THE HOUSE OF OLYMPIC VALUES

Media Kit

Dakar, Corniche Ouest
1 – 13 November 2026



1. Key Information

La *Case des Valeurs Olympiques* (House of Olympic Values) is the **educational hub of the Dakar 2026 Youth Olympic Games**. Inspired by the traditional role of the *case* in Senegalese culture as a space for gathering, knowledge-sharing and dialogue, it will host a programme dedicated to education, citizenship, innovation and youth engagement.

Dates and venue: 1-13 November 2026 - Rue Corniche Ouest, X Rue FN 20, Dakar, Senegal

Objectives:

- Position La Case des Valeurs Olympiques as the **leading educational and civic space of Dakar 2026 YOG**.
- Promote Olympic values and the legacy of the **Olympic Values Education Programme (OVEP)**, a programme that has already been implemented in **139 countries** and has engaged **more than 60 million young people worldwide**.
- Welcome **more than 2,800 young participants** through thematic sessions and educational competitions hosted at La Case.
- **Create a lasting legacy** by providing young people with a **platform for dialogue** with athletes, experts, educators and changemakers, while strengthening a **network of stakeholders committed** to values-based and sport-based education in Senegal and across Africa.

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2. Key Figures

The House of Olympic Values at a glance:

- **13 days** of educational activities during the Dakar 2026 Youth Olympic Games
- **12 interactive thematic sessions**
- More than **200 Senegalese students participating every day**
- **4 major themes:** Education, Youth and Innovation; Inclusion, Peace and Diversity; Health and Well-being; Legacy and Sustainable Development
- Speakers from the Olympic Movement, civil society, international institutions and the private sector
- A venue located in the heart of Dakar's **Corniche Ouest**

3. Concept and Background

Designed as a dynamic space for learning, dialogue and innovation, La *Case* brings together **young people, educators, athletes, experts and community actors** to explore the power of sport and Olympic values in building a better future.

It is the result of several years of collaboration, learning and co-creation between the **International Olympic Committee (IOC)**, notably through its Olympic Values Education Programme (OVEP), the **Dakar 2026 Organising Committee (YOGOC)**, the **National Olympic Academy of Senegal**, the **National Olympic Committee** and the **Ministry of National Education**.

Between 2022 and 2024, six capacity-building workshops trained educators committed to promoting Olympic values. Today, some of these educators contribute directly to the organisation of Dakar 2026 within the YOGOC, while others implement OVEP within their schools and communities. This collaboration also led to the creation of the Brevet Olympique, Civique et Sportif (BOCS) **(Olympic, Civic and Sport Certificate)**, an educational programme based on OVEP that promotes Olympism and its core values among young people, and of which *La Case* forms part. Rolled out nationwide with the ambition of reaching more than 900,000 young Senegalese by 31 October 2026, the programme surpassed this target in June 2026, with **more than one million students already engaged.**

It is from this collective journey, driven by women and men who believe in the educational power of sport, that the House of Olympic Values was born: **a place imagined by Africa, for African youth, open to the world and focused on the future.**

4. Target Audience

Primary audience:

- **Middle and high school students**
- **Teachers and educators**

The House will also engage:

- **University students**
- Young **leaders** and **entrepreneurs**
- The general public and families
- **Athletes and Olympians**
- Representatives of **national and international institutions**
- Media and private-sector partners

5. Learning Objectives

- Promote **Olympic values** and the **OVEP legacy**
- **Create opportunities for dialogue between young people and inspiring figures** from sport, education and civil society
- Encourage **engagement, leadership** and **innovation** among young people
- Provide a **space for reflection** on the legacy of Dakar 2026 and on issues related to **sport, citizenship** and **social development**

6. Programme

- **Morning – Interactive Thematic Sessions**

Within the House, in the Dialogue Space, from **1 to 13 November** (except on 7, 8 and 10 November), an interactive session bringing together special guests, young African students and educators will take place every morning from **10:00 to 12:30**. Exceptionally, thematic sessions will also be held in the afternoon on 2 and 12 November (15:30-18:00).

Each day is dedicated to one of the **four main thematic areas**, featuring exchanges and interactions with young participants, short participatory activities and inspiring contributions from exceptional speakers representing various organisations (e.g. IOC, Olympafrica Foundation, UNODC, IOC Athlete Role Models, Olympians and Paralympians, CNOSS, etc.).

- **Afternoon – Génie Olympique**

In the Excellence Space**,** every afternoon from **15:30 to 18:00**, *La Case* will welcome around 100 students taking part in the **"Génie Olympique" (Olympic Genius)** competitions, consisting of the **semi-finals and finals of a series of school** (middle and high school) **and university competitions** focused on the Olympic Games and Olympism, which began prior to the Youth Olympic Games.

7. Thematic Session Schedule

The programme and speakers presented in this document may be subject to change.

1 November (English and French) *

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Education, Youth and Innovation	*Youth at the Heart of Transforming the World*	**Yves et Jean-Pierre Bourhis OLY** Senegalese Olympians and Dakar 2026 Athletes Role Models

			Samira Ayekoe Ivorian artist who blends sports, culture and innovation **Jeehyun Yoon** Global CSR at Samsung Electronics

* From 12:10 to 12:40, the opening of the **Samsung Solve for Tomorrow exhibition** will take place at the House of Olympic Values, in the presence of Samsung representatives and other guests from the Olympic Movement.
The exhibition will be **open to the public on 1 and 2 November, from 13:00 to 18:00**.

2 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Health and Well-being	*Health, Well-being and Resilience*	**Alassane Thierno Diack** Executive Director of the Olympafrica Foundation Internationale **Aïssata Ba** Media, Communication and Gender Officer, UNODC Regional Office for West and Central Africa. **Professor Louise Fortès** Cheikh Anta Diop University of Dakar **Professor Ismahan Soukeyna Diop** Cheikh Anta Diop University of Dakar
15 :30 – 18 :00	Health and Well-being	*Health, Well-being and Resilience*	**Catia Giannotta** Safeguarding Project Manager at the International Olympic Committee **Maguette Toure Ngom** Administrative and Finance Director of the CNOSS, Programme Officer

3 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Inclusion, Peace and Diversity	*Sport in the Service of Peace: Bringing People Together Beyond Borders*	**Aly Fall** Community Mobiliser, Pencum Nadakaru, ChildFund's local partner in Dakar **Professor Ousmane Sarr**

			Cheikh Anta Diop University of Dakar **Gonzalo Barrio** Senior Manager, Refugee Athlete Programmes, Olympic Refugee Foundation **Fred Ebami** Franco-Cameroonian pop artist who uses artistic creation as a tool for inclusion, education and social engagement

4 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Inclusion, Peace and Diversity	*Inclusion and Equal Opportunities*	**Nelly Robin** President of *Pour le sourire d'un enfant* and UNODC partner in SCO :RE projects. **Marie Laurence Archambault** Director of Social Responsibility & Player Programs at the Basketball Africa League (BAL) **Professor Mamadou Dramé** Cheikh Anta Diop University of Dakar

5 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Education, Youth and Innovation	*Innovation, AI and the future of work*	**Daniel Pleth** Project Manager at Yunus France **Professor Serigne Bira Guèye** Cheikh Anta Diop University of Dakar **Maram Kairé** Senegalese astronomer and Director General of the Senegalese Agency for Space Studies (ASES)

6 November (French)

Time	Theme Area	Title	Speakers

10 :00 – 12 :30	Legacy and Sustainable Development	*Sport, Climate and Sustainable Development*	**Yaye Ndiaté Sall** Project Officer, Olympafrica Foundation Internationale **Ibrahima Kane** Founder of Surfkids Shredding Senegal (SKSS) **Mbacké Seck** Environmentalist, President of RENOPE, and leading advocate for the preservation of Hann Bay

7 and 8 November

No thematic sessions

9 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Education, Youth and Innovation	*Culture, Identity and Intercultural Dialogue*	**Habib Georges Badji** Educator at *Pour le sourire d'un enfant* **Alioune Thiam** Senegalese video artist specializing in projection mapping and interactive installations **Anna Volz Got** Senior Manager, Partnerships & Programmes, Olympic Foundation for Culture and Heritage

10 November

No thematic sessions

11 November (English and French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Legacy and Sustainable Development	*Sport, Education and Human Development*	**Eliud Kipchoge OLY** The 2016 and 2020 Olympic marathon champion

			Khotso Mokoena OLY South African Olympian and Dakar 2026 Ambassador for the IOC's Believe in Sport programme **Fatou Diagne** Former SEED Academy student and high-level Senegalese basketball player

12 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Health and Well-being	*The Legacy of Dakar 2026*	**Yannick Languina** Senegalese tennis player and Dakar 2026 Athlete Role Model **Edmond Sanka PLY** Senegalese paracanoe athlete who represented Senegal at the Paris 2024 Paralympic Games. Dakar 2026 Athlete Role Model **Karelle Vignon-Vullierme** Journalist, influencer and entrepreneur contributing to the coverage of the Youth Olympic Games by sharing a local perspective on Dakar 2026
15 :30 – 18 :00	Health and Well-being	*The Legacy of Dakar 2026 – Focus on Senegal*	**Moustapha Mamba Guirassy** Minister of National Education **Cécile FAYE** Secretary General, Dakar 2026 YOGOC **Ibrahima WADE** General Coordinator, Dakar 2026 YOGOC

13 November (French)

Time	Theme Area	Title	Speakers
10 :00 – 12 :30	Inclusion, Peace and Diversity	*Sport as a Driver of African Integration and International Cooperation*	**Nelson Camara** Founder and Executive Director of Sport Impact

			Jean-Luc Agboyibo Chief Executive Officer of Omega Sports Holding and Founder of the *Miledou* programme **Dr Francis Chuks Njoaguani** Director of the ECOWAS Youth and Sports Development Centre **Professor Ibrahima Khalil Niang** Cheikh Anta Diop University of Dakar