



INTERNATIONAL CHARTER OF PHYSICAL EDUCATION,  
PHYSICAL ACTIVITY AND SPORT

**COMMUNICATIONS TOOLKIT**

Photo credits: ©Matteo Genota



United Nations  
Educational, Scientific and  
Cultural Organization

# International Charter of Physical Education, Physical Activity and Sport Communications Toolkit

The present communications toolkit was designed to help all stakeholders promote the revised Sport Charter and to broadcast its application on their domain.

## What is the Sport Charter?

### Ethical and quality standards to foster participation by all

The International Charter for Physical Education, Physical Activity and Sport is a **rights-based reference** that orients and supports **policy- and decision-making in sport**.

Adopted in 1978, the original Charter was perceived as innovative at the time - as it was the first rights-based document to state that **“the practice of physical education and sport is a fundamental right for all”**.

Based on the universal spirit of [the original Charter](#), and integrating the significant evolutions in the field of sport since 1978, the revised Charter introduces universal principles such as **gender equality, non-discrimination** and **social inclusion** in and through sport. It also highlights the **benefits of physical activity**, the **sustainability of sport**, the **inclusion of persons with disabilities** and the **protection of children**.

This unique text is the expression of a common vision by all stakeholders whether they are professional or amateur athletes, referees, public authorities, law enforcement, sports organizations, betting operators, owners of sports-related rights, the media, non-governmental organizations, administrators, educators, families, the medical profession or other stakeholders.

## Its objectives

The Charter promotes **inclusive access to sport by all** without any form of discrimination. It sets **ethical and quality standards** for all actors designing, implementing and evaluating sport programmes and policies.

Complementary information available on <http://en.unesco.org/SportCharter>, where you will find:

- [The Definition of the Charter](#)
- [The Evolution of the Charter](#)
- [Partners' Support](#)
- [Resources](#)

# How to support the Sport Charter

- ✓ By announcing the Charter's adoption & related news on your **website**  
\*as seen on [NewsMediaCoalition](#) and [PlayTheGame](#)
- ✓ By broadcasting the document on your website (as a **Resource**)  
\*example on [sportanddev.org](#)
- ✓ By sharing the Charter and its key messages with your partners and affiliates:
  - **online** – via your **newsletter** and on **Social Media**
  - **offline** – on printed documents (reports, leaflets, etc.)\*see suggested messages below
- ✓ By presenting the Charter during **offline events** (conference, seminar, ...)  
Reflect and discuss about its concrete application.  
\*see [event organized](#) by the French Institute for International and Strategic Affairs (IRIS) and UNESCO: "[How to promote the social impact of sport and its integrity?](#)" Launch of the new Sport Charter in France
- ✓ By utilizing the Charter's messages on **key dates**, such as:
  - [International Day of Sport for Development and Peace](#) (April 6)
  - [International Day of University Sport](#) (September 20)
  - [International Day for Persons with Disabilities](#) (December 3)
  - Rio 2016 - [Olympic Games](#) (August 5-21) & [Paralympic Games](#) (September 7-18)

For better visibility, we recommend using the hashtag **#SportCharter** when sharing the news online.



# Documents & promotional assets

Website dedicated to the revised Sport Charter

English: [en.unesco.org/SportCharter](http://en.unesco.org/SportCharter)

French: [fr.unesco.org/SportCharter](http://fr.unesco.org/SportCharter)

Spanish: [es.unesco.org/SportCharter](http://es.unesco.org/SportCharter)

Chinese: [zh.unesco.org/SportCharter](http://zh.unesco.org/SportCharter)

The revised Sport Charter

[English](#) | [Français](#) | [Español](#) | [Русский](#) | [العربية](#) | [中文](#)

Press release announcing the adoption of the Sport Charter

[English](#) | [Français](#) | [Español](#) | [Русский](#) | [中文](#)

Wikipedia pages about the revised Sport Charter

[English](#) | [Français](#) | [Español](#) | [中文](#)

UNESCO logos

<http://www.unesco.org/new/en/name-and-logo/>

UNESCO on social networks



## Facebook

English: [UNESCO](#)

Spanish: [UNESCOes](#)

French: [UNESCOfr](#)

Arabic: [UNESCOar](#)

Russian: [UNESCOussian](#)

Portuguese: [UNESCObrasil](#)



## Twitter

English: [@unesco](#)

French: [@unesco\\_fr](#)

Spanish: [@unesco\\_es](#)

Arabic: [@unescoarabic](#)

Russian: [@unesco\\_russian](#)

Portuguese: [@unescobrasil](#)



## Instagram

[@UNESCO](#) | [@UNESCO\\_es](#)



## LinkedIn

[www.linkedin.com/company/unesco](http://www.linkedin.com/company/unesco)



## Google+

[plus.ly/UNESCO](https://plus.ly/UNESCO)



## Weibo

[Weibo.com/UNESCO](http://Weibo.com/UNESCO)



## YouTube

English: [UNESCO](#)

Spanish: [UNESCOspanish](#)

French: [UNESCOtv](#)

Arabic: [UNESCOarabic](#)

Chinese: [UNESCOchinese](#)

Russian: [UNESCOussian](#)

Portuguese: [UNESCOportuguese](#)

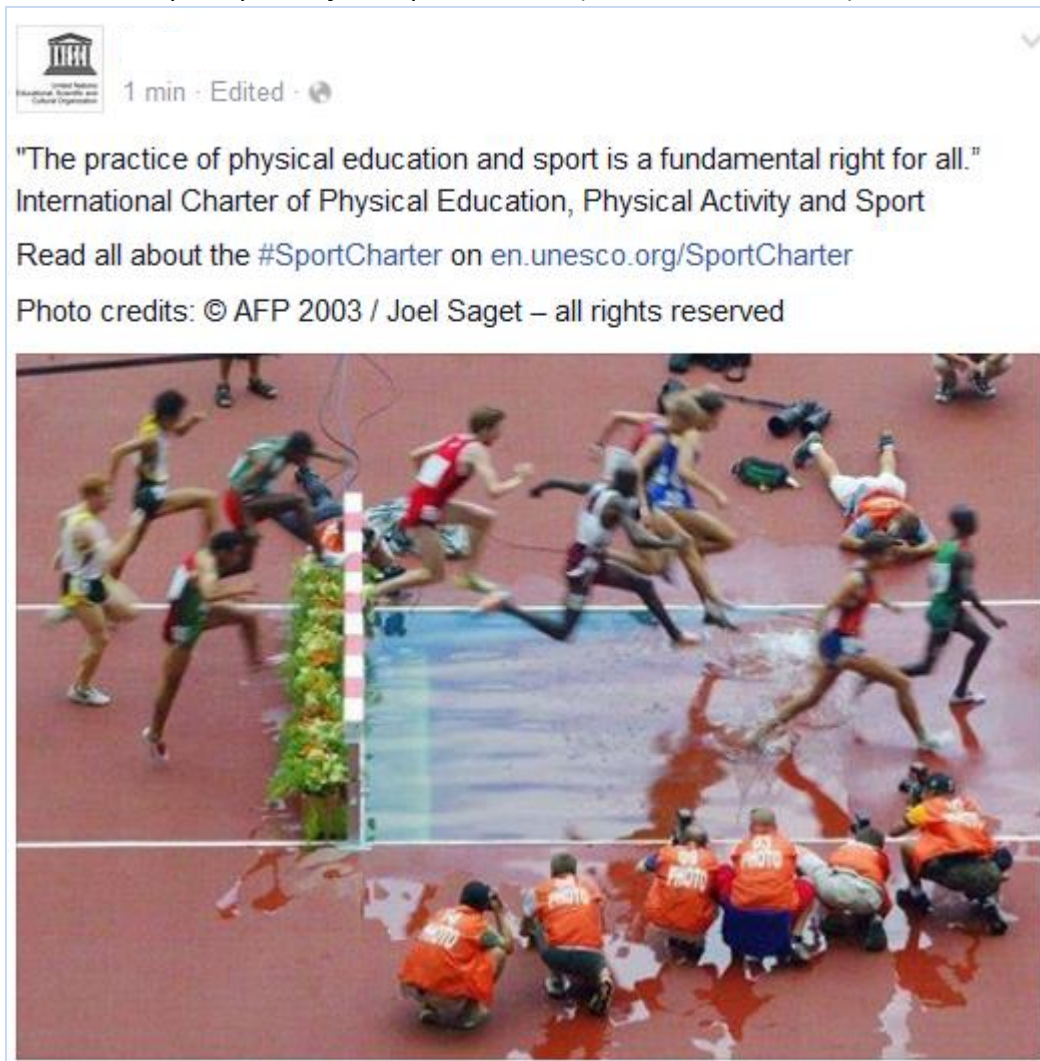


# Promoting the Charter on Social Media



## Facebook

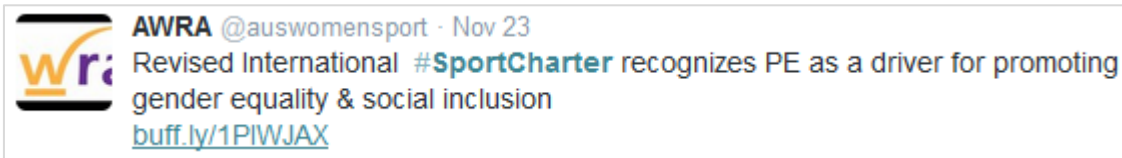
- Example : *quote of the Sport Charter (+ link to the website)*



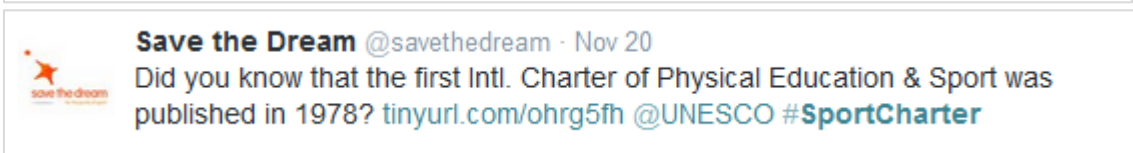
## Twitter / Google+ / Instagram

- We advocate for [#sport](#) as a catalyst for peace and development. [#SportCharter](#) Join the [#SportForAll](#) movement now! [en.unesco.org/SportCharter](http://en.unesco.org/SportCharter)
- [#SportCharter](#) marks a shift away from words towards action, from policy intent to implementation [@IrinaBokova](#) – [bit.ly/SportCh](http://bit.ly/SportCh)

Other examples:



**AWRA** @auswomensport · Nov 23  
Revised International [#SportCharter](#) recognizes PE as a driver for promoting gender equality & social inclusion  
[buff.ly/1PIWJAX](http://buff.ly/1PIWJAX)



**Save the Dream** @savethedream · Nov 20  
Did you know that the first Intl. Charter of Physical Education & Sport was published in 1978? [tinyurl.com/ohrg5fh](http://tinyurl.com/ohrg5fh) @UNESCO [#SportCharter](#)

- ➔ Refer to the [Partners' Support](#) page, for other significant quotes by our partners and to the [Resources](#) page for statistics and reports on the subject.

## LinkedIn

- ➔ Simple post announcing the adoption of the new Sport Charter, that can be based on the [Press Release](#) or a duplicate of the publication you might make on your website.

\*[Example](#):



**Philipp Müller-Wirth**  
International Public-Private Partnerships in Sport

**UNESCO Adopts Global Sport Charter**

Dec 7, 2015 | 4 views | 1 Likes | 0 Comments

International Charter of Physical Education revised to ensure more inclusive access to physical activity



Photo credits: © Dizzle Bean Bryant

## Using the toolkit

The content can be adapted and used in many ways - with local press, on official communication elements (newsletter, leaflets, ...) and on digital channels (such as websites, facebook pages and twitter accounts).

You can also use one of the [quotes by a Sport Charter partner](#).

## Contact us

We would like to hear how you are using the Sport Charter and this toolkit, so please get in touch to share your applications:

### Philipp Müller-Wirth

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Social and Human Sciences Sector

### UNESCO

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