

# STRATEGY

2026  2030



## THE LARGEST SOCIAL NETWORK

For 140 years, football has brought the Netherlands together. On pitches, in clubhouses and stadiums, in small villages and major cities alike. Together with clubs, players, volunteers, supporters and partners, we form one vast social network in which millions participate, experience the game and connect with one another.

We are proud of that, because football is more than a sport. It is cultural heritage, deeply woven into Dutch identity; bringing people of different backgrounds and generations together around a ball, a pitch and a club. We carry that legacy with us, and we have a responsibility to pass it on to future generations.

With this rich football culture as our foundation and significant opportunities for growth ahead, now is the time to build further towards stronger clubs, even better football and a game that continues to inspire millions. This strategy sets out how we will realize that ambition in the years ahead.





# FOOTBALL

The largest social network

**2.800** clubs

**1.2 MILLION** members



**35** Professional football clubs

**10 MILLION** football fans

**1/3 DUTCH** visits football stadium



**400.000** volunteers

**68.000** teams

**780.000** matches

**994.174** football players





## WHAT WE ARE PROUD OF

Over the past four years, we have shown what is possible when we build together. We celebrated international successes with European titles for the Men's Under-19 and Women's Under-17 national teams, but perhaps the greatest achievement was found closer to home. With an increase of more than 40,000 active players, more people are now playing football in the Netherlands than ever before. The number of women playing football has grown to more than 140,000, while participation in the youngest age groups has continued to rise steadily.

These outcomes are no coincidence. They are the result of deliberate choices we have made together: making football more accessible, strengthening clubs, and growing the game at every level. In the years ahead, we will continue to build on that foundation.





## OUR FOOTBALL COLORS THE WORLD ORANGE

But the world is changing rapidly. Expectations are evolving, players are changing, competition is increasing and football is becoming more complex at every level; from talent development and competitions to social impact and financial sustainability. At the same time, the organizational capacity of clubs is increasingly under strain. Volunteers are becoming harder to attract and retain, while boards are carrying increasing responsibilities. Club life, the beating heart of our football, deserves all the support we can provide.

Our vision is clear: our football colors the world Orange. Not only on the pitch, but in everything we do. In the way we support clubs, develop talent, connect people and grow the game. From the youngest players to the very highest level.

To realize this ambition, we have defined seven strategic goals that will guide our decisions for football over the next four years.





## **OUR MISSION**

The KNVB is committed to taking Dutch football to consistently higher levels and leveraging the uniting power of football to make a positive impact on society.





**OUR VISION**  
**OUR**  
**FOOTBALL**  
**COLORS**  
**THE WORLD**  
**ORANGE**





2026



2030





# STRATEGY KNVB 2026-2030

## OUR MISSION

The KNVB is committed to taking Dutch football to consistently higher levels and leveraging the uniting power of football to make a positive impact on society.

## OUR FOOTBALL COLORS THE WORLD ORANGE

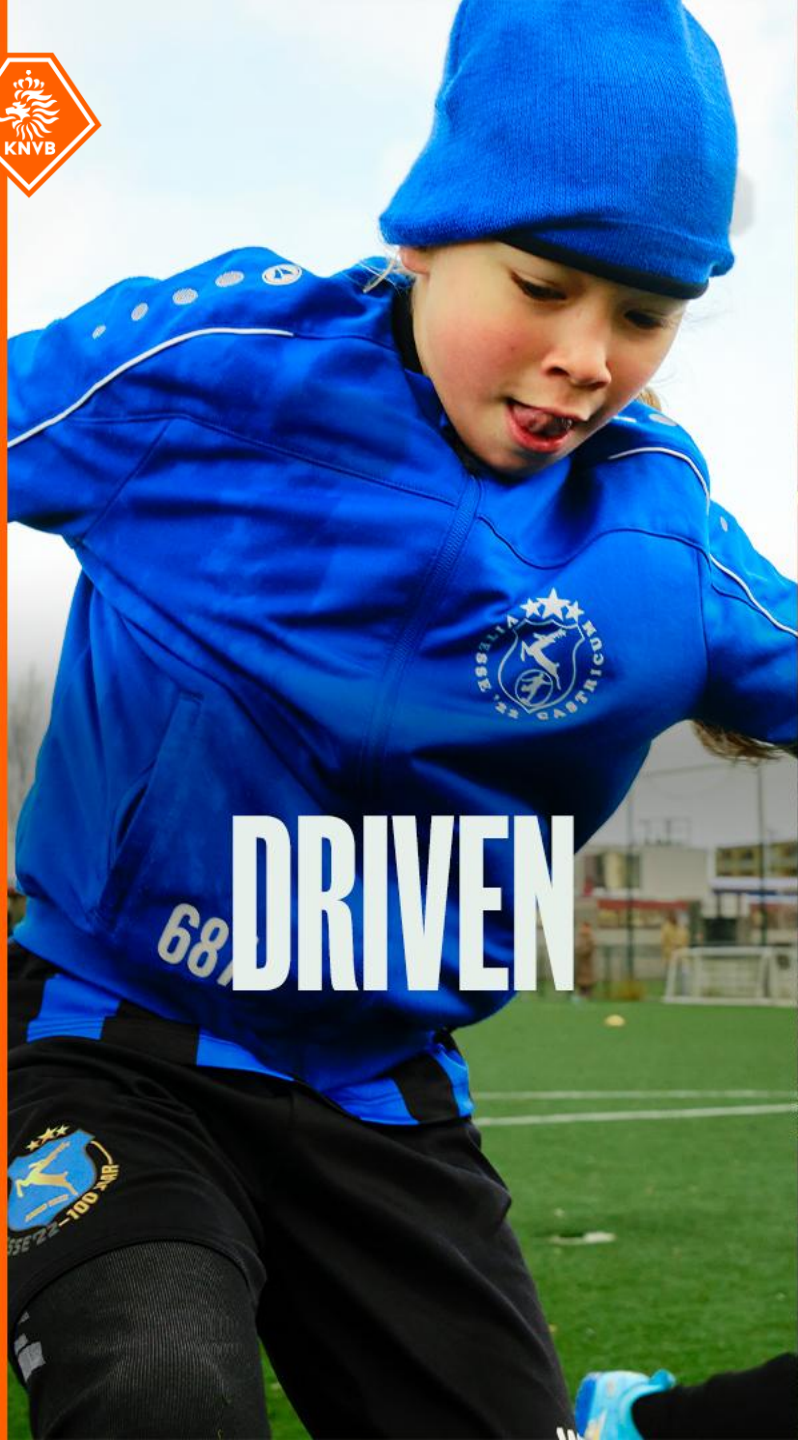
## CORE VALUES

Driven. Connecting. Innovative.

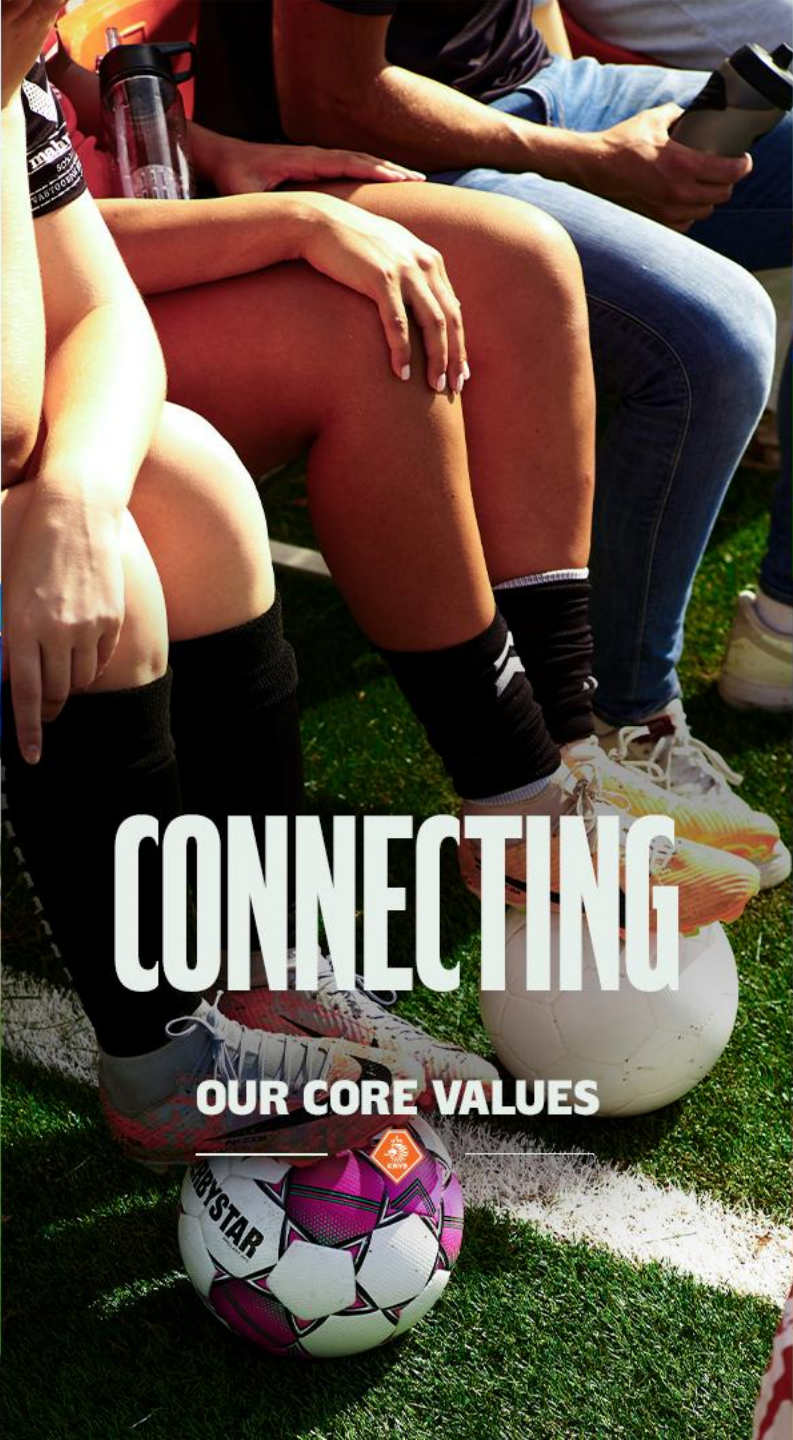
## CORE RESPONSIBILITIES

National teams. Competitions. Refereeing. Education. Strengthening clubs. Knowledge, research and innovation. Advocacy and representation.





**DRIVEN**



**CONNECTING**

**OUR CORE VALUES**



**INNOVATIVE**

**ONS VOETBAL KLEURT DE WERELD ORANJE**





# CORE RESPONSIBILITIES

NATIONAL  
TEAMS

COMPETITIONS

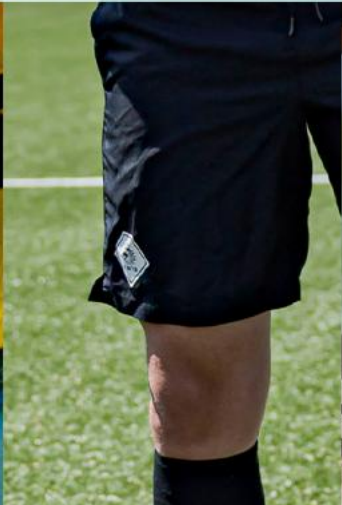
REFEREEING

EDUCATION

STRENGTHENING  
CLUBS

KNOWLEDGE, RESEARCH  
AND INNOVATION

ADVOCACY AND  
REPRESENTATION



# STRATEGIC GOALS



**WINNING  
MAJOR  
TOURNAMENTS**



**THE WORLD'S  
BEST YOUTH  
FOOTBALL**



**QUALITY BOOST FOR  
PROFESSIONAL  
FOOTBALL**



**MORE WOMEN  
MAKING THE  
DIFFERENCE**



**A POSITIVE  
FOOTBALL  
CULTURE**



**STRENGTHENING  
SOCIAL  
IMPACT**



**A STRONG  
TEAM  
KNVB**





# WINNING MAJOR TOURNAMENTS



ONS VOETBAL KLEURT DE WERELD ORANJE





**IN 2030...**

**WINNING MAJOR TOURNAMENTS**

The Netherlands has changed world football. With an attacking, intelligent style of play as its hallmark, Dutch football culture has established itself as one of the most influential in the world. That legacy both inspires and challenges us not to look back with pride alone, but to look forward with ambition. Dutch football does not simply want to compete, it wants to win. We aim to build a culture where attacking football is combined with a winning mentality and defensive excellence, and where every player understands what it means to represent something greater than themselves.

Success at major tournaments is the ultimate proof of the strength of Dutch football. It inspires millions of fans, strengthens national pride and unites generations around Oranje. At the same time, it motivates new generations of players to pursue the highest level and strengthens our international standing. Sporting success therefore drives energy and direction throughout the entire Dutch football ecosystem. It ensures Dutch football continues to do what it has always done: color the world Orange.

- ◆ **COMPLETE VISIBILITY OF DUTCH TALENT**
- ◆ **THE ORANJE PATHWAY TO WORLD-CLASS PERFORMANCE**
- ◆ **A LEADING FOOTBALL CAMPUS**
- ◆ **ORANJE FUTSAL COMPETING AT THE HIGHEST LEVEL**





# THE WORLD'S BEST YOUTH FOOTBALL



ONS VOETBAL KLEURT DE WERELD ORANJE





IN 2030...

**THE WORLD'S BEST YOUTH FOOTBALL**

We invest in youth because that is where the future of football begins. Societal developments are placing this foundation under pressure. If we fail to act, fewer children will play football and future generations risk losing their connection to the game.

For us, "the best" means more than performance alone. It means creating an environment where enjoyment, development and talent thrive together. Through attractive football formats, high-quality coaching and clubs where everyone feels they belong, we are building a new generation of players and lifelong football fans.

- ◆ **FOOTBALL FORMATS THAT ENGAGE EVERY CHILD**
- ◆ **A QUALIFIED COACH FOR EVERY PLAYER**
- ◆ **24/7 FOOTBALL EXPERIENCE**
- ◆ **CLUBS YOU WANT TO BELONG TO**
- ◆ **MORE AND BETTER TALENT DEVELOPMENT**





# QUALITY BOOST FOR PROFESSIONAL FOOTBALL



ONS VOETBAL KLEURT DE WERELD ORANJE





## IN 2030...

### **QUALITY BOOST FOR PROFESSIONAL FOOTBALL**

Professional football is under pressure. International gaps are widening, while revenue generation and talent development require sharper choices and greater collaboration. Together with ECV, CED, clubs, players, coaches and partners, we are working from one shared direction towards a targeted quality boost for both men's and women's professional football.

Through research, future-focused insights and data-driven innovation, we are strengthening professional football: from competitions and talent development to commercial growth and financial health. We will measure progress through indicators including ELO ratings, economic growth within professional football, and the number of players developed in the Netherlands and competing in top leagues worldwide. At the same time, we are working towards one shared long-term vision and strategy for men's and women's football beyond 2030. In doing so, we are building a stronger, more attractive and internationally competitive football landscape for the future.

- ◆ **THE NETHERLANDS AS THE WORLD'S LEADING TALENT DEVELOPMENT NATION**
- ◆ **FINANCIALLY STRONGER CLUBS**
- ◆ **STRONGER WOMEN'S PROFESSIONAL FOOTBALL**
- ◆ **MAXIMUM INTERNATIONAL INFLUENCE**
- ◆ **ONE SHARED VISION FOR THE FUTURE**



MORE WOMEN MAKING  
THE DIFFERENCE



ONS VOETBAL KLEURT DE WERELD ORANJE





## IN 2030...

### **MORE WOMEN MAKING THE DIFFERENCE**

By 2030, football should fully reflect society, with more girls and women participating on and around the pitch. This represents the game's greatest growth opportunity: more women means more players, administrators, volunteers and fans, and therefore a stronger and more future-proof football foundation. Women also contribute to a more positive football culture.

They bring fresh energy, new perspectives, and are powerful role models for current and future generations alike. Yet today, too many girls and women still leave the game, and women remain underrepresented in key positions. We will change this by lowering barriers, increasing participation, retention and progression, and making women visible and successful in every role across football.

- ◆ **WOMEN STRENGTHEN THE CLUB**
- ◆ **MORE WOMEN IN KEY ROLES**
- ◆ **MORE INSPIRING ROLE MODELS**
- ◆ **KNVB LEADING BY EXAMPLE**





# A POSITIVE FOOTBALL CULTURE



ONS VOETBAL KLEURT DE WERELD ORANJE





## IN 2030...

### **A POSITIVE FOOTBALL CULTURE**

Football is more than a match. It is club life, friendships formed at the club, the excitement in the stands and the clubhouse where generations come together and where life feels simple for a moment: watching, celebrating and enjoying the game together. That atmosphere is what makes football unique and valuable, and which we are committed to strengthening and protecting.

That is why we are building a football culture where positive experiences bring people together, where clubs and matches are welcoming and safe, and where respect is the standard on and around the pitch. A culture where referees are supported and respected, not challenged, and where everyone feels welcome to participate and enjoy the game. We do this together with local and national authorities, supporters, the Public Prosecution Service, police, ECV, CED and clubs.

- ◆ **POSITIVE BEHAVIOUR ON AND AROUND THE PITCH**
- ◆ **A STRONG FOOTBALL COMMUNITY**
- ◆ **WELCOMING AND SAFE FOOTBALL**
- ◆ **GREATER APPRECIATION FOR REFEREES**





# STRENGTHENING SOCIAL IMPACT



ONS VOETBAL KLEURT DE WERELD ORANJE





IN 2030...

### **STRENGTHENING SOCIAL IMPACT**

Football is the Netherlands' largest social network, bringing millions of people together on and around the pitch, and far beyond it. We will make this strength more visible, actively position it within political and public agendas, and work with all our partners to harness football's unifying power for positive social impact.

With more than 10 million engaged Dutch citizens, football is deeply embedded in society. It is a proven force for connection, equal opportunity, health and sustainability, and a place where everyone can participate throughout every stage of life.

- ◆ **STRONG CLUBS CONNECTING COMMUNITIES**
- ◆ **FOOTBALL FOR LIFE**
- ◆ **ELIMINATING RACISM AND DISCRIMINATION FROM FOOTBALL**
- ◆ **FOOTBALL PROMOTING HEALTH, EQUAL OPPORTUNITIES AND SUSTAINABILITY**





**A STRONG  
TEAM KNVB**



**ONS VOETBAL KLEURT DE WERELD ORANJE**



**KNVB**



## IN 2030...

### **A STRONG TEAM KNVB**

We will continue building a strong, agile and future-focused Team KNVB that raises the level of football and creates positive societal impact through football's unifying power. We do this in a way that reflects who we are: driven, connecting and innovative. With top talent, an inclusive culture and the smart use of data and technology, we will make a difference for clubs, competitions, supporters and fans.

◆ **A TOP EMPLOYER**

◆ **ONE TEAM, DIVERSITY AS A STRENGTH**

◆ **TECHNOLOGY THAT DRIVES FOOTBALL FORWARD**

◆ **CREATING GREATER VALUE FOR FOOTBALL**





ONS VOETBAL KLEURT DE WERELD ORANJE



# OUR FOOTBALL COLORS THE WORLD ORANGE



STRATEGY  
2026 - 2030

