOCIAL MEDIA / NEWSLETTER

EOCA held two public votes during 2019, 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 75,000 votes via EOCA's two websites www.outdoorconservation.eu and www.eoca.de and again, the reach of the vote was many millions, thanks to all the support of members and the projects involved.

The total number of people signed up to receive the quarterly EOCA newsletter grew to over 33,000. The 'Friends of EOCA newsletter' was sent out four times over the course of the year to followers of EOCA. The number of Twitter and Facebook followers also grew.



ISPO & OUTDOOR BY ISPO

EOCA attends two trade shows each year, both now held and hosted by Messe Munich. These shows are hugely important opportunities for the association to meet with existing members, recruit new members and carry out fundraising activities. The association is very fortunate to be supported so generously by the Messe at these shows which provides space and builds a stand for EOCA free of charge, whilst also offering a range of opportunities for the association to raise awareness of its work. This clearly translates into successful fundraising and recruitment of new members.

During ISPO in January, EOCA launched its new 2 year focus on plastic pollution to the industry and raised €19,000 for conservation through its Conservation Fundraiser. This was a record amount raised during an ISPO show, only possible thanks to the generosity of members donating gear for EOCA to sell at trade prices, and to the generosity of show visitors who bought the products.

At OutDoor by ISPO, EOCA was delighted to be given a new, and very much larger, stand space by the Messe, which really caught the eye of passers by and made a statement. The new stand undoubtedly played a significant role in the association signing up a large number of new members and in raising a record €39,342 in just 4 days of the show via the Conservation Fundraiser. As part of its *Plastic Free: Mountain to Sea* focus, EOCA also launched its Plastic Pledge at the show, with 60% of EOCA members finding innovative ways to implement it. The Messe supported the Plastic Pledge by providing water stations and access to kitchens throughout the showground.





Additional Fundraising During 2019

Traditionally, most fundraising activities for EOCA have taken place at the ISPO and Outdoor by ISPO shows. A number of EOCA members undertook fundraising activities at other times of the year during 2019 and we are very grateful for their support:

- La Sportiva has for the 3rd year in a row raised money for EOCA, donating 20% of all their sales over the Black Friday weekend.
- Original Buff, S.A. recycled plastic bottles and raised €3,000 for EOCA during the Chamonix-based Ultra Trail de Mont Blanc (UTMB) event.
- Arc'teryx raised nearly €1,200 and awareness for EOCA during their Chamonix-based Arc'teryx Academy. This money has gone into one of EOCA's supported projects.
- Ternua has been selling a limited edition EOCA packable backpack over the year through its DACH retailers and raised an amazing €5,000. The money will go into EOCA's public fundraiser project Ocean Initiatives, where it will result in an area of habitat the size of 1000 Olympic sized swimming pools being cleaned!
- Gregory has, for the second year running, decided not to send Christmas cards and gifts and instead make a €1,100 donation to EOCA.
- Salewa is not a member of EOCA but has raised money through its 2019 'Green Friday' weekend, to be put towards a project in 2020 via EOCA.
- For the first time ever, individual people have generously set up monthly PayPal donations to EOCA via the donate button on the website.

A huge thank you to all our members and supporters, for getting involved and extending the work that EOCA can fund.



ARC'TERYX





UN Sustainability Development Goals

On 1 January 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development officially came into force. In order to achieve these goals, it is our duty, as global citizens, to play our part and look after the world we live in.

During 2019, EOCA carefully assessed the 17 Goals, and how the association had contributed to many of them already through its support of broad ranging, holistic conservation projects. The association also identified 3 of the Sustainability Goals which EOCA can link to most closely and are of particular relevance to its conservation work:

- 13 - Climate Action
- 14 - Life Below Water
- 15 - Life on Land

As an organisation raising money to look after the health and well-being of the planet, EOCA is committed to playing its part in achieving these global goals.

SUSTAINABLE DEVELOPMENT GOALS



EOCA becomes an Ally of Natural Climate Solutions

© Friends of Nature



EOCA was delighted in May to be recognised as an Ally of the Natural Climate Solutions Initiative, so joining forces with George Monbiot, Greta Thunberg, the Leonard Di Caprio Foundation and many others, to recognise, call for and enable the restoration of ecosystems to prevent climate breakdown. When living systems - like forests, peat bogs, saltmarshes and the seabed - are allowed to recover, they draw down carbon from the atmosphere, mitigating climate change and so reduce the chances of climate catastrophe. Most, if not all, of EOCA's projects deliver ecosystem restoration and therefore climate change mitigation, and going forwards, EOCA sees this role as being more important than ever.

EOCA recognises there is a Climate Emergency.

During the EOCA Annual Assembly, EOCA members voted unanimously to recognise that there is a Climate Emergency and for the association to do all that it can to address this. As previously stated, most if not all projects funded by EOCA do mitigate against climate change already. The association now needs to put concrete plans in place to ensure all its work delivers on this in the most effective way. Following the meeting, funding criteria were altered to ensure that those projects most effectively achieving climate change mitigation scored more highly in the shortlisting process. EOCA General Managers, its Board and Scientific Advisers also began the process of preparing a 5 year strategy which will maximise EOCA's efforts in the field and which will be presented to members during 2020.



Sustaining Members



SUSTAINING MEMBER

Thanks are due each year to the association's Sustaining Members who are the enablers that finance EOCA on behalf of the entire European outdoor industry. These members have financed the running and marketing costs of the organisation by donating at least €10,000 over and above their membership dues. Grateful thanks go to **Messe Munich** (ISPO and OutDoor by ISPO), **KEEN Footwear**, **Nikwax**, **Pertex**, **The North Face**, and the **European Outdoor Group (EOG)**, which also founded the association in 2006. An individual also became a Sustaining Member this year, specifically financing EOCA's work to reduce the use of single-use plastic, so a big thank you to Julia Davies for her incredible generosity.



EUROPEAN
OUTDOOR
GROUP



Board Members



Perry Laukens
[KEEN Footwear]
President



Jan Lorch
[Vaude]
Treasurer



Mark Held
[EOG]
Executive Director



Mihela Hladin Wolfe
[Patagonia Europe]
Board Member



Chris Field
[Nikwax]
Board Member



John Mowbray
[MCL Media]
Board Member



Julian Lings
[The North Face]
Board Member

There were a few changes to the EOCA Board during 2019. President Anna Maria Rugarli (VF International) and Vice President Nick Brown (Nikwax) both stepped down from the board after many years of service and EOCA thanks them both for their commitment, advice and passion over the years. During the Annual Assembly, Perry Laukens (KEEN Footwear Europe) an 'existing Board Member' was voted in as the association's new President and EOCA thanks him for taking up this role, bringing to it his calm, strategic leadership. Treasurer Jan Lorch (Vaude) and Board Member Mihela Hladin Wolfe (Patagonia) both confirmed at the meeting that they would continue their roles on the board and they were joined by three new members voted on by members; Julian Lings (The North Face), John Mowbray (MCL Media) and Chris Field (Nikwax). Mark Held continues as Executive Director of the association. We thank them all for their support and leadership.

Scientific Advisers



Nick Brown



Martin Price



Charles Sheppard



Robbie McDonald



Kathy Valander



Rob Stoneman

Grateful thanks are also due the association's Scientific Advisers, 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 addressing any issues or queries regarding projects that crop up during the year. Their advice each year ensures that funded projects supported by EOCA are those that will deliver the most significant benefits from a conservation point of view. Dr Nick Brown, Professor Charles Sheppard, Dr Kathy Valander and Professor Martin Price have been scientific advisers to EOCA for many years now and we thank them for their continued support and wisdom. They were joined during 2019 by Professor Robbie McDonald and Rob Stoneman who both bring with them valuable skills and knowledge which we are very grateful they are prepared to share with EOCA.

Treasurer's Report



Jan Lorch
Chief Sales Officer and
CSR Manager, Vaude

It has been my pleasure to keep an eye on EOCA's accounts for another 12 months, particularly as I have been able to watch the association go from strength to strength. As I have explained in the past, 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. Finally, once the project is finished and the final report and accounts have been approved, the remaining 20% of the funding is transferred. These two payments may be made in the same year as the first, or in the following year, or the year after that. Unexpected delays and challenges further complicate predicting 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 the payments it is committed to. This explains why the Fund Balance Carried Forward looks larger than it should, as it includes money 'Committed to Projects and Not Yet Spent'.

You will see from the accounts that EOCA grew considerably during 2019, with significant increases in membership income, Sustaining Income, fundraising income and Summit Member project income. During an extraordinary meeting of members at the start of the year, members voted to add two higher tiers of membership, meaning that the larger companies paid more in membership for this year and will continue to do so going forwards. We were very grateful for this additional support. This all resulted in EOCA committing over half a million Euros into projects during 2019, a significant leap from around a third of a million in previous years.

As in previous years, we have undertaken an independent examination of the accounts. A full audit is not necessary under the Byelaws of the Association or the laws of Switzerland, but carrying out an independent examination 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:*

"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:

- accounting records were not kept in respect of the charity; or
- 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 a proper understanding of the accounts to be reached."

Financial Report

The main notes to accompany the 2019 Income & Expenditure report are:

Income was up significantly on 2018 due to the majority of income sources all increasing.

Membership income was up on the previous year, thanks to a number of new members joining the association and also an increase in membership fees as a result of introducing two higher tiers of membership for larger companies to pay a higher membership.

Sustaining Membership and Fundraising was also up on the previous year.

Summit Membership (Project Funding) was up significantly on previous years.

The amount committed to projects during the year was over half a million Euros. This resulted in an increase in the amount actually paid out during the year, and an increase in the amount 'Committed to Projects', due to be sent to them once they submit satisfactory interim and final reports.

Expenses rose slightly on 2018, partly due to the additional activities associated with launching and promoting the *Plastic Free: Mountain to Sea* focus and the Plastic Pledge.

INCOME AND EXPENSES ACCOUNT

From 1st January 2019 - 31st December 2019

	2019 €	€	2018 €	€
INCOME				
Membership		280,838		214,775
Sustaining Finance		111,157		98,495
Fundraising Income		50,195		39,671
Project Sponsorship		192,297		33,900
Other Sponsorship & Donations		5,941		7,229
		640,427		394,070
PROJECT FUNDING				
		417,158		326,895
EXPENSES				
Print Costs & Marketing Materials	7,119		4,799	
IT, Internet & Website	3,139		2,175	
Travelling & Meetings	4,713		3,378	
White Moss Consultancy Fees	75,074		68,860	
Postage & other admin (inc Training & Subscriptions)	977		732	
Legal & Professional Fees	1,011		3,527	
Accountancy & audit	1,510		1,382	
Bank charges	1,923	95,466	1,563	86,416
		127,803		-19,241
NET INCOME OVER EXPENDITURE				
Taxation		256		32
		127,547		-19,273
NET INCOME OVER EXPENDITURE AFTER TAXATION				
Movement of Funds				
Balance Brought Forward		426,110		445,383
Movement in period		127,547		-19,273
		553,657		426,110
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets				
Debtors		28,187		10,432
Bank Account & Cash		510,827		403,681
Prepaid Whitemoss Consultancy Ltd fee (2 months)		14,807		11,813
Prepaid IUCN subscription		661		639
Prepaid accommodation & flights for 2018		0		345
Current Liabilities				
EOG		-825		0
Audit Fee				-800
		553,657		426,110
Total Assets less Liabilities				

Committed to projects not yet spent

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

	2019 €	€	2018 €	€
2016 Projects	6,000		32,999	
2017 Projects	4,000		41,395	
2018 Projects	66,023		140,899	
2019 Projects	250,152			
	326,175		215,293	

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

Quotes

"Support from The North Face Explore Fund via EOCA has completely transformed our Hardknott project. We have hired two new staff members, expanded our volunteer programme, supported the regeneration of tens of thousands of native trees, hosted new primary schools and restored an upland peat bog. Over the past 12 months we have made impressive progress towards our long-term goal of restoring 630 hectares of wild native woodland in the Lake District National Park. Support from EOCA has raised our ambition. We now have our sights set on even larger scale restoration of native woodlands and other wildlife habitats."

Dominick Spracklen and John Hodgson, Restoring Hardknott Forest, University of Leeds

"EOCA's support has allowed Lighthouse Relief to fulfill one of our core objectives: to support the local community of Lesvos, while protecting the island's unique ecosystem. Thanks to EOCA, we have been able to clear the beaches from the waste of boat landings, strengthening our relationship with the local community and encouraging tourism to the area. EOCA's guidance, support, and trust has been absolutely essential throughout this process. Thank you to EOCA and their sponsors for enabling us to carry out this work!"

Marie-Hélène Rousseau, Head of Communications and Partnerships, Lighthouse Relief

"It was an honour to be chosen for EOCA funding, especially as the selection process included a public vote. This support will not only provide funding to protect critical orangutan habitat, but it also provides the opportunity to engage more people around the world in rainforest conservation on Borneo."

Suzanne Turnock, Director of Partnerships, Borneo Nature Foundation International

The 'Clean up Synevyr' project is the first EOCA-funded project in Ukraine, and our organisation is honoured to receive the support to implement it. With this support we can tackle the increasing waste pollution challenges and address sustainable tourism management in the National Nature Park "Synevyr", a UNESCO World Heritage Site. EOCA also assists our efforts to educate protected area staff and outdoor enthusiasts throughout the country via new digital learning techniques!

Max A. E. Rossberg, Chairman, European Wilderness Society

Nepal Clouded Leopard Project is one of the important projects of Friends of Nature in Nepal. We have been carrying out small scale sensitization efforts in the area on clouded leopard conservation. We are extremely delighted to secure this grant from EOCA for this project. We hope this grant will help us to step up our efforts by involving herders, local tourism entrepreneurs, students and local people and other stakeholders for clouded leopard conservation in the long run.

Yadav Ghimirey, Conservation Ecologist, Friends of Nature

"We would like to thank EOCA for the financial support to the Ocean Initiatives, Surfrider Europe's participatory science programme. This 2-year structuring support has contributed to increased public awareness on the plastic pollution issue: in 2019, more than 91,000 citizens participated in the programme through waste collections in 52 countries in Europe and around the world."

Elena Vignerte, Foundation Partnerships Officer, Surfrider Foundation Europe

"Working with EOCA has allowed us to connect both our Rab and Lowe Alpine brands with conservation projects linked to the heart of who we are. Our teams have fully engaged with project outcomes, wanting to do more, learn more and identify ways to support longer term. We are delighted to be able to raise awareness, build relationships and support worthwhile, rewarding activity with EOCA."

Debbie Read, Corporate Social Responsibility Manager, Equip Outdoor Technologies UK Ltd

"We are proud to be EOCA members and grateful for your fantastic achievements!!!"

Martin Kössler CEO, HuginBiz®

"Leadership & Sustainability is a sustainability consulting firm that among others is specialised in the outdoor sector. Therefore, we are delighted to support an organisation such as EOCA. It gives us the opportunity to promote projects that are dedicated to preserve our natural habitat, to raise awareness and to act collectively."

Karin Ekberg, Leadership & Sustainability Karin Ekberg GmbH

And going forward, a new member for 1/1/20:

"For over 30 years McKinley, named after the highest peak in North America (officially now: Mount Denali), has been synonymous with an active outdoor lifestyle and a connection to nature and the wild, by designing more and more environmentally responsible outdoor and snow sports goods that are accessible and appealing. Our membership of EOCA has been a natural progression for us, enabling us to put our words into action when it comes to protection of the environment and wildlife. EOCA, with its expertise, has given us a great opportunity to identify and collectively support conservation projects in a meaningful and professional way. Thank you, EOCA team."

Afsah Alumia-Khan, Director Sustainability and Compliance, McKinley

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 158 members and partners, having gained 31 new members over the last 12 months. As at 31st December 2019 members / partners of the association were:

MEMBERS

ASAdventure
Adventure.ie
AFYDAD
Ahorn Communication
AKU Italia SRL
Alpin
Altitude GmbH
Amazon EU
Arc'teryx
Bergans Fritid as
Berghaus Ltd
Bergstop GmbH
Bever Zwerfssport B.V
Black Diamond Equipment Europe GmbH
Black Yak
Bluesign Technologies AG
BMC Access & Conservation Trust
Brettschneider
Fernreisebedarf GmbH
Camelbak International
CAMP SpA
Canada Goose International AG
Columbia Sportswear International Sarl
Compass
Craghoppers
Cumulus s.c.
Deuter Sport GmbH & Co. KG
E9 Srl
Eagle Creek
Eagles Nest Outfitters INC
ECCO Sko
Edelrid GmbH & Co KG

Elements
Eso Es Konzepte
European Outdoor Group
Exped AG
Ferrino
Fjällräven International
Frost Guiding Courses
Goal Zero
Grangers International Ltd
Gregory Packs
Grivel Mont Blanc
Gumbies
Haglöfs Scandinavia AB
HDWool
Hey Sport
Hilleberg
HSD Zipper
Huginbiz
Hydro Flask Europe
Icebreaker
ICEBUG AB
ISM Search Ltd
ISPO
Jack Wolfskin
Kahtoola
Kamik
Keen
Kendal Mountain Festival
Klean Kanteen
La Sportiva
Laken
Leadership & Sustainability Karin Ekberg GmbH
Light My Fire
Lorpen, Ternua Group
LOWA Sportschuhe GmbH
Lowe Alpine UK
Mammut Sports Group

Marmot Mountain Europe GmbH
MIZU Europe B.V.
Mont Blanc Treks Ltd
Montane Ltd
Mountain Equipment
Mowbray Communications Ltd
Mund Socks
Nikwax Ltd
NZERO
Original Buff S.A
Ortlieb Sportartikel GmbH
ORTOVOX Sportartikel GmbH
Osprey Europe Ltd
Outdoor & Sports Company GmbH
OutDoor by ISPO
OASE Outdoors
Pacsafe
Paramo Ltd
Patagonia Europe
Pertex
Pinguin
POMOCA SA
prAna
Premsons
Proagencies
Pajak-Sport
PT Tasindo Tassa Industries
Pyua
RAB
Redelk Outdoor
Regatta Ltd
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
Skinourishment inc
Smartwool
Snugpak Ltd
Söll World s.l.
Spring PR
Stanley
Studio Moda Sport
Sunday Afternoons
Superfeet
Tarrago Brands International
Teko
Tentsile
Ternua
The North Face Italy EMEA
Therm-a-Rest
THRONE
Thule AB
Trail Running Review
Trangoworld SA
Transa Backpacking AG
Ultralight Outdoor Gear Ltd
Unterwegs AG
Vaude
Vestergaard S.A. (Lifestraw)
W.L. Gore & Associates GmbH
Warmpeace
Wildo Sweden AB
World of Camping

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
The Outdoor Guide
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
Natural Climate Solutions

Targets & Aspirations for 2020

- Deliver second half of *Plastic Free: Mountain to Sea Focus*
During 2020, the second half of the headline target of clearing 3000km of plastic pollution in a range of habitats will be delivered through the funding of critical conservation projects
- EOCA will grow commitment to the Plastic Pledge at tradeshow during 2020
- EOCA will research, design and implement a strategy for 2021-2025, to ensure that it is doing all it can to conserve ecosystems against degradation and to address the climate emergency
- A new 2 year focus will be chosen to complement the new strategy and address the climate emergency
- Building on the energy and enthusiasm for EOCA seen during 2019, EOCA intends to continue to grow its membership and therefore the habitats and ecosystems it can benefit, for the health of humans, wildlife and the environment.



www.outdoorconservation.eu
www.eoca.de