

World Leisure Day 2023

An initiative from the World Leisure Organization



An initiative of:



In collaboration with:



World Leisure Day

Leisure is important in the promotion of health, well-being, and the personal development for individuals and communities in various socio-cultural contexts.

The **World Leisure Day** (WL Day) aims to reinforce **leisure as a social right** and its importance in daily life, as well as to expand and promote leisure globally while recognizing that barriers still exist for many worldwide.

Why celebrate leisure?

The mission of the **World Leisure Organization** is to promote leisure to enhance the human condition. Leisure plays an essential role in individual, community and national development by improving the quality of life and well-being, enhancing social relationships and social capital, and engaging in democratic life. Leisure is an important element in society which contributes to a sense of solidarity and belonging to the social and voluntary activities of people.

Leisure in its broadest context includes play, recreation, the arts and culture, sport, festivals and celebrations, health and fitness, travel and tourism, education



The first WL Day on April 16, **2021**, with the theme **Leisure For Better Life** was coordinated by WLCE/USP (World Leisure Center of Excellence/University of São Paulo), LAGEL (Laboratory of Management of Leisure Experiences), and Sesc (Serviço Social do Comércio) in Brazil. The second edition of the WL Day took place on April 16, **2022**, with the theme **Leisure Matters** and was organized by Vancouver Island University (VIU) in Nanaimo, BC, in collaboration with l'Université du Québec à Trois-Rivières (UQTR). Both universities are part of the World Leisure Centres of Excellence Network, which also includes universities in Brazil, China, The Netherlands, Hungary, and New Zealand.

Participants were encouraged to create different initiatives that value their local culture through activities that enable the exchange of experiences and reflections about the socioeconomic, cultural, and physical barriers for leisure in current and future contexts. There were hundreds of leisure-themed activities held worldwide, among them were classes, debates, book launches, workshops, congresses, seminars, etc.

Advocacy Strategic Line – WLO Work Plan 2021 – 2025

The World Leisure Day initiative is included in the Advocacy Strategic Line of the World Leisure Organization Work Plan 2021-2025, with the following goals:

- Promote Leisure in people's lives
- Integrate cultures/dimensions (human, local, geographic, and social aspects) through leisure
- Advocate education for leisure
- Design and develop a governance plan for the WL Day
- Seek WL Day official recognition by relevant stakeholders

In addition, it is important to highlight that the establishment of the World Leisure Day aligns with the World Leisure Organization Charter for Leisure and the United Nations Sustainable Development Goals (SDGs).

WLO Charter for Leisure

The United Nations Universal **Declaration of Human Rights** recognizes the right of all to enjoy leisure time and to freely participate in the cultural life of the community. The WLO **Charter for Leisure** outlines the implications of this UN declaration for governments, commercial organizations, education institutions, professional bodies, non- government organizations, and individual citizens.

Learn more about the WLO Charter for Leisure: worldleisure.org/charter/

UN Sustainable Development Goals

The promotion of leisure through the WL Day is linked to the SDGs, specifically, but not limited to, Goal 3: Good Health and Well-being; Goal 4: Quality Education; Goal 5: Gender Equality; and Goal 10: Reduced Inequalities.

By bringing awareness of the importance of leisure in various aspects of society, the World Leisure Day contributes to a global debate that encourages social engagement to address inequalities, improve health and education and stimulate sustainable development.

Learn more about the SDGs: sdgs.un.org/goals



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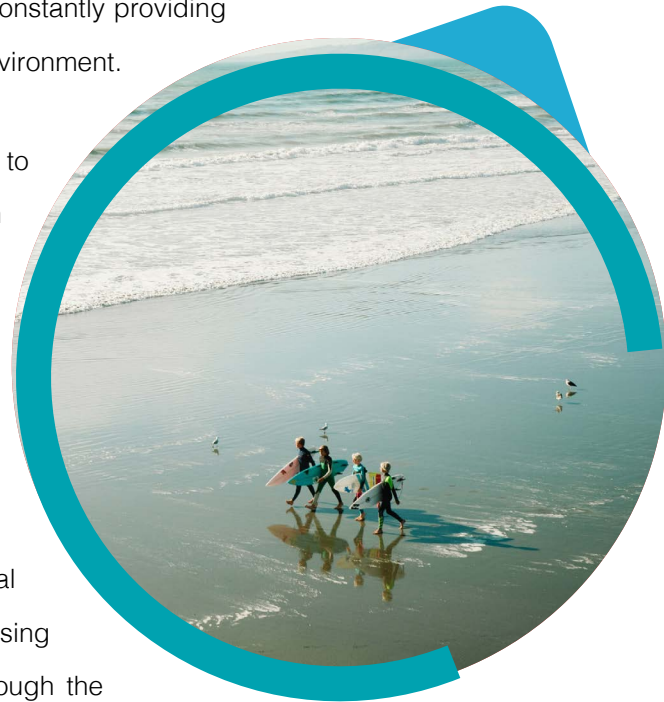
Leisure for Social Transformation

Leisure is transformational in itself as it contributes significantly to the improvement of quality of life and well-being of individuals, communities, and nations all over the world.

Our mission as an organization is to promote social transformation as an integral part in the social, cultural, economic, and sustainable human development, as leisure is constantly providing opportunities for individuals to respond to this ever-changing environment.

In these uncertain times, it is more necessary than ever to acknowledge the importance of leisure playing a key role in individual and community developments, contributing to the quality of life and well-being, enhancing social relationships, and often becoming a space for expression and engagement.

We consider essential to allocate a specific date in our calendars devoted to connecting and achieving public engagement and promoting leisure as an essential element towards social transformation and sustainable development, as well as to raising awareness among governments, institutions, and citizens, through the overall package of activities embraced by the World Leisure Day 2023.



World Leisure Day will be celebrated all around the globe on April 16, 2023, to reinforce the role of leisure at the center of the society.



The **World Leisure Day 2023** will be organized in collaboration with WLCE Vancouver Island University (VIU) from Nanaimo, Canada, WLCE University of Sao Paulo (USP) and Serviço Social do Comércio (SESC) in Brazil.

World Leisure Day 2023

Leisure for Social Transformation

More and more cities and regions are officially joining the World Leisure Day to create a unique day and build bridges between people and city activities.

Will you join us?

Various formats can be used to highlight the importance of leisure, in all its forms: recreation, sports, travel and tourism, arts, culture and education.

Activities can be in-person or virtual, depending on your organization or group. Some initiatives could include art or cultural performances, educational workshops, or sporting challenges, etc.

Be creative and share how you could participate!

What does a WL Day event look like?

Any event can qualify as a World Leisure Day event - from an individual- family activity to an organization activity-programme, to a national association seminar on leisure. The idea is that people can co-create and engage in a variety of activities that highlight the importance of leisure in our daily lives.

The events are open to all audiences, virtually and in person, and can include webinars, workshops, book launches, classes, nature walks, community meetups, organized sports events, among several others.

How to promote the WL Day?

The [World Leisure Day Website](#) and [Instagram](#) will be the main channels of communication, events' promotion and virtual engagement.

The website includes different resources, such as a [Toolkit](#) with the official logo and an [Events](#) page that partner organizations and the general public can use to create their own WL Day material and upload their initiatives for promotion. The communication strategy will include cross- promotion of events, tagging of partners and their initiatives linked to the WL Day 2023.

How can you or your organization host an official WL Day event?

Anyone can host a World Leisure Day Event anywhere in the world. There are just three requirements:

1. Feature World Leisure Day on the activity or the programme of your event.
2. Make references to the World Leisure Day using the hashtags: #worldleisureday #WLDAY #WLDAY2023 #leisureforsocialtransformation
3. Register your event in the [EVENTS](#) section of the World Leisure Day website
4. Fill in the Activity form post event: <https://forms.gle/KCMM4DnveT1yQ9eP6>

In addition to the official WL Day accounts, the initiative will be widely promoted through the World Leisure Organization, WLCE Network, and partner organizations like SESC.



Activity Form

As a WL Day 2023 Activity (or event) leader/organizer, we will be requesting you to fulfill an Activity Form after its completion. Thus, when designing or performing an activity, we recommend keeping in mind the following aspects and details that might be necessary to provide:

1. Leading person or organization
2. Title of the activity/event
3. Description (e.g., concept, theme, reason why, its alignment with the WL Day 2023, etc.)
4. Any link to the activity/event (if any)
5. Target audience
6. Number and profile of attendees
7. Start date, time, and duration
8. Main language(s)
9. Media coverage (press releases, official social media posts, etc.)
10. Main topics which will be discussed
11. Format of the activity (online, face-to-face, or hybrid)
 - If online or hybrid: online platform which will be used
 - If face-to-face or hybrid: location(s)



The Activity Form is available at the following link:

**Please note that this should be fulfilled after the event!*

Link: <https://forms.gle/KCMM4DnveT1yQ9eP6>

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WORLD LEISURE ORGANIZATION (WLO)

World Leisure Organization is a non-profit organization registered in the State of New York in Special Consultative Status with the UN Economic and Social Council since 1990.

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