



French
Outdoor
Awards

by OSV

FRENCH OUTDOOR AWARDS

"It was very rewarding to receive recognition from experts for our anti-drowning t-shirt, an innovation dedicated to the children's safety. The French Outdoor Awards have also provided an opportunity to meet distributors to have Floatee available in stores soon"

Floatee team – Winner of the Startup Award 2023



WHY PARTICIPATE?



- **FRENCH OUTDOOR AWARDS: SHOWCASING FRENCH INNOVATION IN THE OUTDOOR SPORTS INDUSTRY TO MEDIA AND RETAILERS.**
- **SHOWCASING THE DYNAMISM OF THE INDUSTRY, AND CONSEQUENTLY, YOUR ORGANIZATION AS A PARTNER.**
- **ENHANCE YOUR CAPACITY TO SUPPORT INNOVATION & SUSTAINABLE DEVELOPMENT TO MEDIA AND DISTRIBUTORS IN FRANCE AND INTERNATIONALLY.**
- **STRENGTHEN THE VISIBILITY OF YOUR ORGANIZATION AMONG SPORTS PROFESSIONALS, CONSUMER EXPERTS, END CONSUMERS, OPINION LEADERS, AND MORE.**
- **SHOWCASING THE COMMITMENT OF THE OUTDOOR INDUSTRY AND YOUR COMPANY TO THE CORPORATE SOCIAL RESPONSIBILITY (CSR) TRANSITION.**



THE AWARDS

Exceptional products deserve national and international visibility

With the French Outdoor Awards, Outdoor Sports Valley, the leading French association for outdoor sports companies, **rewards the most innovative French products and services in the industry**. The finalists and winners receive extensive visibility throughout the year at **national and international trade shows** and benefit from **significant media exposure** through numerous media partnerships and a European press relations campaign.

Amplified visibility for your flagship products or services.

In addition to being a distinction for various outdoor sports brands, the French Outdoor Awards also serve as a showcase for media and retailers, providing a packaged offering of visibility and an encouragement to make purchases for the consumer.





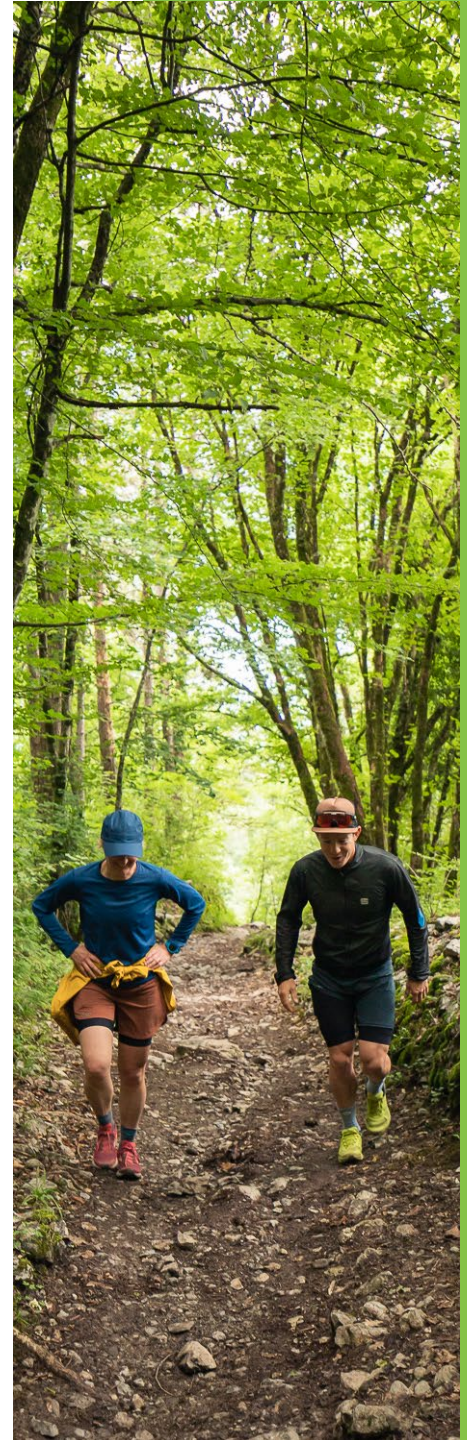
THE AWARDS

2 calls for applications per year, an expert jury: a proven and straightforward process

Every year, the expert jury (engineers, distributors, athletes, etc.) and specialized media reward the best products based on criteria such as usability, quality, functionality, and durability, offering a real breakthrough compared to existing products in the market. Four awards will be given: Innovation (Overall) Award, Sustainability Award, Startup Award, and Digital Award.

An accolade for your flagship products/services of the current year

Created in 2016 and supported by the Auvergne-Rhône-Alpes Region and Radiance Mutuelle, the French Outdoor Awards aim to highlight flagship product or service innovations that will be available to users the following year (note: 2024). Designed and/or developed in France, these innovations must be commercially available within the year.



TIMELINE

Save the date

- March 15 – May 10: Call for application #1
- May 10: 1st Selection
- June 4-5-6: Outdoor By ISPO 2023
- June 15: OSV Explore...
- June 19-20: Next Summer
- July 1 - October 31: Call for Applications #2
- November 2: 2nd Selection
- November 28-29-30: ISPO 2023
- December 15-16-17: Rock on Snow 2023
- January 2024: Award Ceremony: Sport Achat 2024



THE ENDOWMENT

The Winners

At the end of the ceremony, the 4 laureates benefit from a visibility package built with historical partners of the competition.

- Promotion of the winners in partner media
- Highlighting in national and international media through a press relations campaign (North Communication, Ring PR, Mindshake)
- Advertising campaign on Sazsport, Outdoormag.de, Outside media, MKSport
- Web advertising campaign (Daily Fresh Media)
- Connecting with buyers Globetrotteur, Snell Sports
- Pitch and award ceremony during Sport Achat 2024
- Other possible endowments: Exposure at OSV partner events (e.g., GSW, ...)
- Communication kit and certification as a laureate of the French Outdoor Awards.



A PANEL OF EXPERTS

The finalists of the French Outdoor Awards will have been, touched, and tested throughout the year, and will be once again dissected and **analyzed by a panel of experts** during the Sport Achat 2024 trade show to select the 2024 winners!

This panel of experts is composed of:

- Grégoire LAVERTY - All Triangles (R&D Manager),
- Frédéric HINTZY - LIBM Chambéry (Teacher - Researcher),
- Mélanie PONTET - Sport-Guide (Journalist),
- Emilie SERRANO - Tweener (Technical Director of the Rhône-Alpes agency),
- Axel DUTREIL - The COOP (Co-founder & senior advisor in digital/e-commerce),
- Victor DAVIET – Pro Snowboarder and Co-founder of PAG Neckwear
- Jonathan GAILLARD - Le Dauphiné, Outlines (Journalist),
- Matti HEILMANN - Globetrotter (Business Development Manager),
- Maxime ROBIN - Nivéales Media (Equipment Manager),
- Olivia Snell – Snell Sports (Deputy Director).



THE CANDIDATES 2024

V
APIK



BALISE KIP2 BY APIK

KIP 2 is the new outdoor geo-security beacon designed by APIK for the general public and mountain professionals. Building on its first experience with KIP, APIK developed a satellite version to break ground network coverage limits. With a range of 12 km and a resolution of 30cm, it finds all the beacons even in the most complex situations (burial, absence of GPS) including in white zone and in a time records (less than 15 min in the case of a helicopter search).

1

SALA 11L BY BATSOUL

Batsoul presents its latest innovation, an ultra-light 11-liter saddlebag weighing 199g. It is one of the lightest on the market while retaining all the great features: reliability, stability, waterproofing, and durability.

2

BATSOUL
Ingenious Bikepacking Solutions



L'ECO V-ATMOS BY BOLLÉ BRANDS

The ECO V-ATMOS now comes with a 100% recycled photochromic visor, making it Bollé's first eco-designed visor helmet. The straps, adjusters, adjustment system, mask attachment, lining, and ear pads are all made entirely or partly from bio-sourced and/or recycled materials.

3

MAJOR BY DIEZZ

This Major helmet is the first helmet for which the entire design, manufacturing, and production chain is 100% French. This helmet is suitable for all skiers, from beginners to experts, excluding competition use.

4

#DIEZZ



THE CANDIDATES 2024



SMARTLIGHT IXLUM+ BY GO'LUM

The SmartLight IxLum+ knows what lighting you need. It automatically and in real-time adjusts its brightness based on your speed and the terrain:

- To provide you with the right lighting at the right moment,
- To give you more autonomy during your longest outings,
- To offer you a more comfortable user experience.

5

PACKRAFT GAIA 4.0 BY JAWS

This packraft is the most versatile in the world. Whereas previously you needed 3 or 4 different types of watercraft to navigate all possible spots, with the GAIA 4.0, you can do it all with just one boat: sea, lakes, rivers up to class IV, bikerafting, fishing, solo or with two people, ... and even with very low water levels.

6

JAWS®



TOP EXTREME ULTRA MP+ BY RAIDLIGHT

The TOP EXTREME ULTRA MP+ 2-layer jacket, lightweight and waterproof, with intelligent construction, is perfect for Trail Running in rainy weather. Thanks to its 20K Schmerber waterproofing and PFC-free water repellent treatment, its back zip concealing an expansion pleat will keep your running pack and all its equipment dry.

7

TWO SIX ONE

This bag is exclusively designed and developed for women. The bag has the particularity of being able to adapt to the needs of the female runner:

- Minimalist vest for a short outing,
- Vest with a 3L or 5L back pack for longer training or a race, or even an ultra.

8



LES CANDIDATS 2024

wise



SAC SHERPA BY WISE TRAIL RUNNING

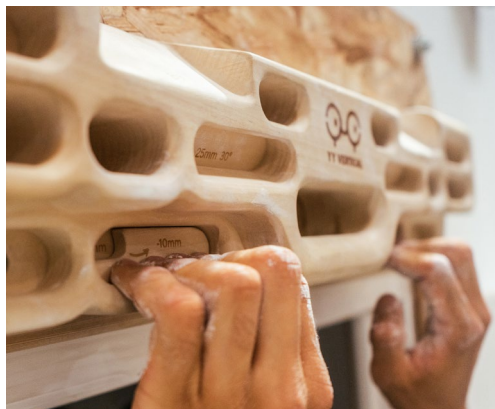
This is a bag that stands out for its accessibility without "blind spots," with nearly 6L of gear within reach - even while running - and a maximum capacity of 10-12L, allowing you to carry all the mandatory equipment for an ultra or a long outing in complete autonomy (UTMB approved). The two XXL pockets at the front can hold a volume of 1L each.

9

VERTICALBOARD ONE BY YY VERTICAL

It is one of the few beams that has a central handle. This allows one-arm exercises and serves as an excellent anchor point for elastic bands. It also has magnetic spacers to reduce the depth of the holds, which increases the number of effective grips. It is suitable for all skill levels.

10



SHOCK MINI BY YY VERTICAL

The Shock Mini is an ultra-compact and powerful massage device designed to accompany athletes in vertical sports practice (trail running, climbing, cycling). A single button allows you to perform all actions (power on, power off, speed levels) for a more convenient and comfortable experience.

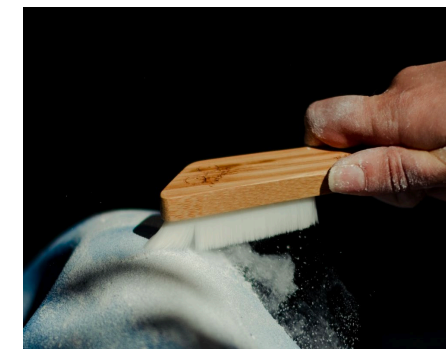
11



12

INFINITY BRUSH BY YY VERTICAL

This climbing brush stands out for its very high density of fine and rigid bristles. This allows it to adapt to complex hold shapes and reach into the corners as well as inside the texture of the hold's surface to remove chalk.



LES LAURÉATS 2023

INNOVATION AWARD



RELIEF

RELIEF BY CYCLIK

The first electric bike manufactured in series using 100% plant-based materials, made in France.

STARTUP AWARD



Floatee

FLOATEE

Floatee has created a drowning prevention t-shirt. It looks like a stylish UV-protective shirt and can be worn from morning to evening, allowing the child to play freely. HOWEVER, it automatically transforms into a life jacket in case the child falls into the water...

SUSTAINABILITY AWARD



ESSENTIAL BY ROSSIGNOL

Better end-of-Life management involves better design from the start. That's why Rossignol has created a ski with a limited number of ingredients, all recyclable and reusable.

PRIX DIGITAL



BLACK-LINE CONNECTED SKIS AND SNOWBOARDS

We present to you the latest technology from Black Line, the Black-Line Tag. We have integrated this new technology into our skis and snowboards (made from raw bamboo and Biomass resin derived from recycled materials such as wood shavings or vegetable oils). The device connects your equipment to a mobile application that monitors the condition of your skis/snowboard or helps you locate them in case of loss or theft.

THEY ARE TALKING ABOUT IT



Céline Brunel, Executive Director Outdoor Sports Valley

« Fostering a culture of innovation within a company enables it to **evolve continuously to maintain and improve its competitive advantage**. The challenge of tomorrow is to make **innovation a fundamental pillar in the design of sustainable products and services** in order to undertake a real transition. **The French Outdoor Awards** is a way for Outdoor Sport Valley to highlight the efforts of research and development for **a positive impact outdoor industry**. Innovation is a key lever in protecting our playgrounds. »

THEY ARE TALKING ABOUT IT



“The French Outdoor Awards are the first true awards in France to shine the spotlight on the continuous improvement in our industry. These awards are the logical starting point for proper recognition among professionals: a genuine, approved innovation through the FOA is often followed by other awards such as the ISPO Award or even an Outdoor Retailer Award.”

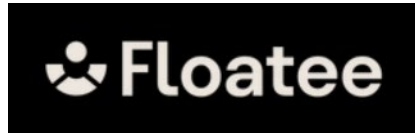
Julien Durant, Co-founder, Picture Organic Clothing (French Outdoor Awards winner, winter 2017)



“In 2020, we unveiled a breakthrough tent in terms of weight, packability, and comfort. After two years of development, testing, and validation, we presented the Samaya 2.5, our young company’s now iconic tent. Today, as a standard setter on the high-end, technical tent market, the French Outdoor Awards offered the Samaya 2.5 the chance to take center stage, providing it with incredible media exposure. What an amazing opportunity when you’re just getting started!”

Arthur Jallas, Co-founder Samaya (French Outdoor Awards winner, summer 2019)

THEY ARE TALKING ABOUT IT



"It was very gratifying to receive recognition from experts for our innovative anti-drowning t-shirt for child safety. The FOA will also have provided an opportunity to meet with distributors to see Floatee quickly in shop." The Floatee Team (Startup Award – 2023)



"We are very proud and happy to have won the first French Outdoor Awards 2023 award! This prize is a recognition of the innovation and eco-design approach that is at the heart of vélo RELIEF. We would like to thank OSV for the award and for putting the spotlight on the first electric bike made of vegetable matter and manufactured in France."

The Cyclik Team (Innovation Award – 2023)



"We are extremely proud to receive this first French Outdoor Award in the Sustainability category! It rewards the Essential project, an innovative project on which we have been working for almost 5 years. We have mobilised all our resources and energies from the R&D, materials, CSR, marketing and production departments, as well as our partner MTB. A collective adventure that is part of a movement to act more responsibly and contribute to the protection of the mountain." David Bouvier – Mountain Sport Equipment Marketing Director at Rossignol (Sustainable Award – 2023)

SOME CANDIDATES SINCE 2016



wilma

FORCLAZ

SALOMON SNAP.

LIVE
CAM



art line

wise



Aengie^{tv}

Samaya⁺
freedom has never been so light



Floatee

wed'ze

SPORT
PXL +]

Mero
Mero

Lafuma



DYNASTAR



LUGIK



RELIEF



PERFORMANCE

OUR PARTNERS





OSV