

## EOCA 2 MILLION TREES CAMPAIGN - Progress & Public Fundraiser

During OutDoor 2016, EOCA celebrated being 10 years old and having spent €2 million on conservation projects. To mark these key milestones, EOCA launched an ambitious and exciting project, to plant or regenerate 2 million trees around the world.

Five projects were selected during the summer of 2016 for funding from EOCA. These projects will together plant 1 million trees - in India, Borneo, Kenya, Malawi and Madagascar. In addition, members have planted trees in Germany, Scotland, and Romania. These trees will provide so many benefits; habitats for all manner of wildlife, slope and coast stabilisation, community benefits, mitigation against climate change and provision of outdoor recreation opportunities - all providing 'room to breathe for outdoor enthusiasts'.

In an ongoing effort to plant the second million trees, EOCA has launched a fundraiser which anyone and everyone can contribute to. For every €10 donated via the EOCA website, 25 trees will be planted in Nepal, benefitting local communities, wildlife and visitors following the earthquakes and subsequent landslides of 2015.

To contribute, please do so via the DONATE button on either [info@outdoorconservation.eu](mailto:info@outdoorconservation.eu) or [www.eoca.de](http://www.eoca.de) Thank you!



## EOCA EVENTS OUTDOOR SHOW 2017



### EVERY DAY

**Conservation Fundraiser!! EOCA Stand, Entrance Foyer East  
Sunday - Tuesday All Day, Wednesday 09.00 - 12.00hrs**

Pick up some great gear and make a donation - 100% will go into conservation. (see inside for details).

### Scandinavian Sustenance - A5-312

Visit the Scandinavian Bar in Hall A5 and be revived! All donations for food and drinks to EOCA.

### Klean Kanteen - A5-207

Klean Kanteen special edition, insulated 8oz Tumbler available from both the EOCA and Klean Kanteen stand - includes free ice-cream from A5-207! Tumblers €10 each - with each €10 funding the planting of 25 trees in Nepal.

### MONDAY 19TH JUNE

**EOCA Annual Assembly - RAUM ROM, 08.00 - 09.30hrs**

Plus a celebration of the last 12 months: Providing Breathing Space for Outdoor Enthusiasts. Guest Speaker Marie-Noelle Keijzer, WeForest - EOCA Members only.

### Eagles Nest Outfitters - A6-200, 15.00-17.00hrs

Attend the launch party of an exciting initiative by ENO - the sale of an exclusive and stunning EOCA DoubleNest Hammock and Atlas Suspension System! Available to buy at the reduced price of €40 during the show with 100% of proceeds coming to EOCA, these hammocks will then be sold through ENO retail channels following the show, with €10 from each sale coming to EOCA.

### 2017 Project Announcement! - OutDoor Stage, Foyer East, 17.20hrs

Find out about the conservation projects EOCA will be funding this year, immediately before the OutDoor Awards.

### KEEN Care Footwear Sale - A1-215, 17.00hrs

KEEN UNEEK's for €30 and KEEN shoes for €40 at the KEEN Care Footwear Sale! All money raised will go to EOCA Mangrove restoration, in Indonesia. Be there on time to avoid disappointment!

### TUESDAY 20TH JUNE

**EOG Industry Breakfast, Room Paris + Berlin, 07.30 - 09.00hrs**

Marie-Noelle Keijzer will discuss WeForest's contribution to EOCA's 2 Million Tree Project 'Providing Breathing Space for Outdoor Enthusiasts'.

### OutDoor Party, Entrance West + Atrium, from 18.30hrs

Buy your T-shirt, come along and party! Party sponsored by Gore supporting EOCA. Including presentation of EOCA's latest news on the main stage at 20.00hrs. Please give us a big cheer!

**PLUS** Look out for floor stickers around the show indicating EOCA members.



### EOCA MEMBERS AND PARTNERS, MAY 2017

Active & Eco Magazine  
AKU Italia  
Alpin  
Amazon EU  
Arc'teryx  
AS Adventure  
Bergans of Norway  
Berghaus  
Berg Outdoor  
Bestway Europe  
Bever Zwerfport  
Black Diamond  
Black Yak  
Bluesign Technologies  
BMC Access  
& Conservation Trust  
Camelbak International  
CAMP  
Canada Goose Europe  
Cascade Designs  
Climax Magazine  
Chrissy Dom Business  
Development Outdoor  
& Sports  
Columbia Sportswear  
International

Compass  
Craghoppers  
Deuter  
Eagle Creek  
Eagles Nest Outfitters Inc  
Edelrid  
Eso Es Konzept  
**European Outdoor Group**  
Exped  
Fachgruppe Outdoor  
Ferrino  
Fjällräven  
George Fisher  
Goal Zero  
Grangers International  
Gregory Packs  
Grivel Mont Blanc  
Haglöfs Scandinavia  
HD Wool  
Hey Sport  
Hilleberg  
Huginbiz  
Hydroflask  
Industrial Revolution  
International Sports  
Marketing  
**ISPO**  
Italian Outdoor Group  
Jack Wolfskin

Kamik  
Kayland  
**KEEN**  
Kendal Mountain Festival  
Klean Kanteen  
KORS  
Kutupayisi Teks  
La Sportiva  
Lifestraw  
Lorpen  
LOWA  
Lowe Alpine  
Mammut Sports Group  
Marmot Mountain Europe  
MCL  
Montane  
Mountain Equipment  
Mountain Equipment  
Germany  
National Geographic  
Deutschland  
**Nikwax Ltd**  
NORR Scandinavian  
Publishing  
Original Buff, S.A.  
Ortlieb  
ORTOVOX  
Osprey Europe  
**Outdoor**

Outdoor Blogger Network  
Outdoor Markt  
Outdoors Magic  
Outdoor Review  
Outdoor Sports Valley  
OutDry  
Outwell  
Pacsafe  
Paramo  
**Patagonia Europe**  
Peoplework  
**Pertex**  
Polartec  
POMOCA  
prAna  
PYUA  
Qualliance International  
RAB  
Rock Point  
Rohan designs  
Russian Outdoor Group  
Salomon  
Salt Magazine  
Scandinavian Outdoor  
Group  
Schöffel  
Shanghai Kuiran Trade  
Sherpa Adventure Gear  
Shoot In The Alps

Singing Rock  
Snuggak  
Spring PR  
Stanley  
Superfeet Worldwide Ltd  
Tendon  
Ternua  
The Great Outdoors  
The North Face  
The OIA UK  
Throne  
Thule  
Trail Running Review  
Transa Backpacking  
Trek and Mountain  
Unifi  
Vaude Sport  
Warmpeace  
W.L. Gore & Associates  
White & Poles  
Communication  
(Mountain Blog)  
[www.walkingontheweb.co.uk](http://www.walkingontheweb.co.uk)

EOCA Sustaining  
Members in **bold**



# CONSERVATION FUNDRAISER - EOCA STAND, ENTRANCE EAST

This year, EOCA members have again been hugely generous and donated a tremendous number of exciting products to the annual Conservation Fundraiser.

All we ask is that you make a donation for each item you choose (please feel free to give more than the recommended minimum donation!). Every Euro raised from the Fundraiser will go into conservation projects.

Hurry down to our stand in the East Entrance, make a donation and choose some great gear - it's a win-win situation!

Open until Wednesday at 12.00hrs.

€XX = Minimum donation

€XX = Minimum donation / Women specific

**Bergans** (€40, €80), **berghaus** (€5), **Bestway** (€8, €20, €12, €30), **Buff** (€8), **CAMP** (€45), **Columbia** (€35), **deuter** (€50, €10), **eagle creek** (€50), **EDELRID** (€130), **enno** (€40), **EXPED** (€90, €225, €125), **Hydro Flask** (€15), **kamik** (€40), **klean kanteen** (€10), **LA SPORTIVA** (€33), **Marmot** (€60, €75), **MOUNTAIN EQUIPMENT** (€12), **ORTLIEB** (€240), **PARAMO** (€240, €240, €175), **patagonia** (€65, €55, €65, €65), **Rab** (€100, €100), **salomon** (€25, €25), **singing rock** (€12, €12), **Snugpak** (€60, €70, €95, €65, €90), **STANLEY** (€18), **THE NORTH FACE** (€50, €30, €15), **TERNUA** (€60, €60, €40), **VAUDE** (€32, €20), **PLUS CAMPINGAZ** (€200, €250)