



A CULTURE OF PEACE MORE NECESSARY THAN EVER

The global geopolitical situation is complex and marked by an escalation of conflicts. With 70 countries organising elections in 2024, calling more than half of the world's population to vote, the stakes for peace are high. In this Olympic year, it is vital to recall that peace is under threat on a global scale, and that creating a culture of peace is imperative.

SPORT FOR PEACE

Universal, and popular with youth, sport constitutes an answer to the progression of conflicts. Framed by equitable rules, it can contribute to creating lasting peace, as long as it is intentionally used to transmit values, attitudes and behaviours that encourage dialogue and sharing.

ATHLETES: ROLE MODELS AND CATALYSTS FOR PEACE

Sport is a unique resonator in today's world. With an unmatched audience across social media platforms, athletes have an exceptional capacity to influence decision makers. Inspiring millions of people, they spark solid expectations about the messages and values they convey.

PEACE AND SPORT : SUPPORTING ATHLETES' ENGAGEMENT

A consultation has been carried out with members of the Champions for Peace Club to explore the main reasons of their commitment, their aspirations and their needs.

The consultation allowed us to determine:

- Recommendations for political decision-makers and sport' stakeholders;
- Ways to enhance the impact of athletes willing to be socially engaged

COMMITMENT'S REASONS

- **The desire to give back to society** and make use of their privileged position as role models;
- **Exchange and sharing between athletes**, sparking new vocations, especially among younger generations;
- **LCivil society organisations raising awareness** on athletes' impact on society
- **Sport's intrinsic values**, conveying messages of respect and inclusion.

COMMITMENT'S MODALITIES

- **Initiatives in the field**, as close as possible to the beneficiarie
- **Public speaking** to raise awareness among decision-makers and the general public
- A strong **emphasis on collective action** to maximise the impact of their actions



The Champions For Peace is a **group of high-level athletes** from all backgrounds, models, heroes and a source of inspiration for **young people throughout the world**. All committed to a common cause: **peace**. The Club **supports Peace and Sport's actions** on a daily basis, to show that **sport goes beyond performances** and plays a **genuine role in serving society**.

As athletes and role models, we need to be surrounded by people or organisations who can support us in our social commitments, providing us with the right information about the causes we care about, so that we can have the most positive influence.

Siya Kolisi, captain of the South African rugby team, two-time world champion and Champion for Peace.



We choose the side of peace. It's so easy to go to war, to do harm, to denigrate, to discriminate. Promoting communication, harmony and peace is much more difficult. Instead of encouraging hatred, we really need to focus on promoting peace, through sport.

Didier Drogba, Football legend, Vice-President of Peace and Sport



Athletes are influential within their communities. To expand this, it would be useful to have a promotion platform, and to be supported in communicating around our actions, to ensure their sustainability.

Nouria Benida-Merah, Algeria, 1500mt Olympic Champion and Champion for Peace

THE CHAMPIONS FOR PEACE APPEAL



Through the #WhiteCard symbol, the Champions of Peace unite and launch an appeal around three pillars

ÉDUCATION

1 Making sport for peace as a priority

On average, 64% of countries worldwide invest less than 2% of their education budgets in peace-through-sport education, according to UNESCO. Investments in this area enable young people to acquire knowledge and life skills contributing to greater social inclusion and, thus, to building a culture of peace.

Champions appeal for a major increase of budget dedicated to peace-through-sport education

COALITION

2 Teaming up for peace through sport

The sports ecosystem can act as a catalyst and play a central role in athletes' commitment. Additional synergies between sport stakeholders, civil society organisations and the private sector would contribute to inform, support and involve athletes in social initiatives.

Champions appeal for coordinated policies, programs and fundings from sport and peace stakeholder.

EMPOWERMENT

3 Supporting athletes to act as torch bearers for peace

More than ever, the media exposure of athletes implies a social responsibility. It is essential to train them alongside their sporting careers, and especially in their youth, and to provide platforms for action and expression to strengthen their impact as agents for peace.

Champions appeal other athletes to join them in this initiative to maximize their social impact.

#WhiteCard

www.peace-sport.org

