



Press Information

## EVOC Sports GmbH & PATRON e.V.

Taking responsibility means protecting the things we love!

Munich, April 15, 2025

EVOC stands for evolution and the concept of high-quality, sporty backpacks, bags, and luggage with a particular focus on proper protection of people and material.

For us, sport and travel mean adventure, unique experiences, and a good time with friends. Our products are always a little more than just items of equipment.

For us, "Protect the things you love" means not only doing everything possible to protect you and your equipment but also the nature in which we love to move. Our goal is to create a community of all employees, partners, producers, and customers who want to share this approach with us.

In doing so, we do not only focus on developing innovative products that conserve resources as much as possible. Likewise, we take social responsibility, promote partnerships, live an open and honest communication, and are always working to further improve our overall (ecological) impact on the world in our daily work.

Since 2022, we have been cooperating with PATRON e.V., a non-profit organization that not only raises awareness and educates about nature and environmental protection through hands-on workshops and targeted communication but also organizes CleanUP events to promote and experience sustainable action right on our doorstep.

*"What connects us with PATRON is not only our love for nature and the mountains but also the conviction that we all must take responsibility to protect our environment. What is especially close to our hearts is what defines us as a brand: cycling – and the idea of combining it with collecting trash. Our community plays a central role in this: the bike community is committed, passionate, and ready to take responsibility."*

– Nele, Head of E-Commerce & Business Systems at EVOC



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EVOC – PROTECT THE THINGS YOU LOVE



*"I ride my bike as often as possible – whether on long ultra-distance routes or bikepacking trips during my holidays. For me, cycling is not just about freedom but also about taking responsibility for the nature I travel through. That's why the PATRON CleanUP Tour is a true passion project for me: it combines cycling with a tangible contribution to environmental protection – together with our community. This very combination embodies the spirit of EVOC for me."*

– Tobias, Product Manager & Designer & Ultra Cyclist at EVOC



What began in 2019 as a community CleanUP event in the Allgäu region has since grown into a cross-border movement in the Alpine region and beyond. By 2022, 8,000 participants had already signed up for the CleanUP Days. The following year, this number more than doubled, and last year, PATRON and the community reached a major milestone, surpassing the 20,000-participant mark.



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*„EVOC is one of our long-standing partners, whether it's sponsoring individual tour stops or the entire PATRON CleanUP Tour. We have expanded our collaboration step by step over the past few years and are excited to launch joint initiatives this year. We think it's a perfect match, combining a sustainable outdoor brand with a conscious approach to nature. For us, long-term collaborations are the essence of what makes working with EVOC so special. Here's to many more years and rides together.“*

– Robin, Marketing & Cooperations at PATRON e.V.

EVOC's commitment includes financial support, donations in kind, and joint initiatives aimed at raising environmental awareness. A highlight of this collaboration is the CleanUP Tour, which consists of multiple stops each year in different regions. As part of this effort, targeted CleanUP events have been organized in the past two years during the Community Ride Allgäu, hosted by retail partner Rad&Sport Blaichach, bringing together the local cycling community.

This partnership is not just about collaboration but also about personal connections: Over the past years, numerous EVOC employees have actively participated in various tour stops—always traveling to the events by bike.



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For 2025, EVOC is placing a special focus on the CleanUP tour stops in Germany, with a sustainable bikepacking tour in the Black Forest taking center stage in early May. This three-stage tour from Strasbourg to Feldberg will kick off with a workshop the evening before, led by EVOC's product manager and designer for approximately 20 participants.

The workshop will focus on sustainable bikepacking—covering topics such as selecting the right gear, respecting nature, collecting trash along the way, and fostering exchange among riders.

The PATRON CleanUP Tour 2025 at a glance:

- April 10 – 13: Garda Trentino
- April 25 – May 4: Black Forest
- June 23 – 29: Lake Constance
- July 4 – 13: Allgäu region
- September 18 – 21: South Tyrol

The collaboration between EVOC and PATRON e.V. is an example of how companies and non-profit organizations can work together authentically and transparently to create sustainable change.

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***Subject to modifications and amendments***

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