

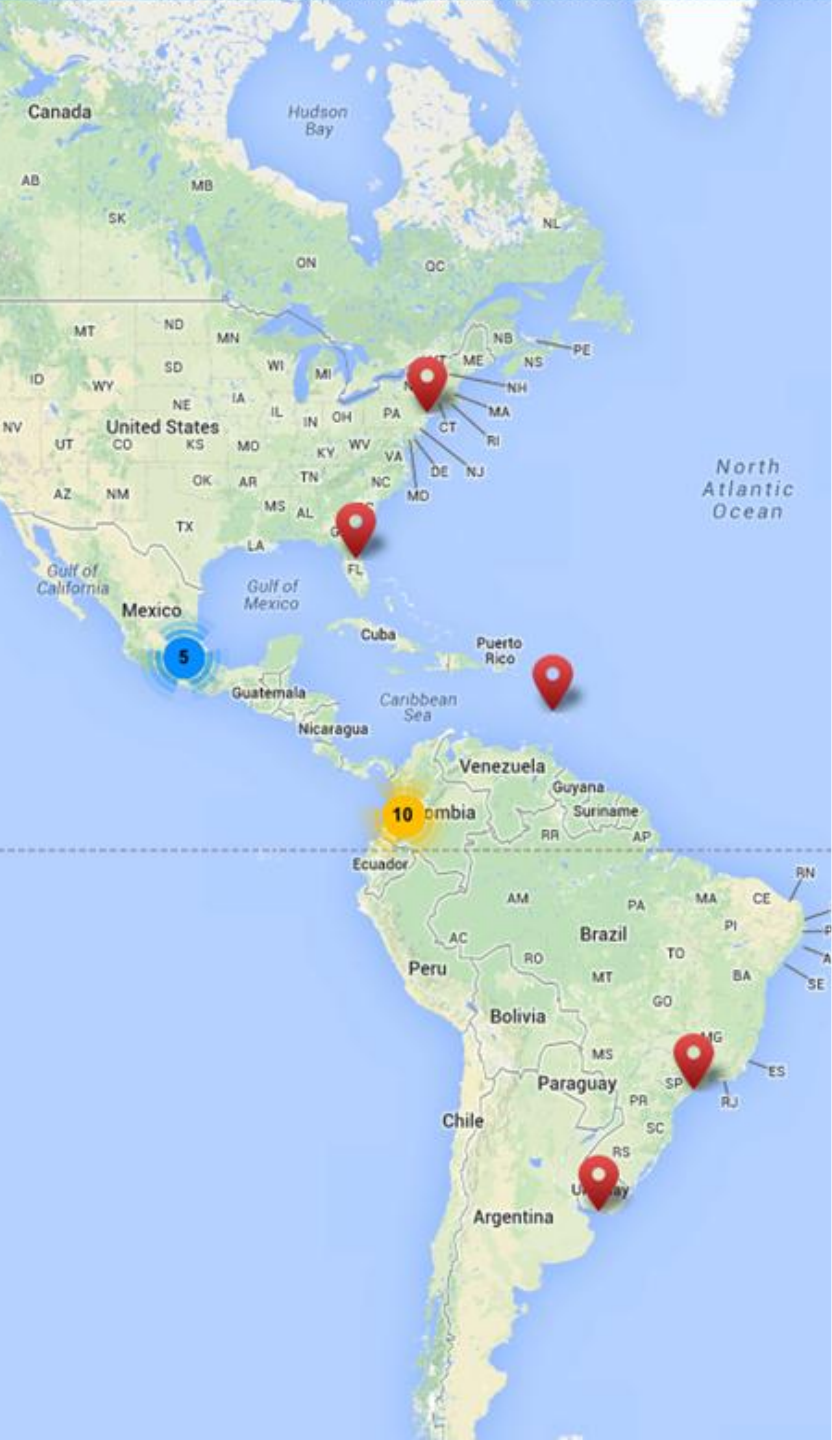


april6 by  peace and sport

INTERNATIONAL DAY OF SPORT  
FOR DEVELOPMENT AND PEACE

“PLAY your PEACE on APRIL6!”





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# THE APRIL 6 PROJECT



The project  
[www.april6.org](http://www.april6.org)

## White Card – Sporting Gesture for Peace

### Targets

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

A viral campaign developed by Peace and Sport to:

- demonstrate its commitment to the peace through sport movement
- rally as much support as possible for the International Day of Sport for Development and Peace.

- Governments
- IOC and NOCs
- Clubs and associations
- Sports champions
- NGOs
- International Organizations
- General public
- International and National Sports Federations







# [www.april6.org](http://www.april6.org) – key figures

More than **345**  
projects registered

In over **90** countries

Across **5** continents

Using **40** different sports





# Overview

More than 20 actions held by the Olympic Committee, the Sport Ministry as well as various NGOs and universities

Colombia



Under-18s basketball tournament serving as springboard to national-level playing

Ecuador, FIBA



Multi-sports tournament and Olympic flame

Tunisia, National Olympic Committee



Basketball event involving young Greek Cypriots and Turks

Cyprus, Peace Players

Football and netball event aimed at tackling violence and crime in poor rural communities

South Africa, United Through Sport



Rugby used as medium to establish inter-gender and inter-community dialogue

Pakistan and India, Jungle Crows Foundation

Champion for Peace talks to children about his sailing experience and sporting values

China, Guo Chuan, Champion for Peace



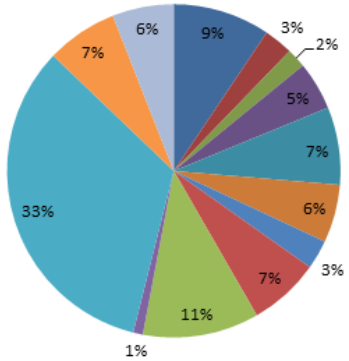
Master class on human rights and football tournament

Cambodia, Salt Academy

And hundreds of other initiatives....

# Statistics

Type of project leaders

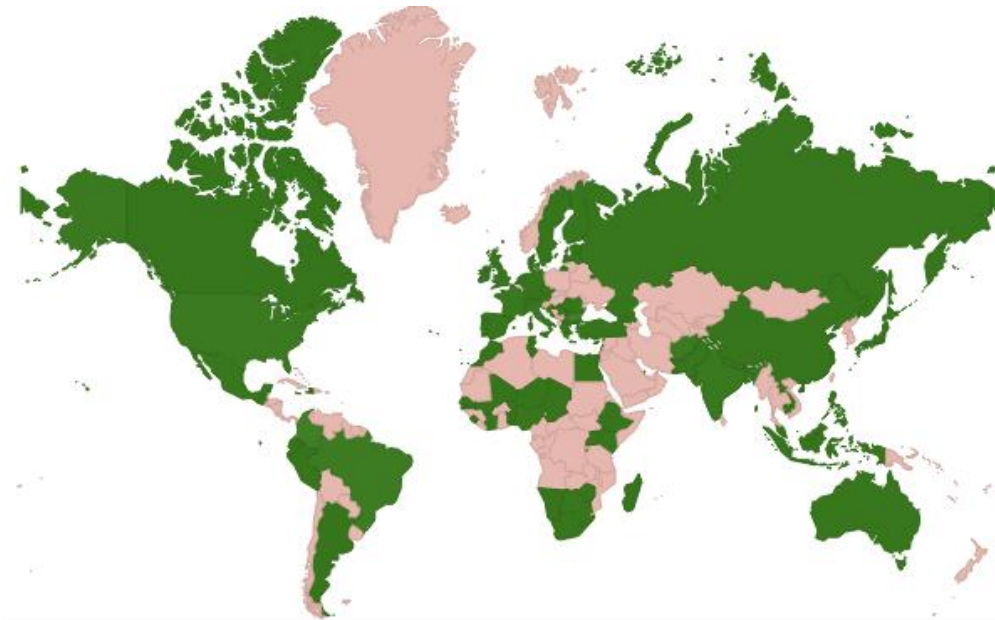


- Association
- Athlete
- Youth centre
- Sports club
- International Olympic Committee
- Gouvernment entity
- Business
- Sport International Federation
- Foundations
- Media
- NGO

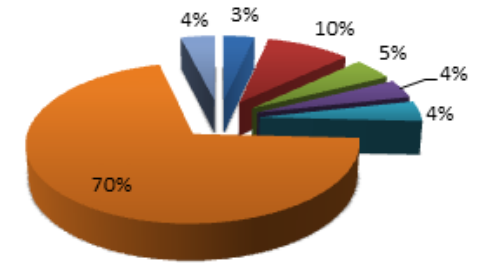
In green, **92** countries involved,

Almost **350** projects,

Reaching **tens of thousands** of people.



Type of events



- Artistic event
- Other
- Debate / conference
- Demonstration
- Open day
- Sporting event
- Working group





REPORT WHITE CARD – SPORTING GESTURE FOR PEACE



# Peace and Sport's White Card campaign – key figures



More than **500** dedicated  
Tweets in 15 days

Exposure to **2.5**  
**million** Twitter users

**22%** White Card Twitter  
activity in the US



Exposure to **6 million** social  
network users



More than **500** posts

Over **2,000** participants

Exposure to almost  
**3 million**  
Facebook users



# Who took part?

World-famous sports **champions**:

Philippe Gilbert, Daniel Elena, Wilson Kipketer, Tony Estanguet, Yelena Isinbaeva, Tatiana Golovin, Paula Radcliffe, Sergey Bubka, Laura Flessel, Edgar Grospiron, Renaud Lavillenie etc.

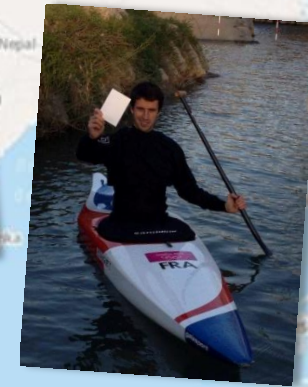
Major **sports teams** including the All Blacks

Various eminent **personalities** such as  
H.S.H. Prince Albert II of Monaco, Sepp Blatter and Lamine Diack

Various **International Federations**:

- Athletics
- Judo
- Cycling
- Climbing
- Associated Wrestling Styles
- Sambo
- Modern Pentathlon

Major **international organizations**  
such as the UN, Organisation Internationale de la Francophonie





# Who took part?







## MEDIA COVERAGE AND TESTIMONIALS



# Media coverage

**Peace and Sport hails global effort to commemorate the 1st International Day of Sport for Development and Peace**



**Diack waves white card as IAAF back first International Day of Sport for Development and Peace**



**#CartonBlanc initiative launched ahead of International Day of Sport for Development and Peace**



Sur le site [april6.org](http://april6.org), toutes les actions qui auront lieu dimanche seront relayées, environ 170, dans une cinquantaine de pays.



Comme beaucoup d'autres, notre coureur cycliste a publié sur les réseaux sociaux une photo de lui, brandissant un carton blanc. C'est le symbole de cette journée du 6 avril, le symbole de la paix par le sport, imaginé par "Peace and Sport".



**Peace and Sport sort la paix des cartons**



**Carton Blanc : l'UCI entre en campagne pour la paix grâce au sport**



**Union Cycliste Internationale**



INTERNATIONAL DAY OF SPORT  
FOR DEVELOPMENT AND PEACE

MEDIA COVERAGE



# What's been said...

## INTERNATIONAL ORGANIZATIONS



*"I very much appreciated this action and wanted to congratulate you after the day is over."*

**Snežana Samardžić-Marković**  
Director General / Directorate General II -  
Democracy - Council of Europe



*"Let me express my gratitude for your contribution to the positive result of the inaugural IDSDP celebrations."*

**Wilfried Lemke**  
Special advisor to the Secretary-General of the United  
Nations on Sport for Development and Peace



*"Convinced that sport is a unique vehicle for promoting these values, OIF joins the International Olympic Committee, Peace and Sport and all actors for peace, development and sport in supporting this UN initiative."*

**Organisation Internationale de la Francophonie (OIF)**

## SPORTS MINISTERS



*"I would like to express my sincere thanks to Peace and Sport for giving us the opportunity to take part in this project."*

**H.E. Hang Chuon Naron**  
Minister of Education, Youth and Sport, Cambodia



*"I would like to express my deepest gratitude for the information about the IDSP (..) It is my honour to inform you that we are pleased to join this event."*

**H.E. Levan Kipiani**  
Minister of Sport, Georgia



*"I congratulate Peace and Sport on this ambitious and innovative project."*

**H.E. Bal Gosal, Minister of Sports, Canada**



# What's been said...

## INTERNATIONAL OLYMPIC COMMITTEE MEMBERS



*"This is a very interesting project that will demonstrate how sport can be a powerful tool at the service of the development of peace. You can be assured of my full support in this endeavour!"*

**Juan Antonio Samaranch Jr.**  
IOC member



*"I would like to congratulate you for initiating such a wonderful project."*

**H.R.H. Princess Haya Bint Al Hussein**  
President of the International Equestrian Federation,  
IOC member



*"Please be assured that the UCI will, under my Presidency, demonstrate our support for the initiative and my team are making plans to celebrate this International day."*

**Brian Cookson,**  
President of the International Cycling Union,  
IOC member

## OLYMPIC CHAMPIONS



*"We are proud to join this operation aimed at promoting peace at the international level. It's a great start and sends a strong message. Sport stands united with countries in need!"*

**Tony Estanguet,**  
IOC member,  
Three-time Olympic champion in canoeing,  
Peace and Sport Champion for Peace



*"[6 April is] an event to spread the message that sport can erase barriers and promote peace. I am very proud to be part of the Champions for Peace club."*

**Paula Radcliffe,**  
World record holder in the women's marathon,  
Peace and Sport Champion for Peace



*"White Card is for peace, we support this initiative of the peace and sport movement."*

**Sergey Bubka,**  
IOC member, Vice President of the IAAF,  
President of Ukraine National Olympic Committee,  
Peace and Sport Champion for Peace



[www.april6.org](http://www.april6.org)



April6\_IntlDay



6ofapril

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