



**BIDDING NATION
QATAR**

Qatar 2022 Bid Committee Launches “Generation Amazing” Program to Reach Children and Communities in Pakistan and Nepal

Amidst war and civil strife, project seeks effective social development through Football

Doha, Qatar – The Qatar 2022 Bid Committee, in partnership with Reach Out to Asia (ROTA), has launched a new initiative geared towards harnessing the power of football to create meaningful and lasting social change in various communities throughout Pakistan and Nepal, using the sport to bring people together to foster cooperation and community development.

“Generation Amazing” is a major Football Development project targeting schools in developing countries, which aims to increase the quality of sport facilities, provide equipment and train a new generation of leaders through the sport of football. As part of its program, the bid has organized a major youth football tournament in each country and has selected 16 youth ambassadors to travel to the 2010 FIFA World Cup in South Africa this summer – 8 from Pakistan and 8 from Nepal. This educational trip will act as a follow-up to the football development programs already launched earlier this year in both countries. Another six children will be chosen through similar programs already underway in Syria and Lebanon, with three being selected from each country, making a total of 22 “Generation Amazing” youth sport ambassadors attending the World Cup.

Hassan al Thawadi, CEO of Qatar 2022 Bid Committee, explained the bid committee's enthusiasm for the new program, saying it would lead to lasting social change at the grassroots level in developing countries in the Middle East and Asia. "Qatar is at the forefront of social initiatives and 'Generation Amazing' is one of numerous projects that follow the path of the Qatar Vision 2030 long-term commitment to inspire social change through football. In partnership with ROTA our 'Generation Amazing' initiative will reinforce the vision of both bid committee and Qatar's objectives of using football as a powerful means of social development that will have lasting, tangible results."

The program began earlier this year in Pakistan and Nepal, where bid officials have been working with local organizations to renovate and improve existing football facilities at eight different schools in each country. Following the World Cup trip, the bid will continue its efforts with local schools to continue renovating existing football pitches, instituting football festivals, encouraging and promoting sustainable development, and cultivating a new generation of local leaders.



Al Thawadi said that the commitment to building football infrastructure in developing countries is a major part of the bid's efforts, and that these goals were tied in directly with the bid's technical proposals to FIFA, in addition to its social development projects. He said that it was a major goal for the bid to sustain their efforts in social development well into the future, and cited Qatar's newly-unveiled stadium construction plans as another example of this commitment: "We are designing our new stadia for the World Cup to be built with modular components, so that we can then transport them to other countries after we host the event," he said. "This exchange will ensure that the stadia are put to good use to help improve the game in developing countries, and that they are not left behind as white elephants."

H.E. Sheikh Mohammed bin Hamad bin Khalifa Al Thani, Chairman of the Qatar 2022 Bid, said the "Generation Amazing" initiative was emblematic of Qatar's national vision and desire to assist in social development worldwide. "Whether our efforts are focused in Nepal or Pakistan, or Syria or Lebanon, or even here at home, we remain committed to the basic philosophy that sport can be used as a means of improving peoples' lives. This approach permeates all of the bid's activities, and it is with great excitement that we launch this most recent effort. It will by no means be our last."

The Bid's projects in Pakistan are focused in the war-torn Swat Valley and will provide critical leadership training and positive outlets for youth who lack sufficient opportunities for social mobility. In Nepal, all of the schools selected are in Dhangadi in the Kailali District in the western part of the country, home to some of the lowest literacy rates and income indices in Nepal.

Bid officials scheduled to travel to both regions to visit schools and oversee local tournaments for the selection of the youth ambassadors were forced to alter plans, after the security situation deteriorated in both countries following a suicide bombing in the Swat Valley and widespread unrest in Nepal, both of which were accompanied by additional travel restrictions. Nevertheless, the bid insisted that the program continue as scheduled.

"The circumstances on the ground in both countries only reinforce our firm commitment to proceed with this program," Al Thawadi said. "We know that there are significant challenges for children and communities in these countries, and that is precisely why we will not be deterred."



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