



10th edition

# APRIL<sup>®</sup>

## 2023



**PEACE AND SPORT**

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



## H.S.H. PRINCE ALBERT II OF MONACO, PATRON OF PEACE AND SPORT

“ For the past 10 years, the #WhiteCard symbol has highlighted sport-based initiatives that have helped to overcome divisions and restore dialogue. This symbolic representation of inclusion, equality and peace by millions of people around the world is a testament to the vitality of the peace-through-sport movement. Peace and Sport and the Principality of Monaco will

continue to promote sport as a tool for peace worldwide, bringing solutions on a grassroots level and maximizing the tangible impact of peace-through-sport programs. ”



## JOËL BOUZOU, PRESIDENT AND FOUNDER OF PEACE AND SPORT

“ Once again, the WhiteCard campaign was a huge success, celebrating the peace-through-sport movement.

It raised the voice of sport as a powerful tool for peace, engaging individuals and communities around the world. It is important to

remember, however, that promoting peace through sport should not be limited to one day or one campaign. It is an ongoing commitment that requires concrete actions and increased collaboration between stakeholders in sport for development, and in peace. ”



## DIDIER DROGBA, VICE-PRESIDENT OF PEACE AND SPORT

“ Throughout this campaign we have seen extraordinary mobilization of people across the globe, united in their support for peace. Social networks were flooded with photos and videos of athletes, sports organizations, and decision-makers

from different cultures and nationalities holding up the WhiteCard with pride and conviction. These images captured the spirit of global solidarity and inspired constructive conversations about how sport can be a powerful catalyst for a more peaceful world. I congratulate everyone involved in the sport for development and peace movement who take part in the April6 campaign every year. ”





# PEACE AND SPORT

**Peace and 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 placed under the High Patronage of **H.S.H. Prince Albert II of Monaco**.

Peace and Sport calls on international decision-makers to adopt the intentional use of sport as a tool to transmit the values of peace, thanks to its universal appeal and its role models.

## 10 YEARS UNITED THROUGH THE #WHITECARD

This **2023** edition marked the **10th anniversary of the International Day of Sport for Development and Peace (IDSDP)**.

Under the motto "**10 years united through the #WhiteCard**", Peace and Sport wished to highlight that sport is increasingly recognized as a tool for peace, encouraging the use of sport to build more inclusive societies and collecting information about existing peace-through-sport programs.

To encourage and support initiatives promoting this day, Peace and Sport made a kit available to everyone involved in sport for development and peace. Organizing a **peace-through-sport event**, holding up a giant **#WhiteCard**, participating in a TikTok challenge, sharing **#WhiteCard** photos, publishing content related to peace-through-sport... many initiatives were implemented locally.

## 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 6 as the **International Day of Sport for Development and Peace (IDSDP)**.

It represented a historic step in recognizing the transformative power of sport. **Since 2014**, Peace and Sport has been leading a worldwide mobilization to maximize awareness about the potential of sport for **positive social change**.



## WHITE CARD



Conferences at the United Nations Headquarters

#WhiteCard Flag in Usme organized by Cop Colombia International and supported by the Colombian Ombudsman Office for Human Rights



The Palace and others institutions lighted up in white in Monaco



National mobilization in Mexico organized by the Alfredo Harp Helú Foundation



Friendship Games organized in partnership with the Terres-en-Mêlées NGO in Togo



#WhiteCard TikTok challenge organized by Fútbol Con Corazón NGO



#WhiteCard pic organized by the NGO AKWOS in Rwanda

# HIGHLIGHTS

Olympic and Paralympic Week in partnership with Paris 2024 and Ville de Nice with the presence of Tony Estanguet, President of Paris 2024 Olympic and Paralympic Committee and Champion for Peace

Champion for Peace in Russia



#WhiteCard pic organized by NOC Ukraine



#WhiteCard pic April mobilization of Teqball in Budapest



#WhiteCard flashback with National Olympic Committee of Pakistan



#WhiteCard Flag in Cyprus organized by the Winds for Change project



#WhiteCard pic with National Olympic Committee of Saudi Arabia



#WhiteCard Flag organized by the NGO Pro Sport Development in India



#WhiteCardlab - MyraKenya



#WhiteCard flag Just play program in Tonga



#WhiteCard pic of beneficiaries and educators from the Fondation Venuste Niyongabo, in Burundi

# KEY FIGURES

**180**  
million

**PEOPLE REACHED  
ON SOCIAL MEDIA**

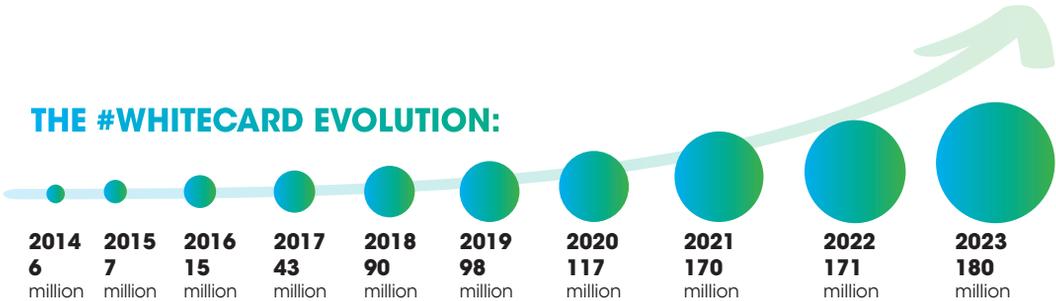


**118**  
COUNTRIES  
REACHED

**897**  
million  
OVER THE PAST  
10 YEARS



## THE #WHITECARD EVOLUTION:



# #WHITECARD HALL OF FAME



**H.S.H. PRINCE ALBERT II OF MONACO**  
Patron of Peace and Sport



**JOËL BOUZOU**  
President and Founder of Peace and Sport



**DIDIER DROGBA**  
Football Legend and Peace and Sport Vice President



**RAFAEL NADAL**  
Tennis legend



**ROGER FEDERER**  
Tennis legend



**THOMAS BACH**  
IOC President



**NOVAK DJOKOVIC**  
Tennis legend and Champion for Peace



**GABRIELLA RAMOS**  
UNESCO Assistant Director General



**JUAN MANUEL SANTOS**  
Nobel Peace Prize 2016



**LEONARDO JARDIM**  
Ex Monaco Football Club coach



**CHRISTOPHER FROOME**  
Tour de France winner and Champion for Peace



**SERGEY BUBKA**  
Olympic legend and Champion for Peace



**ANNE HIDALGO**  
City Hall of Paris Mayor



**MARIYA GABRIEL**  
European Union Commissioner



**DANIELA BAS**  
Director of the Division for Inclusive Social Development UNDESA



**NEERAJ CHOPRA**  
Javelin Olympic Champion



**NADIA COMANECI**  
Gymnast Olympic legend



**TEGLA LOROUPE**  
Marathon legend and Champion for Peace



**BJORN BERGE**  
Deputy Secretary General Council of Europe



**TONY ESTANGUET**  
Paris 2024 Olympic and Paralympic Games President and Champion for Peace



**YOHAN BLAKE -  
AKANI SIMBINE  
HENRICHIO BRUINJIES**  
Champions for Peace



**RAI OLIVEIRA**  
Football Legend



**CARLI LLOYD**  
Football legend

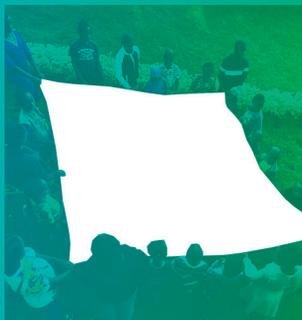


**18<sup>TH</sup> WORLD SUMMIT**  
Peace Nobel Prize Gangwon



**TUNISIAN NATIONAL DIALOGUE QUARTET**  
Peace Nobel Prize 2015

**GET MOBILIZED  
ON APRIL 6 2024**



**PEACE AND SPORT**

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