

INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE



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A group of children are playing volleyball on an outdoor court. In the foreground, several white volleyball balls are placed on orange cones. The children are wearing light blue t-shirts with a logo, except for one child in a red shirt. They are all barefoot and appear to be in motion, with some reaching for the balls. The background shows a building and trees under a cloudy sky.

THE APRIL 6 PROJECT



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

Targets

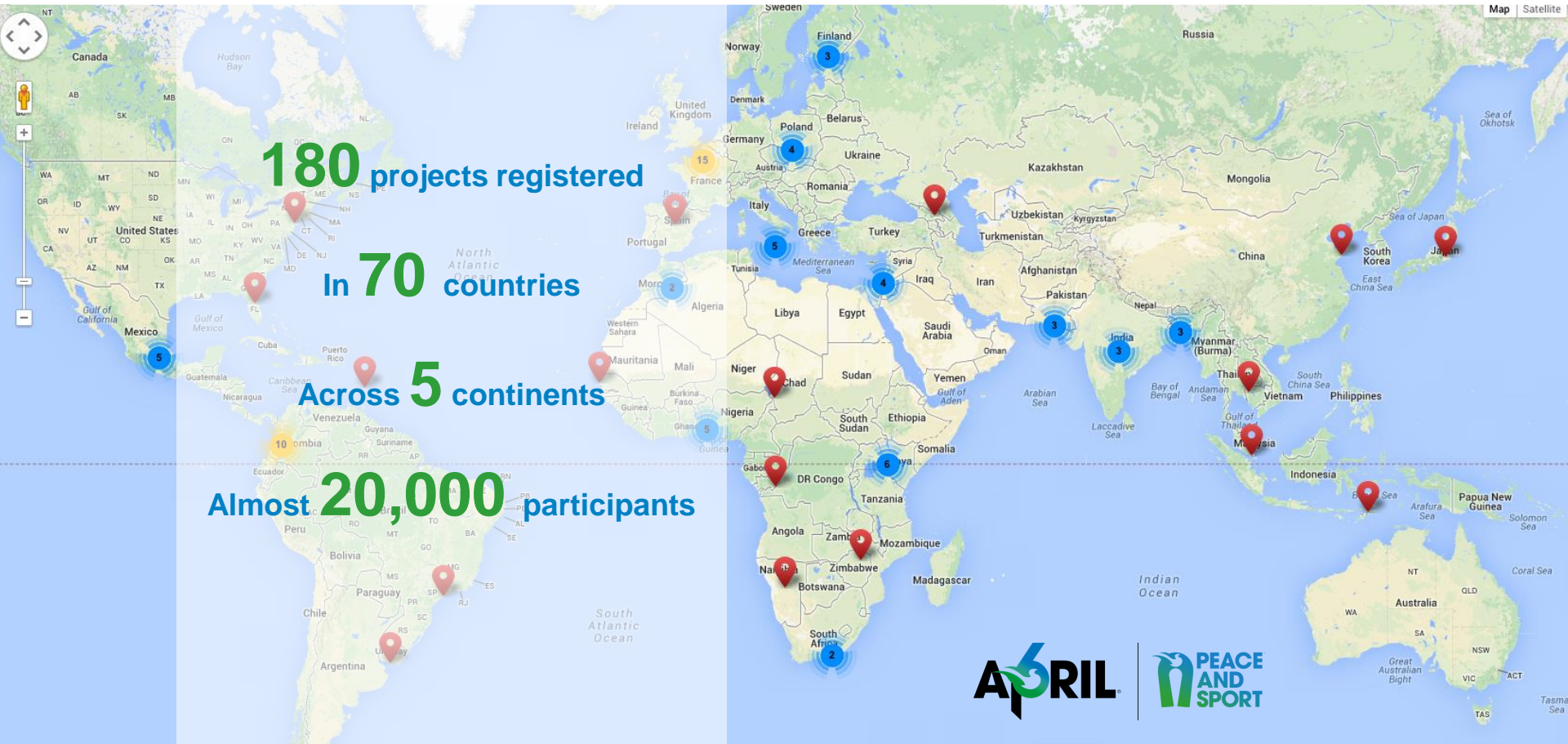


A man with long dreadlocks, wearing a grey t-shirt and jeans, is crouching down and interacting with a group of children. He is pointing at something on the ground. The children are wearing white t-shirts with UNICEF logos. One child in the foreground is wearing a white t-shirt with yellow sleeves. Another child in the background is wearing a white t-shirt with blue sleeves. The background shows a community setting with other people and structures.

APRIL6.ORG REPORT



Key figures



Snapshot of events



Gihanga, Burundi

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.



Quilpué, Chile

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!



Paris, France

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.

Two men in dark suits and blue ties are standing against a solid blue background. Both men are smiling and holding up a plain white rectangular card in their right hands. The man on the left has grey hair and a beard, while the man on the right is balding. A semi-transparent dark blue banner is positioned across the middle of the image, containing the text '#WHITECARD REPORT' in large, bold, white capital letters.

#WHITECARD REPORT

WHITE
CARD

Key figures

7 million internet users reached

More than **5,000** participants



4 million users reached

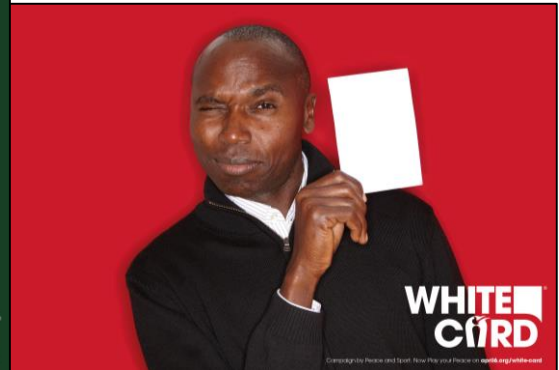
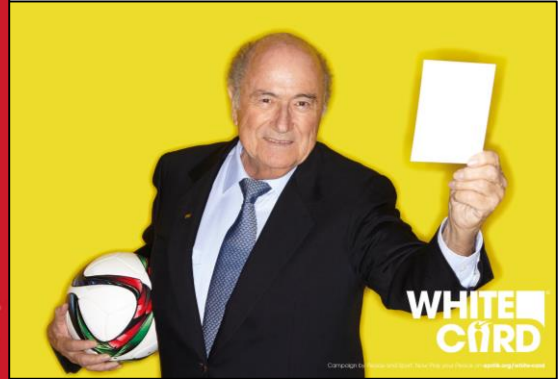
More than **500** #WhiteCard Tweets



3 million users reached

36,000 'Likes'

They're part of what matters!





Sébastien Loeb



Charmaine Crooks



Ching-Kuo Wu
President of AIBA



Robinho



Mali

The President of the NOC, the First Lady of the Republic and the Ministry of Sport rally their support



Colombia

The Paralympic Committee lends its efforts to the
#WhiteCard campaign

#WhiteCard in Monaco



School pupils joined by the Princely couple



The Peace and Sport team



IAAF and its future champions



International University
of Monaco

Play Your
Peace

MEDIA COVERAGE



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



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 Thaljeh, Corporate Communications Manager at FIFA, is more than just a symbol. *BY BÉATRICE AVIGNON*

HONEY BELIEVES IN HER GOAL



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