

KNVB STRATEGY

**STRATEGIC
OBJECTIVES
2022-2026**



STRATEGY 2022-2026

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**



The background of the entire image is a photograph of two female football players in white kits with red accents, celebrating a victory. They are hugging and smiling broadly. The image has a heavy orange and red color grade, with a textured, painterly effect. A white horizontal line is positioned below the main title.

WINNING A MAJOR TOURNAMENT

1

WINNING A MAJOR TOURNAMENT

LONG-TERM AMBITION

Our ambition is for both our men's and women's national teams to be crowned world champion.

OBJECTIVES 2022-2026

- Our men's and/or women's national teams win a major tournament.
- All our national teams, including our youth teams, consistently qualify for the European and World Championships.
- Our training and performance facilities at the KNVB Campus are best-in-class at national level.
- Stadiums are sold out for all national team matches.
- Creating more loyal registered fans of the Dutch national team and providing the best possible experience.
- At least two major international football events are hosted in the Netherlands.





GROWING THE NUMBER OF PLAYERS

2

GROWING THE NUMBER OF PLAYERS

LONG-TERM AMBITION

Our ambition is to give more people the opportunity to play football in our unique football landscape.

OBJECTIVES 2022-2026

- At least 1 million people play football in a KNVB competition.
- The number of women who play football has increased to 155,000.
- 400,000 people play football in alternative settings, e.g. indoor, on the street, on the pitch and/or at school.



A vibrant, high-energy photograph of a crowd of football fans. In the foreground, a man in a white Nike t-shirt with a Dutch lion crest is making a 'rock on' hand gesture. Next to him, a Dutch football player in an orange jersey is smiling broadly with his arms raised. The background is filled with other fans, some holding up phones to capture the moment. The entire image has a warm, orange-toned overlay, particularly on the right side, creating a sense of excitement and festivity.

WELCOMING AND SAFE FOOTBALL

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WELCOMING AND SAFE FOOTBALL

LONG-TERM AMBITION

Football is welcoming and safe for everyone. Stadiums and grassroots clubs are pleasant, accessible places where everyone feels welcome and comfortable.

OBJECTIVES 2022-2026

- Improve hospitality in stadiums.
- Identify, address, and punish misconduct in stadiums.
- Strengthen cooperation with police and local authorities on safety.
- Improve public perception of stadium visits.
- Promote sportsmanship and respect in clubs.
- Enhance referee safety.
- Act faster and more effectively against high-risk clubs.
- Combat racism and discrimination in football.
- Prevent the use of fireworks in football.





A HIGHER LEVEL OF PROFESSIONAL FOOTBALL

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A HIGHER LEVEL OF PROFESSIONAL FOOTBALL

LONG-TERM AMBITION

Our ambition is to make Dutch professional football grow in terms of sportive and commercial capabilities.

OBJECTIVES 2022-2026

- The men rank top 6 and women rank top 7 in the UEFA association club coefficient list.
- We cooperate closely with the leagues, clubs, players and coaches.
- We generate more income for Dutch professional football.
- We have expanded and professionalised the women's premier league
- Strengthen the organization of professional football clubs.
- The level of satisfaction with KNVB services has increased.





FUTURE-PROOF GRASSROOTS CLUBS

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FUTURE-PROOF GRASSROOTS CLUBS

LONG-TERM AMBITION

Our ambition is to create a future-proof club infrastructure supported by an adequate number of skilled volunteers.

OBJECTIVES 2022-2026

- There are more skilled coaches, referees and administrators at clubs.
- 80% of clubs have a head of academy and 50% have a referee coordinator.
- The number of KNVB referees has increased by 25%.
- The number of female coaches, referees and administrators has doubled.
- The level of satisfaction with KNVB services has increased.



A photograph of four diverse children (three girls and one boy) smiling and posing together in front of a sports field. The image has a strong orange tint. In the background, there is a fence and a sign that says "voetbal" with a KNVB logo. To the right, there is a large sign with the letters "Ca" and "PINDA" below it. Overlaid on the image is the text "VISIBLE IMPACT ON SOCIETY" in large white capital letters, followed by a horizontal white line. Below the line is a dark blue hexagon containing the number "6".

VISIBLE IMPACT ON SOCIETY

6

VISIBLE IMPACT ON SOCIETY

LONG-TERM AMBITION

Our ambition is to show more explicitly that football has an undisputed impact on society, both in and outside the Netherlands.

OBJECTIVES 2022-2026

- Clear proof of the social return on investment
- Politics and society embrace football and have an even better understanding of its potential.
- Football supports to address social issues, such as health, inclusiveness and sustainability, both directly and indirectly.



KNVB STRATEGY

PRINCIPLES OF PLAY



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THIS IS HOW WE PLAY:

- **KNVB, A MODERN EMPLOYER**
The KNVB is an employer of choice.
- **DIVERSITY, INCLUSION AND EQUALITY**
Greater diversity of perspectives, backgrounds and opinions helps us to perform better.
- **TEAMWORK**
In everything we do, we team up with our partners, both in and outside the realm of football.
- **INNOVATION AND ENTREPRENEURSHIP**
We strengthen the sport of football by introducing innovations and new business models.
- **DIGITALISATION**
Technology is the driving force behind our efforts to achieve or accelerate our strategic objectives.

