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 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 April 6

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

National mobilization in Mexico organized by the Alfredo Harp Helú Foundation

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

Conferences at the United Nations Headquarters

#WhiteCard TikTok challenge organized by Fútbol Con Corazón NGO

The Palace and others institutions lighted up in white in Monaco

#WhiteCard pic organized by the NGO AKWOS in Rwanda
#WhiteCard pic organized by NOC Ukraine

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

#WhiteCard pic April mobilization of Teqball in Budapest

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

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

#WhiteCard flashback with National Olympic Committee of Pakistan

#WhiteCard pic with National Olympic Committee of Saudi Arabia

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

#WhiteCard Flag Just play program in Tonga

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

#WhiteCard lab – MyraKenya

#WhiteCard pic of beneficiaries and educators from the Fondation Venuste Niyongabo, in Burundi
THE #WHITECARD EVOLUTION:

2014 6 million
2015 7 million
2016 15 million
2017 43 million
2018 90 million
2019 98 million
2020 117 million
2021 170 million
2022 171 million
2023 180 million

PEOPLE REACHED ON SOCIAL MEDIA

118 COUNTRIES REACHED

180 million

897 million

OVER THE PAST 10 YEARS

OVER THE PAST 10 YEARS

118 COUNTRIES REACHED

180 million
#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

JOËL BOUZOU
President and Founder of Peace and Sport

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 of Europe

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

YOHAN BLAKE - Olympic athlete
AKANI SIMBINE
HENRICHO BRUINTJIES
Champions for Peace

RAI OLIVEIRA
Football Legend

CARLI LLOYD
Football legend

18TH WORLD SUMMIT
Peace Nobel Prize Gangwon

TUNISIAN NATIONAL DIALOGUE QUARTET
Peace Nobel Prize 2015

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TUNISIAN NATIONAL DIALOGUE QUARTET
Peace Nobel Prize 2015