

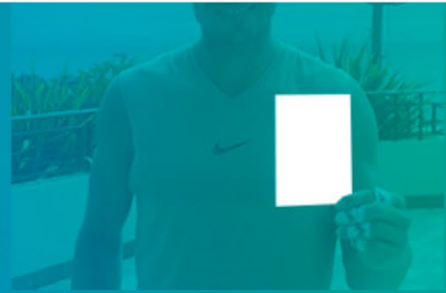


WHITECARD[®] CARD

#WHITECARD CAMPAIGN 2022



SOCIAL MEDIA TOOLKIT



#WHITECARD #APRIL6



SOCIAL MEDIA TOOLKIT

USE THE HASHTAGS:

#WhiteCard

@peaceandsport

#ChampionsforPeace

#IDSDP2022

#April6

MORE INFORMATION

www.April6.org

www.peace-sport.org

This year, the theme is:

« Sport is an answer. Raise your #WhiteCard ».

Never has our message for peace been so important.

To demonstrate that sport can be an answer to social issues and that it can bring to the construction of a culture of peace, we invite you to take part to the 2022 #WhiteCard campaign by raising your #WhiteCard.

Option 1 : Posts proposal



#1

This year, I hold my #WhiteCard, the symbol of peace through sport, because I believe that sport can help achieving global cooperation. You too (tag +3 people), join the movement and celebrate #IDSDP2022!

#April6 @peaceandsport

Add your #WhiteCard picture

#2

The #WhiteCard campaign, initiated by @peaceandsport in 2014, shows that sport can be an answer to social issues and that it can bring to the construction of a culture of peace. Raise it. Join us. Share it.

#April6

Add your #WhiteCard picture

#3

By raising my #WhiteCard, as a symbol of peace through sport, I am supporting @peaceandsport 's call for dialogue and peace in Ukraine, and also with all vulnerable communities affected by violence and conflict, worldwide.

#April6

Add your #WhiteCard picture

#4

Holding up a #WhiteCard is another step towards convincing decision-makers to include sport in initiatives aimed at building peace. Join our call for international unity through sport!

@peaceandsport #April6

Add your #WhiteCard picture

[Click here to download the pictures](#)

Option 2: Posts proposal

This year, we have selected concrete actions that reflect the power of sport for peace. Choose the #WhiteCard action and the impact area that moves you the most.

You can share it on social media or share your own actions! Let's go viral, tag 3 people!



Felicite Rwemarika - Gender equality

In 1998, after the genocide, Felicite Rwemarika created AKWOS, the Organization of Kigali Women in Sports. Through her #WhiteCard, she highlighted that sport is a universal language to address conflicts, global and societal concerns.

Sport is an answer. Raise your #WhiteCard.
@peaceandsport #April6



Staffan de Mistura - Reconciliation and coexistence

Staffan de Mistura, former UN Under-Secretary-General and Special Envoy in conflict-affected areas, has witnessed the unifying power of sport and the impact of peace-through-sport initiatives in conflict-affected countries.

Sport is an answer. Raise your #WhiteCard.
@peaceandsport #April6



Pyrros Dimas - Peace education

As Weightlifting World Champion and Champion for Peace, Pyrros Dimas raised his #WhiteCard to celebrate the values of sport. Sport has taught him to never give up and helped him to overcome obstacles in all aspects of life. Sport is an answer. Raise your #WhiteCard.

@peaceandsport #April6



Saied and Sagi - Intercultural and interreligious understanding

Through their #WhiteCard, Saied and Sagi have demonstrated that sport can break down barriers and that "no matter the results, friendship will always win".

Sport is an answer. Raise your #WhiteCard.
@peaceandsport #April6

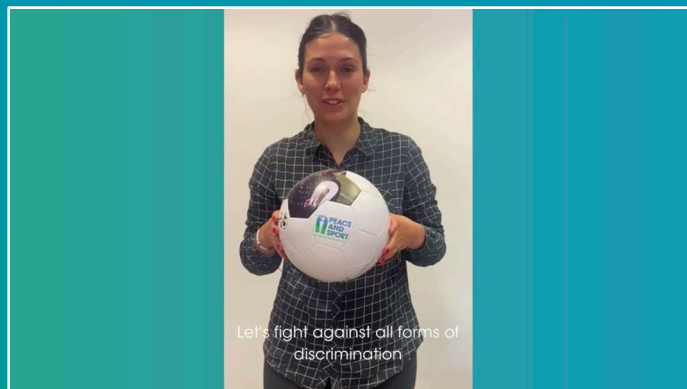
[Click here to download all the pictures](#)

Option 3 : Be part of the #WhiteCard Challenge!

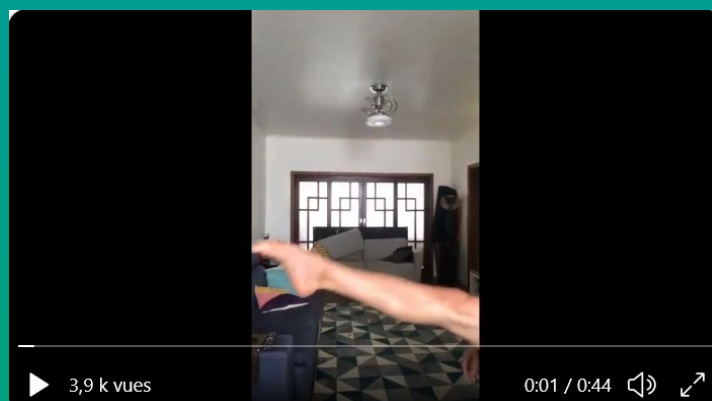
The 2022 edition of the #WhiteCard will go viral thanks to your creativity and motivation!

You can initiate digital collective actions from your home or your sport ground on social media using the #WhiteCard GIF on Instagram, TikTok video, etc...
Be creative !

Find some inspiration with these amazing #WhiteCard videos



[Click here to watch the video](#)



[Click here to watch the video](#)



[Click here to watch the video](#)

Don't forget to mention @peaceandsport and to use the hashtag #WhiteCard!