



PRESSE RELEASE

THE SPORT IMPACT SUMMIT UNDER THE PATRONAGE OF THE MINISTRY OF SPORTS OF SENEGAL AND UNESCO

The Sport Impact Summit will take place from 31 May to 2 June in Dakar under the patronage of the Ministry of Sports of Senegal and UNESCO, in the presence of ministerial delegations, elite athletes and numerous personalities from the sport and development ecosystem.

Dakar, 11 May 2023 - The Sport Impact Summit, a major event for the promotion of sport and development in Africa organised by Sport Impact, will be held in Dakar under the patronage of the Ministry of Sport of Senegal and UNESCO from 31 May to 2 June 2023.

Visits to infrastructures, discussions panel, conferences and interactive workshops will punctuate the 3 days of this federative event. The objective : to address in a very concrete way the issues at the heart of the development of sport and development through sport in Africa.

On the occasion of the Sport Impact Summit, Sport Impact will hold the second edition of the Sport Impact Awards which will reward 10 sport and development initiatives deployed on the continent (*find out [here](#) the winners of the 1st edition of the Sport Impact Awards*). The ceremony will take place on 1 June at the Seanema cinema (Sea Plaza, Dakar).

The Sport Impact Summit will also be the occasion to designate the winner of the "Women in Sport Entrepreneurship" competition, funded by GIZ, German technical cooperation. Three Senegalese women (Walimata Seye, Oumy Baada Salomon and Khoudia Traoré) have been shortlisted and will present their project at an oral presentation to try to win the €15,000 offered.



Several announcements and signings will be made on the sidelines of the Sport Impact Summit, including :

- the signature of a complementary funding agreement between the State of Senegal and the French Development Agency in the framework of the Dakar 2026 YOG
- the announcement of new funding programmes dedicated to the deployment of sports projects with strong economic and social impacts
- the launch of a Club Sports Africa co-piloted by Sport Impact and GIE France Sport Expertise
- the launch of a white paper for the promotion of inclusive and gender-sensitive sports for development programmes in schools supported by the African Union, GIZ and Sport Impact

The Sport Impact Summit will close with a gala dinner at the Abdoulaye Wade Stadium in Diamniadio. This is the first time that such an event will take place in the sporting arena. Cultural and sports activities as well as a live concert involving several renowned Senegalese artists will punctuate the evening.

The event is organised with the support of several partners:

- Ministry of Sports of Senegal (patronage)
- UNESCO (patronage)
- CNOSS - Senegalese National Olympic and Sports Committee
- AFD - French Development Agency, French Embassy in Senegal, Business France
- International Trade Centre
- GIZ - German Technical Cooperation
- Vivendi Sports
- Group ABEO Africa
- Group Gregori International
- Impact Business School
- Group ADS - Africa Development Solutions and Sports Nation Africa
- Play International
- PwC - PricewaterhouseCoopers
- SOGIP - Société de Gestion des Infrastructures Publiques dans les Pôles Urbains de Diamniadio et du lac Rose
- TIBU Africa



To cover the Sport Impact Summit or for interview requests, contact us at ss@sport-impact.org.

About Sport Impact: Founded in 2020 and based in Dakar, Senegal, Sport Impact is an independent pan-African hub specialising in the structuring, coordination and promotion of sports projects in Africa. As a true bridge within the African sports ecosystem, our philosophy is centred on the permanent optimisation of the economic and social impacts of sport on communities. We offer tailor-made advice to our partners and clients by capitalising on the multi-sectoral expertise of our team, the experience of our Senior Advisors and our network of field experts mobilised on a case-by-case basis depending on the country and the type of assignment. We particularly appreciate operations with a strategic component and a scale change, regardless of the nature (local infrastructures, sports-study academies, sports-leisure centres, camps and tournaments, etc.) or the segment (mass sports, school sports, professional sports) of the projects we support.



8:00 AM: WELCOME COFFEE / BILATERAL BREAKFAST

9:00 AM: DONORS' CONFERENCE (limited seating)

- Representatives of donors active in Senegal and members of the Coalition for Sustainable Development through Sport
- Representatives of UN organizations

11:30 AM: VISIT OF SPORTS FACILITIES IN DAKAR

- Olympic swimming pool
- Dakar Sacré Cœur

1:30 PM: LUNCH BREAK / NETWORKING

3:00 PM: VISIT OF SPORT FACILITIES IN DIAMNIADIO

- Dakar Arena
- Abdoulaye Wade Stadium Annexes
- The Ground – Dakar Diamniadio Sport City

7:30 PM: COCKTAIL RECEPTION (on invitation only)

CONTINUOUSLY THROUGHOUT THE DAY:

- Workshops and sports challenges involving young people and high-level athletes
- Installation of stands / bilateral meetings

8:00 AM : WELCOME COFFEE / BADGES DELIVERY / BILATERAL BREAKFAST

9:00 AM: OPENING CEREMONY

10:00 AM: LEADERS' VOICE – PUBLIC POLICIES AND SPORT DEVELOPMENT

11:00 AM : COFFEE BREAK / PRESS CONFERENCE

11:30 AM: SUSTAINABLE CITIES AND SPORT INFRASTRUCTURES

12:15 AM: PRIVATE SECTOR, CSR AND MARKETING THROUGH SPORT

1:00 PM : LUNCH / NETWORKING

2:30 PM: SPORT-STUDY ACADEMIES AND SPORT-LEISURE CENTERS

3:15 PM: ORGANIZATION AND LEGACY OF MAJOR SPORTING EVENTS

3:30 PM : COFFEE BREAK / NETWORKING

4:30 PM: CONVERSATION & FOCUS ON YOUTH OLYMPIC GAMES 2026

5:30 PM : FREE TIME / NETWORKING

7:30 PM: SPORT IMPACT AWARDS CEREMONY FOLLOWED BY A COCKTAIL RECEPTION
(on invitation only – limited seating)



CONTINUOUSLY THROUGHOUT THE DAY: NETWORKING SESSIONS
(Speed Impact Meetup)



8:00 AM : WELCOME COFFEE / BILATERAL BREAKFAST

9:00 AM: WOMEN SPORT ENTREPRENEURSHIP CONTEST

09H45 AM : LAUNCH OF THE AFRICA SPORT CLUB

10:30 AM: SPORT AND HUMAN DEVELOPMENT (EDUCATION, GENDER, INCLUSION)

11:30 AM: FOCUS – SPORT, CAPACITY BUILDING AND PROFESSIONAL INTEGRATION

12:30 AM: LUNCH / NETWORKING

3:00 PM: ENGAGEMENT AND RECONVERSION OF ELITE ATHLETES

3:45 PM: SPORT, MEDIAS AND BROADCASTING

CONTINUOUSLY THROUGHOUT THE DAY: NETWORKING SESSIONS
(Speed Impact Meetup)

8:00 PM: GALA DINNER AT THE ABDOULAYE WADE STADIUM
(on invitation only – limited seating)

NON-EXHAUSTIVE LIST OF SPEAKERS AND GUESTS

Ministerial delegations, embassies and UN organizations

- Senegal (host), Benin, Cameroon, Côte d'Ivoire, France, Morocco, Rwanda
- Embassies of Canada, France and Rwanda in Senegal
- CONFEJES, European Union Delegation in Senegal
- UNESCO, UNICEF, UN Women, UNHCR

Selected speakers, participants and special guests (non-exhaustive list)

- Angela MARTINS (African Union Commission, Acting Director Social Dev, Culture & Sport)
- Augustin SENGHOR (Senegalese Football Federation, President)
- Catherine DARASPE (GIZ – S4DA project, Regional Coordinator)
- Diomansy KAMARA (Afrique Football Elite, Co-founder)
- Eric FONTAINE (The Ground / Dakar Diamniadio Sports City, CEO)
- Eric SURDEJ (ABEO Group, Managing Director inter-division)
- Franck MONPATE (Eiffage Senegal, CEO)
- Géraldine Y. ROBERT (School and University Championship in Gabon, Coordinator)
- Guillemette PETIT (PLAY International, CEO)
- Ibrahima WADE (Senegal NOC & YOG Dakar 2026, VP & Coordinator)
- Jean Marc ADJOVI-BOCO (Technical Advisor to the Minister of sports in Benin)
- Joe LOPEZ (SEED Academy, CEO)
- Joseph-Antoine BELL (Orientation Committee of the National Office of Sports Infrastructures and Equipment in Cameroon, President)
- Kenny JEAN-MARIE (FIFA – Chief Member Associations Officer)
- Mamadou Diagna NDIAYE (Senegal NOC & YOG Dakar 2026, President)
- Mamadou FAYE (SOGIP, CEO)
- Matthieu CHUPIN (Dakar Sacré Cœur, President)
- Mohamed Amine ZARIAT (TIBU Africa, President)
- Mustapha BERRAF (ANOCA, President)
- Ollie DUDFIELD (CIO Olympism365, Associate Director)
- Philippe DOUCET (Canal+, Consultant)
- Rajah SY (Special Olympics Senegal, National Director)
- Rémy RIOUX (French Development Agency, CEO)
- Robins TCHALE-WATCHOU (Vivendi Sports, CEO)
- Samba BATHILY (ADS Group / Sports Nation Africa, CEO)
- Sophie LORANT (Paris 2024, Director International Relations)
- Thierno DIACK (Olympafrica, Executive Director)
- Victor WILLIAMS (NBA Africa, President)
- Xavier GREGORI (Grégori International, CEO)

LIST OF EVENT PARTNERS

INSTITUTIONAL PARTNERS



MAJOR PARTNERS



OFFICIAL PARTNERS



OFFICIAL SPONSORS

