

# **International Day of Sport for Development and Peace 2021**

**Tuesday, 6 April 2021**

## **Concept Note**

### **BACKGROUND**

In recognition of the positive contribution that sport can have on the realization of sustainable development and on the advancement of human rights, 6 April was proclaimed the International Day of Sport for Development and Peace (IDSDP) by the UN General Assembly in its resolution 67/296 in 2013.

**THEME:** International Day of Sport for Development and Peace (IDSDP) 2021

The International Day of Sport for Development and Peace 2021 there is an opportunity to recognize the role that sport plays in communities, in individuals' lives, in building resilience and in the recovery from the pandemic through online and social media activity in the lead up to and on the Day.

The Department of Global Communications, in collaboration with DESA, WHO and the co-chairs of the Group of Friends of Sport for Sustainable Development in New York - Qatar and Monaco – have developed social media and online messaging around the theme of recovery from the pandemic, the importance of equity in that recovery, and what is necessary to build back better for a more resilient and equitable world.

Sport can cross boundaries, defy stereotypes, improve our physical and emotional health, and inspire hope across nations, but we will only be able to get back to this, if we recover better and help end the pandemic by helping ensure everyone is protected from COVID-19

Using the hashtags **#SportDay** and **#OnlyTogether**, interested UN entities and external organizations will be able to tailor the theme to closely fit their own specific mandates and activities to demonstrate how sport and physical activity can help build back better and stronger as society begins to reopen and recover, once the pandemic ends. Sporting analogies, such as “achieving success through teamwork,” and “using a level playing field” can also be incorporated to deliver the important equity and resilience messaging, and sports personalities and organizations can help promote.

Teamwork is essential to building back better. So, let's help end the pandemic by ensuring everyone is protected from COVID-19. Let's level the playing field and recover better. **#OnlyTogether** will we play again.

## **OBJECTIVES**

The 2021 International Day of Sport for Development and Peace messaging aims to:

- Reaffirm the place of sport in the recovery from the pandemic and beyond
- Foster equity, solidarity, community and team spirit in response to the pandemic
- Encourage healthy habits through physical activity and building emotional wellbeing
- and inspire hope through sporting analogies.

## **AUDIENCE**

General public, sporting organizations, UN Member States and sport fans.

**TIMEFRAME:** Starting on Wednesday, 31 March through to Tuesday, 6 April post using #SportDay #OnlyTogether messaging

## **STRATEGY**

1. Landing page:

Article on the UN International Day of Sport page <https://www.un.org/en/observances/sport-day>

2. Social media assets:

Social media assets (cards and suggested posts) will be gathered on a private Trello board <http://bit.ly/SportDay2021>. The board will be made public when assets and messaging is finalized and shared through the UN system social media teams.

3. Outreach to influencers:

Invited participants and organizations will be contacted and asked to share/amplify the #SportDay and #OnlyTogether messaging and potentially reach out to their own influencers and connections. An email will be sent out in advance of the campaign providing assets and suggested messages.

Hashtags: #SportDay #OnlyTogether

Trello Board: <http://bit.ly/SportDay2021>