Catalyze and amplify the collective dynamic of the outdoor sector towards a resilient model with a positive impact
OSV aims to support companies in the outdoor sector in their development, in supporting the CSR transition, for a sustainable future of our industry,
AN ENGAGED INDUSTRY

A SECTOR WHO CONTINUES TO GROW

+18% This is the increase in the number of companies in 2 years
6,512 JOBS
4,72 MDS d’€ +7% in 2 years

AN ATTRACTIVE TERRITORY

4 AREAS (HAUTE-SAVOIE, SAVOIE, ISÈRE, RHÔNE)
76% OF COMPANIES
85% OF JOBS
95% OF TURNOVER

ENGAGED COMPANIES

84% leaders feel concerned by the ecological transition
35% have incorporated a CSR strategy
20% are in the process of integrating a CSR strategy

Sources : Observatoire de la filière outdoor AURA 2022 & OSV 2023
The most popular activities are walk/hiking (68%), road cycling (31%) and road running (28%) Étude IPSOS 2023
12 YEARS ACCELERATING THE BUSINESS OF OUTDOOR SPORTS

Created in 2010, Outdoor Sports Valley (OSV), serves as the French national trade association for the outdoor sports industry, bringing companies together under one roof to work together.

Named by the national government in 2011 as the representative for the French outdoor industry, and then by the Auvergne-Rhône-Alpes Region in 2018 as “Regional Cluster” for the industry, Outdoor Sports Valley serves to help the outdoor industry grow and develop a viable and responsible corporate, social, and environmental model for the future.
56% Brands & Retailers

34% Provider

10% Partnership

66% small companies
6% market share

25% Medium companies
27% market share

2% Big company
67% market share

Sources: OSV 2023 & Observatoire de la filière outdoor AURA 2022
COLLECTIVE STRENGTH

A board who act for the industry
OUR PARTNERSHIP

PUBLIC FOUNDERING

La Région
Auvergne Rhône Alpes

Grand Annecy

haute savoie
Département

CCI HAUTE-SAVOIE

CHAMBERY
GRAND LAC
ÉCONOMIE

GRENobleALPES
MÉTROPOLE

VALLÉE DE CHAMONIX
MONT-BLANC

COMMUNAUTÉ DE COMMUNES
DES VALLEYS DE THÔNES

GENEVOIS FRANÇAIS

BANQUE POPULAIRE
AUVERGNE RHÔNE ALPES

CAF
ENTREPRISES DES SAVOIE

Radiance mutuelle
groupe molakoff humanis

Mutuelle de France Unie
Avant tout solidaire !

BNP PARIBAS
ÉPARGNE & RETRAITE ENTREPRISES
OUR ENGAGEMENTS

*OSV is the expert and the reference contact for a positive industry impact*

**Give a concrete support for a resilient sector.**

**To catalyse the collective strength and the share expertise.**

**Be an example through our CSR engagement.**
The durability of the outdoor sector is directly linked to its ability to transform into a sustainable and constantly renewing industry.
Build an outdoor sector with a positive impact while respecting planetary limits and social « floor ».

**UNDERSTAND CSR CHALLENGES**
- To sensitize and inspire

**INITIATE THE TRANSITION**
- Accelerate the transformation: support the writing of the CSR strategy, carbon footprint
- Preserving natural spaces: participating in the We Act sponsorship program

**CREATE SYNERGIES BETWEEN MEMBERS**
- Capitalize on the network to support an increase in collective skills
- Communicate within the network and with external stakeholders on the commitment and progress of the sector.
COMMERCIAL DEVELOPMENT

To be a facilitator of the commercial, sustainable and responsible development of outdoor companies.

KNOW & UNDERSTAND MARKETS
- Access to market studies
- Understand the outdoor market beyond borders (country profiles, partners...)
- Decipher the different distribution methods

SUPPORTING THE COMMERCIALLY STRATEGY
- To access at a support for your commercial strategy
- Know international or national partner offers (Région AURA, BPI, CCI, Business France...)
- Connect to a network of expert with a directory

ACCESS NEWS MARKETS
- Integrate a support system at trade fairs (ISPO, Outdoor By ISPO, Sport Achat, Next Summer, etc.)
- Accelerating the marketing of an innovation (French Outdoor Awards)
Be a key success factor for startups with high impact potential in sport & outdoor.

**SUPPORT AND PROMOTE STARTUPS WITH HIGH POTENTIAL IMPACT**
- Support 10 startups within the Incubator by OSV program
- Support startups in their fundraising: preparation and access to an ecosystem of financial players
- Develop a network of key partners to foster business

**PROMOTE ENTREPRENEURSHIP**
- Be identified as a sport & outdoor actor by the actors of the entrepreneurial ecosystem
- Speak at entrepreneurial events
- Promote OSV entrepreneurship editorial content to attract projects

**INSPIRE AND ENGAGE A COMMUNITY OF STARTUPERS**
- Offer privileged moments of exchange between startups
- Reference and animate startups to create synergies
- Equipping startups to increase the survival rate (entrepreneurship box)
Strengthen the employer brand to make the sector attractive and attract committed talent of tomorrow.

**REINFORCING THE RISE IN SKILLS**
- Train future outdoor employees: OSV Academy
- Grow the human resources manager: inspiring event, HR news
- Work collectively on the HR challenges with working group

**DEVELOP CSR EXCELLENCE**
- Enjoy a special CSR training, develop for our industry
- Promote the well-being of employees (employment package, obiz, etc.)

**HELP COMPANIES BECOME RESPONSIBLE EMPLOYERS**
- Offering fair remuneration: Benchmark of remuneration
- Facilitate recruitment: OSV Jobs
- Formalize the HR strategy: HR Box, legal services
PURCHASING

Offer eco-responsible services, at preferential rates, to accelerate the ecological transition.

OPTIMIZING THE PROFITABILITY OF COMPANIES
- Reduce costs with more than 15 supplier offers (challenged on CSR)
  - freight transport
  - Packaging
  - Office supplies
  - Telephony
  - Assurance
  - Car rental

ACCELERATE THE CSR TRANSITION OF PURCHASING
- List committed suppliers
- Access to environmentally friendly services
NETWORK & DATA

To promote and engage the actors of the sector.

EXPAND YOUR NETWORK AND PROMOTE OPPORTUNITIES
- Get inspired and connect with more than 500 members, committed editing actors thanks to OSV Explore events and the My OSV platform.
- Join and exchange with the Outdoor community,
- Challenge and develop your projects with your peers,
- Be aware of OSV news and the Outdoor sector,
- Feed on the experiences and expertise of the network and outside the industry.

COLLECT, STRUCTURE & SHARE DATA
- Gain efficiency and competitiveness by benefiting from figures on the Outdoor market thanks to shared OSV studies.
- In-depth articles sharing expertise and good practices,
- Sector studies (e.g. remuneration and economic observatory, etc.),
- Market and consumer studies and monitoring, CSR.
FOCUS ON...

- OSV STARTUP PROGRAM
- OSV ACADEMY
- OSV EXPLORE 2023
- FRENCH OUTDOOR AWARDS
- OSV JOBS
OSV & ME AS AN EMPLOYEE MEMBER

I wish to...

Train me
- Training CSR: talk to your HR
  - Contact: solene@outdoorsportsvalley.org
- E-commerce & digital training
  - Contact: timothe@outdoorsportsvalley.org
- International development support
  - Contact: charlotte@outdoorsportsvalley.org

Speed up a project
- Proposing your project to OSV Academy students as part of a tutored project
  - Contact: solene@outdoorsportsvalley.org
- Develop a project within my company and then create a company in its own right
  - Contact: charlotte@outdoorsportsvalley.org

Inspire and connect myself with OSV network
- Event OSV Explore

Convey
- Become a speaker OSV Academy or host a conference
  - Contact: solene@outdoorsportsvalley.org
- Become a start-up sponsor or incubator expert
  - Contact: charlotte@outdoorsportsvalley.org

Know data industry
- To take advantage of market research, go to My OSV, in the doc centre.
  - Contact: timothe@outdoorportsvalley.org

Take advantage of reduce rates
- OSV privilèges with Obiz: go to My OSV
  - Contact: solene@outdoorsportsvalley.org

Hire my futur employee/intern
- Internship forum OSV Academy
  - Contact: solene@outdoorsportsvalley.org
- Post a job on OSV Jobs: go to My OSV
  - Contact: solene@outdoorsportsvalley.org

Invest myself
- Join a working group related to my profession (business development, CSR transition, etc.)
JOIN US ON MY OSV

Ask to create your account

Space to speak with other members

Obiz

Events subscriptions

https://www.myosv.org/osv/easysite/workplace