

Annual Report 2020



EOCA Annual Report 2020

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 leaders for the conservation of our planet's nature and wild spaces*.

** EOCA defines 'wild spaces' 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.

In 2019, three of the Sustainability Goals were identified 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



EOCA remains committed to playing its part in achieving these global goals, working with and supporting a number of international partners and initiatives, ensuring all funded projects fit into at least one of these sustainable development goals.



A word from the President



Perry Laukens
EOCA President,
Sales and Business
Development
Director EMEA, KEEN

A lot happened in 2020! It was an eventful, challenging and uncertain year for many. However, I am pleased, and proud, to have been part of EOCA which, in many respects, had a very successful and rewarding year. Amongst the many changes, challenges and new ways of working we all faced, conservation and protection of the great outdoors, its wildlife, landscapes and habitats, has remained the association's focus and priority.

In a year of uncertainty, EOCA has continued to exceed expectations. A committed and enthusiastic small team, together with dedicated board members, supportive members and a knowledgeable team of scientific advisers, has enabled project and fundraising success, amongst other things, to be achieved.

EOCA's two-year focus, **Plastic Free: Mountain to Sea** project came to a close at the end of 2020. The initial headline target to clear 3,000km of beach, lake, river, trail and mountain of plastic pollution, was not only reached but surpassed by over 1,000km. The final total of cleared habitat reached a tremendous 4,160km!

Following this success, EOCA is excited to launch its next two-year focus starting in 2021, which will be, **Wild For Nature: EOCA's Landscape Legacy Project.**

Committed to addressing biodiversity loss on land and in oceans, and supporting communities in a warming world.

In a year which has seen both outdoor consumers and companies within the outdoor industry encounter significant challenges, support of the association's fundraising campaigns has been overwhelming. Following two online fundraisers, plus one held in person at ISPO in February 2020, a fantastic total of over €112,000 has been raised for conservation, double the amount raised in 2019. A huge thank you to all members involved for their contribution and support. The positive impact these funds will have cannot be over-stated and it leaves EOCA in a very strong position to fund even more vital conservation projects in 2021.

As I reflect on 2020, and my second year as EOCA's President, I am delighted and encouraged at the support EOCA has received from its members, its funded projects and their volunteers. I am reminded that together we are stronger, protecting the places we all love so much.

I am confident that as we work our way through 2021, a positive and successful outlook will be maintained. The association will continue to work alongside the outdoor industry, remaining passionate and committed to protecting vital habitats and landscapes in the great outdoors.



Managers' report



Tanya Bascombe and Catherine Savidge
Joint General Managers



Cat Barker
Conservation Project
Coordinator



Sharon Bianchi
Marketing &
Communications

As we started the year, no-one could have foreseen what lay ahead and we would like to acknowledge those who have been badly affected. 2020 was indeed a year of uncertainty and learning to adapt, yet also one of opportunity and potential. Despite a challenging and different year for everyone, problems were overcome and there were successes to celebrate.

EOCA provided funding support to 16 conservation projects, welcomed 10 new member companies, raised over €112,000 through fundraising activities and surpassed its *Plastic Free: Mountain to Sea* clean up target. To date, the organisation has funded over €3.7m of nature conservation projects around the world and the considerable response to applications and voting is very positive; we received more than 440 applications for projects across the two funding rounds in 2020 and over 44,000 online votes from the public for the autumn project funding vote.

During the spring of 2020, the Board decided to go ahead with the planned recruitment of a Marketing and Communications Coordinator, and in May we were delighted to welcome Sharon Bianchi into the EOCA team. Sharon has been involved in the outdoor industry for a number of years and has already proven to be a real asset to the association, increasing its social media profile and awareness of EOCA.

Throughout 2020, two things have remained clear; as climate change, environmental damage and loss of biodiversity become more apparent, the importance of the work that EOCA does increases. To make a bigger difference, have more of an impact and a greater outcome, we must all work together for the conservation and protection of our planet's nature and wild places.

As always, we would like to thank EOCA's members, Sustaining Members and Summit Members, as well as our trade and media partners. Their continued support, dedication and commitment to conservation over the last 12 months has been essential and fundamental to EOCA's achievements and ability to continually grow. In a year that has had more challenges than most, with effects felt across the world, we are especially grateful. Thank you.

Plastic Free: Mountain to Sea



The **Plastic Free: Mountain to Sea** two-year focus was launched at ISPO tradeshow at the start of 2019. The campaign was designed to remove plastic pollution already causing damage in the environment, as well as to reduce single-use plastic use at source.

For the last two years, alongside a broad range of other conservation projects, EOCA has funded projects that clean up plastic waste found in wild spaces and find solutions to prevent it getting there in the first place.

Focusing on helping to raise awareness of the environmental issues associated with single-use plastics within the trade and amongst consumers has also been a priority.

An ambitious target to clear 3,000km of habitat, trail and beach of existing plastic pollution was set. Together with the projects the association funded, and members organising their own clean-up events, by the end of 2020 the target had been smashed with an incredible 4,160 km cleared!

In addition, a 'Plastic Pledge' was introduced, encouraging the use of reusable bottles, cups, glasses and other items on stands, with an overall target of reducing single-use plastics at trade shows. An impressive 85% of EOCA's exhibiting members took up the Pledge, plus a further 13 non-member companies at ISPO 2020. With the support of the Messe, a significant amount of single-use carpet was also removed from the show!



Grant awards 2020

EOCA committed over €380,000 to conservation projects in 2020. In total, nine projects were supported with funding from EOCA, plus an additional seven projects through EOCA with funds provided by Summit Members. Despite being a significant figure, the amount committed was actually a reduction on the amount committed during 2019, primarily the result of a cautious approach being taken at the start of the pandemic in the spring. Following the success of fundraising efforts, particularly at the end of 2020, and members' continuous support, EOCA looks forward to committing additional conservation project support in 2021.

In previous years, two public votes have been held, but in 2020 only one was possible due to the spring vote being cancelled. The voting enables outdoor enthusiasts and nature lovers to help EOCA select which of the vitally important projects requesting money will 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 received from the organisations included in the vote indicated that all of the projects benefited from being involved. The public vote provides an opportunity to raise awareness of their work and their particular environmental issue on an international platform. Supporters can be encouraged to get involved, local awareness raised and support for their work is increased, attracting previously unreached sources.

A record number of project applications were received in 2020, in total over 440 across the two funding rounds. Voting also reached a new high during the recent October project funding vote, with nearly 44,000 votes cast within two weeks. It is encouraging to see that so many people are interested in protecting our planet's landscapes and wildlife.

All projects funded by EOCA in 2020 have already made great progress, despite a number of adaptations needed to ensure adherence to national COVID-19 guidelines. The projects chosen for funding are listed below. Visit our websites to find out more about the projects - eocaconservation.org or eoca.de

2020 Projects

Plastic Free Woodlands - UK

The Yorkshire Dales Millennium Trust project will remove redundant tree guards over eight hectares for reuse or recycling, whilst engaging communities and volunteers in tackling the problem. This project will plant 7,000 trees in five woodlands and trial sustainable alternatives to the plastic tree guard.



Fishing Plastic: Magdalena River Clean-Up - Colombia

The Fundación Proyecto Primates' project will focus on the direct cleaning of the main lagoons and beaches along the middle Magdalena river basin by organising nine 'Fishing Plastic' events over 30-40km. Additionally, it will improve waste management, run workshops for schools and carry out habitat restoration activities.

Paddling, Cleaning, Teaching - Brazil

Run by APRENDER Ecology (*Actions for the Preservation of Natural Resources and Reasonable Economic Development*), 380 clean-ups of beaches and islands will be undertaken. Collecting plastic and trash along 1,000km of coastline where the most significant stretch of Atlantic forest remnant in Brazil can be found. The plastic collected will be transformed into toys for local children as well as chairs and tables.



Dos Manos - Spain

Save the Med Foundation will remove plastic pollution from 527km of land and sea using four initiatives: Clean-ups with tourists and volunteers; beach cleans, workshops and research and study expeditions at sea; removing marine litter and conducting species conservation research; working with outdoor companies to organise their own clean-up activities.

Clear the Bay by Day - UK

The Morecambe Bay Partnership project will work with sporting groups, including nine event organisers, to encourage the elimination of single-use plastic at events. 42 clean-ups will be organised along 210km of beach, cycleway and trail in the Morecambe Bay area, helping protect this national biodiversity hotspot and largest intertidal area in the UK.



2020 Projects

Stop the AJs Becoming Plastic Mountains - Italy

Combining 15 clean-up events along 150km of trail, lake shores, alpine meadows, screes and around huts, The European Research Institute project will work with four alpine mountain huts to develop and pilot a strategy to eliminate single-use plastic items. This will then be shared and implemented with other huts to safeguard high alpine habitats.



Estერი de Cardos Valley - Spain

Successfully completed during 2020, Bergwald Projekt manages and maintains the local and native Pinus uncinata forests to enhance the habitats of capercaillie and brown bear. The project incorporated eight weeks of conservation volunteer camps to restore and improve open grasslands along with mountain forests.

Reforestation and Wildfire Prevention - Indonesian Borneo

The Garden to Forest programme, run by Yayasan Alam Sehat Lestari, works with farmers to reforest gardens into habitats of native fruit and hardwood trees that are productive for both the farmer and wildlife. The project will help equip and train Forest Guardians and community representatives to fight wildfires, monitor the forests and provide conservation education to communities.



SYLVAE: Old-Growth Forest Network in Auvergne - France

The CEN Auvergne project will use EOCA funding to purchase and preserve 50ha of old growth forests, preventing logging and protecting many rare and threatened tree species for future generations.

Ocean Initiatives – delivered in many different countries

For the last two years, Ocean Initiatives, organised by Surfrider Foundation Europe, has been EOCA's fundraising project, launched as part of the **Plastic Free: Mountain to Sea** focus. There has been a tremendous response from visitors to the EOCA website and member companies. Both have helped to raise the money required to successfully deliver the Ocean Initiatives project.

Every €10 donated via EOCA helped to clear an area the size of two Olympic sized swimming pools from plastic litter. In 2019, EOCA funding was used to support 2,280 clean-up events in 52 different countries with 90,000 volunteers. In 2020, the number of events taking place and volunteers was even higher.



Summit Members

In addition to the nine projects funded by EOCA, Summit Members **POMOCA**, **KEEN**, **Smartwool** and **Ortovox** chose to fund a specific project entirely themselves. **The North Face** also supported a further three projects, with funding from **The North Face Explore Fund**.

These additional 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.

Conservation of Saimaa Ringed Seals, Finland - funded by POMOCA for the fifth year running

The endangered population of Saimaa ringed seals is around 380-400 (2018 figure) and threatened by fishing nets and traps, lakeshore buildings, and climate change. The project, managed by the Finnish Association for Nature Conservation, works with fishermen, tourism providers and local communities, to ensure the survival and protection of the Saimaa ringed seal.



Expedition 2020: Cleaning up the Wadden Sea – funded by KEEN

Stichting Duik de Noordzee Schoon will remove at least 2,500kg of plastic from the Wadden Sea, focussing on lost cargo from the MSC Zoe disaster. It will also investigate the biodiversity of the area, particularly the Oyster Reefs, sharing new footage of the sea life and the threats it is exposed to.

Fell Care Days 2020 – funded by Smartwool

Friends of the Lake District will hold two Fell Care Days plus The Great Cumbrian Litter Pick in 2020/2021, bringing together volunteers and communities to take part in hands-on conservation. Activities will include dry stone walling, hedge laying and/or tree planting, in addition to litter picking events across Cumbria.



The Tarkine Wilderness Project – funded by Ortovox

The Bob Brown Foundation has been cataloguing and discovering new species, some of which are rare and endangered, in the 495,000 hectares of the Tarkine Wilderness, NW Tasmania. Ortovox, whose Merino sheep call Tasmania home, has funded the publication of the Trails Book into an App, to enable visitors to easily explore this wild and remote region, with the intention of adding value to the intact forest.

The North Face Explore Fund

In 2019, The North Face 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 identify, assess and manage its grant funding. The following three projects were selected for funding in 2020, all focused on cleaning up plastic pollution.

Explore with Purpose: Cleaning up Germany - Germany

Planet Patrol will recruit and equip paddleboarding and canoeing reps to run 18 clean-up sessions in 2021. Free adventure-based activities will be organised that include litter picking, enabling people and communities to get active whilst simultaneously protecting nature from the harmful effects of litter.



Trash Free Trails – Purposeful Adventures - UK

Trash Free Trails will aim to engage 4,000 people with the help of riders, runners and roamers to protect trails and wild places from plastic pollution and litter. Events such as Autumn Litter Watch 2020, The Rubbish Road Trip and the Tour de Trash in Spring 2021, will remove and record plastic pollution along 1,000km of trails.

Mountain Clean-Up Tour - Italy

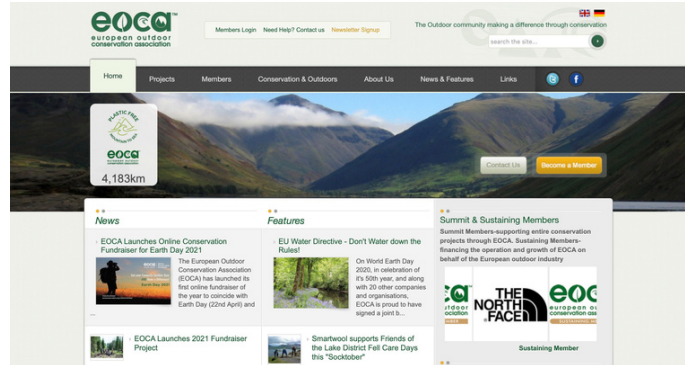
The Summit Foundation project will organise seven clean-up events in mountainous regions of northern Italy between April 2021 and September 2022. Each event will seek to engage with, and educate, volunteers taking part, as well as others in the area, about the impact of litter on wildlife and habitats.



Other activities

Website

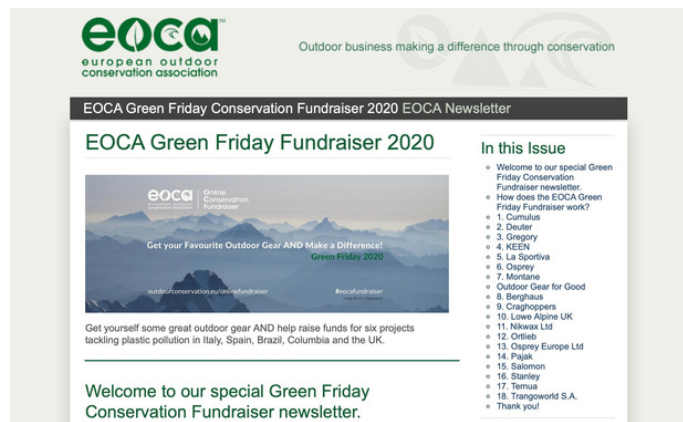
During 2020, only one EOCA public vote was held, due to the cancellation of the spring vote. The vote enables outdoor enthusiasts and nature lovers to get involved and have their say as to which of the shortlisted projects receive funding from EOCA. The public vote attracted thousands of votes through the EOCA website, and the potential reach of the vote was again many millions, thanks to the support of members and all the projects involved. Throughout 2020, the website received a total of 134,866 visitors.



*Please note that EOCA changed its web and email address at the start of 2021. The new and current address is eoacaconservation.org. All email addresses also now use this extension (including info@eoacaconservation.org). The dedicated German website remains the same, eoaca.de.

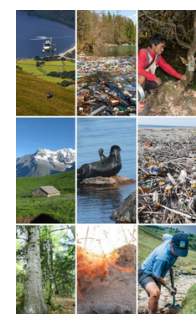
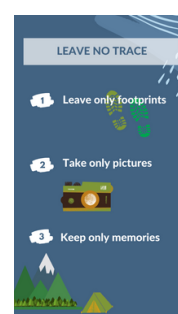
Newsletters

Subscriber numbers remain steady at over 32,000. Additional newsletters were sent out to raise awareness of the work EOCA, its members and its supported projects are doing, as well as fundraisers and other ways in which outdoor enthusiasts can get involved.



Social media

EOCA joined a further two social media platforms in 2020, in addition to the existing [Facebook](#) and [Twitter](#) accounts. [LinkedIn](#) and [Instagram](#) were both joined in April to extend the potential audience that EOCA can reach. Engagement and reach continue to grow steadily across all four platforms.





ISPO & OutDoor by ISPO



EOCA usually attends two trade shows each year, both now held and hosted by Messe München. These shows are hugely important opportunities for the association to meet with existing members, recruit new members and carry out fundraising activities. EOCA is very fortunate to be supported so generously by Messe München at these shows with the provision of space and stand build free of charge. This clearly translates into successful fundraising and recruitment of new members.



Fortunately, ISPO went ahead as usual in early February, but sadly OutDoor by ISPO later in the year was cancelled due to the many restrictions of the pandemic.

Following the launch of EOCA's Plastic Pledge - avoiding the use of single-use plastics associated with tradeshow - the association was delighted to see interest and commitment grow at ISPO 2020, resulting in around 85% of exhibiting members now signed up to the Pledge, plus an additional 13 non-members, significantly reducing the amount of plastic waste at the show.



Get your Favourite Outdoor Gear AND Make a Difference!

#eocafundraiser

outdoorconservation.eu/onlinefundraiser

Additional fundraising during 2020

A special mention must go to the additional fundraising activities in 2020. These exceeded all expectations in raising money for conservation and received tremendous support from EOCA members.

The usual fundraiser was held in 2020 on EOCA's stand at ISPO, before the pandemic crisis had taken hold, raising nearly €37,500.

Later in the year, as other trade shows were cancelled, the decision was made to move fundraising activities online, a first for EOCA. Funds were raised in two ways; via donations of product from members, which were then sold by Outdoor Gear For Good on its UK eBay store, or by member companies' own online sales with percentages then donated to EOCA.

Two online fundraisers were held during 2020, the first in June when OutDoor by ISPO would normally have taken place. An impressive total of almost €20,000 was raised!

Adventure.ie, La Sportiva, Pajak, Stanley, and VAUDE all donated a percentage of online sales over the event period.



Gregory made a donation from its sample sale.

Berghaus, Cumulus, KEEN, Lowe Alpine, Nikwax, Osprey, Proagencies, Ternua and **Trangoworld** all donated product to fundraising campaign partner, **Outdoor Gear for Good (OGFG)**. The product was then sold through OGFG's UK eBay store and 100% of sales were given to the EOCA fundraiser.



Get your Favourite Outdoor Gear AND Make a Difference!

Green Friday 2020

outdoorconservation.eu/onlinefundraiser

#eocafundraiser

Additional fundraising during 2020

The second fundraiser was tied in with November's Black Friday – calling it Green Friday, as money was being raised to support conservation. **Montane** made a significant donation to the fundraiser, as an alternative to its traditional Black Friday marketing spend. **Cumulus** held an online 'garage sale'. All 70 items sold out within two hours! **Deuter**, **Gregory**, **KEEN**, and **Osprey** all donated a generous percentage of online sales. **La Sportiva** donated 40% of all online sales.



Sincere thanks and gratitude are due to all **EOCA members** for their enthusiasm and generous support. EOCA would also like to acknowledge and thank new trade partner, **Outdoor Gear For Good**, that kindly donated 100% of all proceeds it raised for this fundraiser through its UK eBay store to the association.

Together, over €112,000 was raised in 2020. This was a phenomenal effort and double the amount raised in 2019, which in itself was a record.

Product was donated by **Berghaus**, **Craghoppers**, **Lowe Alpine**, **Nikwax**, **Ortlieb**, **Osprey**, **Pajak**, **Salomon**, **Stanley**, **Trangoworld** and **Ternua** to EOCA partner **Outdoor Gear For Good**, and sold via eBay. In addition, **VAUDE** held a separate Advent Fundraiser and donated a percentage of its online sales from that event.

Again, members' support was invaluable and extremely generous. Collectively, the amount raised over Green Friday and Advent by all partners exceeded expectations at an astounding total of more than €57,000.





Sustaining Members



On behalf of the entire European outdoor industry, Sustaining Members cover EOCA's core costs, which enables 100% of all membership fees to be put directly into the conservation projects that the association funds each year.

EOCA is very grateful to each of these seven members for donating at least €10,000 over and above their membership fees: **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. Thank you also to **We have the POWER** for its donation to EOCA's core costs.



Board members



Perry Laukens
KEEN Footwear
President



Jan Lorch
VAUDE
Vice President and Treasurer



Mark Held
EOG
Executive Director



Mihela Hladin Wolfe
Patagonia
Board member



Chris Field
Nikwax
Board member



John Mowbray
MCL News & Media
Board member



Julian Lings
The North Face EMEA
Board member



Luis Moreno
Stanley
Board member



Arne Strate
EOG
Board member

There were a few changes to the EOCA Board during 2020. Mihela Hladin Wolfe of Patagonia stepped down from the board as she left her role at Patagonia. Annemarie Keiser, from Patagonia, kindly agreed to be co-opted onto the EOCA board until the next Annual Assembly.

EOCA was delighted to welcome two new members to the board; Luis Moreno, Senior Director of Product and Marketing for Stanley, a Brand of PMI, and Arne Strate, General Secretary at the EOG.

EOCA is very grateful to the remaining board members for their continued support: Perry Laukens (*KEEN Footwear Europe*) as President, Jan Lorch (*Vaude*) as Vice President and Treasurer, Julian Lings (*The North Face*) as Board Member and John Mowbray (*MCL News & Media*) as Board Member. Mark Held continues as Executive Director of the association. The association thanks them all for their ongoing support and leadership.

Scientific advisors



Charles Sheppard



Martin Price



Kathy Velandar



Nick Brown



Rob Stoneman



Robbie McDonald

Thanks are also due to the association's scientific advisors, all experts in a different field of conservation (*forests, mountains, marine, sustainable tourism, species and wetlands*). They all freely give EOCA their time and knowledge to help with shortlisting projects each funding round and 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 Velandar, Professor Martin Price, Professor Robbie McDonald and Rob Stoneman all contribute valuable skills and knowledge which EOCA is very grateful they are prepared to share.

Project: Conserving South Africa's Endangered Cranes

Tanya Smith, South Africa Regional Manager - African Crane Conservation Programme, Endangered Wildlife Trust

"..... it really has been a pleasure working with you ladies and the EOCA brand. I have enjoyed the level of interest, engagement and understanding from you all and thank you so much for all you do for the conservation of this planet."

Project: Campaign for a Plastic Free Ria Formosa, Portugal

Sandra Godinho, RTV - Associação para o Estudo e Conservação dos Oceanos

"As a small local association we found EOCA funding by chance online and felt that we should give it a try. The competition was challenging but above all fun. We gained a lot of followers on social media and even took our project to national television.

Winning was very important for our association because it allowed us to recruit support to do a deeper cleaning work in the national park and simultaneously create awareness materials to support a campaign for pro-environmental behaviours.

Fighting pollution and climate change is a marathon and EOCA gave us the water bottle that we needed to keep on. We are not in the final leg yet, but we will get there! Together we are more!"

Project: Esterri de Cardos Valley, Spain

Andreu González - Projecte Boscos de Muntanya/Bergwaldprojekt

"We love to work with you, although we are so far away, it's really easy and we feel great! Thank you very much for your work and your support! I do believe you are a great example of how to involve the private sector in the challenges of environment and conservation!"

Project: Plastic Free Woodlands, UK

Michael Devlin, Development Manager - Yorkshire Dales Millennium Trust

"The process of applying for funding and subsequent vote demonstrated there is a real passion for this project across the country and we are really excited about the next 18 months. Many thanks for your generous funding. The Yorkshire Dales is a precious place that faces many challenges. It is thanks to individuals and organisations like you, that we can continue to deliver vital projects to look after this special place. We are excited to be working with The European Outdoor Conservation Association to make great things happen."

Project: Oceans Initiative, Europe

Elena Vignerte, Foundation Partnerships Officer - Surfrider

"In this difficult period, it is really important for environmental associations to have opportunities such as EOCA's funding support!"

Steve Laycock, Brand Director, Pertex

"For over 40 years Pertex® has been developing lightweight fabrics used by mountaineers, climbers and outdoor enthusiasts in beautiful environments across the world. We believe that we have an increased responsibility to do all that we can to minimise our impact on these environments and protect the spaces in which we thrive. Since 2015, we have been a Sustaining Member of EOCA, and it is important to us that we continue this support. Our contribution helps to enable its vital work, funding conservation projects with the aim of protecting nature and wild environments for future generations. The recent global pandemic has highlighted just how important these places are to our mental and physical health, as part of the outdoor industry we must come together to recognise their value and champion their conservation."

Anna Wylężek, Communication Officer, CUMULUS

"The EOCA team is doing amazing work and its dedication is really inspiring. Cumulus took part in the Green Friday fundraiser, where we organised a 'garage sale' donating products that we already had in our warehouse (they were sold within two hours from the start!). All income from the fundraiser will support projects that aim to protect wilderness areas. Additionally, we could not only promote our view on sustainable production but also show how to minimise environmental impact, by making smart buying choices. It's very important for us to know that our donations are given to organisations that really make a difference and EOCA's team make sure that we choose right!"

Gary Burnand, Head of Marketing, Osprey Europe

"Osprey is committed to becoming the most sustainable outdoor hardgoods brand worldwide, with a laser focus on chemistry and fabrics, as well as our social responsibility. Last year Osprey supported EOCA's Plastic Free: Mountain to Sea mission, which cleared over 4,000km of plastic waste across the world. In 2021, we are proud to be continuing our long-standing relationship with EOCA and will be donating 20% of total sales on World Earth Day to the cause; together we can help protect the environment we all enjoy. The Outdoors Beckons."

Arthur Guinand, Marketing, POMOCA

"In 2015 we wanted to support conservation of seals, because in the past climbing skins were made of real skins. We googled seals and found many projects, but we were completely lost as to where to start. We wanted something worthwhile and credible, where we could follow the project every year and build a relationship with the people involved. EOCA was the perfect partner, helping us to find the right project. Since 2016 we have been supporting the conservation of the fresh water seals of Lake Saimaa in Finland."

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.

It was a rollercoaster of a year in many ways. We started on a real high, looking forward to being able to fund even more conservation than ever before, having grown so much in 2019 in terms of membership numbers and therefore income. When the COVID-19 pandemic started in the spring, we were very unsure how it would impact on EOCA's accounts. With so many of our members dealing with store closures across Europe, we were concerned about their ability to continue to support the association. For this reason, we reduced the number of projects we supported in the spring funding round.

Over the months however, it became apparent that our members from the European outdoor industry continued to be forward thinking and to want to 'give back' and 'do good', characteristics which make us proud to be part of this industry. This enabled us to fund the previously planned number of projects during the autumn, as the vast majority of members remained supportive. In addition, we moved our fundraising online and our members supported this move in ways far beyond our expectations.

These actions raised a record amount of additional income for the association. Having been cautious in our spending in the spring and having raised a greater amount via fundraising than expected at the end of the year, we leave the year with a large amount of money in the bank. The Board and General Managers will ensure that this balance is reduced in 2021, with plans to support more projects than ever before. We feel honoured to be in a position to do this at a time when the threat to biodiversity and the climate emergency are so critical and urgent.

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 2020 Income & Expenditure report are:

- Membership income was slightly higher than in the previous year, thanks to a number of new members joining the association, despite the pandemic.

- The amount raised via fundraising was considerably higher than expected and surpassed the amount raised the previous year, thanks to members' innovative and generous support. The Green Friday fundraiser at the end of November, after EOCA's 2020 funding rounds were complete, was particularly successful.

- Summit Membership (Project Funding by individual members) was, although down on the previous year, still considerable, and more than historically committed prior to 2019. Sustaining Membership also reduced slightly.

- This all resulted in a slightly higher income for 2020 compared to 2019 which, particularly considering the COVID-19 pandemic, EOCA is immensely grateful for.

- The amount committed to projects during the year was over €380,000. The amount committed is not the same as the amount going out of the accounts due to the association paying projects in instalments during the project implementation period. At the start of a project, 50% of the grant is paid. On receipt of a satisfactory interim report, 30% is paid, with the remaining 20% paid on receipt of an approved final report. The amount paid out during 2020 was much lower than expected. This was due to two fewer projects being funded during the uncertainty of spring 2020, and most ongoing projects being delayed by the pandemic in their implementation and therefore submission of interim and final reports. Their grants are however ringfenced and available as and when they reach these stages (see 'Committed to projects not yet spent').

- Although many expenses were reduced during 2020, overall, the expenses rose slightly compared to 2019. This was largely due to the costs of registering new board members and also taking on a new member of staff part way through the year.

- EOCA leaves the year with a significant fund in the bank carried forward, for the reasons outlined above. Even after accounting for the funds 'Committed to projects not yet spent', there is still a significant fund remaining. The EOCA Board and General Managers are committed to reducing this figure in 2021 by supporting additional conservation projects.

Financial report

INCOME AND EXPENSES ACCOUNT

From 1st January 2020 - 31st December 2020

	2020 €	€	2019 €	€
INCOME				
Membership		309,925		280,838
Sustaining Membership		105,525		111,157
Fundraising Income		114,019		50,195
Project Sponsorship		124,969		192,297
Other Sponsorship & Donations		121		5,941
Miscellaneous Income		0		0
Bank Interest		0		0
		654,558		640,427
PROJECT FUNDING				
		299,148		417,158
EXPENSES				
Print Costs & Marketing Materials	4,616		7,119	
IT, Internet and Website	680		3,139	
Travelling & Meetings	1,689		4,713	
White Moss Consultancy Fees	92,859		75,074	
Postage & Other Admin (inc. Training & Subscriptions)	744		977	
Legal & Professional Fees	6,207		1,011	
Accountancy & Audit	1,714		1,510	
Bank Charges	1,673	110,182	1,923	95,466
		245,229		127,803
NET INCOME OVER EXPENDITURE				
Taxation		268		256
		244,961		127,547
NET INCOME OVER EXPENDITURE AFTER TAXATION				
Movement of funds				
Balance Brought Forward		553,657		426,110
Movement in Period		244,961		127,547
		798,618		553,657
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets				
Debtors		155,224		28,187
Bank Account & Cash		626,377		510,827
Prepaid Whitemoss Consultancy Ltd Fee (2 months)		17,176		14,807
Prepaid IUCN Subscription		671		661
Prepaid Flights & Accommodation		0		0
Current Liabilities				
EOG		0		0
Audit Fee		-830		-825
		798,618		553,657
Committed to projects not yet spent				
The following amounts have been allocated to projects which have not yet been completed.				
		2020 €		2019 €
2016 Projects		0		6,000
2017 Projects		0		4,000
2018 Projects		33,110		66,023
2019 Projects		147,716		250,152
2020 Projects		216,130		
		396,956		326,175

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 155 members and partners and was delighted to extend a warm welcome to 10 new members (*highlighted below*). The community interest company, Outdoor Gear For Good, was also welcomed as a Trade Partner and worked in partnership with EOCA for both online fundraisers, receiving a fantastic response!

Inevitably, due to the difficult situation last year caused by the COVID-19 pandemic, a few members were lost. The association was very sorry to see them go. However, overall, most members were retained, for which EOCA is very grateful. This is also a positive indication of the passion and commitment to outdoor environments from members, and the long-term approach to protecting them.

As at 31st December 2020 members / partners of the association were:

Members

Activent 365 s.r.o. (Pinguin)
Adventure.ie
Ahorn Communication
AKU Italia SRL
Altitude
Amazon EU
Arc'teryx
Armbury Inc
ASAventure
Bergans Fritid as
Berghaus Ltd
Bergstop
Bever ZwerfSPORT
Black Diamond Equipment
Black Yak
Bluesign Technologies
BMC Access & Conservation Trust
Borealis Snowboards
Brettschneider Fernreisebedarf
Camelbak International
CAMP
Canada Goose International
Columbia Sportswear International
Compass
Craghoppers
Cumulus s.c.
Deuter Sport
E9 Srl
Eagle Creek
Eagles Nest Outfitters INC
ECCO Sko
Edelrid
EDM Publications
Elements
Eso Es Konzepte
European Outdoor Group
Exped
Ferrino
Force Sportswear
Goal Zero
Grangers International
Gregory Packs
Grivel
Gumbies
HDWool
Hilleberg
Huginbiz

Hydro Flask Europe
Icebreaker
ICEBUG
ISM Search
ISPO
Jack Wolfskin
Kahtoola
Kamik
KAVU Inc
Keen Europe Outdoor
Kendal Mountain Festival
Klean Kanteen
Kutupavisi Tekes
La Sportiva
Laken
Leadership & Sustainability
Karin Ekberg
Lesovik
Light My Fire
Lorpen, Ternua Group
LOWA Sportschuhe
Lowe Alpine UK
Mammut Sports Group
Marmot Mountain Europe
McKinley
MCL News & Media
Merrell
MIZU Europe
Montane
Mont Blanc Treks
Mountain Equipment
Mund Socks
Nikwax
NZERO
Original Buff
Ortlieb Sportartikel
ORTOVOX Sportartikel
Osprey Europe
Outdoor & Sports Company
OutDoor by ISPO
Outpac Designs Ltd (Pacsafe)
OUTTRA
Outwell (OASE Outdoors Aps)
Paramo
Pajak-Sport
Patagonia Europe
Performance Days

Pertex
POMOCA
Powertraveller International
PrAna
Premsons
Proagencies
Pyua
RAB
Redelk Outdoor
Regatta
Rock Point
Rohan Designs Limited
Salomon
Salt Magazine
Schoeffel
Schweizer-Effax (Hey-Sport)
Sherpa Adventure Gear
Shoot In The Alps
Silva Sweden
Singing Rock
Skinourishment inc
Smartwool
Snugpak
Söll World
Sport Conrad
Spring PR
Stanley - a Brand of PMI
Studio Moda Sport
Sunday Afternoons
Teko
Tentsile
Ternua
The North Face Italy EMEA
Therm-a-Rest
Thermacell Repellants Inc
THRONE
Thule
Trangoworld
Transa Backpacking
Ultralight Outdoor Gear
Unterwegs
Vaude
W.L. Gore & Associates
Warmpeace
Wildo Sweden
Wind x-treme
World of Camping

Trade partners

AFYDAD
Fachgruppe Outdoor
Italian Outdoor Group
Outdoor Gear For Good
Outdoor Sports Valley
Russian Outdoor Group
Scandinavian Outdoor Group
The Outdoor Industries Association

Media partners

Active & Eco Magazine
Alpin
Mountainblog
NORR Scandinavian Publishing
Outdoor Markt
Outdoors Magic
The Great Outdoors
The Outdoor Guide
Trail Running Review
Walkingontheweb.co.uk

Other partners

1% For The Planet
IUCN
Natural Climate Solutions
UN Declaration on Forests



Targets and aspirations for 2021

- EOCA will ensure all its work and funded projects support nature's solutions to mitigate against climate change and the ongoing loss of biodiversity. Simultaneously raising awareness amongst companies and consumers about how they can make a difference.
- Launch and then deliver the first half of EOCA's new two year focus; **Wild for Nature: EOCA's Landscape Legacy Project**. Saving biodiversity on land and in oceans, and supporting communities in a warming world.
- EOCA's Landscape Legacy project will conserve, protect, enhance, restore and reconnect habitats within landscapes that are particularly important for the biodiversity that lives there and also for tackling the climate crisis. Working with NGOs, funded projects will all mitigate against climate change, and have the primary objective of benefiting and protecting biodiversity in a variety of wild landscapes around the world.
- Launch a public fundraiser project to protect many hectares of wild space.
- Engage members and outdoor enthusiasts to positively impact biodiversity, as well as reduce everyday carbon emissions.
- Be an international voice on these issues on behalf of members, highlighting what EOCA is doing, which companies are involved and engaging with global movements such as the UN Decade of Restoration.

EOCA Annual Report 2020

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