



The Olympic Odyssey — Yeumbeul Sud 2026

VILLAGE PLANÉTAIRE

THE PROJECT

SENEGAL HOSTS THE YOUTH OLYMPIC GAMES

SENEGAL IN THE SPOTLIGHT FROM OCTOBER 24 – NOVEMBER 13, 2026

- First African country to host the Youth Olympic Games.
- A powerful momentum for local youth.

A GLOBAL VILLAGE DEDICATED TO SPORT, CULTURE AND INNOVATION

- 4 hectares in the heart of Yeumbeul Sud.
- +250,000 visitors over 21 days.
- Sports discovery and initiation sessions.
- International multi-sport tournaments.
- Conferences and economic forums.



THE VILLAGE



SPORTS VILLAGE

A space for initiations, demonstrations and tournaments across all disciplines, extending the Olympic spirit beyond the Games.

DIGITAL VILLAGE

A hub dedicated to innovation, digital tools and future-oriented technologies serving youth and territories.

CULTURE VILLAGE

A vibrant stage celebrating artistic expression, urban cultures and global identities, accessible to all audiences.

NATIONS VILLAGE

A meeting place for countries, delegations and diasporas, where each Nation has its own dedicated House.

OLYMPIADS AREA

A playful competition space promoting teamwork, fair play and participation for all.

CONFERENCE AREA

A space for dialogue and reflection, hosting roundtables, talks and discussions on major societal challenges.

FOOD COURT

A welcoming space showcasing world cuisines and local know-how.

YOUTH AREA (FAN ZONE)

The central hub of activities, expression and interaction for young people at the heart of the Village dynamic.

VILLAGE PLANÉTAIRE
YEUMBEUL SUD
OCT 24 – NOV 13, 2026



YOUTH OLYMPIADS



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CULTURAL DISCOVERIES



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YEUMBEUL SUD
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DIGITAL INNOVATION





SPORTS & CULTURAL ACTIVITIES

YOUTH OLYMPIADS

- Sports competitions including: Football, Basketball, Wrestling, Judo, Karate, Boxing, Muay Thai, Capoeira, Badminton, Pétanque, Teqball, Padel.
- International Youth Participation: Argentina, Belgium, Brazil, Colombia, South Korea, Spain, United States, France & Overseas Territories, Indonesia, Italy, Japan, Madagascar, Malaysia, Morocco, Portugal, Thailand, Tunisia, and more.

CULTURAL DISCOVERIES

- "Houses of Nations" located behind the fan zones.
- Themed culinary area – Food Court.
- Guinness World Records challenges.

DIGITAL INNOVATION

- E-sport arena with supervised tournaments.
- Immersive workshops exploring Senegal's cultural heritage.

SPORTS FOR ALL



KARATE



JUDO



MUAY-THAÏ



WRESTLING



PETANQUE



BOXING



CAPOEIRA



DOUBLE DUTCH



TAEKWONDO



BASKETBALL



BADMINTON



FOOTBALL



HANDBALL



TEQBALL



...AND MORE

CASE STUDY

LA VILLETTÉ, JO PARIS 2024

RETURN ON INVESTMENT

- +10,000 participants and visitors per day
- +30% increase in local tourism revenue driven by the Planetary Village attraction and long-term impact through sustainable infrastructure.

A LASTING CULTURAL AND SPORTING LEGACY

- An extended Olympic experience, open and deeply rooted in the local territory.
- Continuous programming and diverse cultural activities.

INSPIRATION FOR YEUMBEUL SUD

- Adoption of a sustainable model based on modular and reusable facilities.
- Public–Private Partnerships (PPP) to strengthen long-term financial viability.



INCLUSION



INCLUSION

LEARNING DIVERSITY THROUGH EXPERIENCE

MEASURABLE, DOCUMENTED AND VALUE-DRIVEN SOCIAL IMPACT

- 21,000 young people directly reached through sports, educational and cultural activities.
- +1,000 young people per year engaged in training, coaching and mentoring programs.

INCLUSION THROUGH SPORT

- A strong focus on youth from underserved neighborhoods.
- Young women.
- Unemployed youth.
- People with disabilities.



A STRONG COMMITMENT TO EDUCATION



SCHOOL KITS OPERATIONS

Mobilization supported by partners and foundations to fund, collect and distribute school kits across the Keur Massar department, generating measurable and reportable educational impact within CSR strategies.



PLANETARY LIBRARY OPÉRATIONS

A mobile library initiative aiming to collect and fund books, create the first public-access library in Yeumbeul Sud, and leave a lasting educational legacy of the Planetary Village.



YOUTH, SPORT & CULTURE

Programs co-designed with local and international partners and associations to deploy sports and cultural activities fostering youth engagement, social cohesion and active citizenship.

THE RUN

THE RUN

LA FLAMME DU COEUR

FROM SATURDAY, JULY 4, 2026 TO OCTOBER 11, 2026

- A human journey connecting two continents, highlighting inclusive and responsible sport-for-health initiatives.
- A high-impact project aligned with youth, territorial development and international cooperation challenges.

5,000 KM, 5 COUNTRIES, 50 CITIES, 91 DAYS, 4 RUNNERS, 70 KM PER DAY

- 3 months of events, encounters, performances and civic engagement.

A SYMBOLIC AND UNIFYING JOURNEY

- Raising youth awareness of Olympic values and civic engagement.

STRENGTHENING FRANCE–SENEGAL TIES

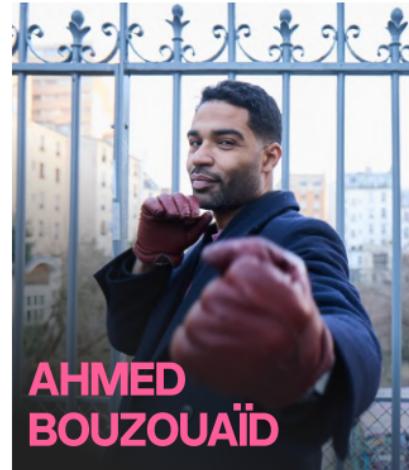
- Building a France–Senegal grassroots ambassadors network.



DIFFERENT PATHS, ONE SHARED COMMITMENT



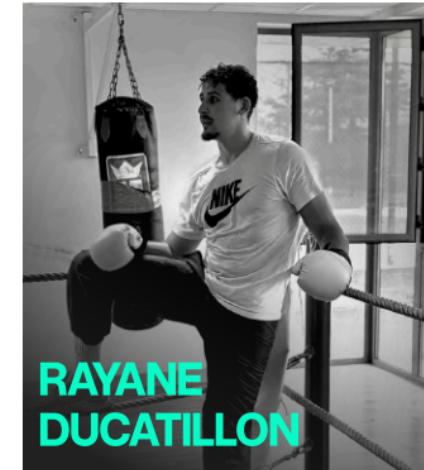
**MARA YAHYA
KANTÉ** NO LABEL



**AHMED
BOUZOUAÏD**

Initiator of the RUN and founder of RUN IMPACT, embodying social mobilization through sport and the ability to unite engaged communities.

Ultra-endurance athlete and executive at Bpifrance, bringing strategic vision and institutional and international expertise to the project.



**RAYANE
DUCATILLON**

Sports educator and athlete specialized in inclusion and disability, representing operational rigor, consistency and long-term commitment.



**STANLEY
JUSTAL**

Young sports educator and long-distance runner, symbolizing the next generation and the transmission of values such as effort, discipline and responsibility.



ITINERARY

DEPARTURE JULY 4, 2026

FRANCE: 23 days ≈ 1,500 km

SPAIN: 17 days ≈ 1,150 km

MOROCCO: 44 days ≈ 2,288 km

MAURITANIA: 12 days ≈ 679 km

SENEGAL: 4 days ≈ 226 km

Total distance: ≈ 5,000 km

Countries crossed: 5

Total duration: 91 days (≈ 3 months)

Average pace: 70 km per day



OPERATIONAL SETUP

A CONVOY PRESENT AT EVERY STAGE

- 2 minibuses (26 seats each).
- 1 mobile food truck.
- 1 dedicated filming crew.
- 1 embedded medical team.
- 1 logistics team.
- 1 onboard community manager.
- 1 physical trainer.
- 1 mental coach.



INFLUENCE

CONTINUOUS PRESENCE OVER 3 MONTHS

- 91 days of real visibility across France, Europe and Africa.

DIRECT ACCESS TO KEY AUDIENCES

- Youth, families, associations, local authorities, employees, diasporas, media.

CONTINUOUS CONTENT PRODUCTION

- Field images, videos, live streams, testimonials usable by partners before, during and after the event.





A MOBILE EXPERIENCE AT THE HEART OF THE JOURNEY

THE RUN IS NOT JUST A RACE

The RUN "La Flamme du Coeur" relies on a fully mobile organization designed to move, deploy and operate daily throughout the entire route.

A GUARANTEED PRESENCE FROM THE START TO YEUMBEUL SUD

At every stage, the setup becomes a visible meeting point, activation hub and content production space for local audiences and partners.

WHAT THIS CONCRETELY ENSURES

- Daily on-site presence at each arrival point.
- Regular creation of field-based content (images, videos, storytelling).
- Precise and documented monitoring of actions carried out at every stage.

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THE ODYSSEY

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JUNE 2025 – AUG 2026

YOUTH ACTIVATION

Our cities have talents

- Cultural and sports activities across multiple cities.



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FEB – OCT 2026

THE RUN ACTIVATION

La flamme du cœur

- Runners' preparation and mobilization.



4 JULY 2026

THE RUN DEPARTURE

Paris – Villiers-le-Bel

- 5 countries - 91 days - 5,000 km.



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11 OCTOBER 2026

THE RUN ARRIVAL

Dakar – Yeumbeul Sud

- Official reception by Senegalese authorities.



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MAR 2025 – NOV 2026

PARTNER ACTIVATIONS

Meetings with sponsors, national and international institutions and participants

- Media & influence strategy.



VILLAGE PLANÉTAIRE
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20 JANUARY 2026

PRESS CONFERENCE

Economic, Social and Environmental Council (CESE)

- Official media, institutional & partner announcement.



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MAR – DEC 2026

360° COMMUNICATION

Media events

- Meetings with sponsors, institutions and participants.



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24 OCTOBER 2026

OFFICIAL OPENING

Day 1 – Planetary Village Yeumbeul Sud 2026

- Welcoming youth and international delegations.



25 COUNTRIES ENGAGED

35 OUTLETS MOBILIZED

+20K YOUNG PEOPLE REACHED

+250K CUMULATIVE VISITORS

+100M CONNECTED FOLLOWERS

PARTNERS



PARTNERS

A PLATFORM FOR YOUR BRAND

TWO PILLARS. UNLIMITED ACTIVATION OPPORTUNITIES

The project is structured around two major partnership pillars:

The Run Pack

- A 91-day moving adventure, 5,000 km, 5 countries

The Village Planétaire Pack

- The final destination : a global meeting point and international visibility hub in Dakar.

A SIMPLE AND POWERFUL PARTNERSHIP ARCHITECTURE

Around these two pillars, sector-based and thematic packs have been designed, allowing each organization to engage where its strategic priorities are strongest (energy, mobility, health, education, sport, culture, etc.).

This approach allows each partner to:

- define its role within the project,
- activate levers aligned with its identity,
- fully benefit from the Planetary Village dynamic.





THE VILLAGE PLANÉTAIRE PACK

OFFICIAL NAMING OF THE VILLAGE OR A CENTRAL AREA

- Presence across all communication materials, maps and signage.

PERMANENT ON-SITE PRESENCE

- Stand, welcome area, hospitality space.

CLIENT & PARTNER HOSTING

- Guided tours, dedicated networking moments.

OFFICIAL INSTITUTIONAL VISIBILITY

- Embassies, Ministries, Local and regional authorities.

A blurry, motion-filled background image of a runner in a white shirt. The text is overlaid on the left side of the image.

VILLAGE
PLANÉTAIRE



THE RUN PACK

EMPLOYEE PARTICIPATION BY STAGE

- 5 – 10 km runs.
- supervised and filmed.

RUN VIDEO SERIES

- “Our employees in the challenge”.

SPONSORED KEY MOMENTS DURING THE RUN

- Symbolic departures or stage arrivals.

A blurry, motion-filled background image of a runner in a white shirt. The text is overlaid on the right side of the image.

LA FLAMME
DU COEUR

ENERGY SPONSORSHIP



ENERGY

OFFICIAL “PAUSE & RECHARGE” AREA

- Highly visible at each stage arrival.

REAL-LIFE USE OF PARTNERS' PRODUCTS AND SERVICES

- Equipment charging, lighting and technical needs of the Village.

SHORT BRANDED VIDEO FORMATS

- Topic: how to sustain 91 consecutive days ?

“ONBOARD CONTENT” BRANDED SHORT VIDEOS

- Use case: internal communication, CSR, (COMEX)



HEALTH SPONSORSHIP



HEALTH

ASSOCIATION WITH THE MEDICAL FRAMEWORK

- Logo on medical uniforms and materials.

EDUCATIONAL CONTENT CAPSULES

- Injury prevention, recovery, fatigue management.

DAILY HEALTH WORKSHOPS WITHIN THE VILLAGE

- Partner positioned as a prevention and well-being actor.

ONE CORPORATE SPORT & HEALTH DAY

- Conference + practical workshops.



MOBILITY SPONSORSHIP



MOBILITY

BRAND INTEGRATED INTO THE OFFICIAL CONVOY

- Visibility across 91 days of content.

NAMING OF A KEY STAGE

- Example: “Bordeaux–Pessac Stage powered by [Brand]”

IMMERSIVE EXPERIENCES FOR EMPLOYEES OR CLIENTS

- Participation in the convoy for one day

“ROAD JOURNAL” VIDEO SERIES (5 EPISODES)

- Real-life mobility challenges and solutions.



EDUCATION SPONSORSHIP



EDUCATION

INDIVIDUAL YOUTH SPONSORSHIP

- Each young person carries the partner's name with monitoring before, during and after the project.

OFFICIAL DISTRIBUTION OF EDUCATIONAL KITS

- Filmed ceremony and CSR-ready content.

SPONSORED EDUCATIONAL WORKSHOPS

- Guidance, sport, civic engagement.

MINI-REPORTAGES: "A YOUNG PERSON'S JOURNEY"

- Videos created by young participants.



SPORT SPONSORSHIP



SPORT

NAMING OF SPECIFIC SPORTS ACTIVITIES

- Example: "Basketball Tournament by [Brand]".

EMPLOYEE PARTICIPATION ON DEDICATED SLOTS

- Scheduled registration on dedicated time slots.
- Professional supervision.

REAL-LIFE USE OF BRANDED EQUIPMENT

- Shoes, apparel, accessories.

IMMERSIVE SPORTS VIDEOS

- Effort, fatigue, progression.



CULTURE SPONSORSHIP



CULTURE

NAMING OF A SPECIAL EVENING OR PERFORMANCE

- Brand presence on stage and communication materials.

DIRECT ASSOCIATION WITH ARTISTS

- Cross-channel content distribution.

PRIVATE PARTNER COCKTAIL AT THE VILLAGE

- Guests, partners, institutions.





WHY PARTNERS ARE COMMITTED

A CONCRETE AND LASTING LEGACY

- The Planetary Village Yeumbeul Sud 2026 and The RUN – La Flamme du Coeur are designed for long-term impact, with the creation of a Sports & Skills Academy after the event, dedicated to training, employability and the future of youth.

A HIGH-IMPACT, VISIBLE AND INTERNATIONAL PROJECT

- A strong social impact initiative supported by significant media exposure and a structured international dimension.



**OUR PARTNERS
DO NOT JUST SUPPORT AN EVENT.**

THEY ARE INVESTING IN YOUTH.



NANGA DEF.



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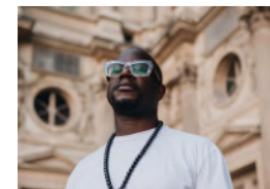
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MORE THAN A PARTNERSHIP, A PLANETARY EXPERIENCE

VILLAGE PLANÉTAIRE YEUMBEUL SUD 2026