

2026

1ST INTERNATIONAL FESTIVAL OF SPORTS IMAGING

From September 3 to 6, 2026



ASSOCIATION LES HORIZONS
SPORTIFS, CULTURELS
ET ÉCOLOGIQUES



La Marsa, Tunisia 

Presentation and Orientation

1. Sport, a Culture in Its Own Right

Sport has become a global cultural phenomenon, embodying universal values and collective identities. It transcends borders and unites people around shared narratives. In Tunisia, where sport holds a significant place in the daily lives of citizens, it can become a powerful tool for promoting education, inclusion, and cultural dialogue.

Investing in eco-friendly sports and cultural infrastructure, supporting local and international events, and showcasing Tunisia's sporting heritage would strengthen this cultural dimension and make it a pillar of our soft power.

2. Sport, a Science Serving Performance and Health

Scientific advancements have revolutionized sports, whether through performance optimization, injury prevention, or recovery enhancement. Research in sports science, biomechanics, and nutrition offers unique opportunities to position Tunisia as an innovative leader in these fields. By fostering partnerships between research centers and sports federations, we could not only improve the competitiveness of our athletes but also develop exportable expertise that creates jobs and adds value.

3. Sport, an Unavoidable Ecological Challenge

Sport is one of the most water- and energy-intensive activities, making it a key sector for ecological transition. Tunisia, facing major environmental challenges, stands to benefit from integrating sustainable practices into the management of sports infrastructure, event organization, and athlete awareness. Initiatives such as using renewable energy in stadiums, harvesting rainwater for field irrigation, and promoting eco-friendly mobility for sports-related travel could serve as a model and inspire other sectors.

The Birth of the International Festival of Sports Imaging

We are a group of volunteers passionate about sports and ecology, actively involved in community life for many years. Our team consists of both professionals and enthusiasts, and we possess deep expertise in the fields of sports, youth, and the environment.

In Tunisia, there are currently few visual communication platforms dedicated to sports. To address this gap, we decided to establish an association called "Les Horizons Sportifs, Culturels et Écologiques de Tunisie" (Tunisia's Sports, Cultural, and Ecological Horizons) and launch a festival focused on sports and cultural imagery.

The 1st **International Festival of Sports Imaging** will have an international scope and take place in La Marsa, a city with approximately 160,000 inhabitants, of whom 48,000 are of sporting age. Unfortunately, less than 2% of this population participates in Olympic disciplines, reflecting the national average in Tunisia.

Despite this lag, La Marsa has stood out for decades as a sports city, excelling in various disciplines such as football, volleyball, swimming, water polo, athletics, and many others. The city has produced some of Tunisia's greatest sports figures, showcasing its significant human potential. La Marsa boasts three cinema halls and robust sports infrastructure. The city and its surroundings also feature a rich cultural heritage and numerous hotels of all categories, making it an ideal location for organizing such events.

This potential encourages us to host this major sporting event, which will help discover and highlight new talents during a festival dedicated to promoting sports. We rely heavily on the support of the Ministry of Youth and Sports, the Ministry of the Environment, the Ministry of Culture, and the Tunisian Olympic Committee to bring this initiative to fruition.

The International Sports Image Festival

The International Sports Image Festival is an annual cultural and sporting event designed for both amateur and professional audiences. It showcases images and films related to proposed themes and organizes meetings between various stakeholders. The festival is open to feature films, short films, and advertising spots.

Objectives:

For the General Public:

- 1. Entertainment and Inspiration:** The festival provides a platform to discover inspiring and entertaining stories related to sports. It highlights athletes, teams, and sporting events in Tunisia and across Africa.
- 2. Education:** The festival educates the public about different sports, their rules, history, and cultural impact. It also raises awareness about social and human issues through the lens of sports.
- 3. Promotion of Sports Culture:** By celebrating sports through cinema, the festival helps promote a sports culture and encourages physical activity.
- 4. Access to Exclusive Documentaries:** The public has the opportunity to watch documentaries and short films that are not always available on traditional TV, in cinemas, or on streaming platforms.

For Professionals:

- 1. Networking:** The festival is a meeting place for professionals, enabling them to build connections and find partners for future projects.
- 2. Visibility and Recognition:** For filmmakers, producers, and TV professionals, the festival offers a platform to showcase their work and gain national and international recognition.
- 3. Funding and Distribution Opportunities:** The festival can serve as a springboard for securing funding or distribution deals for documentaries. It allows creators to meet potential investors and distributors.
- 4. Training and Professional Development:** Workshops, conferences, and roundtables organized during the festival provide opportunities for continuous learning and professional growth for filmmakers and sports professionals.
- 5. Promotion of Sports and Associated Values:** Professionals can use the festival to promote values such as fair play, inclusion, and self-improvement, which are often highlighted in sports films.

The International Sports Image Festival will play a crucial role in promoting sports by offering a platform for inspiration, education, and networking. It brings together the public and professionals around shared values and a passion for sports.

Brief Introduction to the Association

“Les Horizons Sportifs, Culturels et Ecologiques”

The Tunisian Association “Les Horizons Sportifs, Culturels et Ecologiques” is established among members who have agreed on the statutes of a non-governmental, non-profit organization. It is governed by Decree-Law No. 2011-88 of September 24, 2011, concerning the organization of associations, as well as by the internal regulations that organize and supplement the statutes of the Tunisian Association “Les Horizons Sportifs, Culturels et Ecologiques.”

The association is managed by an **Executive Board** composed of 12 members:

- BOUJEMAA Abdelkrim, President
- ELHAJ Safieddine, 1st Vice-President
- AKRIMI Mohamed Sami, 2nd Vice-President
- LAABIDI Mohamed Taoufik, 3rd Vice-President
- WERFELLI Noura, General Secretary
- KOLSI Amjed, Treasurer
- GHANNOUCHI Foued, Sports Director
- FERJANI Salah, Member
- KAMOUN Abdelwaheb, Member
- EZYR Hatem, Member
- REZGUI Mohsen, Member
- BAHRI Ons, Member

Overview of Our Programs

- The 1st International Festival of Sports Imaging: An unprecedented annual event held in La Marsa, celebrating sports through art and imagery. The goal is to promote sports disciplines to the general public. This event will take place from September 3 to 6, 2026.
- Volunteering in Tunisia
- Tunisian Championship of Sports Photography
- The 1st “Nature and Environment in Images” Competition
- Training 63 Eco-Sports Animators for the 21 delegations of the Tunis Governorate
- Exhibition of Newspapers on Sports in Tunisia from over a century ago