april6 by peace and sport

INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

“PLAY your PEACE on APRIL6!”
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The project
www.april6.org

An online platform launched by Peace and Sport to bring together and promote all the initiatives carried out worldwide to celebrate the International Day of Sport for Development and Peace.

White Card – Sporting Gesture for Peace

A viral campaign developed by Peace and Sport to:
• demonstrate its commitment to the peace through sport movement
• rally as much support as possible for the International Day of Sport for Development and Peace.

Targets

• Governments
• IOC and NOCs
• NGOs
• Clubs and associations
• General public
• International Organizations
• International and National Sports Federations
• Sports champions

INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE
More than **345** projects registered

In over **90** countries

Across **5** continents

Using **40** different sports
Overview

Rugby used as medium to establish inter-gender and inter-community dialogue in Pakistan and India, Jungle Crows Foundation.

Football and netball event aimed at tackling violence and crime in poor rural communities in South Africa, United Through Sport.

Basketball event involving young Greek Cypriots and Turks.

Multi-sports tournament and Olympic flame in Tunisia, National Olympic Committee.

Under-18s basketball tournament serving as springboard to national-level playing in Ecuador, FIBA.

Master class on human rights and football tournament in Cambodia, Salt Academy.

Champion for Peace talks to children about his sailing experience and sporting values in China, Guo Chuan, Champion for Peace.

And hundreds of other initiatives....

More than 20 actions held by the Olympic Committee, the Sport Ministry as well as various NGOs and universities in Colombia.

Ecuador, FIBA.
In green, **92** countries involved, **350** projects, reaching **tens of thousands** of people.
Peace and Sport’s White Card campaign – key figures

- More than 500 dedicated Tweets in 15 days
- Exposure to 2.5 million Twitter users
- 22% White Card Twitter activity in the US
- Exposure to 6 million social network users
- More than 500 posts
- Over 2,000 participants
- Exposure to almost 3 million Facebook users
Who took part?

World-famous sports champions:
Philippe Gilbert, Daniel Elena, Wilson Kipketer, Tony Estanguet, Yelena Isinbaeva, Tatiana Golovin, Paula Radcliffe, Sergey Bubka, Laura Flessel, Edgar Grospiron, Renaud Lavillenie etc.

Major sports teams including the All Blacks

Various eminent personalities such as
H.S.H. Prince Albert II of Monaco, Sepp Blatter and Lamine Diack

Various International Federations:
• Athletics
• Judo
• Cycling
• Climbing
• Associated Wrestling Styles
• Sambo
• Modern Pentathlon

Major international organizations
such as the UN, Organisation Internationale de la Francophonie
Who took part?
MEDIA COVERAGE AND TESTIMONIALS
Peace and Sport hails global effort to commemorate the 1st International Day of Sport for Development and Peace

Black waves white card as IAAF back first International Day of Sport for Development and Peace

#CartonBlanc initiative launched ahead of International Day of Sport for Development and Peace

Mary Bowers, Managing Director of Peace and Sport, said: "Peace and Sport is proud to support the 1st International Day of Sport for Development and Peace. This day offers us the opportunity to raise awareness about the power of sport to advance peace and development."

"The #CartonBlanc initiative, launched in 2020, is a key part of our efforts to achieve these goals. Its message is clear: sport cannot bring peace without holding to account those who commit human rights abuses."

"As the sport community, we have a responsibility to support the #CartonBlanc initiative and its call for a global observance day. It is a moment for us to come together to recognize the transformative power of sport and its role in advancing peace and development."

"We urge the sport community to join us in supporting this movement and in using sport as a tool for peace and development. Let us work together to make the 1st International Day of Sport for Development and Peace a success."

SOURCE: Peace and Sport

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"Peace and Sport sort la paix des cartons"

"Comme beaucoup d'autres, notre coureur cycliste a publié sur les réseaux sociaux une photo de lui, brandissant un carton blanc. C'est le symbole de cette journée du 6 avril, le symbole de la paix par le sport, imaginé par "Peace and Sport"."

"Peace and Sport sort la paix des cartons"
What’s been said...

INTERNATIONAL ORGANIZATIONS

“I very much appreciated this action and wanted to congratulate you after the day is over.”
Snežana Samardžić-Marković
Director General / Directorate General II - Democracy - Council of Europe

“Let me express my gratitude for your contribution to the positive result of the inaugural IDSDP celebrations.”
Wilfried Lemke
Special advisor to the Secretary-General of the United Nations on Sport for Development and Peace

“Convinced that sport is a unique vehicle for promoting these values, OIF joins the International Olympic Committee, Peace and Sport and all actors for peace, development and sport in supporting this UN initiative.”
Organisation Internationale de la Francophonie (OIF)

SPORTS MINISTERS

“I would like to express my sincere thanks to Peace and Sport for giving us the opportunity to take part in this project.”
H.E. Hang Chuo Naron
Minister of Education, Youth and Sport, Cambodia

“I would like to express my deepest gratitude for the information about the IDSP (...) It is my honour to inform you that we are pleased to join this event.”
H.E. Levan Kipiani
Minister of Sport, Georgia

“I congratulate Peace and Sport on this ambitious and innovative project.”
H.E. Bal Gosal, Minister of Sports, Canada
What’s been said...

INTERNATIONAL OLYMPIC COMMITTEE MEMBERS

“This is a very interesting project that will demonstrate how sport can be a powerful tool at the service of the development of peace. You can be assured of my full support in this endeavour!”

Juan Antonio Samaranch Jr.
IOC member

“I would like to congratulate you for initiating such a wonderful project.”

H.R.H. Princess Haya Bint Al Hussein
President of the International Equestrian Federation,
IOC member

“Please be assured that the UCI will, under my Presidency, demonstrate our support for the initiative and my team are making plans to celebrate this International day.”

Brian Cookson,
President of the International Cycling Union,
IOC member

OLYMPIC CHAMPIONS

“We are proud to join this operation aimed at promoting peace at the international level. It’s a great start and sends a strong message. Sport stands united with countries in need!”

Tony Estanguet,
IOC member,
Three-time Olympic champion in canoeing,
Peace and Sport Champion for Peace

“[6 April is] an event to spread the message that sport can erase barriers and promote peace. I am very proud to be part of the Champions for Peace club.”

Paula Radcliffe,
World record holder in the women’s marathon,
Peace and Sport Champion for Peace

“White Card is for peace, we support this initiative of the peace and sport movement.”

Sergey Bubka,
IOC member, Vice President of the IAAF,
President of Ukraine National Olympic Committee,
Peace and Sport Champion for Peace