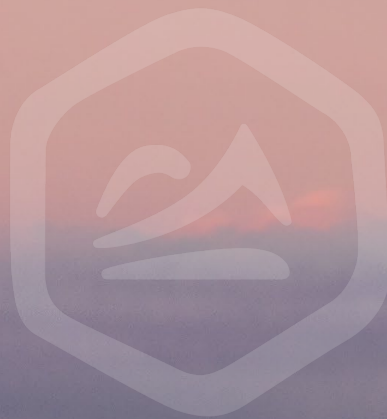




OUTDOOR SPORTS VALLEY

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,*



OSV
Outdoor Sports
Valley



UN CLUSTER DE

La Région
Auvergne-Rhône-Alpes

AN ENGAGED INDUSTRY

A SECTOR WHO CONTINU HIS GROWING

+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

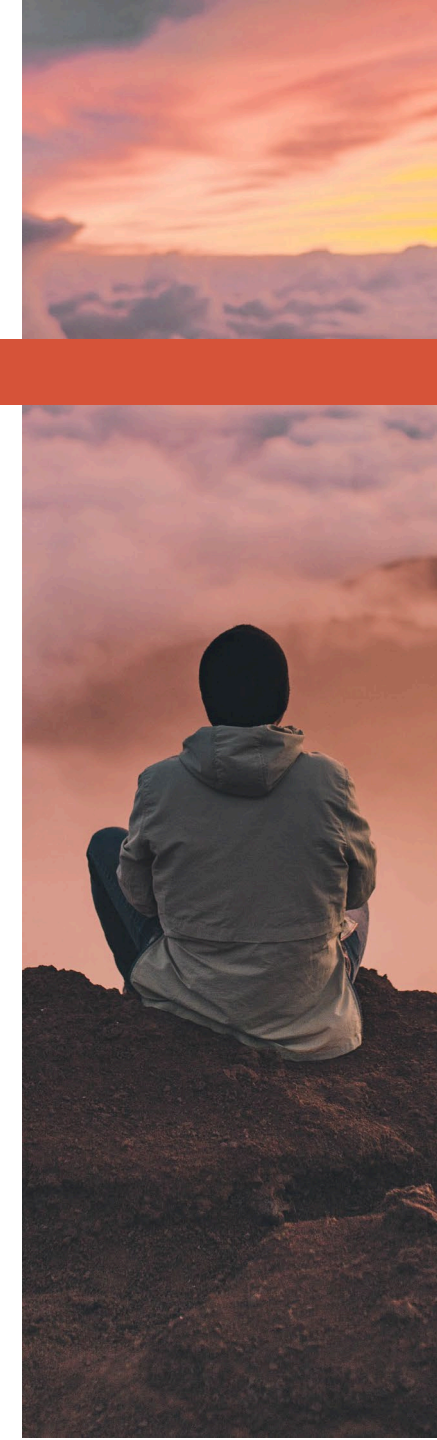
95% OF TURNOVER

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*



OUR UNIVERSE

SUMMER MOUNTAIN



WINTER MOUNTAIN



URBAN



WATER



AIR



« 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.**



500 MEMBERS

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

COLLECTIVE STRENGHT

A board who act for the industry



OUR PARTENERSHIP

PUBLIC FOUNDING



SPONSORS



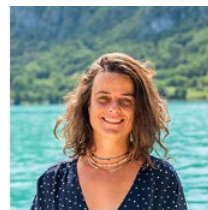
OSV TEAM



CÉLINE BRUNEL
Directrice



MARIE CHIABAUT
Secrétaire Générale



LILIE CORNET
Responsable marketing



GUILLAUME BOUVAIST
Responsable réseau

ADMINISTRATIF ET MARKETING



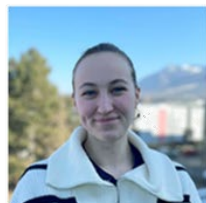
FLORINE BAROU
Communication



VALENTINE ROLAZ
Événementiel



CLÉMENCE VAUCOULEUR
Administratif et financier



EMMA BALAUD
Communication (alternante)



BORIS FOURNIER
Transition



CHARLOTTE ALLIX
Entrepreneuriat



TIMOTHÉ DURAND
Développement commercial

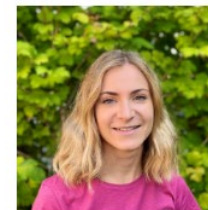


SOLÈNE BOYRIES
Achats mutualisés et RH

SERVICES ET ACCOMPAGNEMENT



EMILIE DONADON
Innovation Collaborative



ALBANE ORSET
Entrepreneuriat & Transition (alternante)



PABLO ROCH
Achats Mutualisés (Alternant)

OUR ENGAGEMENTS

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

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

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

Be an **exemple through our **CSR engagement**.**



OUR SPHERES OF ACTIONS

The durability of the outdoor sector is directly linked to its ability to transform into a sustainable and constantly renewing industry.



SUSTAINABILITY



COMMERCIAL
DEVELOPMENT



ENTREPRENEURSHIP



HUMAN
RESSOURCES



PURCHASING



NETWORK



DATA
INDUSTRY





TRANSITION

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 COMMERCIAL STRATEGY

- *To access a support for your commercial strategy*
- *Know international or national partner offers (Région AURA, BPI, CCI, Business France...)*
- *Connect to a network of experts 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)*



ENTREPRENEURSHIP

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)*





HUMAN RESSOURCES

Strengthen the employer brand to make the sector attractive and attract committed talent of tomorrow.

REINFORCING THE RISE IN SKILLS

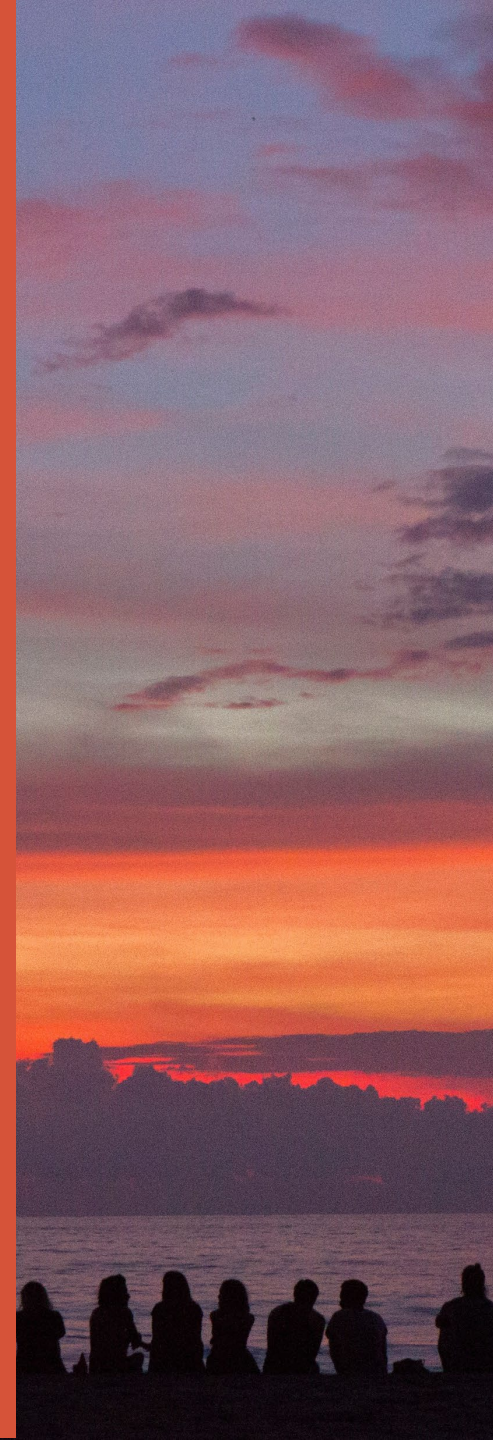
- *Train futurs outdoor employees : OSV Academy*
- *Grow the human ressources manager : inspiring event, HR news*
- *Work collectively on the HR challenges with working group*

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*





PURHCASING

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 EXPLORE 2023

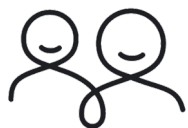
FRENCH OUTDOOR AWARDS

OSV STARTUP PROGRAM

OSV ACADEMY

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
- International development support
- Contact : timothe@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@outdoorsportsvalley.org

Take advantage of reduce rates

- OSV privilèges with Obiz : go to My OSV
- Contact : solene@outdoorsportsvalley.org

Hire my futur employee/intern talk to your HR/manager

- 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



PLATEFORME COLLABORATIVE
du réseau outdoor

ou des actus...

Solène BOYRIES ▾



My OSV est la plateforme dédiée à tous les salariés du réseau outdoor.

Accédez simplement à tous les services proposés par l'association.

Cliquez sur la rubrique pour consulter toutes les actualités, les événements et les offres associées.

Grâce à la boîte à outils collaborative, explorez de nouvelles opportunités (veille, réseau, discussions, privilèges...).

Ask to
create your
account



Comment bien préparer vos salons BtoB Outdoor ? NOUVEAU

équipe OSV, il y a 5 jours - Les salons BtoB font partie intégrante du milieu commercial. Ils représentent l'opportunité de rencontrer un grand nombre de ses clients ...



Le plan épargne retraite, un levier de fidélisation des salariés

équipe OSV, il y a 13 jours - En tant que chef d'entreprise, il est essentiel de trouver des solutions pour fidéliser les salariés au fil des années. ...



Découvrez le gamme de prêts verts de La Banque de la Transition Énergétique par BPAURA

équipe OSV, il y a 21 jours - La Banque de la Transition Énergétique par BPAURA accompagne les acteurs régionaux dans la concrétisation de leurs projets de transition ...



Ecrivez la stratégie RSE de votre entreprise

équipe OSV, il y a 24 jours - L'industrie outdoor est vouée à un futur limité si les entreprises qui la compose ne modifient pas leurs comportements très ...

[Plus d'actualités](#)

Services et Accompagnements

ACHATS & SERVICES
MUTUALISÉS



DÉVELOPPEMENT
BUSINESS



DÉVELOPPEMENT
DURABLE



ENTREPRENEURIAT



RESSOURCES HUMAINES



Space to
speak with
other
members

Mon espace collaboratif

DISCUSSIONS



MES PRIVILEGES OSV



Obiz

Ma boîte à outils

AGENDA & INSCRIPTIONS



ANNUAIRE DES
ADHÉRENTS



DOC CENTER



GESTION UTILISATEURS



MES PROCHAINS
ÉVÉNEMENTS



MODIFICATIONS
INFORMATIONS DE MON



MON ENTREPRISE



SITE INTERNET OSV



Events
subscriptions



**JOIN THE
ADVENTURE**

WWW.OUTDOORSPORTSVALLEY.ORG
