

7<sup>TH</sup> INTERNATIONAL DAY  
OF SPORT FOR DEVELOPMENT  
AND PEACE



APRIL  
2020

 PEACE  
AND  
SPORT

BE PART OF WHAT MATTERS  
Under the High Patronage of H.S.H. Prince Albert II of Monaco

## OUR PARTNERS FOR APRIL6 MOBILIZATION



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# 7<sup>TH</sup> INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE



**H.S.H. Prince Albert II of Monaco,**

Patron of Peace and Sport

The COVID-19 pandemic has affected profoundly our daily lives, socially and economically. Yet, every crisis is also an opportunity. We must hope that the COVID-19 pandemic will help humankind realize the importance of global unity. We must envision the future and choose to follow a path of worldwide solidarity, dialogue and cooperation.

The universal and neutral nature of sport is sustaining the collective effort to fight the epidemic. Athletes, sport institutions and civil society organizations are currently bringing hope and courage to communities worried about their future through their charisma and actions. The message behind the International Day of Sport for Development and Peace, celebrated on April 6, comes into full play in the current context. Using sport to protect our planet and reinforce our bonds with each other is a huge responsibility we owe to our children and to future generations.

I welcome Peace and Sport's mobilization for this day including the #WhiteCard campaign, which is naturally anchored in the values promoted by the Principality. I am proud to see that, year after year, more and more people worldwide keep following this call for mobilization and are ready to become social change makers using sport and its values.

In regular times, Sport provides a platform for people to come together physically. Today, Sport through the #Whitecard sends a message of connectivity, hope and solidarity on social network. We must continue promoting the positive values of sport for peace, for our benefit today and for a fairer world in the future.



See the video

A handwritten signature in black ink, which appears to read "Albert II", located at the bottom right of the page.



**Joël Bouzou,**

President and Founder  
of Peace and Sport

The #WhiteCard campaign initiated by Peace and Sport on April 6, the International Day of Sport for Development and Peace, took place in exceptional circumstances this year. The coronavirus pandemic has prevented mass gatherings in many countries. But the results of this campaign aimed at promoting global solidarity and unity were extraordinary. It involved **more than 117 million people on social networks.**

Once again, our Champions for Peace headed the movement and acted as role models. H.S.H. Prince Albert II of Monaco, Patron of Peace and Sport, led by example in launching the campaign from the Principality of Monaco. The sports movement including the International Olympic Committee, International Federations, National Olympic Committees, as well as Intergovernmental Institutions, International Organisations and Civil Society joined in.

Together, we once again proved that sport can help bring people together, beyond social, racial or religious differences, especially in times of isolation. The consequences of the COVID-19 health crisis have not been won, but the debate about the world afterwards and the role of sport for positive change is already open. Thanks to everyone who shared our message and rallied together for a better world. This April 6<sup>th</sup> 2020 is unforgettable as it has settled the path for a new and bright beginning in our journey for sustainable peace.



See the video



**Didier Drogba,**

Vice President  
of Peace and Sport

It was a great pleasure for me to support the 2020 #WhiteCard campaign. Since 2014, this digital initiative created by Peace and Sport has been rooted in the International Day of Sport for Development and Peace and it has generated global participation from a variety of stakeholders.

As Vice-President of Peace and Sport, I invited the Champions for Peace, football players and athletes, from all sports and from all countries to get mobilized by raising their #WhiteCard. This simple gesture sent a strong message of solidarity and unity through sport, particularly this year, to help overcome the epidemic.

On April 6, the International Day of Sport for Development and Peace, many stayed united and we were part of the same team, promoting sport for global cooperation, especially in Africa, where athletes were particularly mobilized. I invite all of you to look over this report to see for yourself the impact of your action.



**Peace and Sport**, *l'Organisation pour la Paix par le Sport*, is an international, neutral and independent organization based in Monaco which promotes peace using the power of sport. Founded in 2007 by Modern Pentathlon Olympic Medallist and World Champion **Joël Bouzou**, Peace and Sport is under the High Patronage of **H.S.H. Prince Albert II of Monaco**.

The organization uses the structured practice of sport as a tool to build sustainable peace by educating young generations about positive values and promoting social transformation and dialogue among communities.

As part of Peace and Sport's commitment to maximize awareness about the potential of sport for positive social change, the organization launched the **#WhiteCard** digital campaign and the **www.april6.org** platform in 2014. These initiatives aim at creating a global movement for the International Day of Sport for Development and Peace and highlight the positive power of sport.

The celebration of this symbolic day and the growth of the sport-for-development-and-peace movement legitimize and demonstrate that sport is a cost-effective tool to create more peaceful, fair and equal societies.

At a time when the entire planet is fighting daily for its health, faced with a virus with effects that are still uncontrollable, sport became a platform for global solidarity through the symbol of the **#WhiteCard**.

## THE ORIGIN OF APRIL6

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On **23 August 2013** the UN General Assembly with the support of the International Olympic Committee declared April 6th as the **International Day of Sport for Development and Peace (IDSDP) at the United Nations Headquarters in New York**. This decision represented a historic step in recognizing the transformative power of sport and its boundless potential to advance positive social change.

# APRIL



This year, in the context of an unprecedented health crisis, the International Day of Sport for Development and Peace was a propitious day to organize a digital initiative and participate in the #WhiteCard campaign on social media to be part of a global and digital solidarity movement. Peace and Sport has been able to adapt quickly by suggesting tools and guidelines to foster a worldwide digital mobilization.

# WHITE CARD



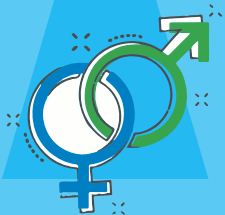
The #WhiteCard is a worldwide digital campaign created by Peace and Sport that promotes the positive and constructive values of sport. Every year the #WhiteCard campaign reaches millions of people through social media. Holding up a #WhiteCard, just like a referee, has been recognized as the symbol of the peace-through-sport movement and it is an action that symbolizes the positive power of sport. In contrast to the red card, which signifies the most serious offense in sport, the #WhiteCard is a gesture of inclusion, equality and peace.

Symbolically, the #WhiteCard enables sport organizations, international institutions, governments, athletes and civil society to take action and promote themselves within the sport-for-development-and-peace movement and identify themselves as being socially aware and committed. In the context of the pandemic, the #WhiteCard became an expression of unity and solidarity through sport.

# APRIL<sup>®</sup>

## AN UNPRECEDENTED AND DIFFERENT WORLDWIDE MOBILIZATION

This year we invited organizations and individuals to highlight how their initiatives contribute to the global efforts to achieve the Sustainable Development Goals, and to indicate their main area of impact based on the Kazan Action Plan:



### GENDER EQUITY

Sport programs to advance gender equity by engaging and supporting women and girls, promoting female leadership and encouraging respectful attitudes towards women and girls.

6% OF PROJECTS



### INTERCULTURAL AND INTERRELIGIOUS UNDERSTANDING

By drawing on its cross-cultural status and the work of skilled facilitators and role models, sport facilitates intercultural and interreligious understanding between communities.

2% OF PROJECTS



### PEACE EDUCATION

Sport values at all levels of education use soft skills to teach young people and help to build peaceful societies and prevent Violent Extremism.

47% OF PROJECTS



### SOCIAL INCLUSION

Sport activities provide opportunities for marginalized and underprivileged groups, as well as people at risk of discrimination to interact and integrate with other social groups, challenging social divides.

23% OF PROJECTS



### RECONCILIATION AND CO-EXISTENCE

Sport can provide safe spaces, build relationships and create positive interactions between stakeholders in post-conflict situations, and encourage dialogue between groups affected by conflict.

8% OF PROJECTS



### YOUTH EMPOWERMENT

Sport is a powerful leverage to include in youth empowerment processes whereby young people gain the ability and authority to make informed decisions and implement change impacting their society and its governance.

13% OF PROJECTS



# WHITECARD<sup>®</sup>

A TOTAL OF 376 MILLION  
PEOPLE REACHED  
ON SOCIAL MEDIA  
OVER THE PAST 7 YEARS

## THE #WHITECARD EVOLUTION



**117,5**  
million  
PEOPLE REACHED  
ON SOCIAL  
MEDIA  
IN 2020

**51,3**  
million 

**30,1**  
million 

**36,2**  
million 

# STORIES BEHIND THE #WHITECARD

**The 2020 edition of the International Day of Sport for Development and Peace took place in particular and unforgettable times. For all the individuals, organizations and stakeholders involved in the peace-through-sport movement, this April 6<sup>th</sup> synonymous with giving courage, advocating for global cooperation and envisioning a more inclusive and sustainable world.**

Throughout the 2020 #WhiteCard campaign, internet users - above all our field programs' beneficiaries - did not just brandish a white card: they gave meaning to their gesture. They told a story. They sent a message that was replicated around the world and seen by millions on social networks. The lockdown led them to think about what they wanted to express by holding up a white card: how sport has positively impacted their lives and their dreams about the future.



## Nasreen

### SYRIAN REFUGEE LIVING IN JORDAN

Nasreen is a kickboxing coach for the Live Together Program in the Zaatari Refugee Camp. Her motivation for teaching kickboxing is to empower girls and to teach them how to defend themselves.

*"When I got to the camp, I saw that there were free kickboxing courses. So, I enrolled to develop my skills. Today, I want to ensure that more girls have access to physical education and delete negative stereotypes through the #Whitecard."*



## Etienne

### DEMOCRATIC REPUBLIC OF CONGO

Etienne is a basketball player from the Democratic Republic of Congo and a participant in peace through sport programs. He believes that as captain of a team, you can be a role model and encourage discipline among teammates, family and everywhere in life.

*"I am here to give a message of peace in the form of a #Whitecard, which will help us to develop friendly attitudes to break boundaries, forge closer relationships and live together as a family."*



## Yasin and Konstantinos CYPRUS

Yasin and Konstantinos, football captains of Nea Salamina FC and Magusa Türk Gücü FC, played a football match together to show that there should not be problems and divisions between Turkish and Greek communities because they are all Cypriots.

*"We as footballers have nothing that separates us; we are here to spread the message through the #Whitecard that we want peaceful coexistence in our country."*



## Esazisoa MADAGASCAR

Esazisoa is a Basketball coach with the Bel Avenir organization, who has a passion for teaching and sharing the positive values of sports with upcoming generations. As a Basketball coach, he plays a key role in educating and transmitting values that will mark the development of our beneficiaries.

*"I believe that sports are an opportunity to fight against social exclusion suffered by many children in Madagascar and that there is nothing more meaningful than being part of such a cause by being a teacher and student at the same time."*



## Marios CYPRUS

Marios is a junior player for the Nea Salamina FC in Cyprus. He believes that sport helps to break down barriers, prevent prejudice and create a better world.

*"When I play football, I don't care where you come from, what you believe in, what colour you are or how old you are. That it is why, when I raise my #Whitecard, I believe in a symbol that brings people together and that stands for the importance of respecting and enjoying the game."*



## Sarah MONACO

Sarah is part of AS Monaco Women's Football team and she is passionate about football. Since meeting the Champion for Peace and international football player, Melissa Plaza, she is convinced that girls can be great football players.

*"Later on, I would like to be a football player. I've loved football since I was a child and I want to train, learn and progress. Football is about sharing and playing together as a team."*

# OUR CHAMPIONS FOR PEACE RAISE VOICE FOR UNITY AGAINST THE PANDEMIC

Soon after some countries started to close their borders and the restrictive measures due to the global health crisis increased, many Champions for Peace sent videos and online messages across the world reminding fans of the positive values of sport, the need to keep on doing exercise and to show their support for solidarity and generous citizenship through the hashtags #StayHome and #WhiteCard.

In this unprecedented context, the #WhiteCard symbol became an expression of sport as a platform for global solidarity on April 6. A huge number of Champions for Peace posted their #WhiteCard pictures including athletics world champion Paula Radcliffe, President of Paris 2024 Tony Estanguet, 1998 football world champion Christian Karembeu, athletics legend Sergei Bubka, Olympic champion in athletics Yohan Blake, and football legend and Peace and Sport Vice-President Didier Drogba.

Champions for Peace also participated in several webinars tackling the role of sport for development and peace in the context of the global health crisis. Some provided food and healthcare to underprivileged families through NGOs or their foundations in their home countries.



Adrien Maré



Aisam Qureshi



Aya Medany



Alexandr Vinokurov



Alexandra Kosteniuk



Balla Dieye



Charmaine Crooks



Christian Karembeu



Daba Modibo Keita



Diana Gandega



Didier Drogba



Elana Meyer



Florence Masnada



Florent Pietrus



Fode Ndao



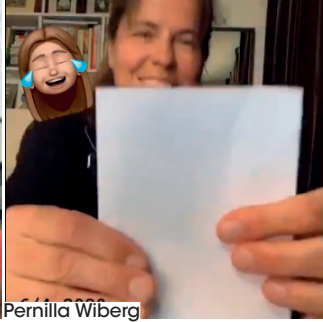
Gregory Vallarino



Honey Thaljih



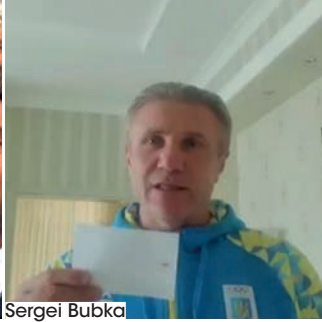
Isabelle Yacoubou



Pérnillá Wíberg



Pierre Frolla



Sergei Bubka



Laurence Fischer



Jean-Baptiste Alaize



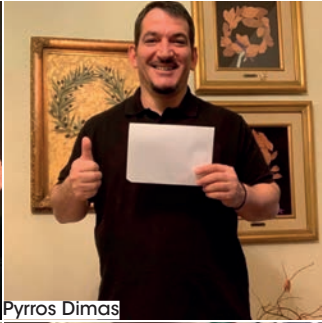
Kaveh Merahbi



Laura Flessel



Philippe Gilbert



Pyrros Dimas



Seung Min Ryu



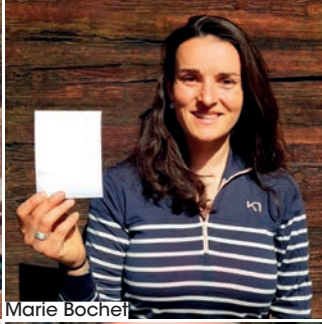
Stéphane Diagana



Laure Fournier



Maria Toorpakai



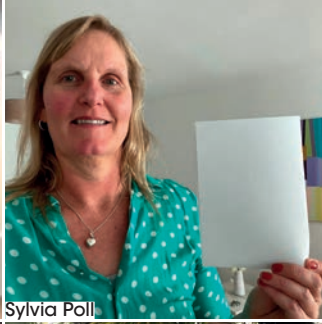
Marie Bochet



Benjamin Boukpeti



Vénuste Niyongabo



Sylvia Poll



Tegla Loroupe



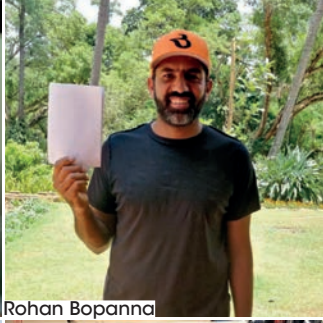
Marlène Harnois



Maro Engel



Melissa Plaza



Rohan Bopanna



Samir Ait Said



Tony Estanguet



Wilson Kipketer



Muriel Hurtis



Mutaz Barshim



Paula Radcliff



Sarah Ourahmoune



Serge Betsen

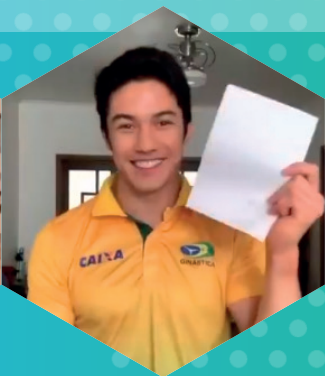


Yohan Blake



Zsolt Moradi

# SPORT WORLD PUSHING HEAD FOR COOPERATION



## Gymnasts from around the world relay the #WhiteCard message INTERNATIONAL



The International Gymnastics Federation encouraged its community to take part in a #WhiteCard video relay to celebrate the International Day of Sport for Development and Peace. Gymnasts from around the world joined the campaign and virtually passed to one another the #WhiteCard symbol using creative gymnastics moves, sending a message of unity, hope and solidarity to their communities and beyond.

## Judokas show their commitment for a better society INTERNATIONAL



To celebrate the 7<sup>th</sup> edition of IDSDP, the International Judo Federation launched a dedicated online platform, where judokas from all over the world could get involved by sharing their #WhiteCard pictures. Several hundred people from more than 100 countries participated, and all the photos were compiled together in a video, helping to spread an important message about peace on all five continents. From children to adults, from local judokas to big names in the sport, participation was massive and showed the commitment of the judo community to build a better society.

## Behind the #WhiteCard, meaningful stories from Israel and Palestine INTERNATIONAL



Under the theme "Behind each #WhiteCard, there is a story" the UCI shared meaningful stories from Palestine, where cycling helps to empower women and gives youth hope in the future. This is also true in Israel, where cycling encourages cooperation and integration in daily life. Athletes from around the world also joined the April 6 celebrations by participating in a #WhiteCard video relay, highlighting the power of sport to bring hope and global solidarity.



# SPORT WORLD PUSHING HEAD FOR COOPERATION



## The #ReiForApril6 campaign spreads solidarity on April 6 INTERNATIONAL



The World Karate Federation launched the #ReiForApril6 campaign to celebrate IDSDP, showcase the values of Karate and spread a message of unity and solidarity. Athletes and fans from all over the world were invited to perform a "Rei" - a traditional and formal bow used in Karate to show respect - and then raise their #WhiteCard, as symbol of the positive power of sport. Hundreds of Karate fans and athletes of all ages wore their Karate-gis and joined famous athletes in performing the "Rei" and raising their #WhiteCards to show solidarity through sport.



## Fencing athletes and fans virtually united through the #WhiteCard symbol INTERNATIONAL



The fencing community has once again rallied around the #WhiteCard symbol to celebrate the International Day of Sport for Development and Peace. Mobilized by the International Fencing Federation, athletes and fans of all ages got creative and shared their #WhiteCard pictures on social media, encouraging their fans and communities to stay home, respect the recommendations and keep healthy with sport, while still being virtually united through the #WhiteCard symbol. The wide participation of fencers from around the world highlighted the unifying power of sport in bringing people and communities together.



## Leading by example to share positive messages INTERNATIONAL



To celebrate the International Day of Sport for Development and Peace, the International Mixed Martial Arts Federation (IMMAF), a new partner for Peace and Sport, launched the #MMAforPeace campaign on social media, encouraging the MMA community to share photos holding a #WhiteCard, symbol of peace and positivity. The IMMAF's officials led by example and raised their #WhiteCard on April 6, spreading a message of unity and hope through sport.

# SPORT WORLD PUSHING HEAD FOR COOPERATION



## The positive impact of sport shown through the #WhiteCard INTERNATIONAL



On April 6 the kickboxing community, encouraged by the World Association of Kickboxing Organizations (WAKO), raised their #WhiteCard and shared stories on how kickboxing has positively impacted their lives and how they contribute to make a better world through sport. Under the motto "We stay at home, but we are still the same strong team" WAKO's leadership also shared meaningful stories from kickboxing and self-defence refugee coaches in the Zaatari camp, praising their role as positive changemakers through sport.



## A #WhiteCard poster INTERNATIONAL



The International Teqball Federation (FITEQ) again participated in celebrations for the International Day of Sport for Development and Peace and encouraged its community to join the #WhiteCard campaign from home. Athletes, fans and all staff members positively responded and shared their #WhiteCard pictures, along with messages of hope and solidarity. FITEQ then created a poster, collating all of the pictures, as a symbol of the unifying power of sport.



## A worldwide online table tennis rally to share positive values INTERNATIONAL



The table tennis community participated in an online table tennis relay organized by the ITTF Foundation on April 6. Players and fans of different ages, gender, skills and physical condition were invited to stay home, get creative and film themselves while hitting the table tennis ball. More than 1,000 videos from around the world were submitted and then combined to create the longest online table tennis rally. The initiative helped to forge unity and global cooperation, and once again demonstrated the commitment of the table tennis community to build a better society through sport.

# SPORT WORLD PUSHING HEAD FOR COOPERATION



## A virtual #WhiteCard wave uniting people through sport CHINESE TAIPEI



The Chinese Taipei community once again demonstrated its commitment to social development and peace through sport. Encouraged by the Chinese Taipei Olympic Committee, athletes took pictures of themselves raising a #WhiteCard at home along with messages of solidarity. All pictures were shared on Team TPE's social media pages, creating a virtual #WhiteCard wave to symbolize the power of sport to unite people, albeit remotely.



## A #WhiteCard flash mob for global unity KAZAKHSTAN



In cooperation with the UNESCO Cluster Office in Almaty, the Republic of Kazakhstan's National Olympic Committee organized a digital flash mob to celebrate the International Day of Sport for Development and Peace. In a great demonstration of solidarity and team spirit, athletes from Team Kazakhstan joined the flash mob by taking short videos of themselves raising a #WhiteCard. All videos were then collected to create a #WhiteCard relay, linking all videos throughout the world, in an effort for global unity during challenging times.



## A creative #WhiteCard contest uniting people on April 6 KOSOVO



The Kosovo Olympic Committee launched a #WhiteCard contest to celebrate the 7<sup>th</sup> edition of IDSDP. Athletes, fans and officials were encouraged to take creative #WhiteCard pictures and videos while staying at home. More than 5,000 people took up the challenge, and shared their creative #WhiteCard pieces accompanied by messages of hope and solidarity. The general public also joined the initiative by voting for their favourite photo or video through social media. In an unprecedented demonstration of the unifying power of sport, the entire Kosovo society contributed to a successful online celebration of April 6.

# SPORT WORLD PUSHING HEAD FOR COOPERATION



## An entire community united through the #WhiteCard symbol

UKRAINE

The entire Ukrainian sport community participated in online celebrations for the 7<sup>th</sup> edition of IDSDP. Coordinated by the National Olympic Committee and its President and Champion for Peace Sergei Bubka, Ukraine athletes, fans, officials and sport institutions joined the #WhiteCard campaign from home, sharing hundreds of photos and videos on social media along with messages of solidarity. Like an invisible thread, the #WhiteCard symbol created bonds between people, remotely, reaffirming the unique capacity of sport to unite.



## Celebrating the positive role of sport in people's lives

MALI

To mark the International Day of Sport for Development and Peace, the National Olympic Committee of Mali reaffirmed how sport can teach courage and bring hope and encouraged its community to celebrate the positive role that sport play in people's lives, even at home. By sharing #WhiteCard pictures on social media, the Malian sport community underlined the importance of sport as tool to strengthen cooperation and solidarity.



## NOCs and athletes praised for their roles within communities

INTERNATIONAL

The Association of National Olympic Committees (ANOC) joined celebrations for the International Day of Sport for Development and Peace and honoured all the efforts undertaken by National Olympic Committees around the world to foster social development and peace through sport. Reaffirming the importance of sport and physical activity to keep healthy, ANOC praised the messages of solidarity shared by NOCs and saluted athletes for their engagement as role models within communities.



# SPORT WORLD PUSHING HEAD FOR COOPERATION



## The #WhiteCard symbol spreads solidarity across Europe

EUROPE



All National Olympic Committees from Europe were encouraged by the European Olympic Committees (EOC) to take part in online 2020 April6 celebrations. A #WhiteCard picture from the EOC Athletes Commission paved the way for a meaningful mobilization from athletes and sport organizations across the whole continent. Messages of global unity and solidarity through sport were shared on social media, accompanied by creative #WhiteCard pictures from home, highlighting the power of sport to foster cooperation and inclusion.



## Spread positive values and forge global solidarity through sport

INTERNATIONAL



On April6, the Global Association of International Sports Federations (GAISF), praised the role played by International Federations to spread positive messages during difficult times. GAISF's President Raffaele Chiulli and his team joined the #WhiteCard digital campaign, highlighting the positive power of sport to keep people strong, positive and united. GAISF also acknowledged the efforts undertaken by sport governing bodies and athletes to celebrate IDSDP online and praised them for using the power of sport to help construct global solidarity.



## An inclusive April6 digital celebration

INTERNATIONAL



The international Paralympic movement joined the April6 2020 online celebration with admirable motivation. Following the example of the International Paralympic Committee's President, Andrew Parsons, several Paralympic organizations, Clubs, and athletes raised their #WhiteCard and shared positive messages on social media, celebrating the positive role of sport in empowering people's lives and fostering social inclusion and solidarity around the world.

# SPORT WORLD PHOTO GALLERY

The sport world united on the occasion of April 6 and massively participated in April 6 celebrations. More than half of the around 115 existing International Federations and over 50 National Olympic Committees joined the #WhiteCard campaign. Several international sport organizations and Paralympic sport bodies also joined, accompanied by numerous National Federations, clubs and athletes, sending a powerful message of unity and solidarity through sport.



Barbados Olympic Association



Danka Bartekova, IOC Member



David Lappartient, International Cycling Union President



Filomena Fortes, IOC Member, Cabo Verde Olympic Committee President



International Surfing Association



International Cheer Union



International Blind Sports Federation - Goalball



Croatian Olympic Committee



Comitato Olimpico Nazionale Sammarinese



Ju-Jitsu International Federation



Isabel Fehr, Liechtenstein Olympic Committee President



Tomas Eriksson, International Floorball Federation President



Dora Palli, International Olympic Truce Centre



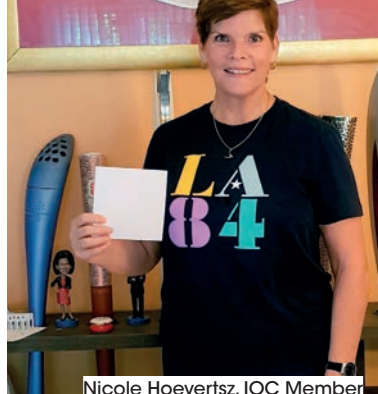
Palau National Olympic Committee



Indian Olympic Association



International Basketball Federation



Nicole Hoevertsz, IOC Member



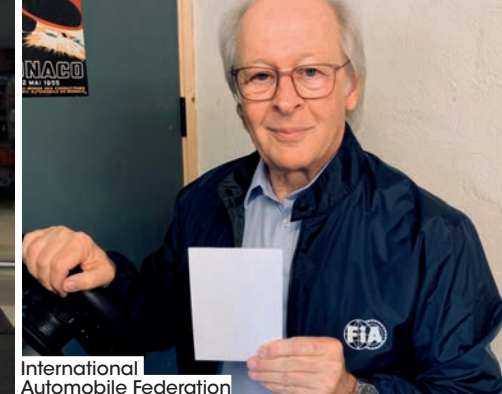
Spyros Capralos, IOC Member, Hellenic Olympic Committee President



Luis Mejia Oviedo, IOC Member and Dominican Republic Olympic Committee President



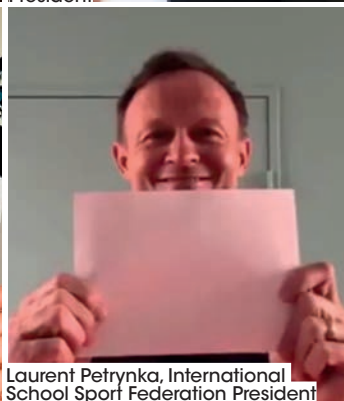
Bart Oates, NFL Alumni Association President



International Automobile Federation



International Volleyball Federation



Laurent Petrynka, International School Sport Federation



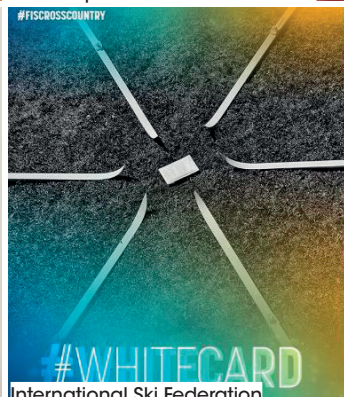
Comité Olímpico Guatemalteco



World Taekwondo



International Ice Hockey Federation



International Ski Federation



World Curling Federation



Saudi Arabian Olympic Committee



Lydia Nsekera, IOC Member and Burundi NOC President



Poul-Erik Høyer, IOC Member, Badminton World Federation President



# CIVIL SOCIETY PROMOTING WORLDWIDE CHANGE



## Los Pipitos en la casa NICARAGUA



For the first time, Los Pipitos Association celebrated the International Day of Sport for Development and Peace. The initial plan was an inclusive sport week, through various activities, forums, training and meetings, which had to be cancelled due to the context. The association was able to bounce back using online resources, providing digital educational and sports content for beneficiaries and organizing mini-Olympics at home with many original and joyful #whitecard pictures.

## Responding to the food and health crisis through the #WhiteCard DR CONGO



Malaika is a non-profit organization that promotes sport as a tool for peace and development. Convinced that football enables young people to acquire values such as fairness, self-respect, respect for others and solidarity, the association has devoted its energy to COVID prevention. Masks, soap and food distributions were organized alongside the #WhiteCard symbol, showing the positive values that sport can bring in difficult times.

## The #Each1Feed1 Initiative SOUTH AFRICA



Champion for Peace and 2019 Rugby world champion Siya Kolisi and his wife Rachel created a foundation in March 2020 in the midst of COVID-19. Being immediately aware of the urgency of the situation, the Kolisi Foundation launched the #Each1Feed1 initiative. Its aim is to support families for a minimum of 3 months to combat food insecurity due to the COVID-19 outbreak in the country. Targeting households led by children, orphans and vulnerable families, this initiative provides food, water, masks and sanitizers



# CIVIL SOCIETY PROMOTING WORLDWIDE CHANGE



## Stay at home with Sports for Life PALESTINE



Aiming to keep people at home, active and connected, Palestine SportS for Life mobilized its on-line community to demonstrate physical exercise using a football or any other available ball at home. Participants had to film themselves doing an initial move at home, then adding an extra move while teaching it to a family member. The challenge was to introduce a new move in the chain, giving participants a chance to create, connect and encourage each other in these difficult times.



## The #EntrenaSinExcusas campaign COLOMBIA



ADA Fundación and United for Colombia joined forces to respond to the Covid-19 crisis through an online Instagram campaign. The #EntrenaSinExcusas campaign targeted the program's beneficiaries and included people with disabilities and socioeconomic difficulties. The #Stayhome campaign created spaces to do physical exercise at home.



## The stories behind their #WhiteCard CANADA



Hope and Health is a non-profit organization that focuses on creating social impact through sport, specifically through a soccer-based program for Indigenous children and young people on Vancouver Island and in the Vancouver area. To celebrate April 6, the NGO organized a social media campaign asking participants, families, communities, followers, and coaches to raise a white card and share what it symbolizes to them.

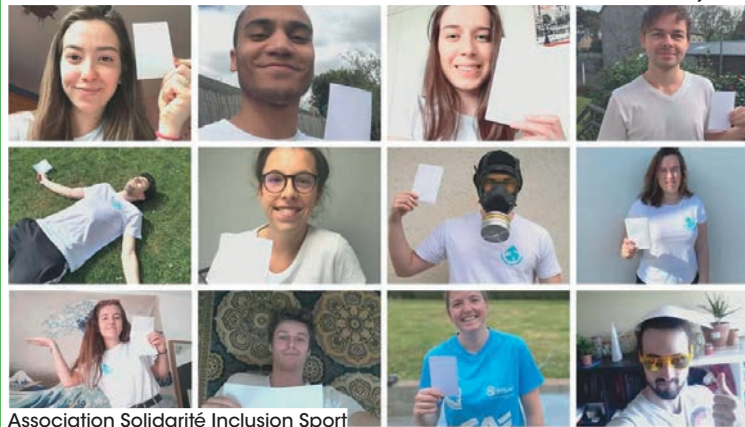
# NGOs PHOTO GALLERY



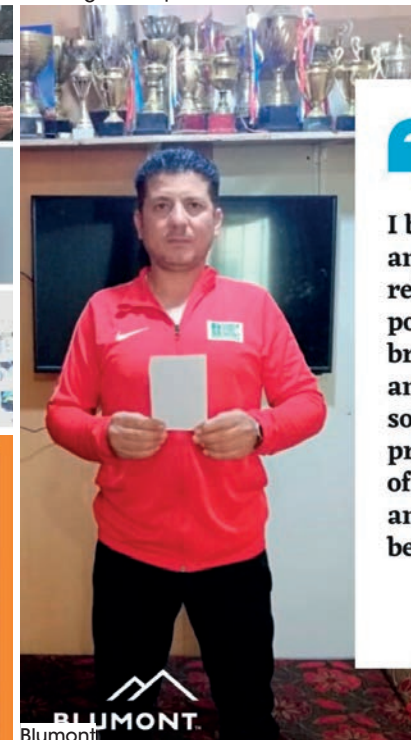
Tibu Maroc



Fondation Rojo Amarillo Negro Siempre



Association Solidarité Inclusion Sport



Blumont

“

I believe that peace and sport are closely related. Sport is a powerful tool for breaking barriers and strengthening social ties that promote the ideals of peace, solidarity, and brotherhood, between people.

AMEER

WHITE CARD



6 de Abril  
Día Internacional del Deporte Para el  
Desarrollo y la Paz



The Aspen Institute



Save the dream



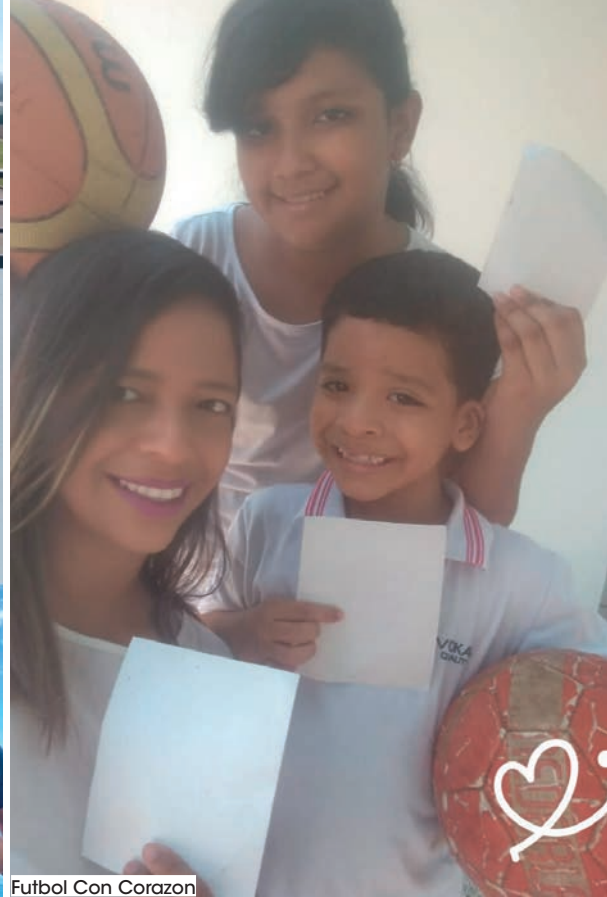
Julian Jappert - Sport et Citoyenneté



Fondation Olimpica Guatemalteca



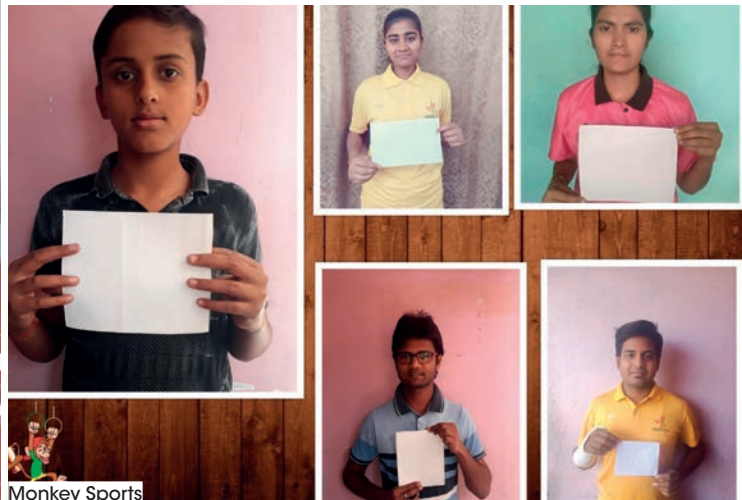
Eleven Campaign



Futbol Con Corazon



Promo Jeune Basket



Monkey Sports



Pro Sport Development



ONG Bel Avenir



UNHCR Jordan

# MONACO



MONACO



## The Principality of Monaco spreads a global message for peace and solidarity

To mark the 2020 edition and in the context of an unprecedented global health crisis, H.S.H. Prince Albert II of Monaco, Patron of Peace and Sport and five-time Olympian, launched an appeal for more cooperation and unity through the positive values of sport and the symbol of the #WhiteCard from the Principality.

Several Monegasque decision-makers and institutions joined this mobilization, including His Excellency Mr. Laurent Anselmi, Minister for Foreign Affairs and Cooperation and the Mayor of Monaco, Mr. Georges Marsan. The Permanent Representation of Monaco to the United Nations also participated in the mobilization in its capacity of co-Chair of the Group of Friends of Sport for Sustainable Development. Notably, it initiated during this period a Joint Declaration,

that was adopted by 118 member States, on the impact of the coronavirus (COVID-19) pandemic on sport, physical activity and well-being.

Athletic and sporting organizations in the Principality also responded to this appeal, including AS Monaco Football Club, which displayed the WhiteCard logo on all of its online media throughout the day to demonstrate its support for the campaign. AS Monaco Women's Football Club also played an active role, inviting its partners to get mobilized. The Sportel Awards team shared #WhiteCards on social networks, as did athletes from *Etoile de Monaco*, *Gym club*, *AS Monaco Handball* and *AS Monaco Basketball*, who all helped to relay the global message of peace through sport.





# GEORGIA – MINISTRY OF EDUCATION, SCIENCE, CULTURE AND SPORT



GEORGIA

## Digital competitions in schools to encourage physical activity and solidarity



Knowing how to adapt creatively to the digital shift imposed by the health crisis, the Georgian Ministry of Education, Science, Culture and Sports organized three major online competitions in Georgian schools to convey its message during lockdown.

essay competition. The challenge was to express their visions about two topics: gender equality and sport, and peace and sport. This artistic initiative made it possible to mobilize students more widely and inspire them to reflect on the meaning of April 6, and more generally on how sport can change society.

Firstly, a competition called "I stay at home and train" was launched to encourage physical activity. The authors of the 10 most creative videos were chosen by a jury of famous athletes, including for instance Mrs. Azarashvili, Bronze medallist at the 1988 Summer Olympics, and Mrs. Golovina, who represented Georgia at three Olympiads.

Additionally, as every year, a national #WhiteCard campaign mobilized national sport federations and a wide range of stakeholders throughout the country. For this 2020 edition, athletes were also encouraged to upload information about a fund created by the Georgian Government to fight against covid19, in order to urge the public to make donations.

Secondly, from April 1 to 10, school students were invited to enter a drawing competition and an



# THE MEXICO FOREIGN AFFAIRS MINISTRY (RELACIONES EXTERIORES)



MEXICO



RELACIONES EXTERIORES

SECRETARÍA DE RELACIONES EXTERIORES

AMEXCID

AGENCIA MEXICANA DE COOPERACIÓN  
INTERNACIONAL PARA EL DESARROLLO



## The #WhiteCard campaign to reinforce sports diplomacy

The Mexican Ministry of Foreign Affairs decided to join the April 6 initiative as it coincides with its efforts since 2019 to establish a sports diplomacy and cooperation project. The Government of Mexico acknowledges and supports multilateral and UN initiatives dedicated to fostering the potential of sport as a facilitator of development and peace. This commitment has mobilized several departments of the Ministry.

Firstly, the Department of Cooperation and Sport Diplomacy sent out an email about #WhiteCard, presenting the campaign and inviting its contacts to get mobilized for the 2020 edition.

Then, Candelaria, which encompasses the Mexican Diplomatic network throughout the

world, broadcasted a video on social media from General Director Mr. Mari Jose Alcalá, to explain the April 6 concept and call on ambassadors worldwide to generate a massive WhiteCard mobilization.

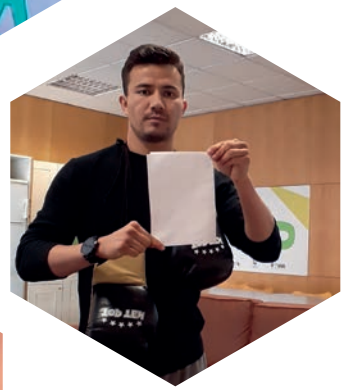
Finally, the Agencia Mexicana de Cooperación Internacional para el Desarrollo (AMEXCID) prepared a poster for April 6 and published it on social media to raise awareness about the contribution of sport to development.

These official Mexican operations have reached a total of more than 79,000 people on social media.





# PORTUGAL - MINISTRY OF CULTURE, YOUTH AND SPORT



## Raising awareness in the media

While measures to prevent and contain the pandemic involved the cancellation of activities originally planned to celebrate April 6, the Portuguese government launched a massive national campaign to maintain the overall message of this international day. Indeed, the Ministry of Culture, Youth and Sport considered it essential to maintain the global idea of sport as a vehicle for values and hope.

The ambassadors of the National Plan for Ethics in Sport (PNED), the Secretary of State for Youth and Sport, Mr. Joao Paulo Rebelo, and the President of the Portuguese institute for Youth and Sport, Mr. Vitor Pataco, prepared and broadcasted a short film on the values of sport and its particular importance in this health crisis situation.

This video highlights the International Day of Sport for Development and Peace, including

support from several sports personalities in Portugal. Among them are marathon runners and Olympic champions Rosa Mota and Carlos Lopes, who are respectively the first Portuguese sportswoman to win an Olympic gold, and the first Olympic gold medallist in history. All of the participating sports personalities were chosen as role models because of their inspiring sports careers. This short film combines the #WhiteCard campaign with several sporting values that were chosen by each of these athletes, such as collaboration, peace, inclusion or tolerance.

It was broadcast on all national media networks, on television and on the Ministry's social media. The Secretary of State, Mr. João Paulo Rebelo, conducted the entire campaign within the Ministry and presented this message on the values of sport on television and in the media during the day of April 6.

# GOVERNMENTS & INTERNATIONAL ORGANIZATIONS #WHITECARDS GALLERY

WHITE  
CARD



INDONESIA – French Embassy



FRANCE – Mr. Roussel, Member of Parliament in the National French Assembly



MALI – H.E. Mrs. Keïta, Former First Lady



UNDESA



UNMAS



UNESCO EAST AFRICA



UK – Sovereign Base in Cyprus



KOSOVO – Mrs. Dumoshi, Minister of Culture, Youth and Sport

FRANCE – Mrs. Fischer, French Ambassador for Sport





GERMANY - GIZ



BAHRAIN - H.E. Mr. Almoayed, Minister of Youth and Sports

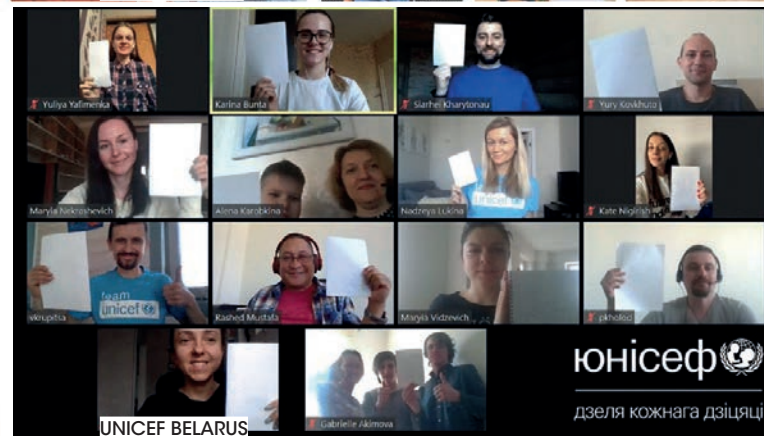


VATICAN - Msgr. Sanchez De Toca, Undersecretary, Pontifical Council for Culture



COLOMBIA - Mr. Lucena, Minister, MIndeporte

FRANCE - Mr. Cucherat, Adviser to the city of Lyon



UNICEF BELARUS

юнісеф  
дзеля кожнага дзіцяці



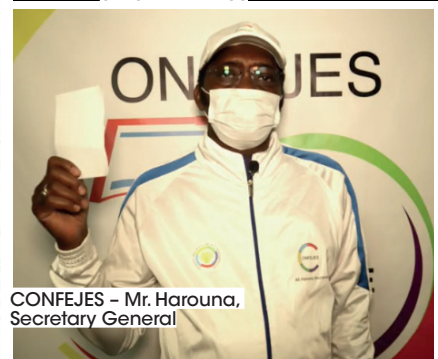
SOUTH AFRICA - Hon. Mr. Oosthuizen, CIGEPS Chairman



GEORGIA - Mr. Gogoladze, Deputy-Minister of Education



SLOVENIA - Mrs. Kustec, Minister of Education, Science and Sport



CONFEJES - Mr. Harouna, Secretary General



GREECE - Mr. Avgenakis, Deputy Minister of Culture and Sports



UNICEF

# STRONGLY COMMITTED SPORT LEGENDS



Jessica Fox



Giorgos Karagounis



Michael Jeremiasz



Carli Lloyd



Pauline Ado



Alain Bernard



Teddy Riner



Haider Ali



Jerome Fernandez



Guillaume Gille



Steve Savidan



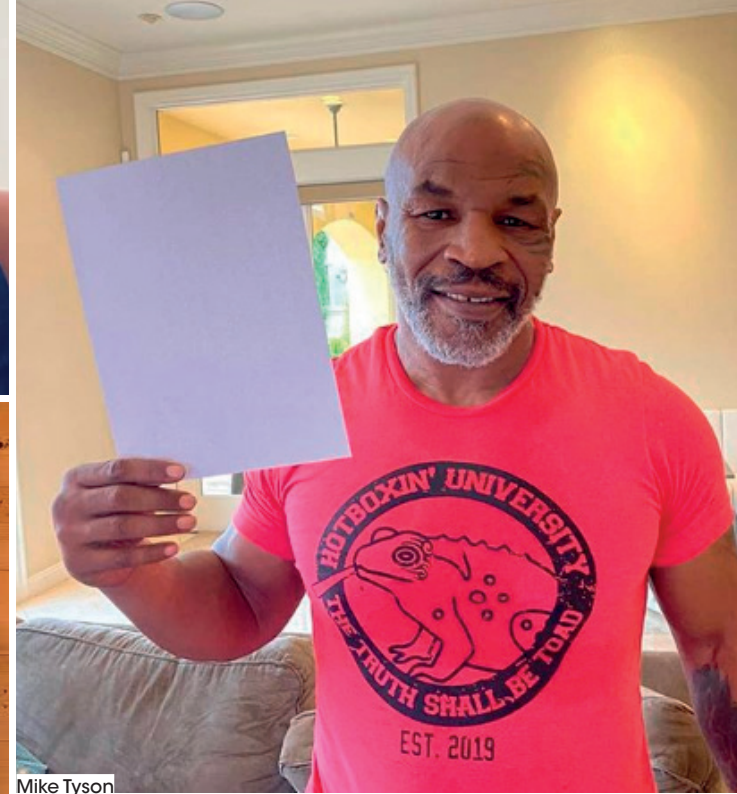
Monica Pirek



Kamran Akmal



Cheik Cissé



Mike Tyson



Amaury Leveau



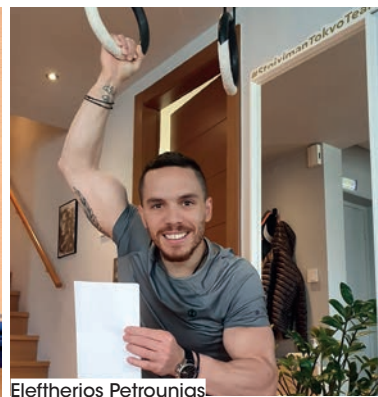
Maria Ntanou



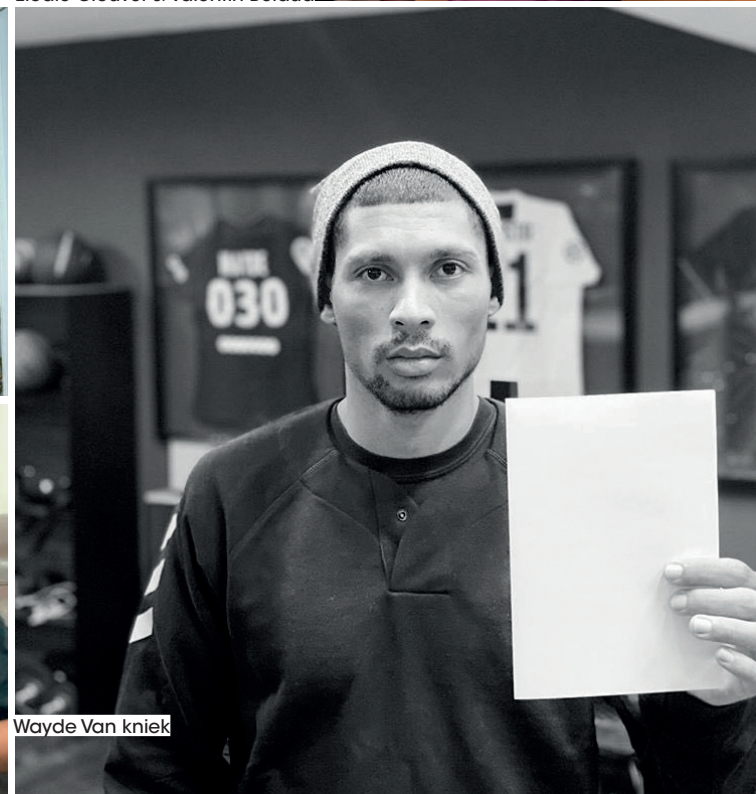
Elodie Clouvel & Valentin Belaud



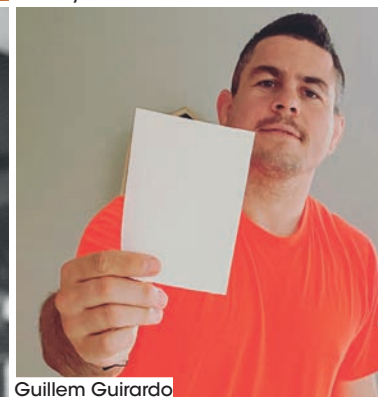
Reo Yamaguchi



Eleftherios Petrounias



Wayde Van kniek



Guillem Guirardo



Fernando Platas



Priscilla Gneto



Ruth Gbagbi



Lasha Talakhadze



Alejandra Orozco

# ATHLETES RAISE THEIR VOICE ON RADIO FRANCE INTERNATIONALE

As part of the partnership between Peace and Sport and *Les Clubs RFI*, athletes raised their voice in support of respecting health recommendations to mitigate the spread of the virus. They invited people to join the #WhiteCard campaign to promote respect and solidarity.



Clarisse Agbegnenou



Marie-Eve Gahié



Isabelle Yacoubou



Cheick Cissé



Benjamin Boukpeti



Vénuste Niyongabo



Fodé Ndao



Antonio Obame

# MEDIA, INFLUENCERS AND SPORTS CLUBS RAISE THEIR #WHITECARD

WHITE  
CARD



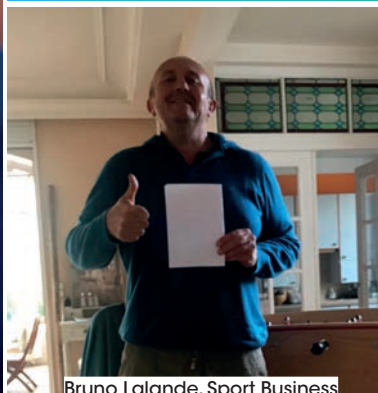
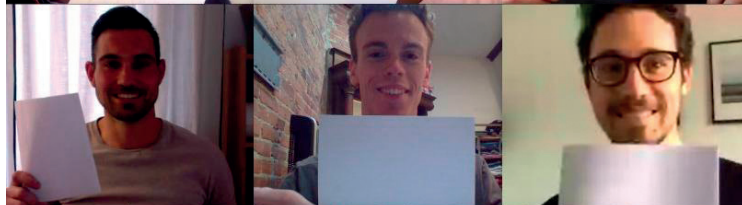
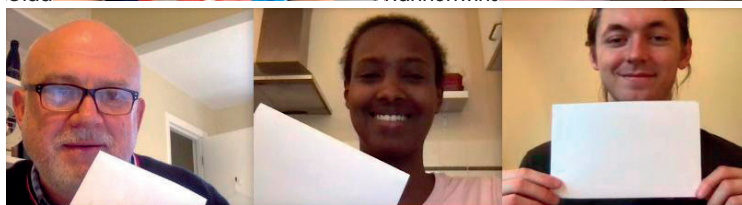
Glad



Hahnertwins



Alex Hutt



Bruno Lalonde, Sport Business



Ben Reiling



17 Sport



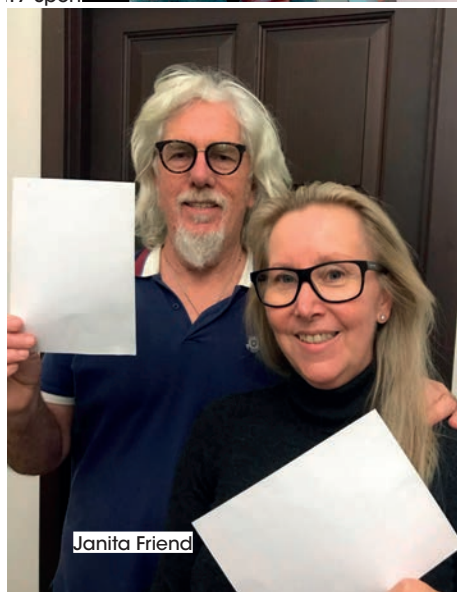
Hockey Club Servette



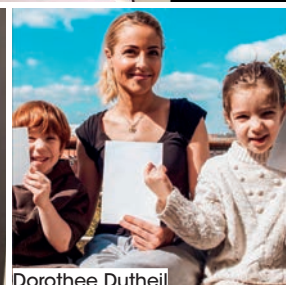
Abogado Pateador



Fall River Marksem FC



Janita Friend



Dorothee Dutheil



Margherita Granbassi



Monaco Mediacx

# MEDIA, INFLUENCERS AND SPORTS CLUBS RAISE THEIR #WHITECARD

WHITE  
CARD



Gendresa Osmanaj



Gaby Fernandez de Lara



Matthias Rey, Petit Pont



Cholet Basket



Javed Afridi



Kelshel



Anne-Laure Bonnet



Olga Kharlan



Claire Arnoux, Beln Sport



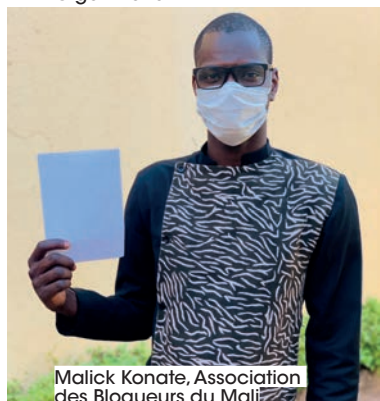
Vanessa Lemoigne, Beln Sport



Sandy Heribert



Zineb El Houari, France 24



Malick Konate, Association des Blogueurs du Mali



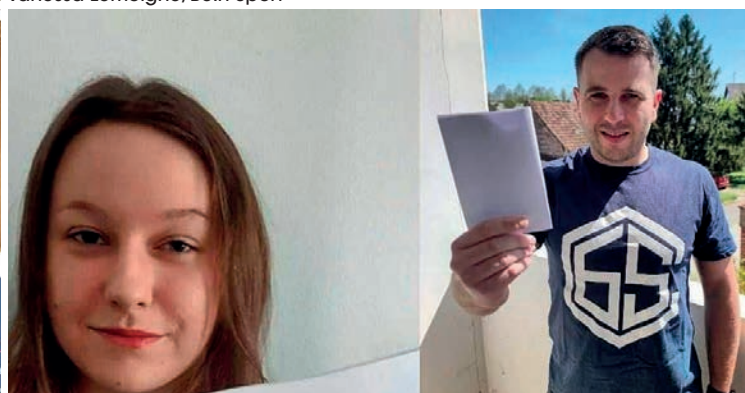
Olivier Peulvast



Paris Basketball



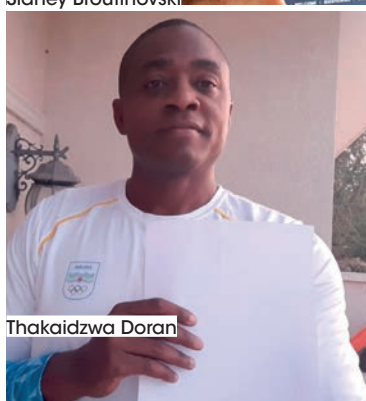
Sidney Broutinovski



Agency 04



Tania Mairi Mahuru

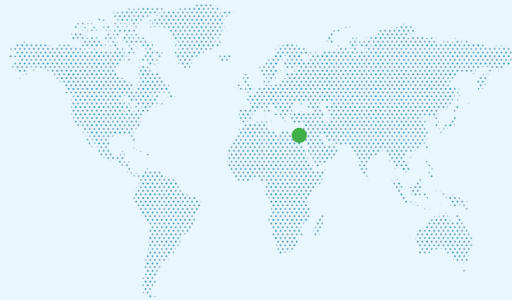


Thakaidzwa Doran



Aurélie Bresson, Les Sportives

# ONLINE MOBILIZATIONS AROUND THE WORLD



JORDAN

## Peace and Sport and the #WhiteCard symbol unite refugees in Zaatari camp

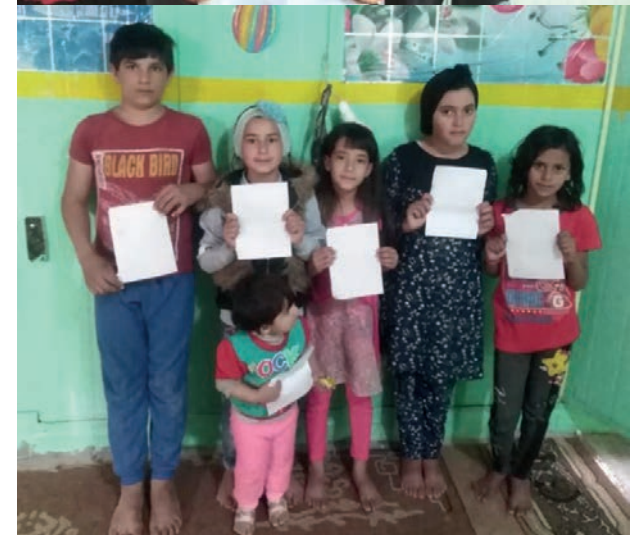
A huge mobilization to celebrate April 6, the International Day of Sport for Development and Peace, took place in the Zaatari refugee camp, Jordan.

From 31<sup>st</sup> March until 10<sup>th</sup> April, seven coaches from the “Live Together” program raised awareness about this day and mobilized over 350 families to participate in the #WhiteCard campaign. More than 1,320 people in total joined the celebration, sending a strong message of unity and solidarity from the refugees to the world.

The beneficiaries of the “Live Together” program also shared the stories behind their #Whitecard, highlighting how sport helps to improve their self-confidence and physical well-being, making them feel part of a community.

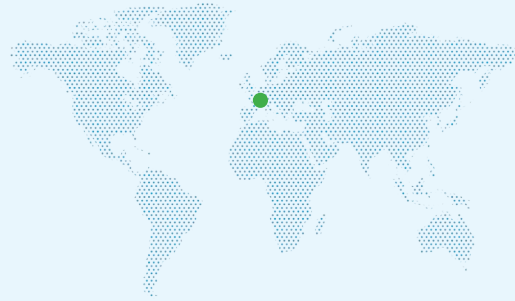
Furthermore, this project served as outreach opportunity to inform a large number of families about the “Live Together” program and the possibility for them to participate in the peace-through-sport activities run by the coaches.

Through their #WhiteCards, the refugees showed unity and solidarity in fighting Covid-19. All the pictures will be showcased in an exhibition organized in Zaatari camp.





# PROJECTS AROUND THE WORLD



FRANCE



## Activiti, the sport-health app developed by MyCoach

Launched under the patronage of the Minister of Sports during the COVID 19 crisis, Activiti is an application that allows users to practice physical activity regardless their level, age and equipment.

The development of the application, which was due out at the end of the year, was speeded up at the request of the Ministry of Sports. The goal: to provide free expert training content to allow French people to play sports at home. Thanks to the partnership with Université Côte d'Azur, all videos and advice sheets are validated by the medical profession in order to guarantee a safe activity.

In this particular period, MyCoach mobilized its network of athletes, experts and partner Federations to offer simple exercises to do at home, alone or with the family.

In the framework of April 6, Peace and Sport linked Activiti with the International Day of Sport for Development encouraging the participation of Champions for Peace and athletes. As such, Champion for Peace Benjamin Boukpeti offered a leg strengthening exercise and Benoît Peschier shared his stretching routine. The application was downloaded almost 50,000 times, proposing nearly 400 exercises in videos and files with 500,000 views.

  
**ACTIVITI**  
mycoach



# PROJECTS AROUND THE WORLD



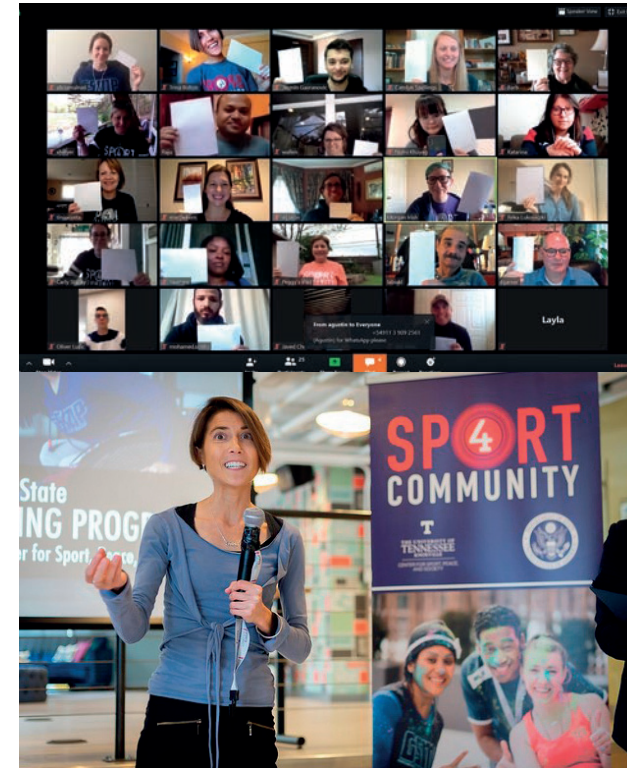
USA

## Web seminar to launch 2020 global sports mentoring program

The Global Sports Mentoring Program emerges as the pillar to protect disability rights, elevate the status of marginalized populations and foster women's empowerment. Emerging leaders from 65 countries are paired together with America's top female executives in sports to create change involving U.S. Embassies and world sport leader's trough projects.

Due to COVID-19, the U.S. Department of State Sports Diplomacy Division in the Bureau of Educational and Cultural Affairs and cooperative partners at the University of Tennessee's Center for Sport, Peace, & Society propose a different package to activate the Global Sports Mentoring Program: Sport for Community and celebrate International Day of Sport for development and Peace.

They have hosted a series of virtual webinars during the same timeframe as the originally scheduled program kicking off with an on-line conference on April 6. As the world grapples with COVID-19, they aim to remain engaged with their sports diplomacy community through our 2020 Global Sports Mentoring Program: Sport for Community virtual program, reunions online with former Global Sports Mentoring Program, their Americans with Disabilities Act (ADA) campaign, and a series of live workouts with former Sports Envoys.



# PROJECTS AROUND THE WORLD



MOROCCO

## Sport webinars for development in the context of the global health crisis

TIBU Morocco, the main organization for the education and insertion of young people through sport in Morocco, celebrated the 7<sup>th</sup> edition of April6 with innovative actions in its communities in all regions of the Moroccan kingdom.

The “Sa7ti Friyadi” program was launched, targeting 4,000 families and children in partnership with the Ministry of National Education. “Sa7ti Friyadi” is a e-learning support program for young people through sport. It offers varied activities adapted to the motor and cognitive development of children. Above all, it is a continuation of sports practice at home that helps young people to have a positive attitude towards physical exercise and give them the means to be active and stay active. They were also trained on the techniques for using digital tools, the necessary applications and security measures on the web. More than 130 online video conference courses were delivered on several themes.

In addition, TIBU Morocco organized a webinar co-hosted by Laurence Fischer, Founder of Fight for Dignity and Champion for Peace, in order to launch the “Sa7ti Friyadi” program, to discuss the importance of the values of sport and best practices in the midst of the COVID19 crisis, and finally to celebrate the International Day of Sport for Development and Peace with a collective #WhiteCard photo.



# PROJECTS AROUND THE WORLD



ITALY

BELGIUM

## Webinars on peace, sport and healthy lifestyles

To mark this 7<sup>th</sup> edition of April6, the Sport Academy based in Brussels organized two different webinars to bring people together around peace-through-sport values.

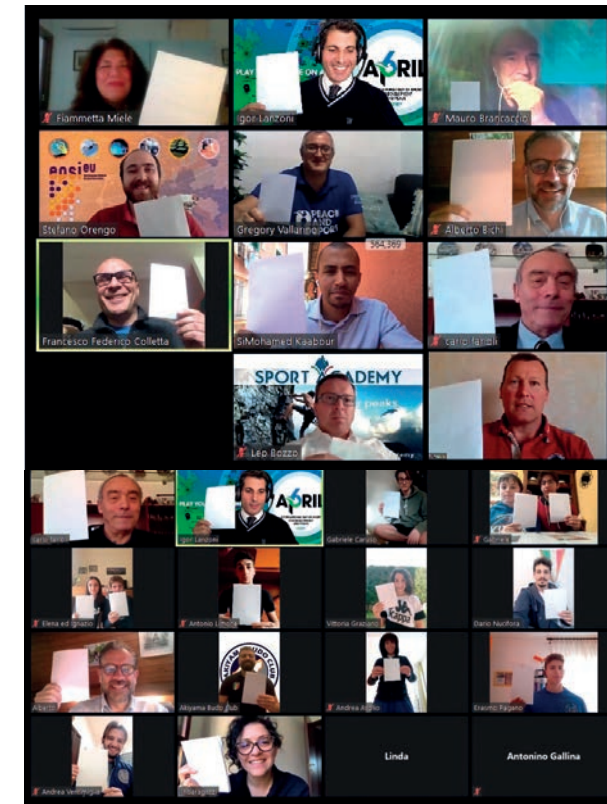
Beyond the feedback and interaction regarding April6, Sport Academy highlighted the positive role of sport in the fight against COVID19.

Dr Igor Lanzoni led these meetings, reminding us that sport is a universal language, a language that allows us to raise awareness about health protection measures: together we are stronger, and we must convey this message and thus actively participate in the fight against COVID19.

During the first webinar entitled "Peace and sport international meeting on air sport net", many speakers from the educational system wanted to recall the importance of physical activity in education and even more during this period of confinement. They stressed the importance of the rapid implementation of innovative and online solutions to encourage the practice of sport at home.

During the second webinar "Peace and sport and correct health lifestyles", a panel of high-level speakers led by the Champion for Peace Gregory Vallarino recalled the importance of gestures to respect social distancing.

Both webinars were closed with a collective #WhiteCard picture illustrating the will to act for peace through sport.



# PROJECTS AROUND THE WORLD



INTERNATIONAL

## The #BeActive campaign encouraging people to be #HealthyAtHome

In response to global developments concerning the COVID-19 pandemic, the United Nations decided to mark April 6 through a digital messaging campaign focusing on the health benefits of sporting and physical activity. The #BeActive campaign encouraged people to be #HealthyAtHome, following the recommendation of the World Health Organization (WHO) that all healthy adults do at least 30 minutes of exercise per day, and children at least an hour a day.

The #BeActive campaign also aimed at showing how sport can improve mood and help beat negative thoughts about #COVID-19. Another goal was to highlight sport's ability to bring people together in solidarity for a cause.

In the lead up to and on April 6, UN DESA, the United Nations focal point on sport, asked everyone to participate in the #BeActive campaign and shared video and athletes' interviews on social networks. FIFA joined this initiative involving football clubs and players. More than 190 million people were made aware of the message on social networks.

The United Nations Office in Geneva (UNOG) also produced a video #thematchofourlives implying famous high-level athletes to make a priority of the virus containment and emphasize the respect of lockdown measures.



INTERNATIONAL  
DAY OF SPORT  
FOR DEVELOPMENT  
AND PEACE



# PEACE AND SPORT AWARD "WHO'S THE NEXT WINNER?"

Since 2016 Peace and Sport has presented the 'April6 Initiative of the Year Award' at the Peace and Sport Forum. This Award acknowledges the contributions of individuals and organizations which promote April6 - the International Day of Sport for Development and Peace - either by organizing an event to raise awareness about the power of sport for peace or by participating in the #WhiteCard campaign.



## PREVIOUS WINNERS OF THE APRIL AWARD



**2019**

Deporte para  
el Desarrollo,  
Venezuela



**2018**

Ministry of Youth  
and Sports  
of Bahrain



**2017**

Brussels  
Play 4 Peace



**2016**

International  
Table Tennis  
Federation

# EVERY GESTURE COUNTS



DONATE  
TO SUPPORT  
OUR ACTIONS

[www.peace-sport.org/i-participate/i-give](http://www.peace-sport.org/i-participate/i-give)

WHITE  
CARD



# GET MOBILIZED ON APRIL 6 2021



**PEACE  
AND  
SPORT**

**Peace and Sport**

« AIGUE MARINE »

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98000 Monaco

Phone: +377 9797 7800

Fax: +377 9797 1891

[WWW.PEACE-SPORT.ORG](http://WWW.PEACE-SPORT.ORG)



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[APRIL6@PEACE-SPORT.ORG](mailto:APRIL6@PEACE-SPORT.ORG)