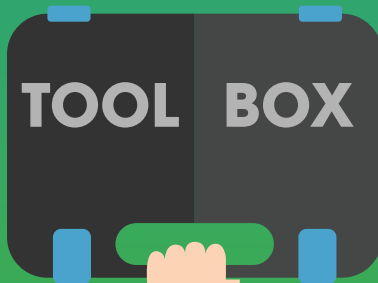




INTERNATIONAL DAY OF SPORT
FOR DEVELOPMENT
AND PEACE

APRIL 6



International Day of Sport for Development and Peace — APRIL®

WHAT IS CELEBRATED ON APRIL 6TH ?

April6 was declared the **International Day of Sport for Development and Peace (IDSDP)** by the United Nations General Assembly in 2013 with the support of the International Olympic Committee, and has been celebrated each year ever since 2014.

WHY DO WE CELEBRATE THIS DAY?

This day provides an annual opportunity to celebrate **the power of sport** to drive social change, community development, to encourage equity and inclusion and to foster peace and understanding between individuals, communities and nations.

HOW CAN YOU BE PART OF THIS DAY?

Getting mobilized this day means you share the vision that sport can help to change the world. It means you will be joining a **global community** committed to take big or small actions on this day. Once you have decided your action it is important that you register it on www.april6.org to be part of the global network.



Create, Share and Communicate

SHARE your story

Here are some suggestions on how to get involved. For more ideas visit

www.april6.org

STORY OF BENEFICIARIES

🔄 Share a story of field program beneficiaries

STORY OF EDUCATORS

🔄 Share your experience of the transmission of sport values

STORY OF FUNDERS

🔄 You are funding a peace-through sport action, describe this action and tell us what is the impact

SPORT DIPLOMACY STORY

🔄 Share your experience of a diplomatic event or action

STORY OF APRIL6 CELEBRATION

🔄 You celebrate April6 : describe your initiative and share your testimony on the importance of this day

STORY OF CHANGE THROUGH SPORT

🔄 Sport allowed me to...
🔄 Thanks to sport, I could...

SHARE your story

By sharing your story on www.april6.org,
you will be part of
the **April6** movement.

1

GO ON APRIL6.ORG

Visit www.april6.org,
click on the link
«Share my story»

2

CREATE YOUR ACCOUNT

Please log in or create
an account in order
to add your story.

3

REGISTER YOUR STORY

Once your account is
created, enter your story
by filling the following fields

**Title,
Place, Description...**

COMMUNICATE on April6

Take a **#WhiteCard** photo and share your
story on social media using the Hashtag
#WhiteCard.

Join the global conversation,
follow **@peaceandsport** and
spread the word about it.



www.peace-sport.org     

Peace and Sport is an international, neutral and
independent organization based in Monaco that
contributes to peace using the power of sport.



INTERNATIONAL DAY OF SPORT
FOR DEVELOPMENT
AND PEACE

WHITE CARD[®] CARD CAMPAIGN



Join the #WhiteCard Campaign

WHITE CARD



WHAT IS THE #WhiteCard CAMPAIGN ?

The **#WhiteCard** is a worldwide digital campaign created by Peace and Sport that promotes the positive and constructive values of sport. Every year the **#WhiteCard** campaign reaches millions of people across social media.

WHAT IS THE MEANING BEHIND #WhiteCard ?

Holding up a **#WhiteCard**, just like a referee, is an action that symbolizes the positive power of sport. In contrast with the red card, which signifies the most serious offense in sport, the **#WhiteCard** is a gesture of inclusion, equity and peace.

WHY TO DO A #WhiteCard ?

The **#WhiteCard** is recognized as the symbol of the peace-through-sport movement which is used to celebrate the International Day of Sport for Development and Peace on **April 6** since 2013. Participating in the digital campaign means you share and spread the vision that sport can help to change the world.

APRIL

**PEACE
AND
SPORT**

Participate in the #WhiteCard Campaign

WHITE CARD



1 — **Snap yourself with a #WhiteCard (or with your friends)**

Hold up a white card, just like a referee on a playing field !
The more creative your photo, the better! You can make a **#WhiteCard** with a white sheet of paper.



2 — **Post your photo on your social media with the hashtag #WhiteCard**

Don't forget to use the hashtag.



3 — **Spread the word to all your friends**

Join the global conversation
and invite your friends and network
to participate.



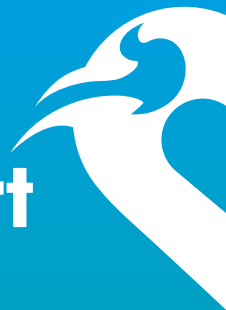
www.peace-sport.org     

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LEARNING ABOUT PEACE-THROUGH-SPORT

Learning About Peace Through Sport



What is PEACEBUILDING ?

It is an entire range of actions designed to build a culture of peace. At the core of any peacebuilding action lies the **human aspect**. When people acknowledge the humanity of others and their relational inter-connectedness and mutuality, a culture of peace is forged.



What is the role of SPORT ?

Sport can help to create and forge human interactions and improve relations between conflicting parties. Therefore, sport and peacebuilding together imply the core value of developing **quality of relationships** and strengthening people's capacity to manage conflict and social issues in non-violent ways.



Why sport for PEACE ?

Sport is a powerful tool to strengthen **social ties** and networks, and to promote ideals of peace, fraternity, inclusion, non-violence and equality. The practice and values of sport enables people to end cycles of violence and exclusion and to move towards more sustainable peaceful relationships.

How does sport contribute to build a culture of peace ?



Serving as universal language

People around the world are attracted to sport. This attraction can transcend religious, cultural, political and linguistic differences, creating a universal language.



Connecting people

Sport is an inherently social process that can bring individuals together to work towards common goals.



Promoting human rights

Sport teaches social values such as respect, tolerance, inclusion, teamwork and fairness as it helps to create a culture based on peaceful values and human rights.



Tool for diplomacy

At the international level, it can be used as a tool for diplomacy as it can help to rebuild and strengthen relations between states and high-ranking leaders.



Fostering social business

Sport combined with a social business approach can help entrepreneurs, companies and athletes to work together on societal issues.



Holistic and cross-cutting nature

Sport can help achieving the 17 Sustainable Development Goals and address a broad range of social, economic and environmental challenges, including health issues, youth development, education, gender equity and economic development.