



# April, 6: Sport for development

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# United Nations: sport and human rights

- In 2001 Kofi Annan - appointed the first Special Advisor on Sport for Development and Peace, Adolf Ogi;
- In 2002 an Inter-Agency Task Force on Sport for Development and Peace was formed, which published a report on the role of sport towards the attainment of the Millennium Development Goals (MDGs);
- “[...] *recognising the important role of sport in the implementation of the internationally agreed development goals, including those contained in the Millennium Declaration*” (UNGA, 2003).



The MDGs (UNDP, 2000).

The UN turned also towards the world of sport to achieve the following objectives:

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1. eradicate extreme poverty and hunger;
2. achieve universal primary education;
3. promote gender equality and empower women;
4. reduce child mortality;
5. improve maternal health;
6. combat HIV/AIDS, malaria and other diseases;
7. ensure environmental sustainability;
8. develop a global partnership for development.



First International Conference on Sport for Development (SfD) was held in Magglingen, Switzerland and governments, the UN and NGOs representatives pledged to work towards “*creating a better world through sport*”



*Sport as a means to promote education, health, development and peace* (UNGA, 2003 onwards);



Proclaimed 2005 as the **International Year of Sport and Physical Education** (UNGA, 2003);



April, 6<sup>th</sup> was declared as the **International Day of Sport for Development and Peace** (UNGA Res. 19/08/2013), with the support of the IOC. As a result, it has been celebrated every year since 2014

# United Nations: sport and human rights

# Int'l day of SfD and peace

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Since the SOS PE teaching module also aims at conveying sports values and fair play, this event will showcase how engaged are the students in the project.



April, 6th is the International Day of Sport for Development and Peace. To show that students grasped the importance of sport in real life situations, each school project partner will celebrate this day.

WHITE  
CARD

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#WHITECARD



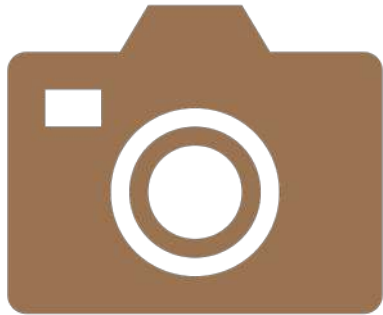


WHITE  
CARD

Switch to the white card!!

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# Joining the #Whitecard digital campaign

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1. Register the initiative unto [www.april6.org](http://www.april6.org);
2. The students of all the classes involved will play a **match/tournament** (either football or volleyball) ;
3. **Take a picture** all together showing the white card and wearing a white shirt;
4. Those pix will be **posted on FB and Twitter** (there is the hashtag #Whitecard) and they will be spread around the world thanks to the Peace and Sport movement.





# Possible Initiatives

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## NGOs

You can join forces with a sport organization or NGO that work on the subject of SFD to showcase what they do.

## Role Models

Invite former students or athletes or businesses based in your country that work on that field and acknowledge their work.

## Posters

Draft posters to be hanged in your school, so that the whole school will be aware of the initiative.

## Matches

Hold a match that will be the hook to talk about sport values, SFD.

# The #whitecard stencil + the white field

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The high schools involved can tag the #WhiteCard logo (stencil) on various sports fields.

By affixing the White Card label to any kind of playing field (for eg. football pitch, tennis court, basketball court, etc.) players agree to play according to the rules expressed by the #WhiteCard: **equality, peace, inclusion.**

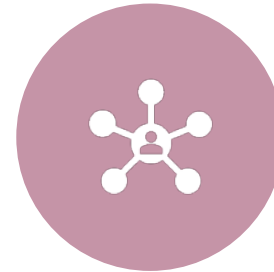
By playing on a «White Field», athletes know that they are **playing in a neutral, safe, respectful and caring place.**

# Be engaging!!

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In the organization Peace and Sport website, there will be available: Logos, Facebook banners, Hashtags



Be active on your social network to inform about the event before it will take place!



Invite the press, prepare a press release;



Invite the whole school to attend the matches and root for your students playing.

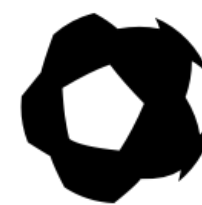




THANK YOU FOR BEING  
PART OF THIS PROJECT &  
BEST OF LUCK ON YOUR  
FUTURE ACTIVITIES!

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## **SPORT • OPENS • SCHOOL**

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