



- Editorial by H.S.H. Prince Albert II of Monaco and Mr Joël Bouzou
- April6: from its origins to a successful worldwide mobilization
- Peace and Sport celebrations
- Our Champions for Peace get involved
- 25 Memorable Initiatives
- Sport Federations get mobilized
- 32 Projects around the world
- **34** #WhiteCard





H.S.H.
Prince Albert II
of Monaco

The celebration of the International Day of Sport for Development and Peace was initiated by Peace and Sport, an international organization based in Monaco. Since its launch in 2013 by the United Nations and the International Olympic Committee, this day has been marked by several hundred initiatives around the world to promote a message of peace.

Within this context, the "#WhiteCard" operation which started in the Principality has positioned the white cardboard as the new international symbol of peace on April6. I am proud of this initiative, representing the values promoted by my country through its involvement in the sport movement's goal to promote peace.

April6 is a unique opportunity to support and join the peace-through-sport movement. I am convinced that sport has a strong capacity of action to educate and assist young people who are often looking for benchmarks in life.

I would like to express my gratitude to all individuals and the organizations who have participated in the #WhiteCard campaign for their commitment to a more peaceful world.



Joël Bouzou,
President and Founder
Peace and Sport

To celebrate the 5th International Day of Sport for Development and Peace on April 6th, Peace and Sport encouraged the international community to engage in activities to promote the positive values of sport. This record-breaking mobilization resulted in **90 million people** reached on social media by the symbolic 2018 #WhiteCard campaign.

This year #WhiteCard went more viral than ever. Launched from Colombia by H.S.H. Prince Albert II of Monaco, H.E. Mr. Juan Manuel Santos, President of the Republic of Colombia and 2016 Nobel Peace Prize laureate, H.E. Mrs. Maria Angela Holguin, Colombian Minister of Foreign Affairs and Didier Drogba, Champion for Peace, the 2018 digital campaign rallied heads of states, ministers, sports organizations, associations and athletes worldwide. The diversity of stakeholders and their commitment around the entire world illustrated the magnitude of the #WhiteCard as a symbol of the peace-through-sport movement.

In addition, **850 projects in 138 countries** spanning all 5 continents led by international sports federations, sports clubs, institutions, schools and associations, athletes, Champions for Peace and civil society were organized to celebrate April6 and were registered on the April6.org platform. Thank you to everyone who played a part in this fruitful 2018 mobilization.



Peace and Sport, I'Organisation pour la Paix par le 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 under the High Patronage of H.S.H. Prince Albert II of Monaco.

The organization uses the structured practice of sport as a tool to build sustainable peace by educating young generations about positive values, fostering social stability and cohesion, and promoting dialogue among communities.

In 2014 Peace and Sport launched the #WhiteCard digital campaign and the www.april6.org platform in order to create a global movement for the International Day of Sport for Development and Peace and highlight the positive power of sport. Since then, both initiatives have met great success. Over the last four years, the platform has a final count of 2,110 registered projects from **180 different countries**.

The celebration of this symbolic day and the growth of the sport-fordevelopment-and-peace movement legitimize and demonstrate that sport is formidable tool to tackle social issues, as well as being a costeffective mechanism to create more cohesive societies.

# THE ORIGIN OF APRIL6

On 23 August 2013 the UN General Assembly with the support of the International Olympic Committee declared April 6th as the International Day of Sport for Development and Peace (IDSDP) at the United Nations Headquarters in New York. This decision represented a historic step in recognizing the transformative power of sport and its boundless potential to advance positive social change.





April6.org is an online platform that encourages, promotes and catalogues symbolic worldwide events and sport-based initiatives carried out by a variety of different stakeholders to celebrate the International Day of Sport for Development and Peace.

# WHITE CITED



The #WhiteCard is a worldwide digital campaign created by Peace and Sport that promotes the positive and constructive values of sport. Every year the #WhiteCard campaign reaches millions of people through social media. Holding up a #WhiteCard, just like a referee, has been recognized as the symbol of the peace-through-sport movement and it is an action that symbolizes the positive power of sport. In contrast with the red card, which signifies the most serious offense in sport, the #WhiteCard is a gesture of inclusion, equity and peace.

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**APRIL6 2018** A LARGER AND MORE **IMPACTFUL WORLDWIDE MOBILIZATION** 

850 projects registred 138 countries

continents







WHIE CIRD

# PEACE AND SPORT MOBILIZATION ON A PRIL AND CHAMPIONS FOR PEACE







INTERNATIONAL COMMUNITY **MOBILIZATION ON APRIL6** 

projects registered on the April6.org platform









### **#WhiteCard met with** huge success in Colombia

This year, the 2018 #WhiteCard campaign was launched in Colombia by Peace and Sport's President Joël Bouzou, aided by H.S.H. Prince Albert II of Monaco, H.E. Mr. Juan Manuel Santos, Colombian President and 2016 Nobel Peace Laureate, H.E. Mrs. Maria Angela Holguin, Colombian Minister of Foreign Affairs and Didler Drogba, football player and Champion for Peace. These eminent people came together to promote ideals of peace, non-violence and social inclusion through the #WhiteCard campaign. In addition, a number of peace-through-sport side events were organized in cooperation with the NGOs Fútbol con Corazón and Amigos del Mar which included soccer and surfing Sport Simple Workshops that benefitted 300 youngsters.

An official Memorandum of Understanding was signed by the Principality of Monaco and the Republic of Colombia during the launch with the aim of promoting sport for social inclusion. Additionally, spread the #WhiteCard message, and embassies in Colombia for Brazil, Korea, Egypt, and Morocco.













### Sport as a source of inspiration in refugee camp

Sport is a great tool which can help and assist refugees to overcome settlement challenges. With that in mind, this year Peace and Sport celebrated the "Live Together on April6" in the Za'atari Refugee Camp with the support of UNHCR and Champions for Peace Aya Medany and Christian Karembeu. The Jordan National Olympic Committee, the International Relief & Development Organization joined the celebration which 400 children, plus three international federations: the International Table Tennis Federation, World Association of Kickboxing Organizations and international Teaball Federation.

Christian Karembeu encouraged children to play Teqball whilst Aya Medany led a 'Sport Simple' fencing workshop for 15 young Syrians, and kickboxing champion Tomaz Barada introduced a dozen girls to kickboxing. Furthermore, the International Table Tennis Federation organized several table tennis workshops with the help of Ryu Seung Min, the 2004 Olympic Games Men's Singles gold medallist.

50 refugee children participated in a 5-km #WhiteCard relay, which consisted passing a #WhiteCard torch from hand to hand throughout the camp.



















### Students rally around the values of sport

For the third year, students from the Principality of Monaco were inspired by the values of sport during the fifth edition of Princess Charlene Rally. This year, brought together over 400 high-school students for a day filled with sports activities and workshops.

During this event, in an inspiring conference, rally driver and Champion for Peace, Adrien Maré and Princess Charlene Foundation Ambassador Kevin Crovetto motivated students to use sport as a tool for social change. Additionally, a drawing contest on the theme of peace through sport and a number of sporting activities took place.









### 2nd Forum for the **Americas: Sport for Development and Peace**

Latin-America is seedbed of sport-for-development-and-peace initiatives. For this reason, Peace and Sport partnered with the Guatemala Olympic Committee a second time to organize the 2nd Forum for the Americas: Sport for Development and Peace.

Champions for Peace Pedro Yang - Badminton Olympian, and Gregory Vallarino - Ju-Jitsu World Champion, spoke to 400 young athletes from Guatemala during inspiring lectures and a Sport Simple workshop. The event saw participation from UNESCO, the International Olympic Committee, Latin-American organizations such as Fútbol con Corazón from Colombia and Club Estudiantes de la Plata from Argentina, and Olympic Committees Chili, Jamaica and Venezuela.



# **OUR CHAMPIONS FOR** PEACE GET INVOLVED





#### **Charmaine Crooks**

Hiroshima has been reborn as a place of peace. For this reason, Peace and Sport partnered with Hurricane Group to celebrate the International Day of Sport for Development during the International Extreme Sports Festival (FISE) in Hiroshima. Peace and Sport's Champion for Peace, Charmaine Crooks, 5-times Olympian and an icon in Canadian sport, sent a strong message of peace in this legendary city.

Next to Hiroshima's Peace Memorial, the city's governor, athletes and the people in the crowd raised a #WhiteCard as a symbol of their commitment to promote sport for social change.





# **OUR CHAMPIONS FOR** PEACE GET INVOLVED



### Nouria Benida-Merah

Algeria's women's 1500m Olympic Champion and Champion for Peace, Nouria Benida-Merah organized a number of sports competitions in Algiers and in El Hamra Algeria in collaboration with the Algerian Olympic Committee.

During the first day, the Champion for Peace delivered a speech to Ali Mendjeli High School's students in Algiers and organized a group #WhiteCard photo, the symbol of the peace-through-sport-movement, as a gesture of inclusion, equity and peace. The following day, an environmental preservation operation and a "Kids Athletics" Workshop took place in the South West of the country.

# **OUR CHAMPIONS FOR PEACE GET INVOLVED**



### Marlène Harnois

Champion for Peace and Taekwondo Olympic Medallist Marlène Harnois participated in the 3rd International Sport Forum in Bamako, Mali alongside more than 5,000 delegates. The event organized by APUMAF stimulated reflections on how to promote a culture of progress in the country.

To celebrate the 2018 IDSDP, our Champion for Peace hosted a debate on «How can sport drive a culture of progress?». Following this session, she invited the Malian First Lady, H.E. Mrs. Keïta Aminata Maïga to raise a #WhiteCard as a way to promote peace through sport in Mali.





# **OUR CHAMPIONS FOR** PEACE GET INVOLVED



### **Elana Meyer**

Champion for Peace and South African long-distance runner Elana Meyer and her Academy Endurocad hosted the inaugural Stellenbosch Cross Country Relay as part of the SAS Friendship Games in support of the International Day of Sport for Development and Peace. On this occasion, 150 runners from 10 schools took part in the event that brought communities from different backgrounds together.

The main objectives of the event were to promote relationships between different schools in the broader Stellenbosch, to teach Olympic Values (Friendship, Respect, Inspiration, Determination, Equality, and Courage), and spread a message of peace through a #WhiteCard.

# **OUR CHAMPIONS FOR** PEACE GET INVOLVED



#### **Laure Fournier**

Champion for Peace and Sambo Champion Laure Fournier, alongside Sambo Champion and Peace and Sport Award Laureate Maria Guedez, organized a full day of sport demonstrations in the Hugo Chavez primary school located in Carabobo City, Venezuela. Children had an initiation in sambo and learnt about its positives values (mutual assistance, sharing, friendship, cohesion, respect, politeness, and discipline).

Additionally, Laure Fournier launched a kids-exchange between her club in Montpellier and beneficiaries of the Maria Guedez Foundation in Venezuela.





#### **AS Monaco mobilizes its fans**

More than 1,500 people held up in front of the camera as a way to celebrate the power of football for positive social change and inclusion. Days before this demonstration, AS Monaco players had also participated in the online campaign during their training session.



# Mini Basketball Games inspire social change

The "Mini Basketball Games" gathered around 100 Angolan children under 12 years old living in the community of Cazenga. During the event organized by the Club Escola Desportiva Formigas do Cazenga and the Angola Olympians Association, kids painted a wall on the subject of April6 and heard testimonies from Olympian athletes. #WhiteCard photos were taken with the basketball champions Nacissela Mauricio, Victor Muzadi, Joaquim Gomes alias "Kikas" and Carlos Almeida.

The Angola Olympians Association organized also an event in collaboration with the Macovi Sport Club in order to propose different sport activities for around 150 kids from different gender and ages





# MEMORABLE INITIATIVES











# Celebrating peace with a Color Race

The Ministry of Youth in the Kingdom of Bahrain organized a "1,000 Steps for Peace" event and a color run event to celebrate Apriló. The Interactive activity was characterized by a marketing campaign to raise funds to build a football field in the Za'atari refugee camp in Jordan. A #WhiteCard photo closed this beautiful day.





# Croatia plays for UN Global Goals

Croatia saw an inspiring mobilization this Apriló. The Croatian Olympic Committee, the Croatian United Nations Association and Croatian Olympic Academy organized a full day of sports activities to raise awareness about the 2030 Sustainable Development Agenda. Participants and guests took part in a futsal and basketball tournament and raised #WhiteCards in support of worldwide peace efforts.





# Champions for Peace raise their voice at UNHQ

The UNHQ in New York celebrated Apriló. The United Nations Office on Drugs and Crime came together with the Republic of Colombia: the Permanent Missions to the United Nations of Colombia, Italy, Monaco, Qatar and Rwanda to organize a special event titled «Crime Prevention and Sustainable Development through Sports». During the event, Peace and Sport's Managing Director, Laurent Dupont along with Champions for Peace Tegla Loroupe, Tahl Liebovitz and Maria Toorpakai gave powerful testimonies about their involvement in supporting sport for social change initiatives.



### No more wars ... Live Peacefully

To support the International Day for Mine Awareness and Assistance in Mine Action on 4th April and the International Day of Sport for Development and Peace on 6th April, Spirit of Soccer organized a football match to promote peace. Children with Arab, Kurdish and Turkman backgrounds stood together under the banner "No more wars ... Live Peacefully" and endorsed the Mine Risk Education (MRE) message.

**MEMORABLE** 

INITIATIVES

26/ APRIL | THE INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

# **MEMORABLE** INITIATIVES









### Multi-sport activities for all

The Olympic Committee of Cape Verde once again participated in IDSDP celebrations with the support of the Cape Verde Ministry, reaffirming its long-lasting involvement in the promotion of sport for social development and peace. Numerous activities were organized all around the country, including the "Desporto pela Paz" festival gathering more than 1500 people of all ages around multi-sport activities and traditional games. All events and activities were marked by #WhiteCard pictures.



### **Sport for Peace** inspires Lisbon

The Portuguese Olympic Committee (COP) took part in IDSDP celebrations by organizing a conference at its headquarters on April6. Athletes, academics and journalists joined Mr. José Manuel Constantino, COP President, in a debate focusing on the power of sport to bring people together and educate young generations.







### **Athletes against** school bullying

The Estonian Olympic Committee significantly celebrated April6 by launching a nationwide #WhiteCard social media campaign for the second time, aimed at fighting school bullying. High-level athletes and teams shared their experiences on the topic and raised their #WhiteCard to increase awareness about the power of sport to tackle social issues. Around 1,000 Estonians joined the campaign by posting their #WhiteCard on social media.





#### Venezuela NOC

The National Olympic Committee of Venezuela showed its engagement to promote sport as a tool for peace by organizing the "Crealo Por la Paz" event in Caracas. Local children and athletes participated in mini athletics and chess activities. The sport equipment used for the event was built with recycled materials. The NOC also mobilized athletes from all over Venezuela to participate in the celebrations of IDSDP by raising their #WhiteCards in all corners of the country.

**MEMORABLE** 

INITIATIVES

VENEZUELA







# **SPORT FEDERATIONS GET MOBILIZED**





### International Judo **Federation**

The International Judo Federation (IJF) and judokas from around the world participated in IDSDP celebrations. On April6, to coincide with the first day of the Antalya Grand Prix, members of the Judo family united on stage and raised their #WhiteCards. Beneficiaries of the "Judo for Peace" program were also involved in the celebrations and IJF President, Mr. Marius Vizer, shared a message stressing the positive impact of Judo in society.





### **Badminton World Federation**

The Badminton World Federation (BWF) led an unprecedented mobilization of the whole Badminton community around the #WhiteCard. BWF President Poul-Erik Høyer and members of the BWF council showed the example and were joined by athletes of all ages from every corner of the world raising a #WhiteCard to celebrate IDSDP and the positive role that sport plays in society



# SPORT FEDERATIONS **GET MOBILIZED**





### **World Karate Federation**

The World Karate Federation celebrated IDSDP during the Karate 1-Premier League in Rabat, Morocco. First-class Karate practitioners took part in the initiative, spreading peace-through sport message. More than 250 referees as well as all the medallists raised a #WhiteCard on the podium and thousands of spectators, stood up together to celebrate April6.





### **International Table Tennis Federation**

On April6 the International Table Tennis Federation launched the ITTF-Nittaku Dream Building for Refugees initiative to use table tennis to provide sporting opportunities to Syrian refugees in Za'atari Refugee Camp. The ITFF also mobilized its community across the globe by organizing more than 562 projects using the values of sport and table tennis as a tool for social cohesion.









### **PROJECTS AROUND** THE WORLD



Brussels Play 4 Peace Belgium

After receiving the Peace and Sport Awards for the best April6 initiative of the year in 2017, the organization Play 4 Peace celebrated its fourth edition of "Brussels Play 4 Peace" to celebrate the International Day of Sport for Development and Peace.

More than 7,000 participants participated on this sports day, for about thirty activities for young and old: football, fitness, zumba, crossfit, badminton, basket, tennis, golf, taekwondo, jujutsu, squash, tegball, skateboard, rugby, dance, boxing and jogging. Under the protection of UNESCO, Belgium 4 Peace association created awareness about the power of sport as an instrument of peace, dialogue and education.



### The color of Peace

ACS Athens organized an inspiring event "Color of Peace" which consisted of a soccer match between refugee minors and ACS Athens. The event, aimed at promoting cultural dialogue and social inclusion, had a series of music acts as well as motivational speeches by celebrities and a "Stress Ball Race" to collect funds for the "Youth 2 Youth" Program organized by local Elementary and Middle Schools.





### **Camel races** for Peace

In an extraordinary event to promote peace, a dromedary race was organized by the Youth and Sports Department in Wilaya of Tindouf and local authorities. The race created awareness on the role of camels to build bonds of fraternity and social cohesion between different nomadic tribes in Algeria.



#### Sports as a pathway out of poverty BARBADOS

The Barbados Olympic Association once again celebrated IDSDP and involved 16 local communities in three meaningful events. A youth outreach educational workshop on the topic "Sports as a pathway out of poverty: Youth edition" covered themes such as conflict management through sport and substance abuse awareness. The workshop was followed by a Community Leaders' Conference focusing on community development The celebrations were closed by the annual Multi-sports Youth Rally aimed at promoting unity and peace through spor and raising awareness on the power of sport foster social development.

### **APRIL6 LIST OF PROJECTS**

D - Before Work, Sweden

JF - April 6 in Nakhodka, Russia

endly Football Match, Nepal





### **COLOMBIA**

This year the official of the digital #WhiteCard campaign took place in Carfagena de Indias, Colombia. On this occasion a national mobilization lead by the President of the Republic of Colombia H.E Mr. Juan Manuel Santos, 15 Colombian Ministers, worldwide Colombian Embassies and Diplomatic bodies, alongside famous athletes, sporting clubs federations and journalists spread the peace-through-sport message internationally.

# WHITE CITED

bian Minister















**Lara Gut** 

# THE SPORT MOVEMENT













NGOs and educational institutions WHITE CÜRD

# BLOGGERS AND INFLUENCERS

WHITE CÜRD





MORE #WHITECARD
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WHITE





