Join the #WhiteCard Campaign

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.
Participate in the #WhiteCard Campaign

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.