

The logo features the words "WHITE" and "CARD" in a bold, white, sans-serif font. The "C" in "CARD" is stylized with a white dove in flight, its wings spread, positioned over the top curve of the letter. To the right of the word "WHITE" is a white square with a registered trademark symbol (®) to its upper right. The entire logo is centered within a white double-lined circular border.

**WHITE**  <sup>®</sup>  
**CARD**

**SOCIAL MEDIA TOOLKIT  
#WHITECARD CAMPAIGN 2021**

**MARCH 29TH - APRIL 10TH**



# Social media toolkit

## Use the hashtags:

#WhiteCard  
#ChampionsforPeace  
#IDSDP2021



@peaceandsport

## More information:

www.April6.org  
www.peace-sport.org

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**This year, the theme is: "Behind each #WhiteCard, there is a story "**  
**To take part of the 2021 #WhiteCard campaign, we invite you to raise your #WhiteCard for resilience and to overcome new challenges through sport.**

**Take a picture with your #WhiteCard and feel free to share your story using some of the following social media posts.**

## Option 1 : proposals of post

**#1** This year, I hold a **#WhiteCard** because I believe that sport can help achieving unity and global cooperation.

You too (**tag+3 people**) join the movement and celebrate #IDSDP2021!  
#April6 @peaceandsport

Add your WhiteCard picture

**#2** Sport is a neutral and universal platform that can help in the current health crisis by forging unity, global cooperation and well-being.

You too share your story and raise your **#WhiteCard** to celebrate the International Day of Sport for Development and Peace.  
#IDSDP2021 #April6 @peaceandsport

Add your WhiteCard picture

**#3** Since 2014, @peaceandsport promotes the **#WhiteCard** as the symbol of the positive and constructive values of sport for good. This year, share your story and raise your **#WhiteCard!** #April6 #IDSDP2021

Add your WhiteCard picture

**#4** Holding up a **#WhiteCard**, is an action that symbolizes the positive power of sport. In opposition to the red card, which signifies the most serious offense in sport, this year the **#WhiteCard** calls for unity and global cooperation! #IDSDP2021 #April6 @peaceandsport

Add your WhiteCard picture

**#5** The **#WhiteCard** campaign, initiated by @peaceandsport, shows that sport can help in achieving global cooperation, unity and well-being. Raise it. Join us. Share it. #IDSDP2021 #April6

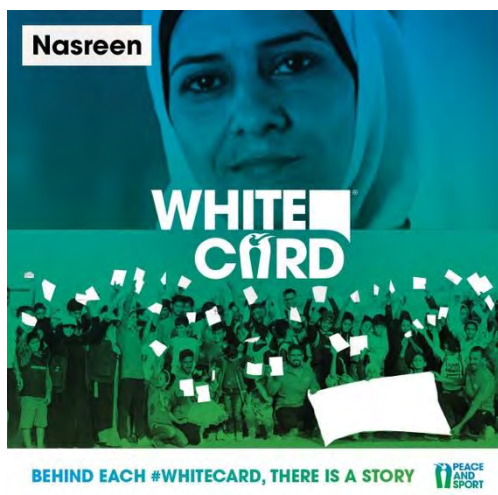
Add your WhiteCard picture

## Option 2: proposals of post

This year, we have selected stories that reflect the power of sport for peace. Choose the #WhiteCard story that moves you the most. You can share it on social media or get inspired to write yours! Let's go viral, tag 3 people!

### Gender equity

**#1** Nasreen's motivation is to teach kickboxing to empower girls & teach them self-defense. She believes we can delete negative stereotypes through the #WhiteCard. Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



### Reconciliation and coexistence

**#2** In 2019, the 2 footballers Yasin & Konstantinos played together and raised their #WhiteCard to show that there shouldn't be issues between Turkish or Greeks communities in Cyprus. Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



### Social inclusion

**#3** Through the #WhiteCard, symbol of peace through sport, Etienne, a basketball player from DRC, shows that sport helps to "develop friendly attitudes, break boundaries, forge closer relationships and live together as a family" Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



### Reconciliation and coexistence

**#4** "When I raise my #WhiteCard I think in a symbol that brings people together and that stands for the importance of respecting and enjoying the game" said Marios, a junior player for the Nea Salamina FC in Cyprus. Behind each story, there is a #WhiteCard. What is yours? @peaceandsport #April6 #IDSDP2021



[Click here to download the pictures](#)

Share your story with us and tell us what means the #WhiteCard to you : [april6@peace-sport.org](mailto:april6@peace-sport.org)

### Option 3 : be part of the #WhiteCard challenge

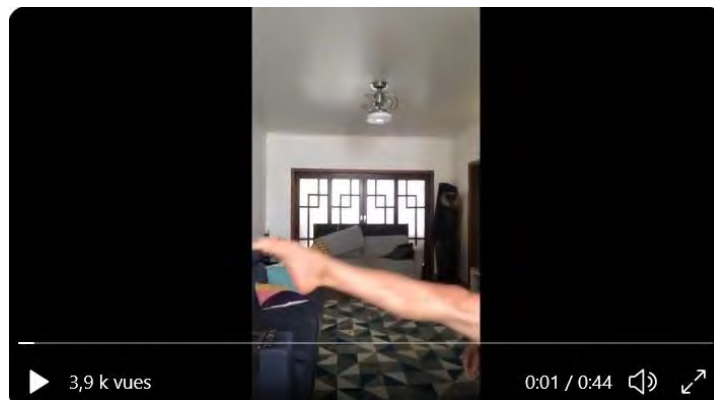
The 2021 edition of the #WhiteCard will go viral thanks to your creativity and motivation! You can initiate digital collective actions from your home or your sport ground on social media using the #WhiteCard GIF on Instagram, TikTok video, etc...

**Be creative !**

Find some inspiration with these amazing #WhiteCard videos



[Click here to watch the video](#)



[Click here to watch the video](#)



[Click here to watch the video](#)

**Don't forget to mention @peaceandsport and to use the hashtag #WhiteCard!**