

BEHIND EACH #WhiteCard, THERE IS A STORY

1 - INTRO

On April 6 the International Sport community will once again celebrate the International Day of Sport for Development and Peace (IDSDP) and we invite you to join us in spreading the message of peace all over the world!

This year, as we are all still facing an unprecedented sanitary situation, April 6 provides the **opportunity to highlight the unique power of sport in supporting people and communities to overcome the challenges** imposed by the pandemic.

Upload photos and/or videos of you and your loved ones holding a white card to symbolize the positive power of sport for peace and social inclusion.

And share to our social media platforms with the hashtags #WhiteCard #IDSDP #JudoForPeace

Submissions will be featured on the IJF website and social media in the days following!

We need you, the world needs you! Let's show everyone just how united our judo family is!

2 - #IDSDP

April 6 was declared as the International Day of Sport for Development and Peace (IDSDP) by the UN General Assembly in 2013, creating a historical link to the first modern Olympic Games in 1896.

This decision represented a significant step in recognizing the **transformative power of sport** and its great potential in advancing positive social change.

Due to its vast reach, unparalleled popularity and foundation of positive values, sport is ideally positioned to contribute towards the [Sustainable Development Goals](#).

Ever since its creation, many organizations, including the International Judo Federation and many national judo federations, and individuals have celebrated on this day the role that sport and especially judo play in society and their power to foster dialogue, understanding, social inclusion and peace.

April 6 is a celebration of the work being carried out every day by sport organizations, athletes, coaches and NGOs that play a fundamental role by transmitting the **educational values of sport** to people of all ages throughout the world.

In the current circumstances, April 6 provides the opportunity to **highlight the unique power of sport in supporting people and communities to overcome the challenges** imposed by the pandemic.

3 - #WhiteCard

As a reference to the yellow and the red card in the sporting world, since 2014 a #WhiteCard is a **symbol** representing the **positive power of sport for peace and social inclusion**.

The core message of the 2021 #WhiteCard campaign is "*Behind each #WhiteCard, there is a story*". It seeks to highlight and draw attention to the stories of individuals and communities who have been positively impacted by sport all around the globe.

Through a #WhiteCard, each of us can advocate on the unique power of sport for social development and peace, and share a story on how sport supported us to overcome challenges.

To participate, take a picture of yourself while holding a white card and upload that image on our platform. Also register your story on the www.April6.org platform and share it on all your social networks using the hashtag #WhiteCard #IDSDP #JudoForPeace and the tag @judo and @peaceandsport.