



# The Manifesto of Non-Hostile Communication FOR SPORT

## #TheSportWeLove

### 1. Virtual is real

*Sport is about always giving the best of yourself. Therefore, I support the values of correctness, sharing and respect, not just during competitions, but also in my daily life and online.*

### 2. You are what you communicate

*The way I speak, either as an athlete, supporter or journalist, represents who I am and shows how much passion I have for sport. Therefore, I make sure my words are strong, loyal, honest and kind.*

### 3. Words shape the way I think

*I always look for the right words. I control my emotions through the strength of my mind. I don't overreact even after a loss, to make sure I always act in the true spirit of the game.*

### 4. Listen before you speak

*I practice listening. I listen to the trainer, the referee, the other players. I listen to praise, and I listen to criticism. I listen to my body. Listening makes me stronger and better.*

### 5. Words are bridges

*Sport is a universal language and its message is powerful: it's my job to make it a positive, hopeful message, which inspires people and brings them together.*

### 6. Words have consequences

*My words are significant and valuable, they could influence a lot of people positively or negatively. Therefore, even when stakes are high, I'm careful with my words.*

### 7. Share with care

*I am responsible for the content I share. I promote technical excellence, beauty, harmony, heart-warming stories. I condemn hostile and harmful antagonism.*

### 8. Ideas can be discussed. People must be respected

*There are no enemies when it comes to sport, just opponents and I respect them because they are vital to the competition. I respect the rules, the referees and judges as they protect my passion.*

### 9. An insult is not an argument

*I never forget that sport means fair play. Practising at a professional level entails positive confrontation, while offences belong to the weak, the vile and the uncivilised. Aggression is the contrary of competition.*

### 10. Silence says something too

*Silence is a sign of victory, it shows concentration and self-control. I avoid using empty or useless words. I do not need aggressive words, as I know how to show my strength and my value with my actions.*

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