



# FOOTBALL SUPPORTS **CHANGE**

THROUGH FOOTBALL WE ACHIEVE  
CHANGE IN QATAR. TOGETHER.  
BECAUSE 'FOOTBALL SUPPORTS CHANGE'.

## THE KNVB WANTS TO PARTICIPATE IN THE QATAR 2022 WORLD CUP IN A SOCIALLY CONSCIOUS MANNER:

**1**

The World Cup is the highest sports podium.

**2**

We believe in the social power of football.

**3**

We believe in open dialogue to help stakeholders, enable change and bring them closer together.

**4**

We believe in sustainable legacy, not only in the run-up and during the tournament but also afterwards for the long term.

## OUR COMMITMENT TO THE WORLD CUP IN QATAR:

**At present, we as a football association have three options for dealing with the World Cup:**

**1.** As a football association, we can focus on only the sports-related elements of this World Cup and leave all efforts to improve conditions in Qatar to social and political organisations. This is not an option for us.

**2.** One year before the event, we can, as some are suggesting, still decide to boycott the World Cup in Qatar. However, human rights organisations are not in favour of a boycott. They say that it would not exactly help the migrant workers in Qatar because they would lose their money. In addition, human rights groups say that the envisaged reforms in Qatar will only take place if we attend, continue our involvement and exert pressure on the government in Qatar. In other words, a boycott will do nothing to improve the situation, which in our opinion, does not make it the best option either.

**3.** We can use the current spotlight on the World Cup and make our own contribution towards efforts to improve the plight of migrant workers in Qatar. We can do this through diplomacy, by supporting projects for migrant workers and women in Qatar, and especially by continuing to demand attention from the government in Qatar. According to reports by human rights organisations, this strategy has already contributed to recent improvements. This is therefore our preferred option, and we will step up our efforts in the coming period.

**KNVB PILLARS:**

**1.**  
DIALOGUE



**2.**  
FOOTBALL AS A MEANS  
FOR SOCIAL CHANGE



**3.**  
RESEARCH AND  
INFORMATION PROVISION



**4.**  
COOPERATION

**ACTIONS:**



2021

- Conversations with Organizing Committee
- Oranje makes on-field statement with "Football Supports Change"
- Conversations with fans

- KNVB initiator within UEFA Working Group on Qatar
- KNVB initiator of a UEFA Working Group
- KNVB holds bilateral meetings with European Football associations in Montreux
- UEFA GS meeting: Proposal to create a Working Group on Qatar

- Joint call with the Qatar Supreme Committee
- Start preparing due diligence questions

First site visit with SG's of UEFA Working Group

Catch up with the Dutch Ambassador in Qatar and the Ambassador for Human Rights of the Dutch Government

- Meetings with QFA, Supreme Committee, Qatar government, FIFA and human rights organizations
- Conversation with Trouw
- Site visit KNVB to Qatar
- Meetings with the Dutch Embassy, Supreme Committee, QFA, ILO and FIFA
- Meeting UEFA Working Group
- Conversation with European football associations

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

KNVB Online symposium with involved organisations, media en Parliamentarians

ONLINE SYMPOSIUM

- KNVB initiates conversations with European Football Associations
- Conversation with KNVB partners

- Catch up session with the Dutch Embassy in Doha
- FIFA Meeting on FIFA World Cup Qatar 2022 and Human Rights
- Expert meeting Sport & Human Rights (Radboud University)

- UEFA Working Group meeting: Proposal to organize site visits
- Meeting with KNVB Partner

- Contribution to Podcast "Vrienden van de Media"
- Elaboration of the site visit Recommendations UEFA Working Group

ONLINE PODCAST

Conversation with Dutch Parliamentarian

**2022**

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- Conversation with human rights organizations
- Conversations with KNVB partners

- Meeting with the Supreme Committee and QFA at the FIFA congress in Doha
- Conversation with the Dutch Embassy in Qatar
- Conversation with the International Union's Federation

- RBFA & KNVB Conference on Human Rights
- Visit of the Qatar ambassador to The Netherlands to the KNVB Campus

- Conversation with the Supreme Committee Secretary Generaal H. Al-Thawadi

[ONLINE ARTICLE](#)**JAN****FEB****MAR****APR****MAY****JUN****JUL**

- Meeting with football associations participating at the World Cup
- Conversation with human rights organizations
- Conversation BWI
- Site visit Qatar
- Conversation with Hotel Management, ILO and employees
- Interview Volkskrant
- Due diligence approach KNVB

- FIFA Congress and World Cup draw
- Conversation with QFA and Supreme Committee
- Visit to the staff accommodation of the players' hotel
- Conversation with national unions

- Presentation KNVB: Sharing knowledge with European Football Associations
- Site visit UEFA Working Group in Qatar



## SUSTAINABLE LEGACY WITH SOCIAL IMPACT

Together with its partners, the KNVB wants to work on a sustainable legacy with a social impact before, during and after the World Cup in Qatar. We will be committed to this in the coming years.

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