



**PEACE<sup>®</sup>  
AND  
SPORT**

BE PART OF WHAT MATTERS

**Global Presentation**

## Who we are

Founded in 2007, Peace and Sport is a **neutral** and **independent** international organization that uses sport and its values as an instrument for peace.

## Vision

We believe that **lasting peace** can be significantly promoted through the powerful catalyst of sport.

## Mission

Building peaceful communities through the power of sport to create a **safer**, more **equitable** and **inclusive** world.

## Values

- Neutrality
- Equity
- Resilience
- Independence
- Inclusion
- Dialogue





**JOËL  
BOUZOU**

**PRESIDENT AND FOUNDER  
OLYMPIC MEDALLIST & WORLD CHAMPION**

**DIDIER  
DROGBA**

**VICE-PRESIDENT  
FOOTBALL LEGEND**

**HIS SERENE HIGHNESS PRINCE  
ALBERT II OF MONACO**

**PATRON OF PEACE  
AND SPORT**

# WHAT IS PEACE THROUGH SPORT



## Sport for development and peace :

Intentional use of sport to achieve specific UN Sustainable Development Goals, among which Peace and Sport focuses on :

- **Quality Education #4**
- **Gender Equality #5**
- **Reduced Inequalities #10**
- **Peace, Justice and Strong Institutions #16**
- **Partnerships for the goals #17**

Creation of a **culture of peace**. Transmission of :

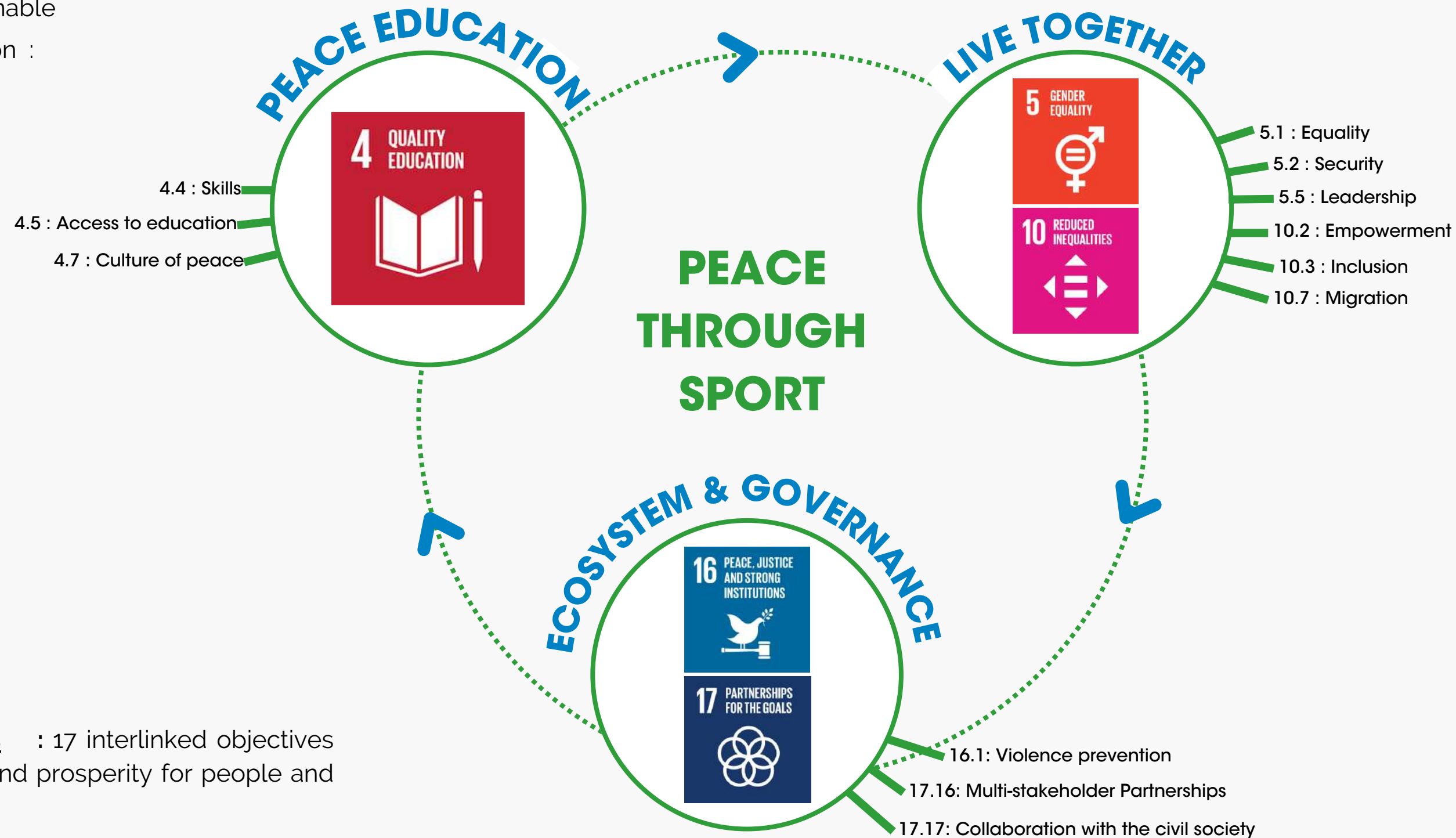
- Values
- Attitudes
- Behaviors

### Objectives :

- Inspire social interaction and sharing
- Avoid violence
- Prevent conflict



**Sustainable Development Goals by United Nations** : 17 interlinked objectives designed to serve as a "shared blueprint for peace and prosperity for people and the planet, now and into the future"



# WHAT DO WE DO



**DEMONSTRATING**



**ADVOCATING**



**MOBILIZING**



# DEMONSTRATING

THE POSITIVE IMPACT OF SPORT IN BUILDING A  
CULTURE OF PEACE

# FIELD APPROACH: PEACEMAKERS PROJECT



## BY LOCALS, FOR LOCALS

- Willingness to develop on a local scale, by local organizations and for local beneficiaries
- Peace and Sport supports these structures in their field projects, calls for projects and administrative procedures.

## METHODOLOGY

### PROVIDED TO PARTNER ORGANIZATIONS, THE PEACEMAKERS

- Sports sessions with specific exercises designed to transmit values
- Designed to help local educators and teachers spreading peace through sport.
- Peace and Sport trains partner educators in education for a culture of peace through sport
- All the exercises are divided into 3 main themes



Our methodology has been recognized as an innovative digital solution by the UN Secretary-General



[Video Presentation](#)

3

C  
Y  
C  
L  
E  
S



ACCEPT  
YOURSELF



ACCEPT OTHERS



LIVE TOGETHER



# FIELD PROGRAMS AROUND THE WORLD

DEMONSTRATING THE POSITIVE IMPACT OF SPORT IN  
BUILDING A CULTURE OF PEACE



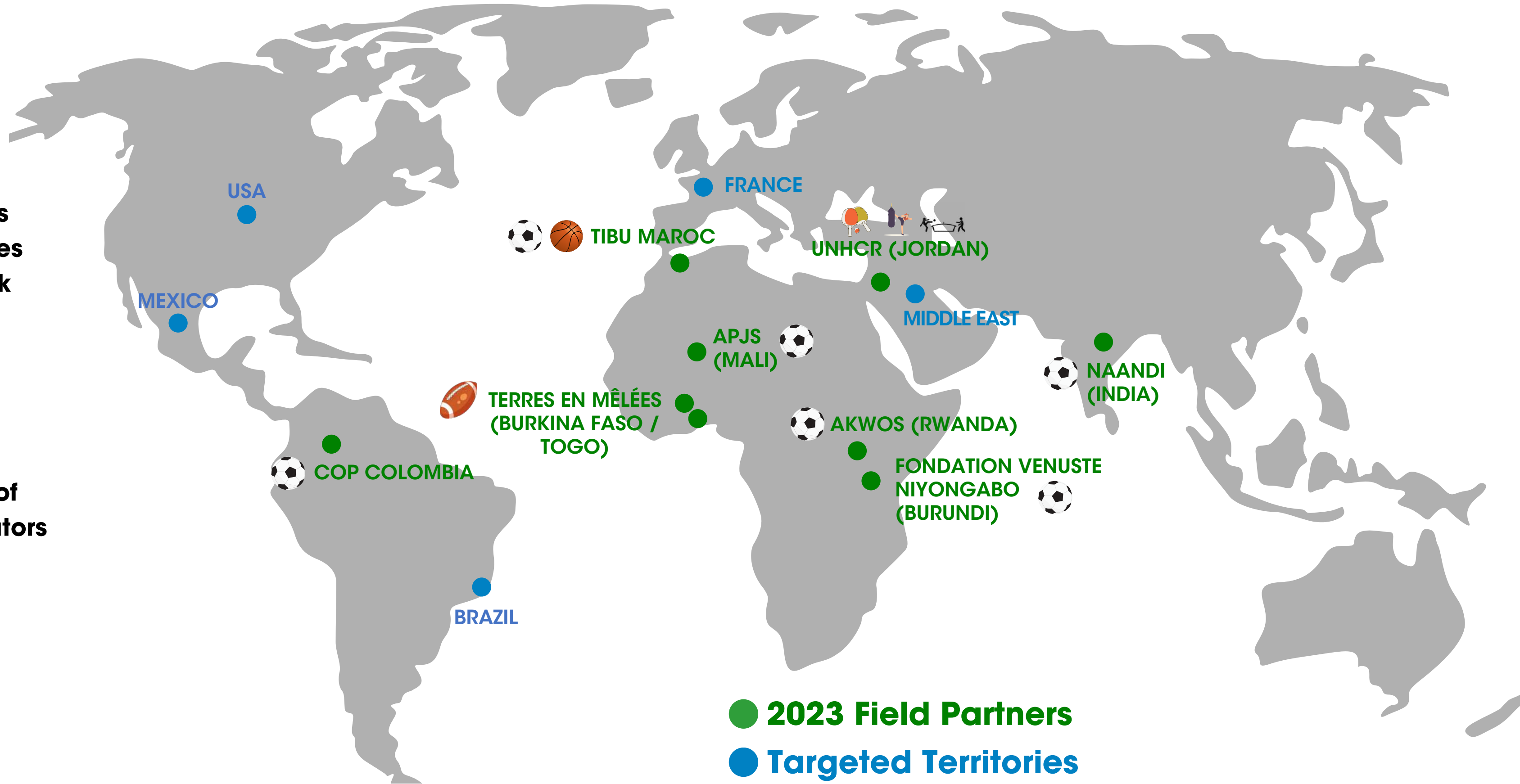
**Thousands  
beneficiaries  
each week**



**Hundreds of  
Peace Educators**



**55% of  
girls**





# OUR ACTIONS WITH FIELD PARTNERS

A "BOTTOM-UP" APPROACH TO MEET THE CHALLENGES OF THE FIELD



## 1 - Capacity Building

- Creation of a pedagogical path for Peace through Sport Animators, including video tutorials

## 2 - Pedagogical Engineering

- +300 exercises available in 3 languages constantly evolving taking into account feedback from the ground

## 3 - Project Management

- Mentoring of local coordinators in charge of the implementation and planning of the activities

## 4 - Impact Management

- Activities reporting via the Mobile App
- Collaboration with the University of Paris-Nanterre to measure the impact of specific peace through sport

## 5 - Advocacy & Communication

- Support for peace messages
- Champions for Peace inspiration to youth
- Events : Friendship Games

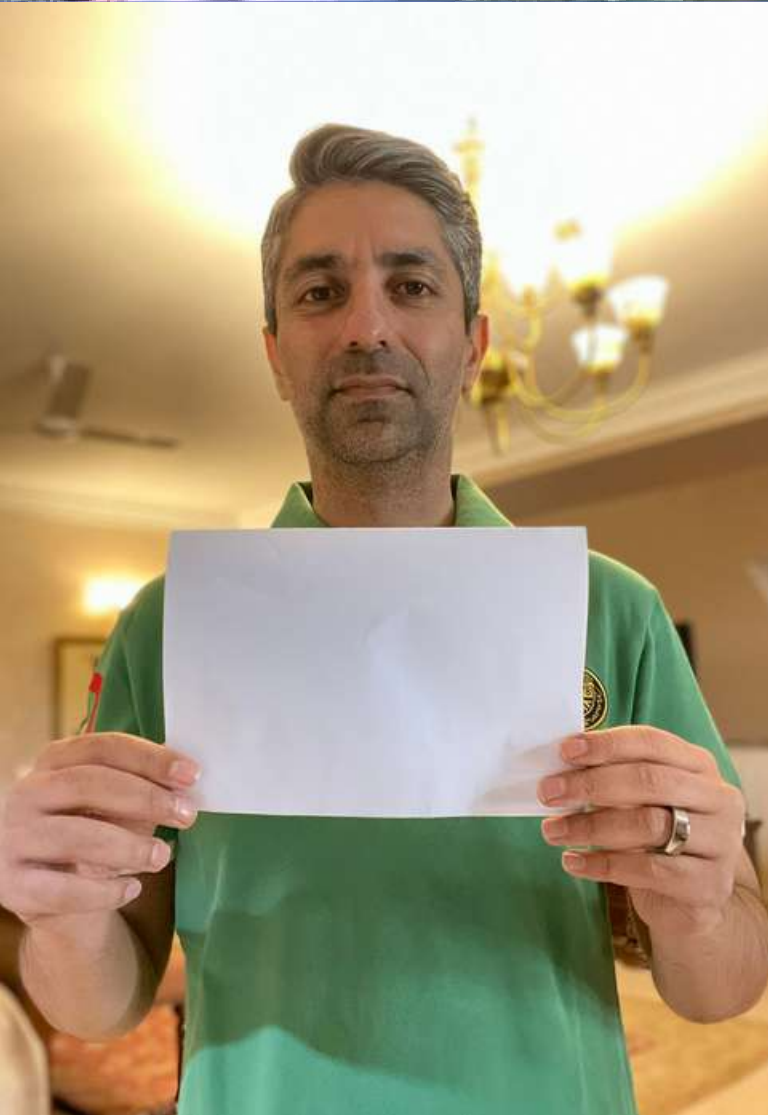
## 6 - Coalition of Actors

- Developpement of a coalition approach
- Building bridges between sport, developpement and peace decision-makers

## 7 - Athletes Support

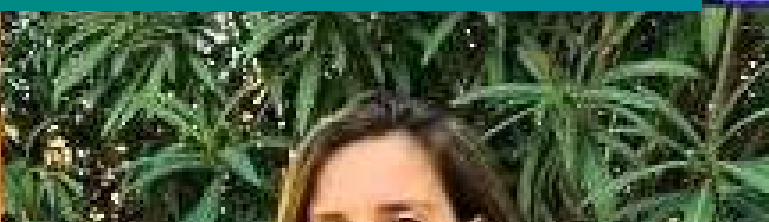
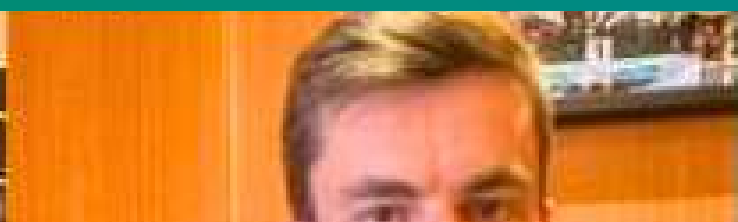
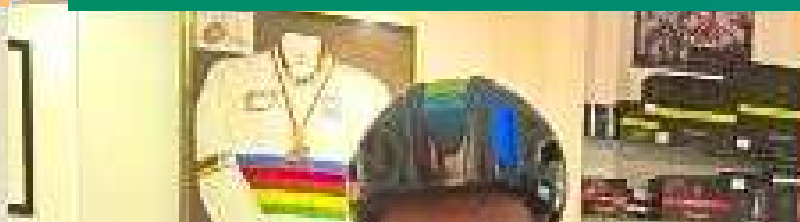
- Promotion of the committed athlete
- Testimony and cconnection with the ecosystem
- Active contribution on the field





# ADVOCATING

THE GENERAL PUBLIC ON THE ROLE OF SPORT FOR PEACE



# To encourage initiatives

## Peace and Sport Awards : since 2008

- Recognition of organizations and individuals who have contributed to **peace, dialogue** and **social stability** in the world through sport
- Programs can range from specific field programs to global initiatives
- Winners are an **inspiration** to other stakeholders

## Socrates Award - Ballon d'Or

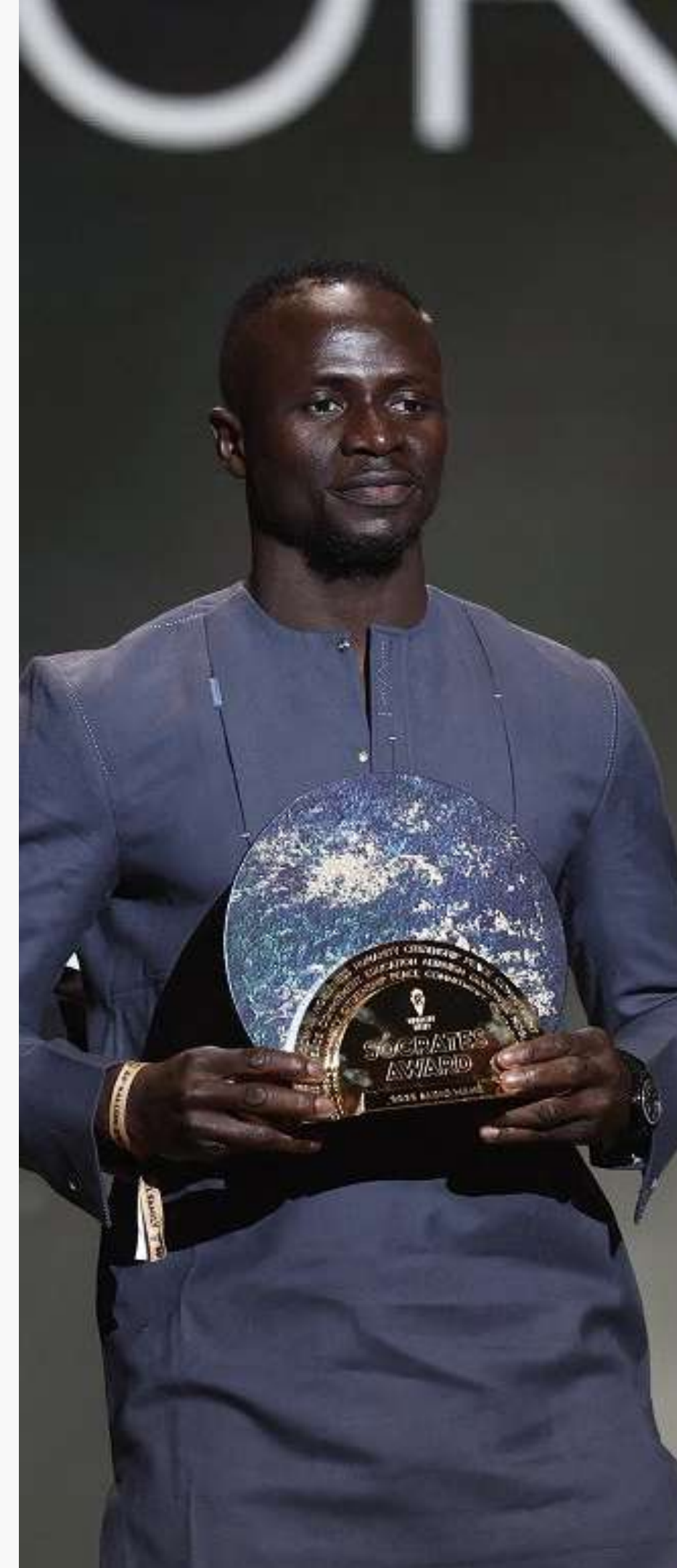


BALLON  
D'OR

**L'EQUIPE**

**france  
football**

- Collaboration between Peace and Sport and **L'Equipe** Group to create a societal award presented at the **Ballon d'Or** ceremony, the most prestigious individual trophy awarded in the world of Football
- Acknowledge the commitment off the pitch of a player
- 2022 Laureate: Sadio Mane
- 2023 Laureate: Vinicius Junior
- Media Coverage:
  - Over **100** media covering the event in 16 countries (TV, newspapers, radio, web)
  - **2.9 billion** people reached on social networks



# April 6 : #WhiteCard Campaign



## WHAT IS CELEBRATED ON APRIL 6TH ?

April 6 was declared the International Day of Sport for Development and Peace by the 2012 **United Nations General Assembly**, with the support of the **International Olympic Committee**, and has been celebrated annually since 2014.

## WHY DO WE CELEBRATE THIS DAY ?

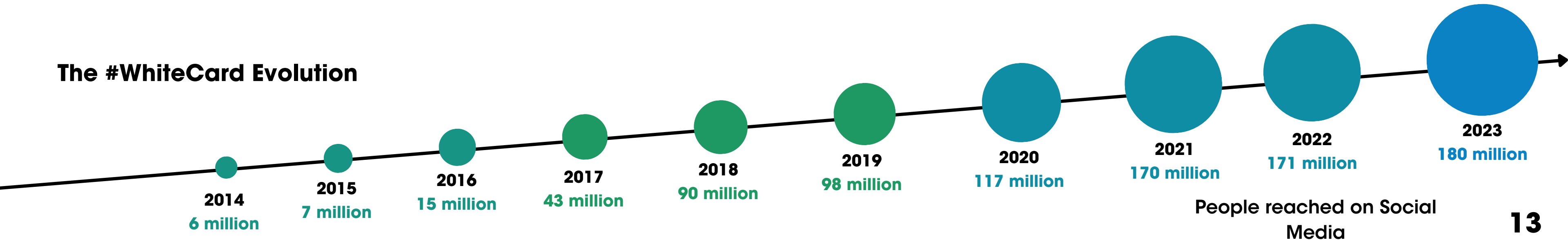
This day is an opportunity to celebrate each year the power of sport to stimulate **social change, community development**, encourage **equity and inclusion**, and foster peace and understanding between people, communities and nations.

## WHAT DOES PEACE AND SPORT DO ON APRIL 6 ?

Since 10 years, Peace and Sport has led an annual campaign of international sensibilization to create and support initiatives for sport for development and peace. This campaign is based on the **White Card**, held up as a symbol of peace.



## The #WhiteCard Evolution



People reached on Social Media

# CHAMPIONS FOR PEACE

Over 110 top athletes have made a personal commitment to the movement for peace through sport.



Blaise MATUIDI



Marlène HARNOIS



Lionel MESSI



Rohan BOPANNA  
Aisam QURESHI



Paula RADCLIFFE



Didier DROGBA

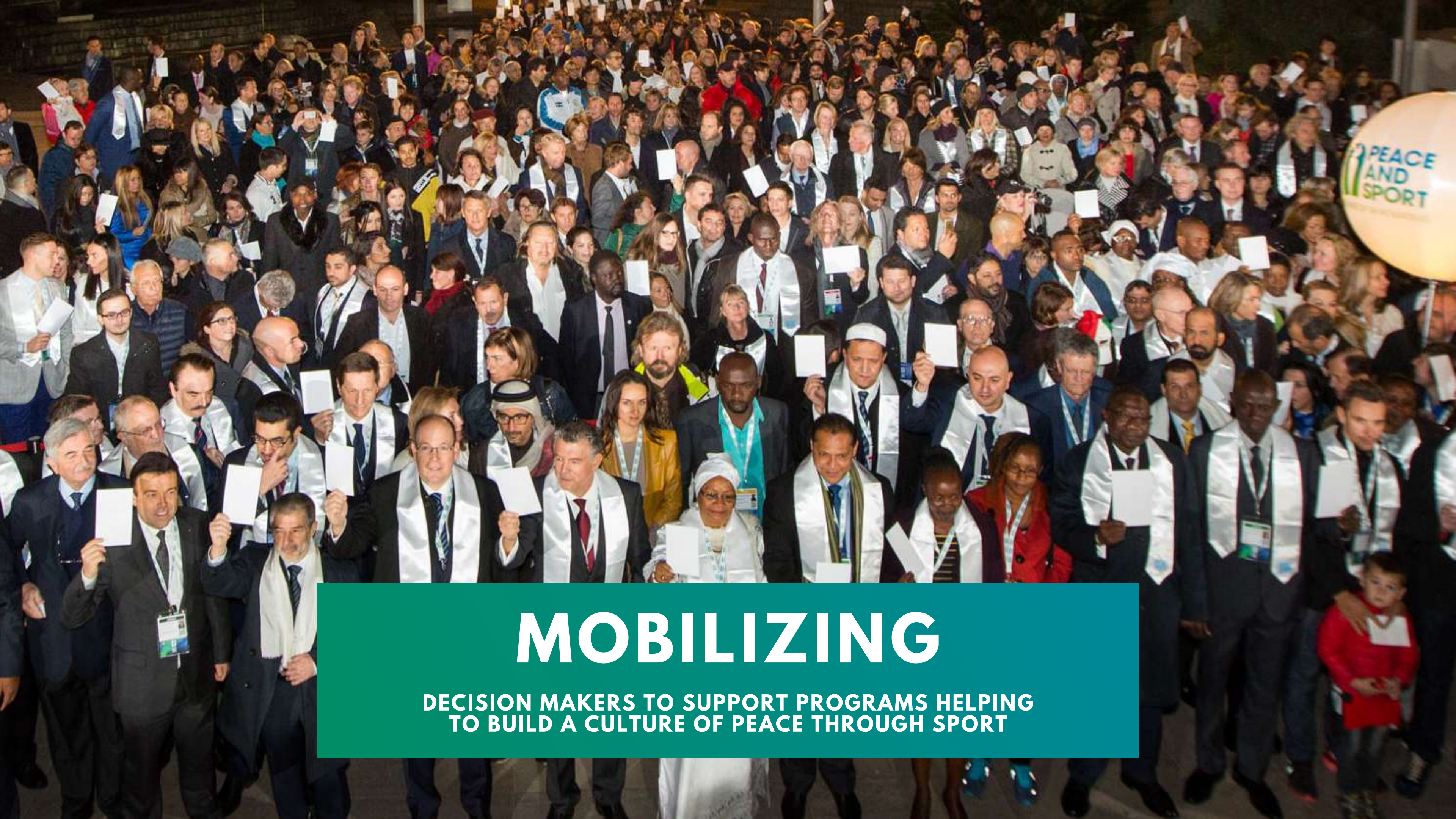


Isabelle YACOUBOU



Fiorina Berezovsky





# MOBILIZING

DECISION MAKERS TO SUPPORT PROGRAMS HELPING  
TO BUILD A CULTURE OF PEACE THROUGH SPORT

# PEACE AND SPORT FORUM

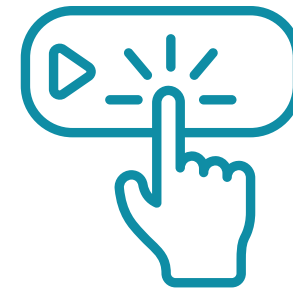
A PLATFORM FOR STRATEGICAL LEADERS



Established as a major event on the international stage (**14 editions**)



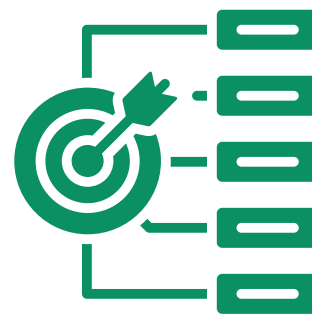
Bring together representatives from various sectors including **governments**, international **sports movement**, **international organizations**, **civil society** and **private sector** (**+4.500 delegates, + 450 speakers**)



Focused on **peace-through-sport actions** or those willing to carry them out (**101 Award Nominees**)



**Generalizing** the use of sport as a vector for peace at all levels of society



Main objectives include

- **Sharing knowledge**
- **Promoting best practices**
- **Diversifying partnerships**
- **Developing concrete solutions**



**BEST OF INTERNATIONAL FORUM 2022**





# PEACE AND SPORT FORUM: LICENSEE EDITIONS

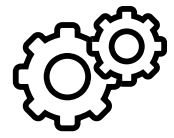
## PEACE AND SPORT MIDDLE EAST FORUM RIYADH, KINGDOM OF SAUDI ARABIA

The **first Peace and Sport Licensee Forum** titled the Peace and Sport Middle East Forum **powered by the Saudi Olympic and Paralympic Committee** took place on October 18th and 19th at the Cultural Palace, Diplomatic Quarter of Riyadh.

- + 400 delegates from KSA and International Guests (81 countries)
- 2023 Peace and Sport Awards: best practices of sport as a tool for peace culture awarded
- Long-lasting Legacy



**CONTINENTAL FORUM PEACE AND SPORT**



# DOCUMENTATION

[2022 Annual Report of Peace and Sport](#)

[Peace and Sport Video Presentation](#)

[Friendship Games in Colombia - 2022](#)

[WhiteCard Celebration by Peace and Sport](#)

[Retrospective : 15 years of action](#)

[United Nations Report - Recognition of Peace and Sport](#)





# CONTACT

---

• Jean-Jerome PERRIN-MORTIER

**CHIEF EXECUTIVE OFFICER**

[jjpm@peace-sport.org](mailto:jjpm@peace-sport.org)

• Charlotte Autant

**PARTNERSHIPS MANAGER**

[ca@peace-sport.org](mailto:ca@peace-sport.org)



Aigue Marine  
24 Avenue de Fontvieille  
98000 MONACO

