INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

“PLAY YOUR PEACE ON APRIL 6!”
CONTENTS

• THE APRIL6 PROJECT
• APRIL6.ORG REPORT
• #WHITECARD REPORT
• MEDIA COVERAGE
The April6 Project

www.april6.org

An online platform launched by Peace and Sport in 2014 to bring together and promote all the initiatives carried out worldwide to celebrate the International Day of Sport for Development and Peace.

Following a successful first edition in 2014 and thanks to the impetus of its field partners, Champions for Peace and institutional partners such as UNOSDP, Peace and Sport decided to relaunch its www.april6.org project in 2015.

#WhiteCard

A mass social media campaign led by Peace and Sport, aimed at:

- Demonstrating its support for the peace and development through sport movement
- Rallying the wider public around the International Day of Sport for Development and Peace
The April6 Project

Targets:
- Governments
- IOC and NOCs
- Sports champions
- International and national sports federations
- NGOs
- General public
- International organizations
- Clubs and associations
- General public

THE APRIL6 PROJECT

APRIL | PEACE AND SPORT
Key figures

- **180 projects registered**
- **In 70 countries**
- **Across 5 continents**
- **Almost 20,000 participants**
For the second year running, the Gihanga youth centre in Burundi lent its efforts to celebrating the International Day of Sport for Development and Peace. The event saw a hundred or so youngsters take part in sports competitions and cultural activities in front of thousands of spectators.

A parkour jam (meeting for *traceurs* or parkour practitioners) was held by the Muevete Parkour School in Quilpué, Chile. The aim of the event was to make parkour and freerunning better known to the public and promote its values of well-being, peace and exchange!

The non-profit organization ‘Ping Sans Frontières’ held a table tennis open day in the Chevalaret district of Paris with demonstrations, initiations and competitions on offer to participants.
Key figures

7 million internet users reached
More than 5,000 participants

4 million users reached
More than 500 #WhiteCard Tweets

3 million users reached
36,000 ‘Likes’
They’re part of what matters!
The President of the NOC, the First Lady of the Republic and the Ministry of Sport rally their support.

Mali

Colombia

The Paralympic Committee lends its efforts to the #WhiteCard campaign.
#WhiteCard in Monaco

The Peace and Sport team

School pupils joined by the Princely couple

IAAF and its future champions

International University of Monaco
MEDIA COVERAGE
Peace and Sport holds up white card
Peace and Sport goes digital to promote the 2nd International Day of Sport for Development and Peace taking place on 6 April.

The goal of the campaign is to highlight the actors of the peace through sport movement and to enable all those who support it, who believe in the power of sport to change the world, to back the cause through a symbolic gesture.

Peace and Sport is leading two initiatives to get as many people as possible involved. The first is the launch, for the second year running, of its website www.april6.org, which aims to bring together and promote all events taking place to celebrate 6 April. The second is #WhiteCard, a mass social media campaign symbolizing the celebration of the International Day of Sport for Development and Peace.

As the governing body of world football, FIFA is celebrating this day and the power of football to further human development and peace. For this year’s edition, the President of FIFA lent his personal support to the White Card campaign led by non-profit organization Peace and Sport.

NOTE: original articles in French have been translated here in English
MEDIA COVERAGE

Media coverage

PEACE THROUGH SPORT
JOËL BOUZOU: “SPORT HELPS US ACCEPT DIFFERENCES”

She’s holding up a white card to mark the International Day of Sport for Development and Peace this Monday. But the PALESTINIAN EX-FOOTBALLER Honey Thaljieh, Corporate Communications Manager at FIFA, is more than just a symbol. **BY BÉATRICE AVIGNON**

HONEY BELIEVES IN HER GOAL

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