



## PLAY YOUR PEACE, JOIN THE #WHITECARD

**Peace and Sport** has been promoting the **#WhiteCard digital campaign since 2015** as part of the **International Day of Sport for Development and Peace** that takes place on **April 6**. Over the last 4 editions the #WhiteCard has reached more than **171 million people** on social media and it has positioned itself as the symbol of the sport-for-development-and-peace movement.

In the same way as 'Pink Ribbon' is the international symbol of breast cancer awareness, the #WhiteCard represents the **positive power of sport**. The "#WhiteCard" campaign considers that the White Card is more than just a physical rectangular card : it is a symbol that represents sport for development

and peace which has the capacity to go beyond social media.

Displaying or holding a white card like a referee signifies that the person, organization or business cares and upholds sport as a **tool for development and peace**.

Symbolically, #WhiteCard enables sport organizations, international institutions, governments, high level 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**.

**“Sport is our tool, Peace is our Goal, #WhiteCard is our symbol”**

### AUDIENCE

The objective of the #WhiteCard Project is to encourage sports bodies, international and national Olympic Committees, governments, athletes, sporting clubs, academic institutions and civil society organizations to endorse the #WhiteCard as the symbol of the power of sport for development and peace.

### HOW CAN I TAKE PART ?

**Take part** in the #WhiteCard digital campaign. Take a picture holding a #WhiteCard and post it on social media using the hashtag #WhiteCard.

**Promote** White Fields of play. By tagging field of play with the #WhiteCard logo you are contributing to the campaign.

**Endorse** your support for the #WhiteCard Campaign in Forums, conferences or public events.

