

WORLD YOUTH FESTIVAL

WORLD
YOUTH
FESTIVAL
2024

росмолодёжь
+world

WORLD YOUTH FESTIVAL 2024



Participants of the Festival

10 000
Russian participants

14 - 35 years old

10 000
Foreign participants

including

1000 children
14 - 17 years old

500
from Russia

500
from abroad

DATES

March 1st – 7th, 2024

VENUE

Sirius Federal Territory (Olympic Park)

PARTICIPANTS

20 000 people

Categories:

Young leaders in such fields as business, media, International cooperation, culture, volunteering and charity, sports, different areas of public life

Teenagers representing various youth organizations and unions

Stages of competitive selection for the Festival candidates

WORLD YOUTH FESTIVAL 2024

from **18** to **35** years old

1. Registration on the official website fest2024.com
2. Creating a portfolio in the participant's personal account
3. Uploading an essay on a given topic
4. Creating a video resume in Russian or English
5. Finalizing the participants' rating list
6. Formation of official delegations



Stages of competitive selection for the Festival candidates

WORLD YOUTH FESTIVAL 2024

from **14** to **17** years old

1000 children
14 - 17 years old

500 from Russia

500 from foreign countries

1. Registration on the official website fest2024.com
2. Creating a portfolio in the participant's personal account
3. Video resume with a presentation of your own socially important project
4. Online testing to define the essential knowledge in the chosen area
5. Interview with representatives of the Children's Competition Commission in the video conference format
6. Finalizing the participants' rating list
7. Formation of official delegations

Cheburashka - the mascot of the World Youth Festival

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Cheburashka is an important element of Russia's cultural code, widely known abroad. First appearing in Russian children's literature in 1966, **Cheburashka became a symbol of kindness, openness, and friendship**. He has become one of the most beloved characters for several generations of Soviet and Russian children, and with the recent release of a full-length film, he has gained new life and popularity among the modern youth.



Cheburashka became the mascot of the World Youth Festival because **it embodies its core values**: friendliness and mutual respect, the search for common ground among people of different ages, backgrounds, nationalities, religions, and cultures.

He is unlike anyone else and, at the same time, connected in spirit to all the kind-hearted people in the world.
He embraces new experiences and holds firm belief in a brighter and more just future for everyone.



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Festival venues and types of activities

	Name of venue	Types of activities
1	Sirius Park of Science and Art	Center for the academic, scientific, cultural, exhibition and film program, as well as the exhibition program of universities, regions, corporate partners
2	Sirius Arena Sports Complex	Awards, theatrical performances, speaker presentations, fair grounds, fitness convention, part of the sports program
3	Martial Arts Academy	Sports events, as well as performances by top speakers in the interactive program, game practice, hackathons, congresses
4	Bolshoy Ice Dome	Opening and closing ceremonies of the WYF, a large-scale music battle supported by the World Choir
5	Sochi Medals Plaza	Concerts, daily events, a center of maximum concentration of participants "under the open sky"
6	Sirius Territory	Car exhibition and interactive pavilions, extreme park (street sports disciplines)
7	Fisht Olympic Stadium	Infrastructure platform providing access to the perimeter, operation of the accreditation center, as well as hosting the Festival Directorate offices
8	Iceberg Skating Palace	Ice show, hockey match, ice skating master classes
9	Ice Skating Training Center	Performances of creative teams, evening events, special screenings
10	Sirius Planetarium	Partnership film screening and lectures

Principles of the program structure

WORLD YOUTH FESTIVAL 2024

1 DAY = 1 MEANING

1

Each day unveils one of the Festival's meanings through different formats

MUTUAL AMPLIFICATION

3

Mutual amplification thanks to integration between Russian brands:

- Festival of young art «Tavrida.ART»
- Gastronomic Map of Russia
- Educational marathon "Znaniye"
- «Games of the Future» - car simulation and circuit races at the "Sochi Autodrom" race track

SYNERGY OF THE PROGRAM. UNITING THE RESOURCES

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major Russian cities hosting large events
(Moscow, Nizhny Novgorod, Vladivostok and others)

partner organizations
(«Znaniye», «Russia – Land of Opportunity», Association of Volunteer Centers and others)

top universities
(RANEPA, Tomsk Polytechnic University, ITMO and others)

corporations
(Vkontakte, Sber, Russian Railways and others)

HIGH-POTENTIAL FORMATS AND SPEAKERS

Up-to-date, state-of-the-art delivery of information with the use of modern technologies and maximum audience engagement

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Program blocks

1. **DISCUSSION PROGRAM**
   (educational, conversational, scientific)
   talk-shows, presentations, lectures, game practices, workshops

2. **CULTURAL PROGRAM**
   performances, workshops, concerts, theater productions, shows, exhibitions, fairs, excursions, Russian language lessons

3. **SPORTS PROGRAM**
   demonstration performances, sports shows, competitions, group workouts and mass sports events

4. **CHILDREN'S PROGRAM**
   activities organized by the "Sirius" center and the "Movement of the First"

5. **EXHIBITION PROGRAM**
   exhibition of the achievements of the regions, corporations, universities, NGOs, etc.

6. **PURPOSEFUL PROGRAM**
   volunteer projects and activities

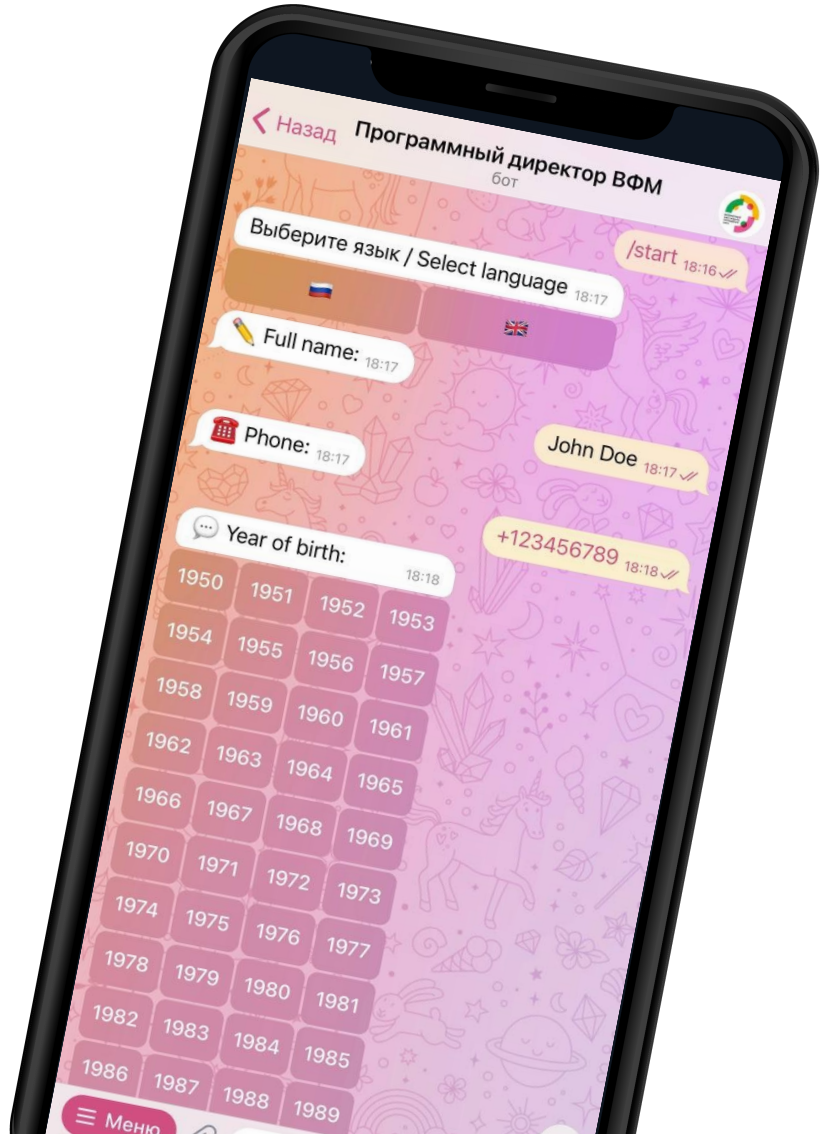
7. **REGIONAL PROGRAM**
   a series of events in certain regions of the Russian Federation, where selected participants will go after the main Festival program ends



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The youth decides
how the Festival will be

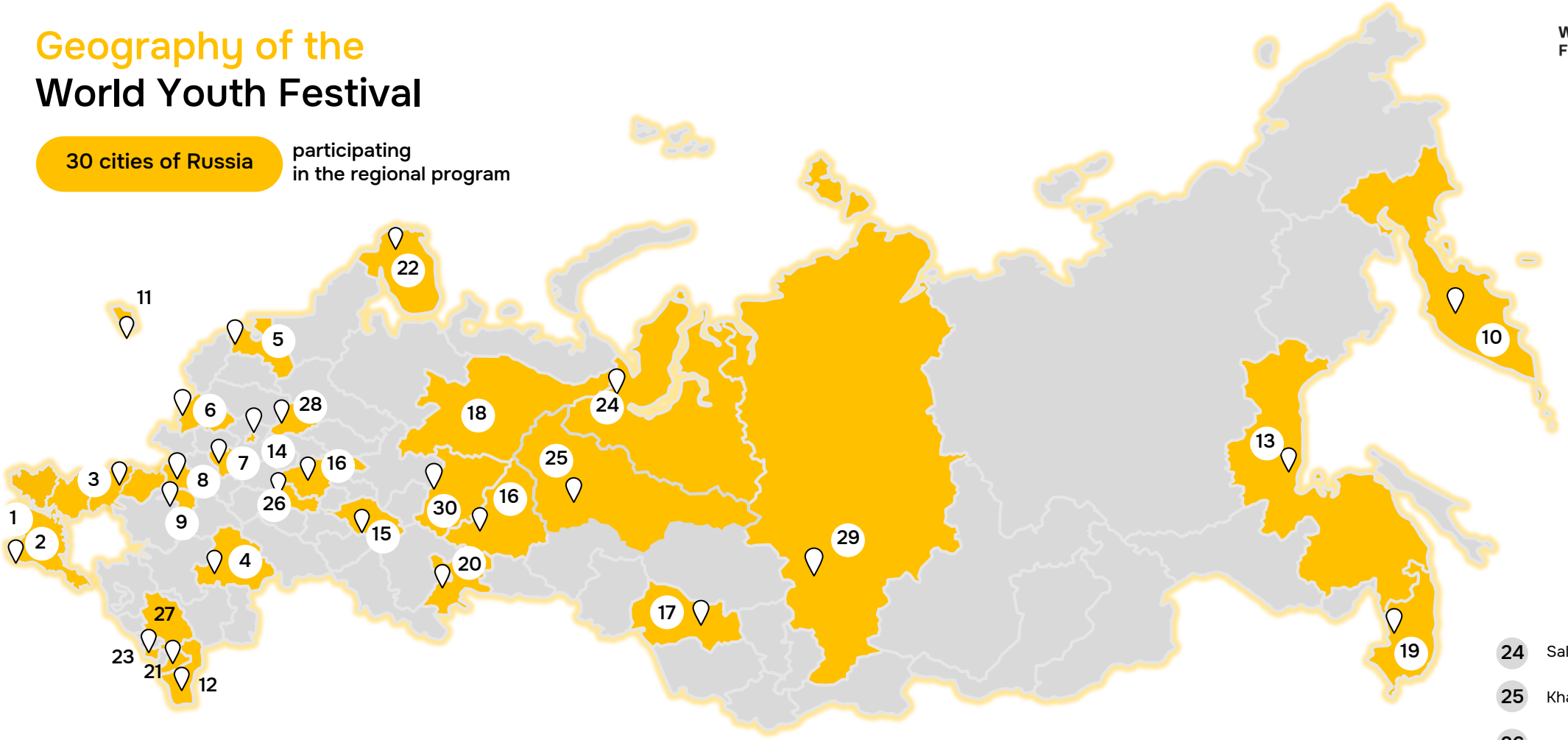
Everyone can suggest their ideas for the WYF 2024 program through a special chat-bot



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Geography of the World Youth Festival

30 cities of Russia participating in the regional program



1 Republic of Crimea
2 Sevastopol
3 LPR. Luhansk
LPR. Krasnodon
4 Volgograd
5 Saint Petersburg
6 Smolensk
7 Tula
8 Kursk
9 Belgorod
10 Petropavlovsk-Kamchatsky
11 Kaliningrad
12 Makhachkala
13 Khabarovsk
14 Korolev
15 Kazan
16 Yekaterinburg
17 Novosibirsk
18 Nizhny Novgorod
19 Vladivostok
20 Chelyabinsk
21 Grozny
22 Murmansk
23 Vladikavkaz
24 Salekhard (YaNAO)
25 Khanty-Mansiysk
26 Saransk
27 Pyatigorsk
28 Yaroslavl
29 Krasnoyarsk
30 Perm

Mandatory blocks of the regional program

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MAIN PROGRAM

- informal meeting with the head of the region and representatives of the regional government. Representatives of the local community (athletes, volunteers, journalists, etc.) will also take part in the meeting.
- meeting with the youth activists of the region, where meaningful and infrastructural results of the development in the field of working with children and youth in the region will be presented.
- visit to an industrial or technological facility significant for the region
- Visit to a scientific and educational center significant for the region
- participation in a thematic event depending on the route's theme
- participation in events dedicated to the Special Military Operations: meetings with volunteers, war correspondents, and Special Operation heroes.

CULTURAL PROGRAM

- city sightseeing tour related to the route's theme.
- visit to a cultural object/institution significant for the region, showcasing best practices and infrastructural results in the development of the cultural sector in the region.
- participation in an event that highlights the gastronomic specialties of the region.
- visit to iconic natural and historical sites in the region.
- visit to places related to the Victory in the Great Patriotic War

PURPOSEFUL PROGRAM

participation in a socially significant event/program/campaign.

SPORTS PROGRAM

participation in morning workouts with interesting individuals - faces of the region.

Additional blocks of the regional program

Electives

- visiting a medical institution significant for the region.
- participation in various educational formats: forums, conferences, game practices.
- participation in various cultural events: festivals, concerts, exhibitions, etc.
- participation in various sports events: friendly competitions, exhibition performances, meetings with sports legends, etc.

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Regional festivals

«ACT!»

14–15 March 2024

- Business program – educational, discussion, scientific
- Cultural program – «We shall not be canceled!»
- Sports program - mass team sports
- Exhibition program –continuation of the international exhibition «Russia»
- Purposeful program – #WEARETOGETHER
- Children’s program – «Movement of the first», Educational Foundation «Talent and success»

WYF official accounts

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Official website

fest2024.com

VK

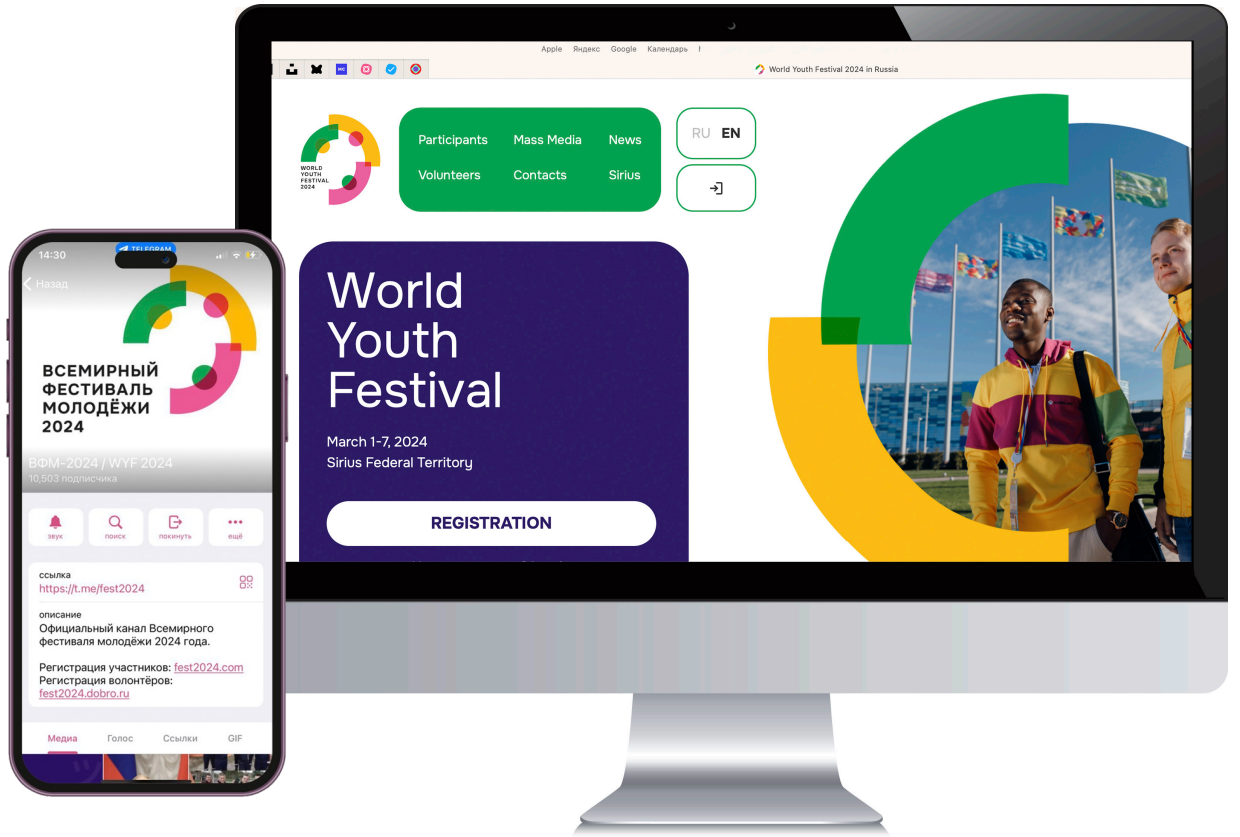
vk.com/fest2024

Telegram
for Russian participants

t.me/fest2024

Telegram
for international participants

t.me/fest2024en



Mini-app Vkontakte
https://vk.com/app51678765


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