

Annual Report 2021



EOCA Annual Report 2021

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 UN's 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. From 2021, every project funded will fit into goal 13, climate action as well as one of the other 2 goals. *(More about EOCA's new focus on page four).*



A word from the President



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

2021 proved to be another eventful year! Although there was uncertainty for many with challenges along the way, I am grateful for the continued support shown to EOCA which has enabled another rewarding and successful year.

A new two-year focus was launched in 2021, **Wild for Nature: EOCA's Landscape Legacy Project**, addressing issues that significantly impact wildlife, nature, people and the future of our planet: climate change and the loss of biodiversity.

This year was also a year of new partnerships. EOCA was delighted to become an official partner of Business for Nature, joining like-minded companies and conservation organisations to be proactive in protecting nature and enabling global action to achieve both a nature-positive and net-zero future.

Trade shows were yet to fully establish themselves again and unfortunately, both face-to-face events that EOCA would usually attend, ISPO and OutDoor by ISPO, were cancelled, although ISPO went ahead in February as an online only show. Without the trade shows to rely on for the association's fundraising activities, two online fundraisers were again held. The support was incredible with a total of nearly €78,000 being raised in 2021 that will benefit conservation around the world.

The number of funded projects also saw an increase with a total of 13 projects being supported and Summit Members funding a further three through EOCA.

In a year of challenges, EOCA has continued to progress and exceed expectations. This was made possible by the support of its members, a dedicated and enthusiastic small EOCA team, committed and experienced board members and a knowledgeable and long-serving team of scientific advisers.

As I look back on 2021, the end of my second and first half of the third year as EOCA's President, I am overwhelmed and encouraged by the support EOCA continues to receive from its members, funded projects and their volunteers. The work of EOCA, alongside the outdoor industry, has never been so important in the fight against climate change and loss of biodiversity.

I am confident that EOCA will remain passionate and committed to evoke change, continuing to protect vital habitats, landscapes and the places we all love so much 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, the outlook was again uncertain. Thankfully, a more positive year lay ahead with the prospect of opportunities and successes to celebrate.

We were excited to launch our new two-year focus, **Wild for Nature: EOCA's Landscape Legacy project**, which 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.

EOCA provided funding support to 16 conservation projects, welcomed six new member companies and raised nearly €78,000 through fundraising activities.

To date, the organisation has funded over €4.1m of nature conservation projects around the world and applications for funding continue to increase each funding round; In 2021, over 500 applications were submitted.

The issues of climate change, environmental damage and loss of biodiversity received increased exposure as a result of the global focus throughout the international conferences on nature (COP15) and climate (COP26) which took place in the autumn. This further emphasised the need for the work EOCA does and the vital role it can play as part of a company's CSR strategy.

As always, we would like to thank EOCA's members, Board members, Sustaining Members and Summit Members, as well as our trade and media partners and panel of scientific advisers. Their continued support and dedication is essential to EOCA's achievements and future potential to grow and continue its conservation work. We are especially grateful in a year that, again, had more challenges than most. We remain committed to the conservation of wild landscapes around the world and, on behalf of the outdoor industry, addressing the loss of biodiversity and tackling the climate crisis.

By working together for the conservation and protection of our planet's nature and wild places, we can achieve so much more.

Wild for Nature: EOCA's Landscape Legacy Project



As outdoor enthusiasts, we 'go wild' (get excited) 'for nature' and also want to protect wild habitats for nature, leaving a legacy of a stronger, healthier, properly functioning environment for the generations to come.

EOCA will be funding projects which benefit biodiversity in a wild landscape. This includes marine environments, and a broad range of wild, non-urban spaces on land. This focus on biodiversity will also address the importance that EOCA places on the issue of climate change. Projects will ensure that the habitats being conserved are those that sequester and store carbon, reduce emissions and enable adaptations to climate change.

Following the success of EOCA's last two-year focus: **Plastic Free: Mountain to Sea**, which came to an end in 2020, a new two-year focus was launched to start in 2021 - **Wild for Nature: EOCA's Landscape Legacy Project**. This focus is committed to addressing the increasing urgency and awareness of the double threat our world is currently facing: climate change and the loss of biodiversity. The two issues are intrinsically linked and significantly impact wildlife, nature, people and the future of our planet.

It is also very important that the projects EOCA funds are beneficial to the local communities that live in, or near, these habitats. Projects will encourage local stewardship of habitats, alleviate poverty, support local ecosystem services, whilst at the same time, having a link to outdoor enthusiasts who value these precious wild spaces.



Grant awards 2021



In 2021, EOCA committed around €650,000 to conservation projects, raised from membership fees, Summit Membership and fundraising efforts. This incredible amount is the most ever invested by EOCA in a single year. In total, 13 projects were supported with funding, plus an additional three through EOCA with funds provided by Summit Members. The number of projects receiving funding increased in 2021 as a result of a cautious approach being taken in the previous year, due to the start of the pandemic. With a more positive and stable outlook for 2021, it was possible to increase the funds committed. A huge thank you must be extended to all members for their continued commitment to conservation and support of EOCA and its work.

Towards the end of the year, this also included a commitment from The North Face Explore Fund to support five projects through EOCA. These will be taking place in the UK, Germany, Austria, Italy and France and will begin at the start of 2022. Further details and updates will be provided next year.

In 2021, EOCA resumed its two online public votes, following the cancellation of the spring vote in 2020, due to the situation arising from COVID-19.

The voting gives outdoor enthusiasts and nature lovers the opportunity to play a part in the selection of which projects will receive EOCA funding.

All projects shortlisted for the public vote have been through a rigorous selection process. This involves a thorough assessment against EOCA's criteria for funding and an in-depth review by EOCA's panel of scientific advisers.

For the projects included in the public vote, their feedback suggests a very positive outcome for the profile of the organisation and its work, regardless of whether or not they are successful in receiving the funding. The vote provides an opportunity to share their message on an international platform and showcase their environmental cause to a larger audience. Awareness within local communities is often raised substantially which can greatly assist with the implementation of the projects.

A record number of applications and votes were again received. Across the two funding rounds in 2021, EOCA received over 500 applications from conservation bodies around the world. Voting numbers also increased, achieving just under 137,000 votes cast throughout the two public votes. It is encouraging to see such considerable interest in protecting our planet's landscapes and wildlife.

2021 Projects

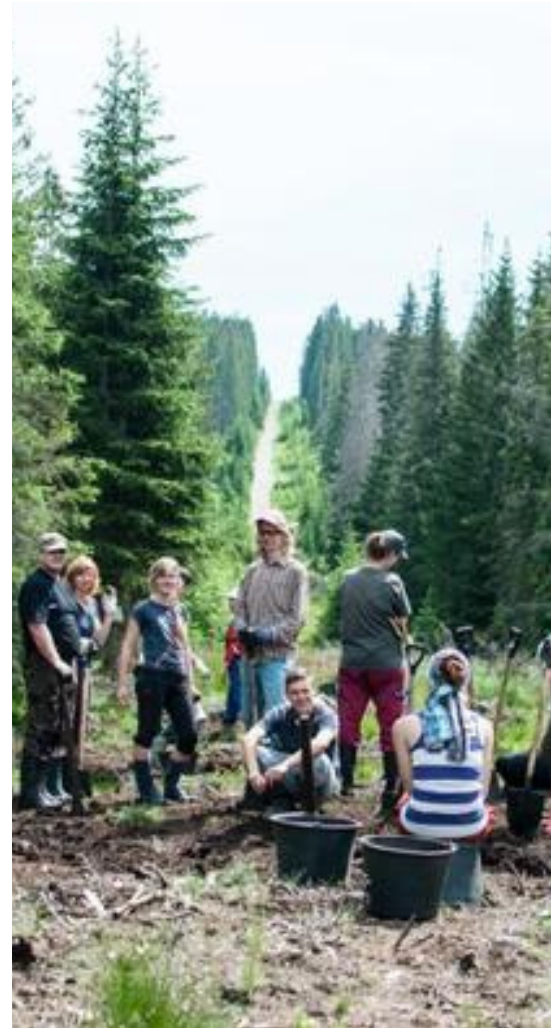
Fundraiser Project: Volunteering for Healthy Landscapes - Czech Republic

A new fundraiser project was launched in 2021, directly related to the new two-year focus, *Wild for Nature: EOCA's Landscape Legacy Project*.

The project, carried out by NGO Hnutí DUHA, will hold 14 week-long volunteer events over the summers of 2021-22 in the Czech Republic. Volunteers will take part in conservation activities to support nature and biodiversity, such as planting more than 200,000 trees, removing invasive plants, restoring meadows, forests, peatlands, wetlands and other precious habitats and ecosystems.

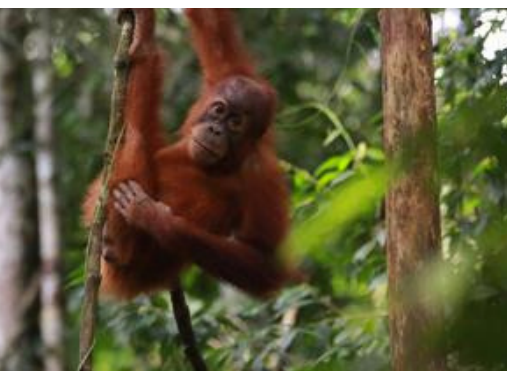
The project fits perfectly with the new strategy of helping to fight climate change and protecting against the loss of biodiversity. EOCA member Cumulus made a generous donation to support this project which provided a welcome first boost to the funds needed to support this vital project. Nikwax also kindly raised funds for the project during its own fundraising event for Green Friday in November.

Anyone can directly contribute to the funding of this project, individual or company, via EOCA's Paypal link on its website. It is intended that enough money will have been raised by the end of 2022 to cover all the costs of this project.



Protection, Restoration and Sustainable Management of a Biodiversity-rich Rainforest Landscape in Southern Borneo

Borneo's peatland forests are important for rural communities, biodiversity, and as a globally significant carbon store. Part of a larger project by Borneo Nature Foundation, the project works to restore degraded forest, effect community-led sustainable management of unprotected forests and develop peat-friendly livelihoods.



Empowering women through Orangutan Habitat Restoration and Ecotourism - Indonesia

The Sumatran Orangutan depends upon the protection of the Leuser Ecosystem and the Gunung Leuser National Park within it. Yaysan Orangutan Sumatera Lestari - Orangutan information Center (YOSL-OIC) will support the conservation of vital wildlife in this area through habitat restoration and the planting of 20,000 seedlings over 20 hectares.

2021 Projects

Blue Renewable Energy to Restore Coral Reefs - Indonesia

Gili Eco Trust replenishes and restores damaged coral reefs. One restorative method is the use of Biorocks which have shown remarkable success, enhancing coral growth and increasing reef resilience. This project will install a hectare of Biorock with coral fragments attached to aid growth, recovery and ultimately replenish fish stocks and biodiversity. It will also use a uniquely designed ocean turbine to use marine currents as a renewable source of energy.



Restoring Forests in Vietnam

The Van Ho district, Vietnam, is home to a diverse range of threatened flora and animals, including the Northern white-cheeked Gibbons. This PanNature project will conserve 630 hectares of natural forest in the area. Local school children will help by making and disseminating seed balls. A community nursery will also be set up, run by forest management groups, to supply indigenous tree species seedlings to help reforestation.

Conserving Namibia's Endangered Desert Elephant Population

Namibia's desert elephants are a keystone species, their presence is relied upon for the survival of other species in the area. The population has now decreased to fewer than 150. This EHRA (*Elephant-Human Relations Aid*) project will address mitigation of human-elephant conflicts, protect ancient elephant migration routes and provide elephant-focused training and education.



Saving La Primavera's Last Wildlife Corridor for Pumas - Mexico

CIPAD (*Centre for Research and Projects in Environment and Development*) will conserve the last wildlife corridor for larger mammals around the Biosphere Reserve "Bosque La Primavera" (BLP) in Jalisco, Mexico (*Ahuisculco mountains*). Restoring 10 hectares of critical habitat using 10,000 native tree species to link the mountains to the reserve, enabling wildlife, particularly larger mammals including pumas, to travel between both.

Walk the Trail! Bog Protection in Patagonia - Argentina

Increasing numbers of visitors to Refugio Frey (*Frey mountain hut*), in the Nahuel Huapi National Park, are damaging local habitats and endangered species. The current trail travels through a high mountain Andean bog plant community. Banco de Bosques Foundation will work with environmental enthusiasts, refugio staff, ecologists and national park employees to reduce the impact by moving sections of the trail away from the bog.



2021 Projects

Bogs: The Best Weapon Against Climate Change - UK

The peatlands at Cumbria Wildlife Trust's Foulshaw nature reserve lock away 5,392 tonnes of CO₂ each year. It provides an important habitat for red deer, rare dragonflies, birds and is also home to rare breeding ospreys. The project will protect this precious area by removing invasive species, creating new habitat and maintaining bunds to enable the peat to hold its water content.



Portofino Seaweed Garden - Italy

Cystoseira forests are essential for biodiversity, supporting food webs, sequestering large amounts of CO₂ and as indicators of ecological quality. This Outdoor Portofino project will involve marine outdoor enthusiasts in protecting, monitoring and restoring Cystoseira seaweed forests. Volunteers will help transplant, grow and monitor juvenile plants into an 89 hectare study site.

Promoting Wildlife Comeback in Ina river - Poland

The 129km River Ina is important for salmon, kingfisher, beaver, crane and sea eagle. Climate change is becoming more obvious, with the impacts of drought and flooding increasingly affecting floodplain habitats. The project, with Rewilding Oder Delta, will work to raise the bed level of the river, reconnect the river to the floodplain, restore 1km of river morphology, rewet a 50ha floodplain and plant trees along 17km of river.



Removing Biological invasions in Coastal Ecosystems - Brazil

This Horus Institute project will increase the resilience of coastal areas by controlling invasive alien species, thereby restoring natural areas. Working with volunteers, invasive pine trees will be removed from 165 hectares of important sand dunes and oceanic islands. It will also raise awareness and educate local communities on the issue of climate change and adaptation measures that can be taken.

Improving the Circle of Life in the Central Apennines - Italy

This project, by Rewilding Apennines, aims to increase the population of griffon vultures to 70 breeding pairs by 2023. In addition to researching the main threats to this species, the project will also work to protect and strengthen population numbers of other birds in the Velino Mountains in the Sirente Velino Regional Park.



Summit Members

In addition to the 13 projects funded by EOCA, Summit Members **POMOCA**, **KEEN**, and **Ortovox** chose to fund specific projects entirely themselves.

These additional projects were either chosen directly from the shortlist, or members asked EOCA to find them a conservation project specifically relevant to their location, activities or ethos. EOCA then liaises directly with the project, making sure it receives timely payments, delivers on its agreed objectives and the EOCA member receives regular updates.

ForestSeeders: Restoring Sierra de Lujar, Spain - funded by KEEN

This reforestation project by Semillistas is based in Sierra Lujar of Órgiva, an area where soil erosion, following forest fires and loss of vegetation and fauna, is a serious issue. 50 hectares of Mediterranean forest will be restored by direct sowing of 300,000 improved seeds which have been primed, pelleted and mixed with mycorrhiza. It is hoped that 25,000 trees of 10 species will be successfully established from the seeds.



Rescue the "Narcissi Valley", Ukraine - funded by Ortovox

The Danube-Carpathian Programme will improve the conservation management of Ramsar Site "Narcissi Valley", a biodiversity hotspot, which contains the largest Central European lowland population of rare pheasant's eye narcissus. The project will restore 100 hectares by raising the groundwater table, restoring the flooding regime, mowing grass after fruiting, removing bushes and trees and reintroducing narcissus population in areas in which it has been lost.

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

The endangered population of Saimaa ringed seals is around 420-430 (2021 figure) and threatened by fishing nets and traps used by recreational fishermen, lakeshore land use, 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.



Other activities

Communications

The marketing and communications for EOCA is always changing, continually trying to gain a greater presence and increase the number of people and organisations reached and involved. The promotion of EOCA, and the work it does with members and partners, is carried out in a number of different ways including: social media, videos, promotional flyers, press releases, newsletters, dedicated campaign assets, website and, under normal circumstances, trade shows.

In 2021, with virtual meetings becoming more widely used, the EOCA team were delighted to be able to 'meet' with new audiences. Q&A sessions were held with members' teams from Rohan and KEEN which proved helpful in establishing a better understanding of what EOCA is and why their company is a member. The online meetings also provided some inspiration for the teams to think about how to become more involved in EOCA and the work it does.

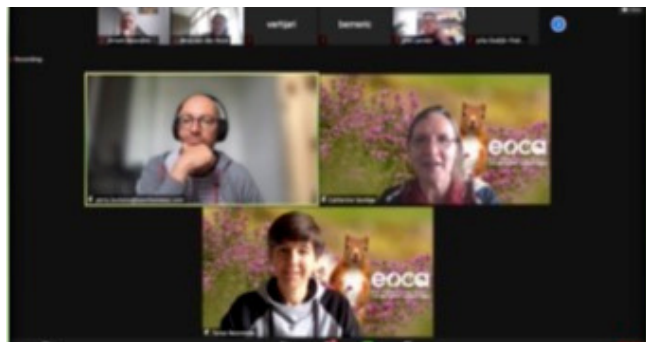
A presentation was also given via an online video at an end of project celebration with government officials and EOCA member Ternua in Spain.



Online team meeting with EOCA member, Rohan



EOCA member, Ternua, online awards presentation



Q&A online meeting with EOCA member, KEEN

Press Releases

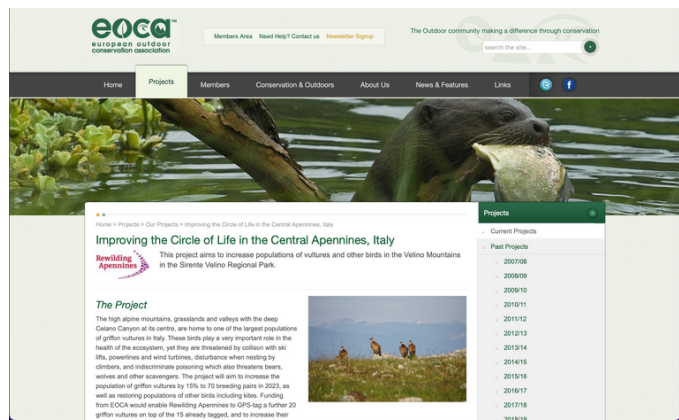
In 2021, eight press releases and feature articles were written and distributed to over 200 media contacts, in addition to being promoted through EOCA's own communication channels. Content ranged from announcements about fundraising achievements to newly funded projects and the launch of the new two-year focus, *Wild for Nature: EOCA's Landscape Legacy Project*.

Other activities

Website

In 2021, two online public votes were held, both receiving a record number of votes cast through the EOCA website. The public vote is an opportunity for people around the world to get involved in conservation and help influence the next projects to receive EOCA funding. With such a significant number of visitors to the EOCA website, plus the work by projects and members to communicate news of the vote, the potential reach to audiences around the world was again many millions.

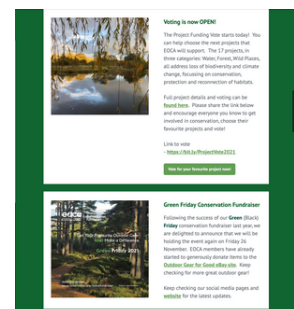
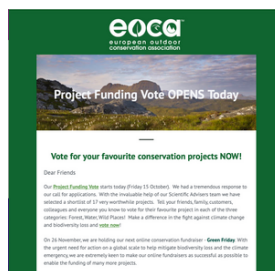
The website continues to be a key platform in EOCA's communication strategy and is used not only by voters during the public vote, but as a source of information for anyone wanting to learn more about EOCA, the projects it supports, latest news, fundraising events and by organisations applying for funding. In 2021, the website received over 260,000 visitors, a significant increase on the previous year.



Newsletters

Subscribers to the EOCA newsletter again increased in 2021, particularly during the public vote, when a large percentage of sign-ups usually happen. At the end of 2021, there were just under 45,000 people on the newsletter mailing list.

In total, seven newsletters were sent in 2021. This included two specific to EOCA online fundraisers. Content is usually a mix of the latest EOCA news, upcoming campaigns and events, project updates and member news.



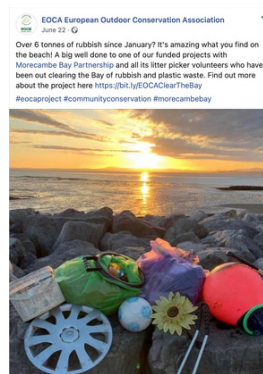
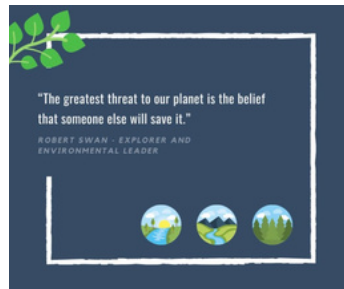
Other activities

Social Media

EOCA is present on four social media platforms: Facebook, Twitter, LinkedIn and Instagram. Followers and reach have continued to grow throughout 2021 and a regular presence on this mix of platforms enables EOCA to communicate with audiences around the world.

A variety of posts were published and shared to strike a balance of conservation and environmental related news and stories, EOCA specific campaigns, events and updates, progress of projects and member news.

As part of overall communications, social media provides an opportunity to share not only the work of EOCA, its members and funded projects, but also a wider conservation message. In 2021, across all four platforms, a reach of over 400,000 was achieved.



Partnerships

In alignment with EOCA's two-year focus **Wild for Nature: EOCA's Landscape Legacy Project**, the association was approved as an official partner of Business for Nature, a global coalition that brings together and encourages like minded companies and conservation organisations to reverse nature loss and advocate for greater policy ambition. With EOCA's current focus on climate and mitigating the loss of biodiversity, partnering with **Business for Nature** was a logical step for the association and is perfectly placed to help businesses be proactive in protecting nature.





EOCA stand - ISPO 2020

ISPO & OutDoor by ISPO



EOCA usually attends two trade shows each year, 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. With the impacts of COVID-19 still ongoing, plans for both ISPO and OutDoor by ISPO were affected.



EOCA stand - ISPO 2020

ISPO went ahead in February as an online only show which removed the opportunity for any fundraising activity. However, it was still possible to hold an Extraordinary EOCA Meeting. This was well-attended by members and included an overview presentation of achievements from 2020 and launch of the new five-year strategy and two-year focus, *Wild for Nature: EOCA's Landscape Legacy Project*.

Although face-to-face meetings with new and existing members were missed, the digital ISPO show provided new ways to 'meet' in the form of Brand Rooms. These enabled online meetings to be arranged so discussions could still take place and was something a number of members and organisations took advantage of.

EOCA was also invited to take part, as a panel member, in a Masterclass alongside the EOG (*European Outdoor Group*) and Textile Exchange. This was a great privilege and opportunity as the discussion theme was the 'Importance of Biodiversity', an area EOCA is actively supporting through its new two-year focus.

Sadly, OutDoor by ISPO, which was due to be held in October, was cancelled due to the many restrictions of the pandemic, with no alternative online option viable. However, many members attended EOCA's online Annual Assembly when the show would originally have taken place in June and EOCA took the opportunity to arrange breakout rooms for members after the formalities had taken place to discuss various different topics.

Get Your Favourite Outdoor Gear **AND** Make a Difference

Additional fundraising during 2021

EOCA held two online fundraisers in 2021. The first was on Earth Day, in April, with the theme of '**Restore our Earth**', which fitted perfectly with EOCA's new two-year focus **Wild for Nature: EOCA's Landscape Legacy Project** working to combat the urgent issues of climate change and loss of biodiversity. Nearly €17,000 was raised.

The second fundraiser, later in the year, was tied in with November's Black Friday - renamed **Green Friday** to support conservation, a theme which is gaining momentum. Collectively, over €61,000 was raised, an extremely impressive amount.

EOCA members were incredibly generous and supportive throughout both campaigns and involvement was undertaken in a variety of ways.

For each fundraiser, a number of members donated product to campaign partner, **Outdoor Gear for Good (OGFG)**, a community interest company (*non-profit*) which collects end of line, returned or repairable items throughout the year, to prevent them going into landfill. The product was then sold through OGFG's UK eBay store and 100% of profits were given to the EOCA fundraiser.

Some member companies held their own online events, donating a percentage of sales, whilst others looked at alternative ways to raise funds, such as clean-up events, selling limited edition products or simply making a donation.

EOCA would like to thank its members for the ongoing commitment and support which enables these fundraising campaigns to achieve such successful outcomes. The funds raised would not be possible without the help of members. Sincere thanks also go to trade partner Outdoor Gear For Good for all its support of EOCA and help with raising further funds.



Sustaining Members



On behalf of the entire European outdoor industry, **Sustaining Members** provide ongoing finance to support the association's core costs. This ensures 100% of membership fees can go directly to conservation projects that EOCA funds each year. It also provides the industry with a unique way to give back to nature, working together to address the urgent issues of climate change and biodiversity loss.

EOCA is extremely grateful to each of its Sustaining Members for donating at least €10,000 over and above their membership fees: **Messe München (ISPO and OutDoor by ISPO)**, **KEEN**, **Nikwax**, **Pertex**, **The North Face**, and the **European Outdoor Group (EOG)**, which also founded the association in 2006.



Board members



Perry Laukens
KEEN Footwear
President



Julian Lings
The North Face EMEA
Vice President



Maite Angleys
Nikwax & Páramo
Treasurer



Mark Held
EOG
Executive Director



Annemarie Kaiser
Patagonia
Board member



Luis Moreno
Stanley
Board member



Arne Strate
EOG
Board member

There were a few changes to the EOCA Board during 2021. Jan Lorch (Vaude) stepped down from the Board and his role as Vice President and Treasurer. Chris Field (Nikwax) stepped down from the board as he left Nikwax. John Mowbray (MCL News & Media) also stepped down as a Board Member, due to work commitments.

EOCA would like to thank Jan, Chris and John for the time spent on the Board and their valued contribution. Jan had been on the board since the association started, and a great support over his many years of service!

EOCA is very grateful to the current Board Members for their continued support and would like to thank them for the leadership, help and guidance they provide. 2021 Board Members: Perry Laukens (KEEN Footwear Europe) as President, Julian Lings (The North Face) as Vice President, Maite Angleys (Nikwax) as Treasurer, Luis Moreno (Stanley, a Brand of PMI) as Board Member, Arne Strate (European Outdoor Group) as Board Member and Annemarie Kaiser (Patagonia) as Board Member. Mark Held (European Outdoor Group) continues as as Executive Director of the association.

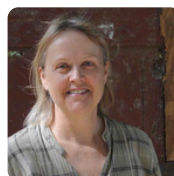
Scientific advisers



Charles Sheppard



Martin Price



Kathy Velander



Nick Brown



Rob Stoneman



Robbie McDonald

Thanks are also due to the association's scientific advisers, all experts in a different field of conservation (*forests, mountains, marine, sustainable tourism, species and wetlands*). They contribute and share valuable skills and knowledge, helping with any issues or queries that arise. The Scientific Advisers also provide advice and guidance throughout shortlisting of projects during each funding round. This ensures projects selected and supported by EOCA are those which are most beneficial from a conservation point of view.

Thank you to all Scientific Advisers for their valued contribution, for which EOCA is very grateful: Dr Nick Brown, Professor Charles Sheppard, Dr Kathy Velander, Professor Martin Price, Professor Robbie McDonald and Rob Stoneman.

Quotes



Project: Portofino Seaweed Garden, Italy
Arianna Liconti - Outdoor Portofino

"The whole team celebrated by dancing in the office! This is a huge accomplishment for a small reality like us, and we are very grateful. Thank you so much for this opportunity, we are extremely excited for this project to start soon thanks to your support. Have a great day, ours has started magically!"

Project: Saving La Primavera's Last Wildlife Corridor for Pumas, Mexico
Arturo Balderas Torres - Centre for Research and Projects in Environment and Development (CIPAD)

".....The voting process also served to convey a key message to the population about something that the majority was not aware of.....We received many expressions of support from all over Mexico and other parts of the world. It has been a fantastic and very encouraging experience."

Project: Nigerian Mountain Forest
Hazel Chapman - Nigerian Mountain Forest Project (NMFP)

"The NMFP had never been involved in a public vote and had no idea what it required. We got right into it though, and by the end, had what was described to me by the Nigerian President's Special Advisor on digital media, as the biggest Twitter campaign in Nigeria for a long time! All our interactions with twitter folk have increased our profile greatly, and I am hopeful that through all this the project will now be taken more seriously within Nigeria and Internationally."

Dr Paul Bates - Harrison Institute

"The competition has been a fascinating one. It is like sending out a huge Christmas card mailing to all our colleagues worldwide and the response and interest has been phenomenal."

Member: Original Buff S.A.
MARC Pijoan, Communication Coordinator

*Following work on a joint communication campaign:
"I just wanted to drop by here really quickly, first of all, to thank you ALL of you that are in this email for all the help and support given because without all of you this could not have happened."*

Treasurer's report



Maite Angleys
*Director of Sustainability
Nikwax and Páramo.*

**Board Member and
Treasurer of EOCA**

I am delighted to write this first report about EOCA's 2021 accounts in my new capacity as Treasurer of the association! Having been well looked after for a number of years by Jan Lorch of Vaude, I am honoured to have been chosen to keep an eye on all things financial for this well-respected organisation.

This year, we have continued to be careful with our spending, due to ongoing effects of COVID-19 and lockdowns at various times in different countries. That said, in order to reduce the balance in the bank, during 2021 EOCA committed more money to projects than ever before, and paid out more to projects than we did in 2020. It is thanks to members' ongoing commitments to EOCA that we were able to do this.

Trade shows and meeting face to face have been off limits again, and as such we have built on the online fundraisers we started last year. Missing out on being able to see people personally has, however, meant that the number of new members joining EOCA was, for the first time ever, outweighed by the number that left. We are hopeful, that, as things start to open up again in 2022, we will start to meet properly again and be able to reverse that trend.

We were thrilled that in 2021, we had more money than ever before committed to new conservation projects by Summit Members, which are companies fully funding projects themselves. The support and faith put into EOCA's processes, assessment and systems to find members their 'own' projects to fund and manage is very gratifying. The team has managed to find many excellent Summit projects over the years, and the fact that a number of members come back year after year is testament to this.

As positive as this all looks, there is a note of caution going forwards. This year, sustaining funding plus fundraising money, which the board has stipulated may be used to cover core costs if necessary, has not covered all EOCA's overhead costs. This is partly due to more members raising money for specific projects, meaning there is less fundraising money to go into the 'general pot'. It is also partly due to some monies committed in 2021 coming into the accounts in 2022. To address this shortfall going forward, the association will be looking in 2022 to increase non-allocated fundraising funding overall, increase sustaining funding, introducing a percentage fee for managing Summit Membership and being more vigilant about invoicing before Year End.

Financial report

The main points to highlight, looking at the income and expenditure for the year:

Membership is as predicted, though slightly less than 2020 due to welcoming fewer new members than losing old ones this year for the first time

Fundraising was actually much higher than shown ie €78,617 overall, but a number of members specified that money raised from their own events should go into specific projects and not into 'unrestricted fundraising income'. There is also around €22,000 which was invoiced for, or arrived in January 2022, so does not show in the 2021 accounts.

Project sponsorship – this figure is significantly under what was budgeted. The good news is that the actual amount confirmed during 2021 with Summit Members was significantly higher than predicted but a large amount arrived just into the new year 2022 and so will now show in the 2022 accounts instead.

Sustaining Membership is lower than predicted and lower than last year. Some Sustaining Funding for 2021 arrived in January 2022, so will appear in the 2022 accounts. Discussions with other potential Sustaining Members have proved successful but will begin in 2022.

Project payments - the great news is that €117,000 more than the previous year was paid out to projects in 2021. The amount committed to new projects in the year was a record number and both figures combined were higher than the membership fee income. EOCA was able to commit these figures to projects, thanks to members' ongoing support, being cautious with spending in 2020, and due to exceptional online fundraising, particularly at the end of 2020.

The fund balance carried forward has intentionally been reduced from the previous year, by committing to more projects but is still high. Please note however that well over €400,000 of this has already been committed to projects. The board has stipulated that there should always be a buffer of €150,000 held in the bank, and the money in the bank is just over €100,000 above this. EOCA always plans carefully to try to keep this figure as low as possible, continuing to have as much positive impact on our wild places through conservation as it can.

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

INCOME AND EXPENSES ACCOUNT

From 1st January 2021 - 31st December 2021

	2021 €	€	2020 €	€
INCOME				
Membership		306,704		309,925
Sustaining Membership		61,750		105,525
Fundraising Income		32,285		114,019
Project Sponsorship		34,170		124,969
Other Sponsorship & Donations		19,344		121
Miscellaneous Income		0		0
Bank Interest		0		0
		454,253		654,558
PROJECT FUNDING		416,049		299,148
EXPENSES				
Print Costs & Marketing Materials	3,332		4,616	
IT, Internet and Website	1,114		680	
Travelling & Meetings	42		1,689	
White Moss Consultancy Fees	106,702		92,859	
Postage & Other Admin (inc. Training & Subscriptions)	742		744	
Legal & Professional Fees	1,276		6,207	
Accountancy & Audit	1,642		1,714	
Bank Charges	3,128	117,979	1,673	110,182
		-79,775		245,229
NET INCOME OVER EXPENDITURE				
Taxation		1,017		268
NET INCOME OVER EXPENDITURE AFTER TAXATION		-80,792		244,961
Movement of funds				
Balance Brought Forward		798,618		553,657
Movement in Period		-80,792		244,961
Fund Balance Carried Forward		717,826		798,618
STATEMENT OF ASSETS AND LIABILITIES				
Current Assets		€		€
Debtors		43,466		155,224
Other debtor		895		0
Bank Account & Cash		657,673		626,377
Prepaid Whitemoss Consultancy Ltd Fee (2 months)		18,907		17,176
Prepaid IUCN Subscription		747		671
Current Liabilities				
AHV		-581		0
Audit Fee		-830		-830
White Moss Consultancy expenses		-2451		0
Total Assets Less Liabilities		717,826		798,618
Notes to the Accounts				
Committed to projects not yet spent				
The following amounts have been allocated to projects which have not yet been completed.		2021 €		2020 €
2018 Projects		6,862		33,110
2019 Projects		52,425		147,716
2020 Projects		95,352		216,130
2021 Projects		283,434		0
		438,073		396,956

EOCA members

EOCA would like to thank all its members and partners without whom its successes this year would not have been possible. The association ended the year with 149 members and partners and was delighted to extend a warm welcome to six new members: Babaik Sports SL, Force Sportswear, OUTTRA GmbH, Powerbar, Rock N River, Thermowave.

There were unfortunately a number of members that were unable to renew their membership and so a few were lost in 2021. The association is always very sorry to see members leave but thank them for their past support. Member numbers are slightly below those in 2020, but membership remains strong overall. The commitment received from members to EOCA's conservation work and long-term approach to protecting outdoor environments remains positive, dedicated and supportive.

As at 31st December 2021 members / partners of the association were:

Members

Adventure.ie
AKU
Altitude
Amazon
Arc'teryx
Armbury
ASAdventure
Babaik Sports
Bergans
Berghaus
Bever Zwergsport
Black Diamond Equipment
Black Yak
Bluesign Technologies
Borealis Snowboards
Brettschneider Fernreisebedarf
BMC Access & Conservation Trust
Camelbak
CAMP
Canada Goose
Columbia Sportswear
Compass
Craghoppers
Cumulus
Deuter Sport
E9
Eagle Creek
Eagles Nest Outfitters
Edelrid
Elements
Eso Es Konzepte
European Outdoor Group
Exped
Ferrino
Force Sportswear
Goal Zero
Grangers
Gregory Packs
HDWool
Hey-Sport
Hilleberg
Huginbiz
Hydro Flask
Icebreaker
ICEBUG
ISM
ISPO
Jack Wolfskin
Kahtoola
Kamik
Keen
Kendal Mountain Festival
Klean Kanteen
Kutupayisi Tekes
Laken
La Sportiva
Leadership & Sustainability
Lesovik
Light My Fire
Lorpen
LOWA
Lowe Alpine
Mammut
Marmot
McKinley
MCL News & Media
Merrell
MIZU
Montane
Mountain Equipment
(UK & Germany)
Mund Socks
Nikwax
NZERO
Original Buff
Ortlieb
ORTOVOX
Osprey
OutDoor by ISPO
OUTTRA
Outwell
Pacsafe
Pajak
Paramo
Patagonia
Performance Days
Pertex
Pinguin

POMOCA
Powerbar
Powertraveller
Proagencies
Pyua
RAB
Redelk
Regatta
Rock Point
Rock N River
Rohan
Salomon
Salt Magazine
Schöffel
Sherpa Adventure Gear
Shoot In The Alps
Silva
Singing Rock
Smartwool
Snugpak
Söll World
Spring PR
Stanley - a Brand of PMI
Studio Moda Sport
Sunday Afternoons
Teko
Tentsile
Ternua
The North Face
Thermacell
Therm-a-Rest
Thermowave
THRONE
Thule
Trangoworld
Transa Backpacking
Ultralight Outdoor Gear
Unterwegs
Vaude
W.L. Gore & Associates
Warmpeace
Wildo
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
Business for Nature
IUCN
Natural Climate Solutions
UN Declaration on Forests



Targets and aspirations for 2022

Looking forwards to 2022, EOCA will:

- Ensure that all work and funded projects support nature's solutions to mitigate against climate change and the ongoing loss of biodiversity. This will align with EOCA's two-year focus, **Wild for Nature: EOCA's Landscape Legacy Project**, to 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.
- Support projects working to benefit local communities, link to outdoor enthusiasts and ensure that the habitats being conserved are those that protect against further habitat and biodiversity loss, conserve threatened biodiversity, store carbon and enable adaptations to climate change.
- Be an international voice, on behalf of members, that inspires action, educates and raises awareness amongst companies, consumers and outdoor enthusiasts about how they can make a difference to nature, climate and the planet we live on and are inspired by.
- Continue to explore new and increase existing avenues of sustaining funding and fundraising to ensure core costs are covered and as much funding as possible is available for projects.

EOCA Annual Report 2021

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