

FESTIVAL

24

SPORT DANS LA VILLE



19-28  
JULY  
2024  
—  
LYON  
PARIS

FESTIVAL 24

United by Sports





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**ACKNOWLEDGEMENTS**





# ABOUT FESTIVAL 24

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## **Festival 24 is an event organised by Sport dans la Ville**

Over 10 days, from July 19 to 28, 2024, 500 young people from all over the world gathered in Lyon and Paris to celebrate the values of sport and Olympism.

This international solidarity Festival aimed to offer young participants a unique and transformative international experience just before the opening ceremony of the Paris 2024 Olympic Games.

As part of the #Legacy project of Paris 2024, the Festival 24 continued this desire for transmission, sharing, and encounters around the values of sport, contributing, as the Olympic movement emphasizes:

‘building a peaceful and better world by educating youth through sport practiced without discrimination of any kind and in the Olympic spirit, which requires mutual understanding with a spirit of friendship, solidarity and fair play.’

Le festival 24 a été un moment de partage et de fraternité exceptionnel !  
Quelle joie d'avoir pu accueillir en France ces jeunes du monde entier, pour célébrer la magie olympique !

Vivement les Alpes françaises 2030... 😊

*Philippe Oddou*

**PHILIPPE ODDOU**

CHIEF EXECUTIVE OFFICER OF  
SPORT DANS LA VILLE



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Je suis fière d'avoir organisé le festival 24 : un moment de partage "United by Sport" et des sourciers heureux pour la vie.  
Merci Sport dans la Ville.  
Florence

**FLORENCE ARNAUD**

DIRECTOR OF THE FESTIVAL 24





# THE ORGANISING TEAM



**FLORENCE ARNAUD**

DIRECTOR OF THE FESTIVAL 24



**VANESSA THIELE**

FESTIVAL 24 DIRECTOR

PROGRAMME AND DELEGATIONS



**MARGOT FESNOUX**

EVENT MANAGER



**OSCAR GHOSH**

EVENT MANAGER



**JULIEN SARTO**

PROGRAMME AND

DELEGATION MANAGER



**NAÏM FAWAL**

EVENT PRODUCTION

MANAGER



**ANA SALGADO**

OPENING CEREMONY

DIRECTOR



**JULIEN THORAL**

EVENT PRODUCTION

MANAGER



**ANTOINE PIHET**

EVENT PRODUCTION

MANAGER



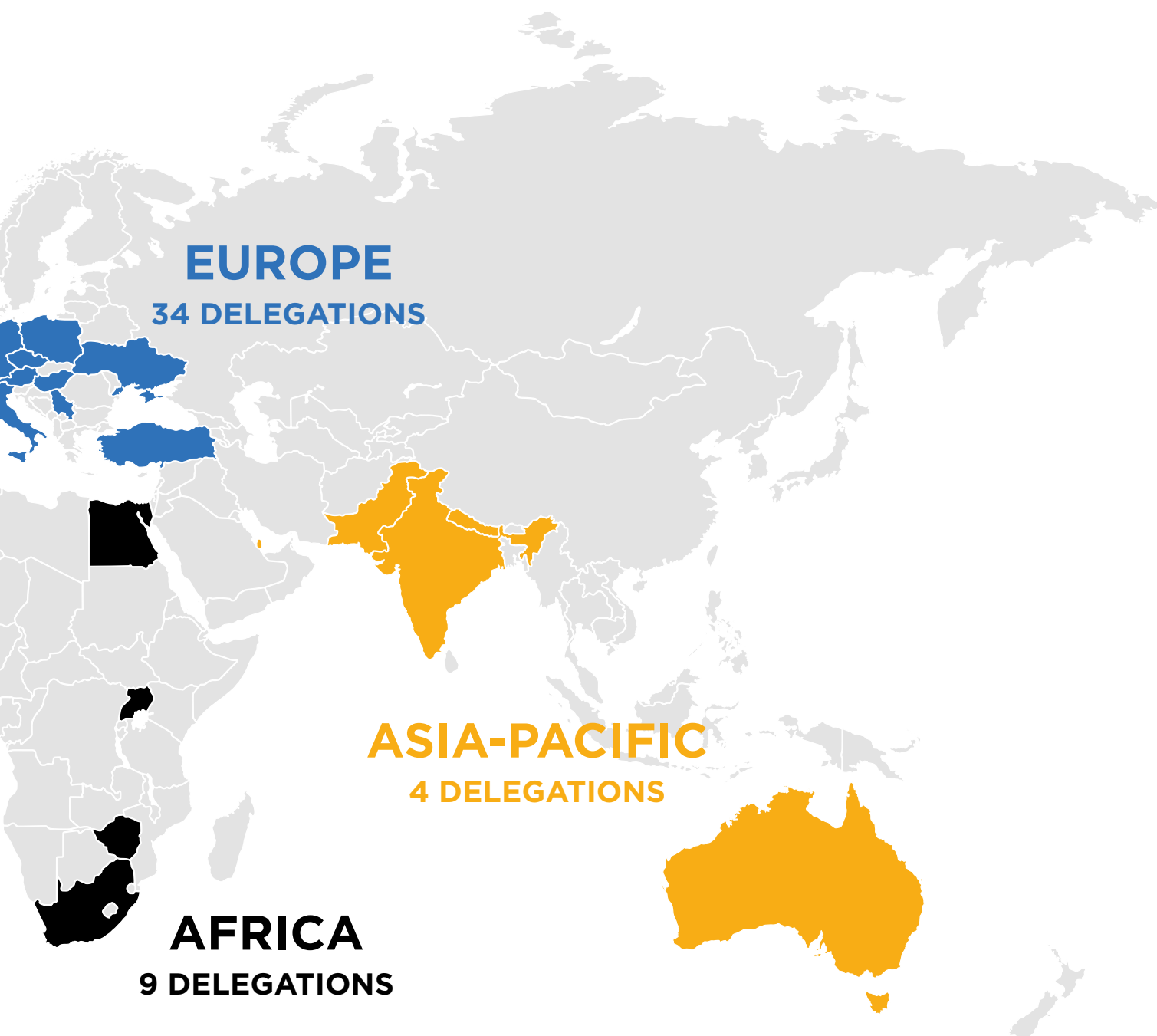
**NORTH  
AMERICA**  
6 DELEGATIONS



**LATIN  
AMERICA**  
11 DELEGATIONS



# DELEGATIONS



**EUROPE**

**34 DELEGATIONS**

**ASIA-PACIFIC**

**4 DELEGATIONS**

**AFRICA**

**9 DELEGATIONS**

DELEGATIONS

**EUROPE**



**3X3**  
THE NETHERLANDS



**ACADEMIA DOS CHAMPS**  
PORTUGAL



**ASSOCIACIÓ ESPORTIVA CIUTAT VELLA**  
SPAIN

10



**BALON MUNDIAL**  
ITALY



**CHAMPIONS OHNE GRENZEN**  
GERMANY



**DRAGONES DE LAVAPIES**  
SPAIN



**DROP DE BÉTON**  
FRANCE



**EVERYTHING IS POSSIBLE**  
UNITED KINGDOM



**FAIR PLAY POINT**  
CZECH REPUBLIC



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**FOOTBALL FRIENDS**  
SERBIA



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**FUNDACION CEPAIM**  
SPAIN



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**FUTBOL MAS**  
FRANCE



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**GESGED - KIZLAR SAHADA**  
TURKEY



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**KICKEN OHNE GRENZEN**  
AUSTRIA



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**KICKFAIR**  
GERMANY



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**LA ROTLLANA**  
SPAIN



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**LAUREUS FOUNDATION**  
ITALY



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**OLTALOM SPORT ASSOCIATION**  
HUNGARY

DELEGATIONS

EUROPE



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**REBONDS !**  
FRANCE



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**RHEINFLANKE**  
GERMANY



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**SPORT 2 BE**  
BELGIUM



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**SPORT AGAINST  
RACISM IRELAND**  
IRELAND



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**SPORT DANS  
LA VILLE**  
FRANCE



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**THE LEAGUE OF  
TOLERANCE (LOFT)**  
UKRAINE



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**TRENUJ BYCIE  
DOBRYM**  
POLAND

DELEGATIONS

# NORTH AMERICA



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**BOSTON SCORES**  
USA



---

**CITY PARKS  
FOUNDATION**  
USA



---

**DREAM**  
USA



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**PISTE**  
USA



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**SALT LAKE CITY  
UTAH 2034.**  
Olympic & Paralympic  
Winter Games Host



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**SALT LAKE CITY  
OLYMPIC  
COMMITTEE**  
USA



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**URBAN INITIATIVES**  
USA

DELEGATIONS

# LATIN AMERICA



**ARCA DO SABER**  
BRAZIL



**ASOCIACION CIVIL**  
**ANDAR**  
ARGENTINA



**HURRA!**  
FUNDACAO QUEM TRANSFORMA

**ASSOCIACAO**  
**HURRA**  
BRAZIL

14



**CORPORACION**  
**CLEO**  
COLOMBIA



**EPROCAD**  
BRAZIL



**ESPORTE MAIS**  
BRAZIL



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**FUNDACION DE  
LAS AMERICAS  
(FUDELA)  
ECUADOR**



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**FUNDACION  
GOLEES  
COSTA RICA**



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**GOL DE LETRA  
BRAZIL**



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**INSTITUTO FAZER  
ACONTECER  
BRAZIL**



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**INSTITUTO  
FORMAÇÃO  
BRAZIL**



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**TUR COS TA  
POSIBEL  
ARUBA**

DELEGATIONS

# AFRICA



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**AFRIKA TIKKUN**  
SOUTH AFRICA



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**ALTUS SPORT**  
SOUTH AFRICA



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**FAFALI**  
GHANA

16



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**FUTEBOL DA  
FORÇA**  
SENEGAL



**EMPOWERING  
YOUNG PEOPLE**

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**INTERNATIONAL  
SPORT ALLIANCE  
(ISA)**  
EGYPT



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**SINGLE LEG AMPUTEE  
ASSOCIATION (SLASA)**  
SIERRA LEONE





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**TIBU AFRICA**  
MOROCCO



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**YOUTH ACHIEVE-  
MENT SPORTS FOR  
DEVELOPMENT  
(YASD)**  
ZIMBABWE



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**YOUTH SPORT  
UGANDA (YSU)**  
UGANDA

DELEGATIONS

# ASIA-PACIFIC



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**ASHALAYAM  
DON BOSCO  
INDIA**



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**ATOOT  
NEPAL**



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**CREATING  
CHANCES  
AUSTRALIA**



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**GENERATION  
AMAZING  
QATAR**



**RIGHT TO PLAY**  
PROTECT. EDUCATE. EMPOWER.

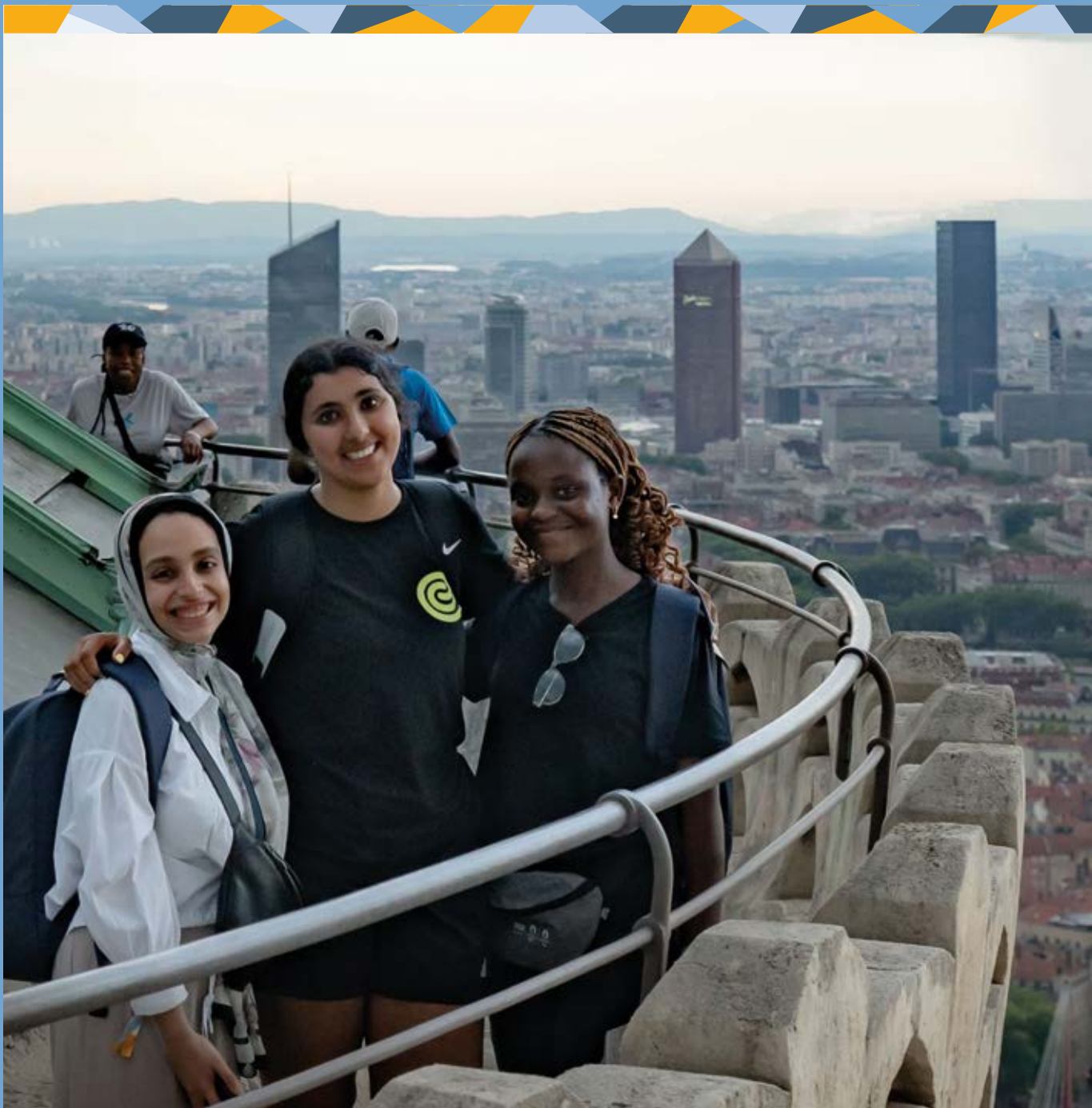
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**RIGHT TO PLAY  
PAKISTAN**



# LYON

FROM JULY 19 TO 24



# LYON

**FRIDAY, JULY 19**

**ARRIVAL OF THE YOUNG LEADERS**

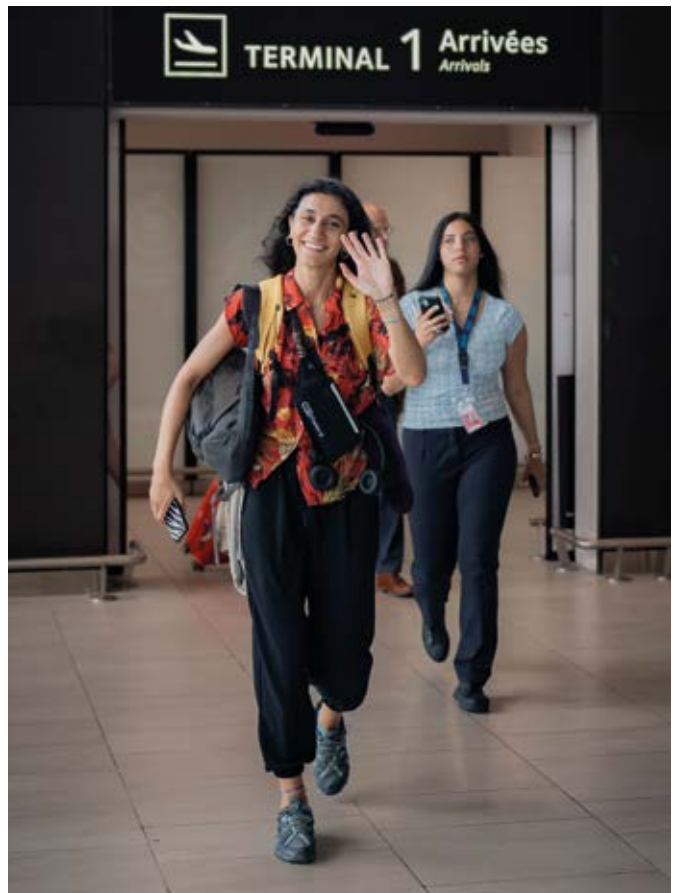
**IN LYON**

Coming from over the world, the Young Leaders arrived in Lyon on Friday, July 19. With 25 hours of flight from Australia, and even two days of travel from Nepal, along with a few flight changes or delays, they embarked on the Festival 24 adventure with smiles on their faces.

## WELCOME ON BOARD YOUNG LEADERS!

Once they arrived on the Lyon campus, the first festival-goers were able to collect their kits and accreditations before heading to the sports fields and social areas to get to know each other. All 36 countries were already represented.

An incredible energy to launch the festival despite the fatigue of the trip and the jetlag of some Young Leaders !



### WORD OF THE DAY

**Vanessa THIELE**  
*Director Programme and Delegations*

“ Everyone is happy to be here, it's just great for us to experience this! We feel the unity between all these Young Leaders from all over the world it's incredible! ”



The Young Leaders arrived at Lyon Saint-Exupery airport, welcomed by the Sport dans la Ville teams and volunteers. For many, this is a first in Lyon, France or Europe.



What better way to break the ice and warm up than with an introduction to the Festival 24 choreography? A first demonstration, to which all the participants quickly joined in over these 10 days.

# LYON

FRIDAY, JULY 19

ARRIVAL OF THE YOUNG LEADERS

IN LYON





# LYON

## SATURDAY, JULY 20

### TRAINING YOUNG LEADERS

On Saturday, July 20, the Young Leaders, volunteers and Sport dans la Ville teams got together!

Ice-breaker activities, team-building workshops, sports sessions – the day was all about discovery and creating bonds between those who would set the pace for the Festival 24.

The Young Leaders also participated in various training workshops on the values of sport and inclusion, as well as inclusive coaching sessions, to prepare them for the arrival of the young people.

To conclude this wonderful day of cohesion, the participants present had the chance to enjoy a breathtaking view of the capital of the Gauls from the rooftops of the Basilica of Fourvière! An iconic site in Lyon full of history.

La Maison Pignol, a true Lyonnaise institution since 1954, welcomed the participants for a dinner with a view, offering them a taste of Lyonnais and French specialties.



### WORD OF THE DAY

**Mohammed AL-QASSABI**  
*Young Leader Generation*  
*Amazing, from Qatar*

“ Today, we participated in several workshops during which we learned how to use football and other sports as tools to achieve new development goals with the teams during Festival 24. ”





Theme-based workshops to equip our Young Leaders with the keys to inclusive coaching. From storytelling to gender equality in sport, they had the opportunity to exchange ideas and brainstorm with several experts of sports pedagogy on the strategies and tools they could use during Festival 24.

A breathtaking view of Lyon from the rooftops of the Basilica of Fourvière! A magnificent reward after the climb up of the stairs, during which the young leaders were able to discover the history of this iconic monument of the city of Lyon.

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SATURDAY, JULY 20

TRAINING YOUNG LEADERS

# LYON





# LYON

**SUNDAY, JULY 21**

**ARRIVAL OF YOUNG PARTICIPANTS**

**IN LYON**

Throughout the day, the young participants were able to join the Young Leaders and the Festival 24 teams in Lyon. It was a true coordination effort to organise the arrival of all these young people on the campus! At the different train stations in Lyon and the airport, the volunteers gave them a warm welcome to get them into the spirit of the event.

In turn, the young people were able to learn how to get to know each other, overcoming their shyness and the language barrier to understand where each of them was coming from. And when it wasn't through a conversation, they were able to get to know each other through a rugby ball, a football, a basketball...

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## WORD OF THE DAY

“ I didn't think young people would speak so many languages. They had to say hello to each other in all the languages they knew, then there was a hubbub of conversations in all the languages and bursts of laughter, it's crazy! ”

**Thomas**  
Team Guide Sport dans la Ville  
Festival 24



A beautiful day of initiation and discovery on the Lyon campus, during which everyone was able to overcome their shyness, break the language barrier, and learn to better understand one another.



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Sports activities on the fields, so that the 500 young young people could get to know each other in a fun way, united around what they all have in common: sport!

# LYON

**SUNDAY, JULY 21**

**ARRIVAL OF YOUNG PARTICIPANTS**

**IN LYON**





# LYON

**MONDAY, JULY 22**

**OPENING CEREMONY**

**FESTIVAL 24**

## **A big day for participants: the Festival 24 opening ceremony!**

At the start of the day, the young people and teams gathered on the Campus to take part in various workshops combining sport and culture.

They were able express their talents as street artists, but also as dancers, learning the official dance of the Games under the guidance of Mourad Merzouki's dancers. A true honour!

At the end of the day, it's off to the Nuits de Fourvière's amphitheatre for a memorable evening. Festival participants, families and friends of Sport dans la Ville were invited to assist Mourad Merzouki's show Beauséjour. After a parade of flags, speeches by Philippe Oddou, Lyon Mayor Grégory Doucet, deputy prefect Salwa Philibert and choreographer Mourad Merzouki, it was time for the show! The Nuits de Fourvière's amphitheatre came alive with the energy of the young people!



### **WORD OF THE DAY**

**Daniel BABIS**  
*Urban Initiatives - USA*

**“** *I'm a dancer and I really enjoyed the choreography of the Olympics ! Especially the nuances of style and seeing all the nationalities around me dancing together!* **”**





Culture and art also unite people, as the participants were able to experience on this day by dancing, singing, and graffitiing, all in unison, regardless of their language, origin, or gender...



An opening ceremony in an exceptional venue, which officially marked the launch of the festivities around the values of the Games and Sport: United by sports!

MONDAY, JULY 22

OPENING CEREMONY

FESTIVAL 24





# LYON

**TUESDAY, JULY 23**

**VISITS OF LYON**

**A day in Lyon, between the campus and the city centre, in search of the best spots in the city.**



In groups, the young festival participants were introduced to Olympic and Paralympic sports on the campus and visited the heart of the city.

From Vieux-Lyon to the Presqu'île, passing by the Palais de Justice and Place des Terreaux, the participants immersed themselves of Lyon, discovering the city's treasures.

In the evening, it was their own culture they were showcasing, on stage on the first night of cultural performances!

A true parade of colors with traditional costumes and choreographies prepared for weeks by each of the represented countries.

An electric atmosphere took over the Lyonnaise stage of Festival 24!

## WORD OF THE DAY

“ *Ba-guette pam pam pam!* ”

**From a group of young people singing in Vieux Lyon**

*A tune that has become one of the many anthems of Festival 24 :)*



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The Festival participants passed through the Place des Terreaux in Lyon, on a tour that gave them an overview of the city's main squares, between the Presqu'île and Vieux Lyon.



A festive atmosphere filled the campus at the end of the day, with dance and song performances from around the world!

TUESDAY, JULY 23

VISITS OF LYON

# LYON











# PARIS

FROM JULY 24 TO 28



# PARIS

**WEDNESDAY, JULY 23**

**ARRIVAL OF DELEGATIONS**

**AT THE CAMPSITE IN JAMBVILLE**

**After a few days in Lyon, the participants left the City of Lights for their next destination: the Centre d'Activités de Jambville a few kilometres from Paris.**

The time had come to say goodbye to the Lyon teams who had accompanied the young people during the first half of their stay.

On Wednesday, July 24, an early wake-up call awaited the delegations who needed to get ready to board the bus to Paris. A 470-kilometer journey, or more than six hours on the road, allowed them to rest after four intense days in Lyon. Upon their arrival, they were warmly welcomed by the Festival 24 team.

A new experience awaited them: camping!

As soon as they arrived, the participants took possession of their tents. For some, it was their first time camping!



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## WORD OF THE DAY

**Monika KUMARI**  
*ATOOT delegation, Nepal*

“ I'm really enjoying Festival 24 at the moment, and I love the way people the way people come together in the tent. They really enjoy being inside the tent. Many of them have never been inside before, so it's their first time, and they're so happy. ”



The young people were able to settle into their campsite in the heart of the Centre d'Activités de Jambville. An experience in the great outdoors, just an hour from the capital.



A major team-building rally enabled participants to discover the Jambville site, belonging to the Scouts de France, and to strengthen links between young people by participating in orienteering challenges.

# PARIS

WEDNESDAY, JULY 23

ARRIVAL OF DELEGATIONS

AT THE CAMPSITE IN JAMBVILLE





# PARIS

THURSDAY, JULY 25

UNITED BY SPORTS FORUM

AT THE JARDIN D'ACCLIMATATION

**After the first night under the tents at Jambville and an early wake-up for the young participants, the destination was the 16<sup>th</sup> arrondissement to discover the Jardin d'Acclimatation.**

The participants were welcomed by 'La Banda Paname'. The famous brass band performed several international hits: enough to wake up the young participants in a good mood!

It was a fun-filled time, with some of the young people experiencing thrill rides for the first time, and one was able to see the speed, excitement and laughter on their faces.

What happened next? A parade of the delegations' flags in front of the Fondation Louis Vuitton, followed by speeches from Jardin d'Acclimatation CEO Marc-Antoine Jamet, Sport dans la Ville CEO Philippe Oddou, Olympic champions Lindsey Vonn and Apolo Ohno, UTAH First Lady Abby Cox, PACA Regional Council President Arnaud Muselier, and the French Sports Minister Amélie Oudéa-Castéra.

An emotional morning that allowed everyone to reflect on the importance of sport in their lives. Before lunch, the young participants fully enjoyed the activities at the Jardin d'Acclimatation while the United by Sports Forum took place at the Théâtre Rouge.



46

## WORD OF THE DAY

**Young participant** standing in line to access the official Opening Ceremony of the Olympics at the Seine river

“ We have the opportunity to meet lots of young people from different countries around the world and share incredible and unique moments here in Paris! It's so powerful! ”



In the red theatre, the Delegation Leaders attended the United by Sports Forum round tables, which included several presentations on the power of sport and the challenges of development, inclusion and gender equality.



To round off this beautiful day, the young people were able to relax and take some time for themselves in the heart of the Jardin d'Acclimatation. This allowed them to rest before embarking on the new adventures that awaited them.

# PARIS

**THURSDAY, JULY 25**

**UNITED BY SPORTS FORUM**

**AT THE JARDIN D'ACCLIMATATION**







THURSDAY, JULY 25

SPORT FOR SUSTAINABLE

DEVELOPMENT SUMMIT

**July 25 was also marked by a major event in Paris: the first international summit dedicated to mobilising the world of sport to invest in future generations, *#Sport4SD*.**

Thanks to our partner AFD (Agence Française du Développement), 4 young participants from Nepal, Australia and Ukraine represented international youth at this event organised at the initiative of the President of the French Republic, Emmanuel Macron, and the President of the International Olympic Committee, Thomas Bach.



Basmala Kaibi, a young beneficiary of the Association, spoke to all the heads of state invited to the summit. Her speech highlighted the impact of sport on her life. During the Festival 24, Basmala was a Young Leader, passing on the values of Sport dans la Ville.

The summit brought together 500 participants: heads of state and government, heads of international organisations, athletes and representatives of the sporting movement (French and international federations, the Olympic movement, associations and entrepreneurs) and important players in the financing of sport and development. The Paris Agreement on Sport and Sustainable Development was signed at the event.



# PARIS

**FRIDAY, JULY 26**

**MONTPARNASSE TOWER AND OPENING**

**CEREMONY OF THE OLYMPIC GAMES**

## The long-awaited moment of Festival 24: the day of the opening ceremony of the Paris 2024 Olympic Games!

The buses set off for Paris, with the first destination being the Montparnasse Tower. On the 58<sup>th</sup> floor, participants enjoyed a panoramic view of the capital.

After this ascent, participants discovered the Trinquet Village to eat and recharge before the ceremony: a food court that could satisfy all tastes!

Then, it was time for the young people to head to the banks of the Seine for the Opening Ceremony of the Olympic Games.

Before discovering the event, they had the opportunity to visit Paris along the Seine, passing by the Arc de Triomphe, and finally arriving in front of the Eiffel Tower. At 7:30 PM, the ceremony began with the delegations and celebrities such as Lady Gaga, Aya Nakamura, Rim'K, and Céline Dion in attendance!

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### WORD OF THE DAY

**Amélie OUDÉA-CASTERA**  
French Minister of Sports  
and the Paris 2024 Olympic  
Games

“ It is often said that we get to be who we are thanks to experiences we make during our youth. I believe the memory that these 500 young people will keep of this opening ceremony will be exceptional. ”



From the roof of the Montparnasse Tower, the participants were able to admire the capital, its monuments, and its grand avenues... a beautiful view at the start of the day before heading to the location of the Opening Ceremony.



An opening ceremony filled with emotions despite the weather. The participants mingled with spectators from around the world to witness this memorable moment, marked by cheers for the delegations and unforgettable performances.

# PARIS

FRIDAY, JULY 26

MONTPARNASSE TOWER AND OPENING CEREMONY OF THE OLYMPIC GAMES





# PARIS

**SATURDAY, 27 JULY**

**OLYMPIC AND PARALYMPIC SPORTS**

**AND CLOSING PARTY**

For this last day together, sport activities were organised around the disciplines of the Olympic and Paralympic Games. On the programme: boxing, climbing, martial arts, breakdance, disciplines for the visually impaired and many others. Participants had the opportunity to discover new sports or simply to enjoy a physical activity with their friends.

At the end of the afternoon, the young athletes gathered to receive their medals and diplomas, an emotional moment followed by the last cultural performances of the Festival: moments that will live on forever in our memories!

As night fell, it was time for the big Festival 24 closing party! Participants crushed the dancefloor for a great moment of celebration, followed by spectacular fireworks in front of the Château de Jambville (Jambville Castle).



## WORD OF THE DAY

**Young French participant**  
*on the lawn of the Jambville camp*

“ *The world is small! Actually, no, it's big, but seeing so many cultures gathered on one field is amazing!* ”



The Jambville camp was the scene of some great sporting moments on Saturday 27 July! Discoveries, initiations between the boxing ring, fields and large climbing wall installed especially for the occasion.



The final evening of Festival 24 was an emotional one. Between the dance floor and the photobooth, the young participants were able to create and immortalise precious memories before heading to the castle to watch the magnificent fireworks.



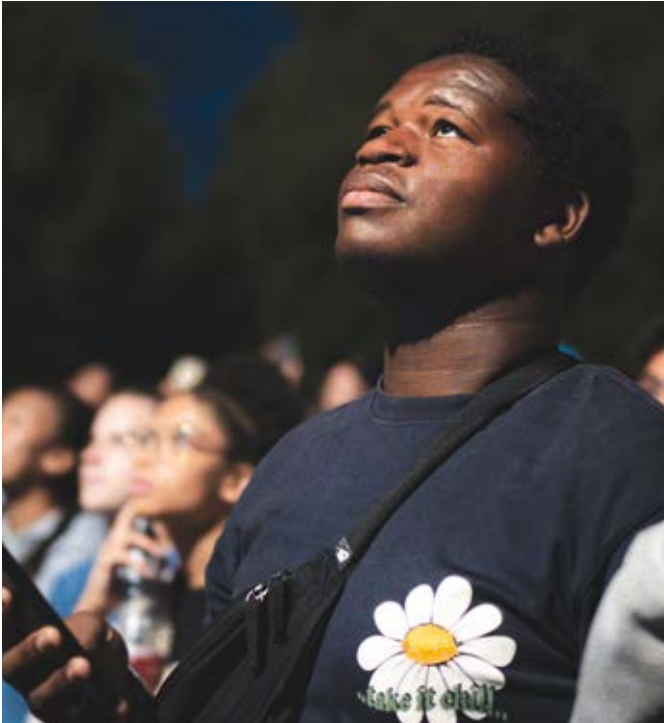
# PARIS

**SATURDAY, 27 JULY**

**OLYMPIC AND PARALYMPIC SPORTS**

**AND CLOSING PARTY**





# PARIS

**SUNDAY, JULY 28**

**DEPARTURE OF THE DELEGATIONS**

At dawn on the final day, a light mist enveloped Jambville as the delegations slowly began to pack up and leave.

The participants reflected on the moments they had shared together: the exciting activities, the discoveries, the evenings spent chatting by the fire...

These final moments were marked by a desire to capture a little more magic before parting ways to return to each one's life and home.



Little by little, the various delegations left the campsite to begin their journey back to their home country.



## WORD OF THE DAY

“ It was a pleasure to see that my young people were able to talk easily with people from all over the world and to see unity being created as the days went by! Festival 24 was an incredible experience. ”

**Ilya**  
Delegation Leader  
from Austria



Last photos and final words shared, many of the young participants exchanged their contact details. Let's hope that the spirit of Festival 24 endures and that their paths will cross again!

**SUNDAY, JULY 28**

**DEPARTURE OF THE DELEGATIONS**

# PARIS





# MEASURING THE SOCIAL IMPACT OF FESTIVAL 24

For ten days, Festival 24 brought together young people from all over the world, who are often excluded from mobility, offering them a unique experience of the Olympic and Paralympic Games. Festival 24 aims to have an impact on its participants (Young Participants, Young Leaders and Delegation Leaders). To measure this social impact, Sport dans la Ville called on KOREIS, an independent consultancy firm specialized in social impact assessment.

## What were the main steps of this social impact study?

64



## This approach allowed us to gather quantitative data...

	...on Young Participants	...on Young Leaders	...on Delegation Leaders
<i>Ex-ante</i>	188 answers	46 answers	52 answers
<i>Ex-post</i>	131 answers	48 answers	45 answers

## ...and qualitative ones

5 people interviewed	6 people interviewed	5 people interviewed
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## Who are the Young Participants?

**45%**

of young participants had never been out of their country before Festival 24.

“ When I heard that I got accepted to be a part of the delegation, I honestly started crying because I couldn’t believe it, because I was the first person in my family to, like, actually go overseas. ”

**Zainab**  
Young Participant

Although most young people have a positive view of themselves,

**41%**

of the young participants have already been discriminated against because of their gender.



## KEY FIGURES



**96%** say they **discovered** other **cultures** thanks to Festival 24.

**89%** of Young Leaders said that Festival 24 helped them in **improving their sports management techniques** (organisation, coaching, leadership, etc.).



## A unique experience...

# 91%

of young participants say they experienced **strong emotions** that they will remember for the rest of their lives.

“ We were singing a lot of the songs from our country and a lot of people joined in, so it was **such a beautiful moment** to see, like **people from different parts of the world just joining in and becoming one.** ”

**Sofia**  
Young Participant

## ...motivating them to maintain and extend sport activities

“ I think travelling overseas **encouraged me to compete nationally, academically and in sports.** ”

**Paula**  
Young Participant

# 94%

say that **practising sport is essential in their lives**, compared with 85% before Festival 24.

## Festival 24, a meeting place of diversity for Young Participants...

# 88%

of young people say that Festival 24 has enabled them to **make friends from all over the world.**

“ They developed their friendships and they just **try to keep in touch with them.** I can say that they had a **new vision in their life**, thanks to the Festival 24. ”

**Mathilda**  
Delegation leader





After Festival 24

**67%**

said they **want to live in another country** when they grew up, compared with 54% before.

“ I really, really, really love France and I really like Europe in general. It **made me realize that I'd like to travel more.** ”

**Carlotta**  
Young Participant

## ...preparing tomorrow's committed men and women

67

**85%**

of young participants say they want to **work for a fairer society.**

“ It's also interesting to see (...) to have a **new vision of sport** and that **everyone can do it**, not just able-bodied people. ”

**Giulia**  
Young Participant



In addition to these impacts on the Young Participants, Festival 24 aims to bring about changes in the **management practices** of Young Leaders and Delegation Leaders. **Workshops and training sessions specifically aimed at this group** were organized during Festival 24.

## Festival 24 helps bringing positive changes in the professional practices of managers (Young Leaders & Delegation Leaders)...

### ...in terms of leadership and communication skills

77%

of Leaders say that taking part in Festival 24 helped them to **feel more at ease when speaking in public.**

68

“ *I feel like I learned a lot of leadership skills, and a lot of communication skills. I made friends from all over the world, but I also felt a lot more confidence in my ability to coach.* ”

**Bob**  
Delegation Leader

### ...in terms of coaching practices...

89%

of Young Leaders said that Festival 24 helped them in **improving their sports management techniques** (organisation, coaching, leadership, etc.).

“ *I think this knowledge helped me back in my country, for example the positive coaching. It's not like we didn't know about it but the emphasis that they gave us, the examples made us more knowledgeable, and we could engage with the kids more calmly and more rationally.* ”

**Fanilo**  
Young leader



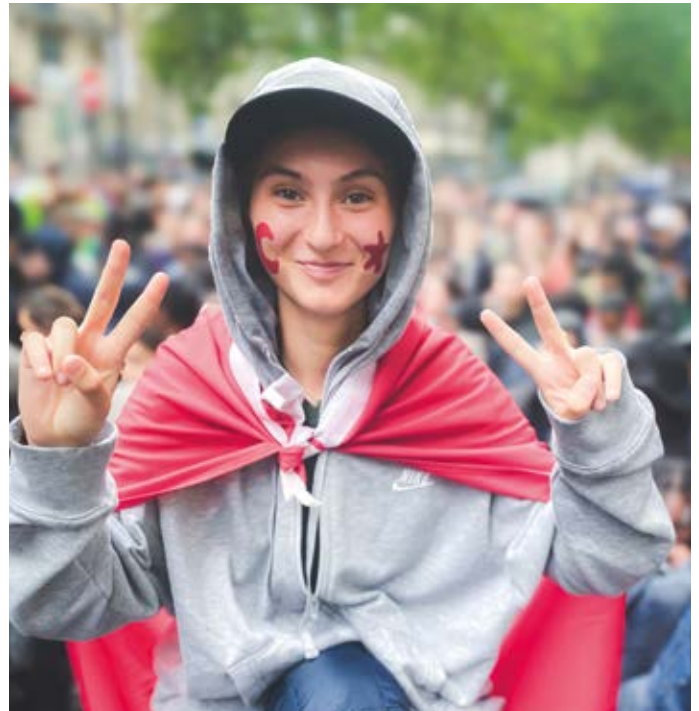
**...and reinforces their motivation within their association**

**77%**

of Leaders say they want to **take on more responsibilities within their association.**

**“** Our Young Leader is a key figure in our team. Since he came back, he went to different trainings and now we can really rely on him. **”**

**Lena**  
Delegation Leader



# IMPACT

## IN THE MEDIA

NUMBER OF  
OUTPUTS

**32**

AUDIENCE

**95,5M**

NUMBER OF  
INTERVIEWS

**8**

*Among which : Vive FM, Nos Bambins, Le Progrès, Le Tout Lyon, France Info (social media), ETX Studio and La Tribune.*

ONLINE **22**

PRINT **8**

RADIO **2**

NATIONAL  
PRESS

**13**

REGIONAL  
PRESS

**19**

GENERAL PUBLIC  
PRESS

**28**

SPECIALIZED  
PRESS

**4**

## ON SOCIAL MEDIA



**On Youtube:**

1 video a day for 10 days and over **7,000 views** in total on the Festival 24 playlist



**On Instagram:**

124 stories and 5 posts reaching over **25,000 people**



**On Tik Tok:**

12 posts with over **18,000 views**



**On LinkedIn:**

12 posts with over **25,000 impressions**



# DOCUMENTARY



The idea of a documentary film emerged as an ideal way of keeping a record of this unique event and understanding its human impact. It was the fruit of reflection by the Sport dans la Ville Association teams involved in Festival 24 and the partners who supported the project.

This long-format film will follow several of the young participants along their experience, during and after the Festival, and tell their stories about the impact the event has had on their lives.

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## The documentary concept:

During the 10 days of the Festival, the camera follows various participants from around the world. Destinies intersect over these 10 days, with shared emotions, learning and discoveries that will leave a lasting mark on each of these young people. Back home, what memories did they keep?

What moments will have left the biggest impression on them and, above all, what projects, dreams and desires will the Festival have brought out in these young people?

A film about the life stories of several young people, meeting at this unique event that brought them together over these ten days.

# ACKNOWLEDGEMENTS

Festival 24 would not have been possible without the commitment of all those involved, to whom we would like to extend our warmest thank you:

Thank you to Sport dans la Ville, which has been part of the social and societal legacy of the Paris 2024 Olympic and Paralympic Games since 2017 and has committed in this context to organise and offer a festival to 520 young people from all over the world.

Thank you to the 63 delegations from 36 countries who worked so hard to prepare for their visit, to take part in all the activities and to share with us the smiles, the laughter, the cultural performances, the moments of life, joy, learning, encounters and happy memories.

Thank you to the Sport dans la Ville teams and volunteers who gave their all to help us host Festival 24 and make it a unique experience.

Thank you to the service providers who made it possible for us to offer the participants quality services.

Thank you to the organising team who worked for 18 months to create these unforgettable moments in the spirit and values of Olympism and Paralympism.

Thank you to Festival 24's partners, who worked alongside us giving us the means to organise an exceptional event, offering participants a unique experience that will have a lasting impact on their lives.

Thank you to all of you for sharing for 10 days the meaning and positive impact of being 'UNITED BY SPORT': we arrived as individuals and we now belong to the Festival 24 community, which will inspire us in our future aspirations and dreams.



# THE PARTNERS OF THE FESTIVAL 24







## RE-LIVE THE FESTIVAL ON VIDEO

Youtube playlist  
Festival 24

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FESTIVAL  
**24**  
SPORT DANS LA VILLE