**EOCA SUSTAINING MEMBERSHIP**

***Leaders in Conservation***

From 1 January 2015, a select group of forward thinking EOCA members will be leading the way in conservation, through their funding of the future sustainable growth of the Association. On behalf of the entire European outdoor industry, they will ensure that 100% of membership fees for the Association, and all fundraising monies, continue to go into funding conservation work worldwide.

This document includes the mission statement of the Sustaining Members, the Declaration that they will publically sign at the OutDoor show in Friedrichshafen in 2014.

**Sustaining Membership Mission Statement:**

* To finance, on behalf of the entire European outdoor industry, the operation and sustainable growth of EOCA, in order to maximise the benefit to threatened habitats, species and landscapes where our customers recreate.
* To ensure that 100% of all membership fees and any other money raised in the name of the Association continues to go directly into environmental conservation projects to protect wild spaces worldwide.

**Sustaining Members Declaration:**

We the undersigned hereby agree to voluntarily provide at least €10,000 per year for the next 3 years to EOCA. This funding will finance the running of the Association, to ensure the continuation of EOCA and its extraordinary rate of growth, enable the move to two annual funding rounds, and to keep the Association’s pledge that 100% of membership subscriptions go into environmental projects.

We further declare that:

* Our organisations, the outdoor industry and our wellbeing depend on healthy environments and wild spaces, and take our collective responsibility to look after them extremely seriously.
* Challenges to our fragile environment are increasing and the general public is more and more aware of this.
* Our industry is substantial and we believe it can do more to make a major contribution to protect and care for these wild places and their fauna and flora.
* The European Outdoor Conservation Association (EOCA) provides a collective mechanism to enable the whole of the outdoor industry to care for the environment. The Association has been effectively and efficiently fulfilling this role on behalf of the industry since 2006.

Meaningful conservation costs time, money and dedication. We believe this is a worthwhile investment, over and above our membership fee, for the good of the entire industry. We hereby call on all businesses within our industry to join or increase their support of EOCA, to ensure the future of valuable environments on which our businesses depend.