



WORLD YOUTH FESTIVAL



Participants of the Festival

10 000

Russian participants

14 - 35 years old

10 000

Foreign participants

1000 children
14 - 17 years old

including

500
from Russia

500
from abroad

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

DATES

March 1st – 7th,
2024

VENUE

Sirius Federal Territory
(Olympic Park)

PARTICIPANTS

20 000 people

Volunteer Corps

Anyone over the age of 18 can become a volunteer

(16-year-old teenagers may do specific tasks) including:

- people with disabilities, incl. fluent in sign language;
- elderly volunteers (over 55 years old);
- corporate volunteers;
- volunteers taking part in national movements of different specialisations (medical volunteers, cultural volunteers, Volunteers of the Victory, rescue volunteers, etc.);
- volunteers of international events held in the Russian Federation

The selection and training of volunteers will take place on the basis of certified Volunteer Recruitment and Training Centres

5 000

Russian citizens

including

250

Residents of the Luhansk and Donetsk People's Republics, Zaporozhye and Kherson regions



Cheburashka - the mascot of the World Youth Festival

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.



Principles of the program structure

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

2

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

4



Geography of the World Youth Festival

30 cities of Russia

participating
in the regional program



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

Mandatory blocks of the regional program

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.

Stages of competitive selection for the Festival candidates

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



Stages of competitive selection for the Festival candidates

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

1000 children

14 - 17 years old

500

from Russia

500

from foreign countries



WYF official accounts



Official website

fest2024.com

Vkontakte

vk.com/fest2024

Telegram
for Russian participants

t.me/fest2024

Telegram
for international participants

t.me/fest2024en



Mini-app VKontakte

<https://vk.com/app51678765>

BECOME A FESTIVAL PARTICIPANT



FEST2024.COM

SEE YOU AT THE WORLD YOUTH FESTIVAL