

WHY BE A MEMBER?

Why should my company be involved?

- **We support the most effective conservation organisations** – through a rigorous screening process, and with advice from an independent scientific panel, we are supporting conservation projects worldwide.
- All projects we support work to mitigate against the loss of biodiversity and the climate crisis.
- **Strength in numbers** – by pooling resources with nearly 160 other outdoor leisure companies, collectively we can put a larger amount of support and money into selected projects than individuals could on their own. Not only this, but membership of EOCA provides companies with an environmental giving programme without any in-house administrative or staff costs.
- **We have a track record of success** – since EOCA started in 2006, more than €5.4 million has been committed to nature conservation, supporting 194 projects in 65 countries around the world.
- EOCA members are welcome to encourage conservation organisations to apply to EOCA for funding each year. Grants of up to €30,000 are available for June and December applications.



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- You – and every member of your staff, can help determine where we contribute our funding through our annual voting procedure.
- You are part of the only organisation within the European outdoor leisure sector that specifically raises money to put back into the environment you work within and value so much.
- Demonstrate your commitment to the environment - members may use the association logo and membership certificate to communicate to customers, the public, suppliers and other contacts, their commitment to nature conservation and looking after the environment.
- EOCA will use every opportunity to promote your organisation as a member, through our website, social media and all marketing materials we produce, wherever appropriate.
- Members are kept updated on the all-important progress of grant recipients, project successes, and opportunities to get involved, via regular newsletters and other communications.
- **In this time of climate and biodiversity crises, it's the right thing to do - and your customers care.**



WHY BE A MEMBER?

What is included in your membership fee?

- You have a page on our website which you can access and update.
- Your logo is included on the panels we have at ISPO and OutDoor.
- Your logo is included in adverts we do in the main trade show magazines and other adverts we are given the opportunity to place from time to time.
- You can use our 'proud member' logo on your website / in your literature / on your swing tags.
- You can ask us to research and find projects for your company to support.
- You (or the whole company) can take part in the private member vote to help us choose which projects we support each year.
- Our public vote, which takes place twice a year, reaches and places your company in front of thousands.
- Any news items from your company can be included in our newsletters which go to over 47,000 consumers, as well as to all our members.

