As Head of State, Olympian, IOC member, Patron of ‘Peace and Sport’ and the World Olympians Association, I welcome this initiative which is naturally rooted in the values promoted by the Principality of Monaco through its involvement in the promotion of peace through the sport movement.

This day is part of the International Day of Sport for Development and Peace, which was jointly initiated by the UN and the IOC.

Sport is an essential vehicle to achieve the UN’s 2030 Agenda to build a more peaceful world and to educate young people, who in numerous cases have a lack of structure in life.

I am of course thrilled that the #WhiteCard operation is recognized by international organizations, as demonstrated by the high number of initiatives launched throughout the globe to mark this day. The white card has become a symbol of peace.

Princess Charlene and myself thank everyone who took part in the #WhiteCard operation all over the world, and for their involvement in making society a fairer, more tolerant and peaceful place.

The international community, activated by Peace and Sport from the Principality of Monaco, engaged this year in a successful mobilization, which proved that sport generates positive social change in the world. On the 4th edition of the International Day of Sport for Development and Peace, more than 43 million people were reached with the #WhiteCard campaign.

The 2017 #WhiteCard campaign successfully portrayed the universality of sport and brought together diverse groups of people. For the first time a great number of involved leaders and decision makers actively participated in the campaign. In an unprecedented way this year, national and international sport institutions, including the 2024 Olympic Bids LA2024 and Paris2024 supported our efforts.

In an extraordinary demonstration of cooperation, this year more than 630 projects in 180 countries from 5 different continents were registered on the www.april6.org platform. Additionally, over 20 Champions for Peace led this year impactful sport-based initiatives.

I want to thank everyone who has been mobilized through sport-based initiatives and projects within the Peace and Sport vision during this 4th edition of April6 and also to invite them to be optimistic and to take leading roles promoting peace and development through sport.
The origin of April

L’Organisation pour la Paix par le Sport – is a neutral and independent organization based in the Principality of Monaco under the high patronage of Her Serene Highness Prince Albert II of Monaco. Since 2007 Peace and Sport aims to bring the structuring values of sport to the heart of communities and individuals in crisis throughout the world and to promote a culture of peace.

The International Day of Sport for Development and Peace (IDSDP) was created in 2013. Since then, Peace and Sport has been a pioneer in promoting it and in mobilizing as many actors as possible, such as states, sport organizations, NGOs, civil society, and the private sector. These different actors have taken part in the celebration through two main actions: organizing sport for peace projects/events and taking part in the #WhiteCard campaign.

At the UN headquarters in New York, on August 2013, the UN General Assembly, with the support of the International Olympic Committee declared 6th of April as the International Day of Sport for Development and Peace. This resolution marked a historic step in recognizing the role of sport in bridging cultural divides and fostering positive social change.

April6.org is an online platform that encourages everyone and gathers worldwide symbolic events and sport-based initiatives carried out by a great variety of actors to celebrate the International Day of Sport for Development and Peace.

#WhiteCard is a widely-known digital campaign that cheers the general public to support the sport for development and peace movement by taking a picture holding a white card (like a referee on a playing field) and posting it on social media. Today the #WhiteCard – in contrast to the red card, which signifies the most serious offense that a sports player can commit – is recognized as an international symbol that represents the positive and constructive values of sport.
APRIL 6 2017
A SUCCESSFUL AND WORLDWIDE MOBILIZATION

630 projects registered
180 countries
5 continents

43 MILLION PEOPLE REACHED
20 MILLION PEOPLE REACHED
15 MILLION PEOPLE REACHED
8 MILLION PEOPLE REACHED

APRIL 6 INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE
Peace and Sport events on April 6:

- World Pitch and Putt Championship
  - March 30th
  - Milan, Italy
- CIGEPS
  - March 31st
  - Paris, France
- SportAccord Convention
  - April 3rd - 6th
  - Aarhus, Denmark

Kick-off IDSDP 2017
- March 28th
- UN, New York, USA

1st Congress of Tourism and Sports
- April 6th
- Cali, Colombia

Forum for the Americas: Sport for Development and Peace
- April 7th
- Guatemala City, Guatemala

Rally Princesse Charlène
- April 6th
- Monaco

Peace and Sport and AS Monaco rally around the #WhiteCard symbol
- April 14th
- Monaco

Launch of the #WhiteCard campaign
- March 23rd
- Monaco

#WhiteCard at WTF World Beach Taekwondo Championship
- May 4th
- Rhodes, Greece

Champions for Peace

International Community Mobilization on April 6

630 projects registered on the April6.org platform
#WHITECARD’S ECHO REACHING OUT GLOBALLY

Started in Monaco four years ago, the #WhiteCard message has echoed in countries which, more than ever, need these ideals of peace, justice, non-violence and tolerance. With that in mind, at an official event held in Monaco, Peace and Sport’s President Joel Bouzou joined His Serene Highness Prince Albert II of Monaco, in calling for both athletes and citizens across the globe to participate in the 2017 #WhiteCard campaign.

Monaco’s neutrality, which is rooted in sport, as well as this year’s relentless support of authorities and high-level personalities from the Principality has enabled the #WhiteCard message to have international repercussions. The global impact of the campaign led us to formulate this year’s #WhiteCard campaign slogan: “Show us where you play your peace” which encouraged people to take pictures of themselves with white cards against iconic global backdrops.
One of the most effective ways to address the challenges that the world faces is to envision sustainable peace through unity and partnership. This was also one of the fundamental assumptions on which Peace and Sport in collaboration with the Permanent Representative of Monaco to the United Nations, H.E Mrs. Isabelle Picco organized the official launching of the International Day of Sport for Development and Peace at the United Nations Headquarters in New York.

During this joyful event, a wide range of sporting activities took place in the well-known UNHQ Visitors’ Hall. The International Fencing Federation (FIE), the International Table Tennis Federation (ITTF), the World Taekwondo Federation (WTF), Champions for Peace, athletes, and more than 30 children were brought together to show to Member States representatives and high level diplomats the power of sport as a tool for social change and diplomacy.

PEACE AND SPORT CELEBRATIONS

MEMBER STATES SHARE GLOBAL VISION AT THE UN
PEACE AND SPORT
CELEBRATIONS

THE SPORT MOVEMENT
JOINS THE APRIL6
CALL AT SPORTACCORD

This year Peace and Sport has been encouraging the leading names of the entire sport world to support the peace through sport movement during SportAccord Convention 2017.

As part of the IDSDP celebrations, Peace and Sport called national and international federations, National Olympic Committees, high level athletes, representatives of the International Olympic Committee, and the 2024 Olympic Bidding to join the April6 mobilisation by visiting the designated April6 booth and posing for images with #WhiteCards. In a true demonstration of support to the IDSDP, more than 300 people held a #WhiteCard and joined the different sport activities and demonstrations that took place in cooperation with the International Table Tennis Federation and the World Taekwondo Federation.
THE POWER OF SPORT DIPLOMACY

#WHITECARD BRINGS NORTH AND SOUTH KOREAN ATHLETES TOGETHER

The power of sport as a tool for diplomacy was reflected during the 2017 IIHF Ice Hockey Women’s World Championship on April 6, when North and South Korean athletes stood together behind a common goal of world peace, in a memorable #WhiteCard photo.

The #WhiteCard picture organized by Peace and Sport along with the International Ice Hockey Federation (IIHF) is a considerable achievement following the latest developments in the international relations between North and South Korea. This action served as a proof of the impact that sport can have on global peace efforts.

One of the most inspiring moments of this April 6 edition took place in Bogota, Colombia. At this occasion a group of girls from Chocó, a department known for a high presence of armed groups, and a group from Bogota played together in a basketball match and stood together for a #WhiteCard picture.

This symbolic match organized by the Ministry of Foreign Affairs is part of President Juan Manuel Santos’s commitment to use sport as a tool for reconciliation following the peace agreement with the guerrilla group FARC. In a strong demonstration of support to April 6, President Santos, 2016 Nobel Peace Prize Laureate, together with Mr. Joel Bouzou, President of Peace and Sport, held up a #WhiteCard during the World Summit of Nobel Peace Laureates.
MEMORABLE INITIATIVES

WAKO FIGHTS FOR PEACE

More than 4,000 athletes committed to social change gathered for the 2017 Irish Open International, an event organized by one of Peace and Sport’s partners, the World Association of Kickboxing Organizations (WAKO).

During the event, athletes, referees, and the martial arts community got mobilized around the IDSDP and accepted to participate in a massive #WhiteCard picture. Additionally, the event’s profits were donated to the Ireland national child protection charity (ISPCC).

WTF & ETU AT THE CROSSROADS BETWEEN TWO CULTURES

The World Taekwondo Federation (WTF) and the European Taekwondo Union (ETU) organized a major and meaningful #WhiteCard activation at the inaugural World Taekwondo Beach Championship.

The 400m² white cotton sheet used for the image, involving athletes and organizers, was unfurled in the Bastion of the Grand Master’s Palace in Rhodes, a location representative of the crossroads between Eastern and Western culture. The white cotton sheet used for the picture will now be cut into 80 bed sheets and sent to a Refugee Camp in Greece.
GOLFERS UNITED BY THE PEACE AND SPORT TROPHY

Talented golfers competing in the Pitch&Putt World Strokeplay Championship 2017, the top individual Pitch and Putt event, proved to promote the use of sport as a tool for development and social cohesion during the ‘Peace and Sport Trophy’. This meaningful trophy was inscribed in the framework of the worldwide celebrations of April 6. On this occasion, world’s top golfers also participated in a collective #WhiteCard picture.

AS MONACO RALLY AROUND THE #WHITECARD

The day after the attack against the bus carrying Borussia Dortmund football players, expressions of solidarity have been pouring in. Peace and Sport and AS Monaco have in turn sent out a highly symbolic message by bringing together fans and players around the #WhiteCard.

800 supporters of AS Monaco met up to watch the quarter-final match of the Champions League between Borussia Dortmund and AS Monaco on a screen in the Principality, and held up #WhiteCards.
For the second time on April 6, the Charity Foundation of Yelena Isinbaeva organized an enthusiastic sport festival with a number of recreational and fun activities that brought together children and teenagers from a social rehabilitation center in Volgograd. The animated sport festival aim to unite children who in their young ages have already faced first challenges in life, and to offer them a feeling of support.
Aya Medany, Olympian and World Champion, together with the Egyptian National Olympic Committee brought together about 100 children to learn about several new activities including fencing and shooting, two out of the five disciplines of Modern Pentathlon. This was a very exciting day, as the exhibition introduced and set up new sporting activities in the desert region of the New Valley.
This year, as part of the IDSDP celebrations, the Monaco’s Department of Education, Youth and Sport in collaboration with the Princess Charlene of Monaco Foundation, Peace and Sport and the active involvement of Pierre Frolla and Jean-François Tordo organized a Rally with more than 300 high school students from the Principality of Monaco. During the event, the World record-holding free diver and the former captain of the French National Rugby team gave a lecture to the students about the positive values of sport.
Marlene Harnois in partnership with the Association Daba Modibo Keita organized different sports competitions at the Mini Olympiads, as well as a number of cultural activities that included debates, conferences, martial arts exhibitions and a concert. This joyful event portrayed the holistic and cross-cutting nature of sport as a platform to promote cultural exchange and dialogue.
AND MANY OTHER PROJECTS AROUND THE WORLD ...

ALGERIA

ALI BOUMENDJEL SCHOOL AND NOURIA BENIDA MERAH

The ALI Boumendjel School, the Algerian National Olympic Committee and the Peace and Sport Foundation for Peace Nouria Benida Merah worked in a great partnership to celebrate the IDSDP. During the 5th YouL, the Olympic athlete shared her experience as a high-level woman athlete in front of 200 high school students. As part of the event, students re-drew a picture of a white card as a symbol of peace.

Ghana

TABLE TENNIS FOR ALL

For the second consecutive year, ITTF celebrated April 6 with the “Table Tennis For All” program. This year, 450 clubs from 99 countries responded to a call to mobilize on April 6, to demonstrate that Table Tennis can be a vehicle for positive social change and an opportunity to bring people together.

India

ST. LAWRENCE HIGH SCHOOL

In an impressive mobilization organized by the St Lawrence High School with their alumni St. Lawrence Old Boys Association, 2,000 school children participated in a massive WhiteCard picture to raise awareness about the positive impact that sport can play in Kolkata. This initiative aimed at demonstrating how educational institutions and youths are key actors in the promotion of sport as a tool for development and peace.

Colombia

FUTBOL CON CORAZON

In the most emblematic places and streets of the city of Barranquilla, Colombia, Peace and Sport’s sister organization, “Fútbol con Corazón” organized a number of Football for Peace matches. During the matches, players distributed WhiteCards to attendees with the aim to bring together people from Barranquilla and promote social cohesion.
This year and despite of the competitiveness, LA 2024 and Paris 2024 shared the common goal to celebrate the International Day of Sport for Development and Peace. On this occasion, both BIDS together with a large number of athletes and politicians participated in the #WhiteCard campaign.
GOVERNMENTS AND INTERNATIONAL ORGANIZATIONS

Claude Marshall, UNHCR Refugee Sports Coordinator, Division of External Relations

The Intergovernmental Committee for Physical Education and Sport (CIGEPS) and its President, Mr. Gert Oosthuizen, Deputy Minister of Sport and Recreation of South Africa

Cindy J. Smith (UNICRI Director), Luca Lotti (Italian Sport Minister), Luca Pancalli (President of the Italian Paralympic Committee)

Mr. Georges Marsan, Mayor of Monaco and the whole Monaco City Council

S.E.M. Robert Fillon, Ambassador of Monaco in Italy, Giovanni Malagò, President of the Italian National Olympic Committee and the athletes Nicolà Pietrangeli, Armin Zoeggeler, Alessandra Sensini, Carlo Molfetta

French Embassy in Morocco

H.E. Mr. Juan Manuel Santos, Nobel Peace Prize Laureate, President of the Republic of Colombia

H.E. Mrs Maguy Maccario Doyle, Ambassador of Monaco to the USA and H.E. Mrs. Isabelle Picco, Permanent Representative of Monaco to the United Nations

Dr Rania Elwani

Mrs. Patti Londoño Jaramillo, Deputy Minister for Foreign Affairs of Colombia and some beneficiaries of the national Sports and Cultural Diplomacy Program

U.S. Embassy Botswana (H.E. Ambassador Miller)

Tunisian National Dialogue Quartet - 2015 Nobel Peace Prize Laureate

Parliamentarians for Nuclear Non-Proliferation and Disarmament (PNDD)

Giovanni Malagò, President of the Italian National Olympic Committee, Cindy J. Smith, UNICRI Director, Luca Lotti, Minister of Sport of Italy, Luca Pancalli, President of the Italian Paralympic Committee

H.E. Mr. Stephane Valeri, Government Counselor-Minister for Social Affairs of Monaco
4TH INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

THE SPORT MOVEMENT

Judo Russia
International Ice Hockey Federation
President - René Fasel

Confederation of European Baseball
Ukrainian Premier League board
National Sun Association (Iran)
Tunisian Federation of Baseball

AS Monaco Basket
Gruppo Sportivo Sambughè

Colombia - National Paralympic Committee
French Federation of Karaté (Sandy Scordo)
Bengladesh Olympic Association
CONMEBOL

International Bobsleigh and Skeleton Federation
Monaco Fencing
International Netball Federation, Peace
Proscovia Drajole and Commonwealth Games
Federation President Louise Martin

Softball Mexico
Taekwondo Monaco
Spanish Archery Federation
MT Racing Monaco
Guga Kuerten Institute
Tennis De Table Monaco
Togo National Olympic Committee
Ju-Jitsu International Federation

Antigua and Barbuda Olympic Association
Association Francophone de Badminton
Badminton World Federation
Handball Russia
International Floorball Federation
Secretary general - John Lijelund
International Fenceing Federation
International Judo Federation
International Surfing Association
International School Sport Federation
International Federation of Sport Climbing
International Shooting Sport Federation

Union Cycliste Internationale President - Brian Cookson
Union Cycliste Internationale President - Brian Cookson
World Sailing President, Kim Andersen
40TH INTERNATIONAL DAY OF SPORT FOR DEVELOPMENT AND PEACE

NGO'S AND EDUCATIONAL INSTITUTIONS

Ukraine School
Tsukuba University
UCLA
Fundacion ADA
Russia School
Right To Dream
American College of Greece and Metadrasi
University of Tartu
University of Cauca
Fondation Rugby Sin Fronteras
KheloRugby
Sebastopol University
Real Madrid University
AISTS
INSEM (Escuela de Negocios y Estudios de Postgrado. Especialistas en impulsar tu carrera profesional)
SHOW US WHERE YOU PLAY YOUR PEACE

Sydney Opera House, Australian National Olympic Committee

Kuala Lumpur

Vatican

L.A (Staples Center)

Brandenburg Gate, Institut Francais Deutschland

Washington

Saint Petersburg

Prague, Czech Republic

Flamme Olympique - Lausanne

Peace and Sport staff at UN
GET MOBILIZED ON APRIL 6, 2018