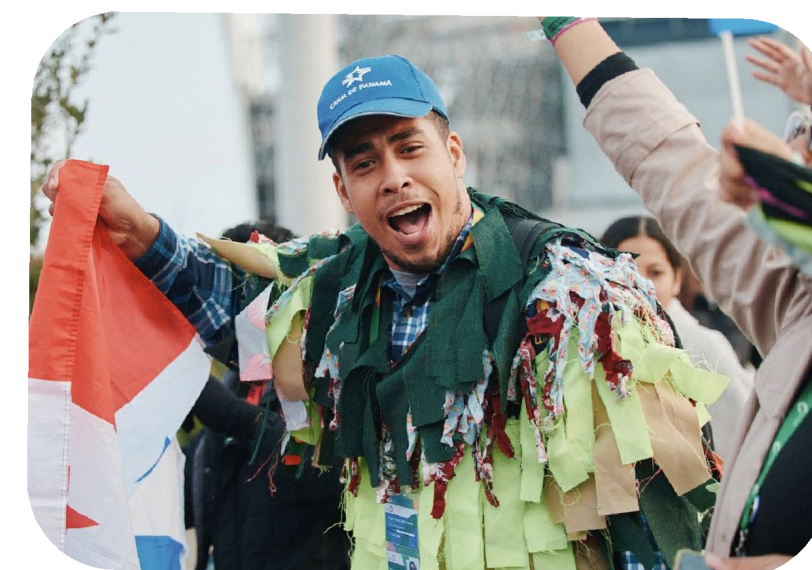


rosmolodezh
+world

Federal Agency
for Youth
Affairs of Russia



WORLD YOUTH FESTIVAL ASSEMBLY 2025



OBJECTIVE:

Fostering connections among young and active people from across the world to build a shared future together – a just, multipolar world, based on cooperation and a balance of interests

TASKS:

- Introducing Russia's best youth ecosystem practices and opportunities to boost young people's potential across various fields
- Strengthening global partnerships among young leaders
- Creating opportunities for cooperation in education, culture, business, and intergovernmental relations



Date

September 17–21, 2025

Location

Nizhny Novgorod

Participants

2,000

1,000
from abroad

+

1,000
from Russia

including 200 children
aged 14–17

**450 volunteers
from across Russia**

ASSEMBLY CONCEPT: RUSSIA BRINGS WARMTH

RUSSIA AS A HUB OF FRIENDSHIP AND COOPERATION:

- We create a warm atmosphere for building international connections
- Russia both warms hearts and inspires great achievements

LIMITLESS OPPORTUNITIES:

- Here, everyone can find support and new opportunities for self-development
- We are ready to be your partner in education, business, culture, humanitarian fields, and sport



HOW DO WE FEEL WARMTH? THROUGH “CONNECTIONS”

What is a connection?

- An opportunity to try something new and gain unique experience
- 100 meaningful connections during the WYF Assembly that will change your life

Connect with your dreams:

Olympic medal, championship cup, your role model, top companies and cutting-edge technologies, investment in your own future

Everyone is connected:

- School student – university – college student – company – state
- The 6 Handshakes Rule

WHY CONNECT?

- ✓ to enjoy it and get a boost of energy
- ✓ to understand if it is real
- ✓ to receive or share warmth
- ✓ to give it a try and gain experience
- ✓ to see what it is really like

WYF ASSEMBLY THEMATIC FORMATS

“RUSSIA BRINGS WARMTH” CONCEPT

- ✓ Connecting with knowledge through **education**
- ✓ **Culture** as warmth of creativity
- ✓ Supporting **entrepreneurs** as a "handshake" of opportunities
- ✓ **Sport** as a helping hand
- ✓ **History** as warmth of memory
- ✓ **Media** as a warm spark of inspiration
- ✓ **Traditions** as warmth of family

Russia brings warmth through cooperation, assistance, and support, encouraging human connections and emotional bonds



WYF ASSEMBLY: RUSSIAN AND FOREIGN PARTICIPANT PROFILE

AMBITIOUS YOUTH

- ✓ Participates in nationwide and international projects and programmes
- ✓ Develops or starts building international connections in their regions including via International Friendship Clubs
- ✓ Proficient in English (B1 or higher) and other foreign language
Spanish, Arabic, Chinese, French, etc.

PARTICIPANT CATEGORIES

1. Media

- representatives of new media
- journalists
- bloggers

2. Creative Industries and Creativity

- designers
- urban planners
- actors
- composers

3. Public Administration

- young diplomats
- youth policy specialists

4. Education and Science

- young scientists
- teachers and tutors
- nuclear industry representatives
- historians and political scientists

5. Entrepreneurship

- entrepreneurs
- businesspeople
- founders of innovative technology startups

6. Sport

- members of student sports clubs
- sports officials and managers

7. IT

- programmers/developers
- analysts
- IT managers and others



BUSINESS PROGRAMME FORMATS

FOCUS AREAS



- ✓ Traditional spiritual and moral values: justice, constructive labor, collectivism, mutual aid, and mutual respect
- ✓ Youth as a driver of development
- ✓ Projects and standards ready to be implemented internationally
- ✓ Promoting an objective image of countries that participate in the Assembly



ADVANTAGES FOR PARTICIPANTS



- ✓ New opportunities: partnerships to implement project abroad
- ✓ Global voice: together outlining and shaping a global architecture of a new world order
- ✓ Support from business: an opportunity to present projects to investors and receive real cooperation offers
- ✓ Networking: an opportunity to find mentors, partners, and like-minded people from across the world

BUSINESS PROGRAMME FORMATS

DEVELOPED JOINTLY WITH PARTICIPANTS, VOLUNTEERS, AND PARTNERS

IMMERSIVE SHOWS

Looking into the challenges through an immersive format

INTERACTIVE SESSIONS

Workshops, case studies, masterclasses



PRESS AQUARIUM

- ✓ 24/7 space for media, PR specialists, and media personalities
- ✓ media workshop focusing on working with information
- ✓ media production of **manifestos** developed during the event: designing distribution formats and promotion campaigns

ASSEMBLY PROGRAMME

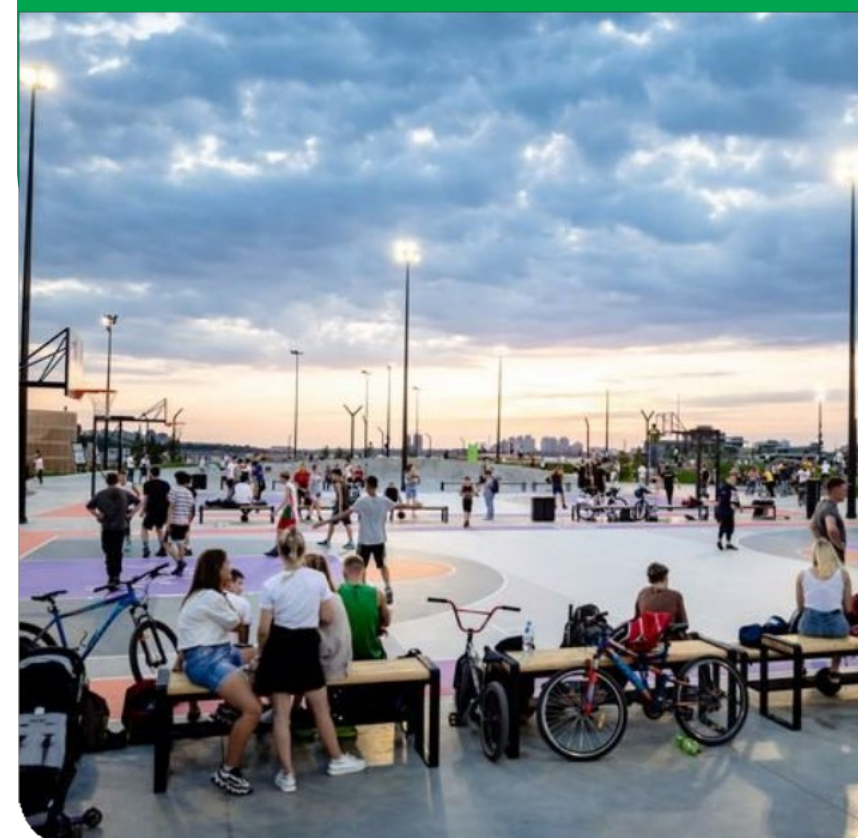
Production center:
auditions for participants to join creative labels



Pitching projects.
Connecting with investors on the spot



Extreme sports
bmx, skateboarding, scooters, longboards



Sailboat race



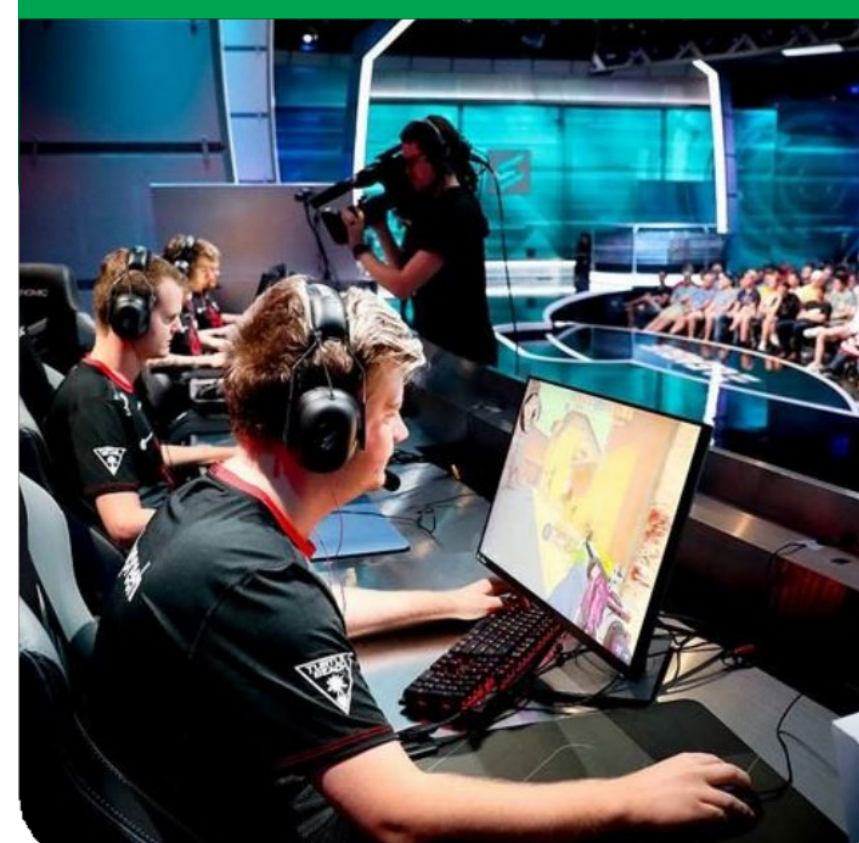
Padel tennis



Gamification.
Continuous networking



Cybersport



Phygital Games of the Future



BONDING EVENTS

CREATING WORLD'S LARGEST PAINTING

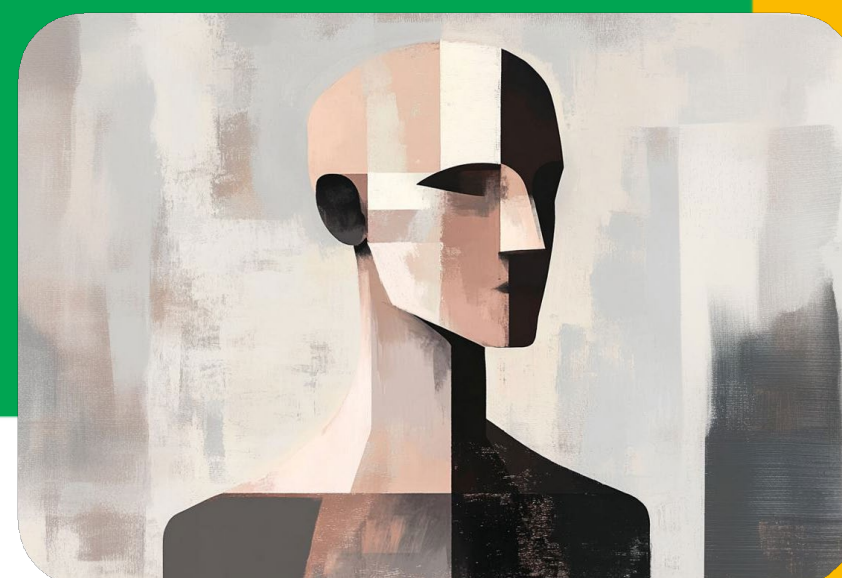
Participants will create a 3,000-square-meter painting "Russia Brings Warmth" to double the current world record



For example: the current largest painting in the world is by British artist Sacha Jafri, with a total canvas area of approximately 1,500 square meters. The painting is titled "The Journey of Humanity"

USING THE CURRENT RECORD-BREAKING PAINTING AS AN EXAMPLE AND REFERENCE, WE PROPOSE TO BRING TOGETHER PARTICIPANTS FROM VARIOUS COUNTRIES,

as well as artists and young creators – representatives from Tavrida – to jointly paint a piece titled "Russia Brings Warmth". The project will be led by a world-renowned artist as Art Director.



Following the event, an official application will be submitted to the Guinness World Records and a charity auction



LOCATION: NIZHNY NOVGOROD (NN) FOOTBALL STADIUM



LIVE BROADCAST FROM ISS TO REGISTER THE RECORD OF ASSEMBLY PARTICIPANTS



BONDING EVENTS

International Gastronomy Picnic in the Sunset Capital

An open-air gastronomy festival showcasing the world's culinary diversity.

The picnic will feature traditional and modern dishes that reflect unique culinary traditions of different cultures

A global event to bring together locals and city guests

2 000 participants + 4 000 local residents

Venue:
Nizhny Novgorod Fair Square



Concept



Gastronomy picnic as a «**world flavor map**» where each zone is an embassy of Russia's and the world's culinary heritage



Picnic as an experience where cuisine transcends food becoming a language of communication, a cultural bridge, and visual art



Exploring cultural unity through food. **Street food as a universal language**

BONDING EVENTS

EXPLORING ICE HOCKEY

Not all foreign Assembly participants are familiar with ice skating and winter sports. The format will allow them to experience new emotions by connecting with Russian winter sports and recreation.

Nizhny Novgorod is home to the “Torpedo” hockey club. The event will feature ice skating and hockey masterclasses

Format: every group of international participants will be paired with a guide to conduct a workshop. Guides will include Torpedo/KHL players, Olympic figure skating champions, volunteers, and Russian Assembly attendees



APPLY TO JOIN THE WYF ASSEMBLY AND BECOME PART OF A UNIQUE INTERNATIONAL YOUTH COMMUNITY



Applications are
accepted until
July 20, 2025

