EVENTOURA

Special World Cup Edition 2026

Summer 2026
Number 7



GREEN ZONE FOUNDATION

WHO ARE WE?

Green Zone Foundation is an international organization headquartered in Qatar dedicated to promoting intercultural understanding, education, dialogue between civilizations, and cooperation between peoples.
Through educational, cultural, and linguistic initiatives, we work to build bridges between the Arab world and Latin America, creating spaces for connection based on respect, knowledge, and collaboration.

Over the past several years, the foundation has developed projects that have brought the Arabic language and culture closer to thousands of people, establishing partnerships with universities, educational institutions, cultural organizations, and community leaders from different countries.

Our goal is to contribute to the formation of a global citizenry capable of understanding and valuing cultural diversity as a shared wealth.

Eventoura was born as one of Green Zone Foundation's main communication platforms. Through its pages, the magazine shares stories, experiences, initiatives, and projects that reflect the power of culture, education, and human exchange to generate lasting connections between societies from different regions of the world.

This special edition dedicated to the FIFA World Cup 2026 celebrates precisely those values. Beyond sport, football has the capacity to unite cultures, bring peoples closer together, and create spaces of encounter between millions of people. That same spirit of dialogue, cooperation, and understanding is what inspires the daily work of Green Zone Foundation and Eventoura.





EDITORIAL

The FIFA World Cup 2026 is now part of history. With venues spread across Mexico, the United States, and Canada, this edition brings together new national teams, new stories, and new opportunities to discover the cultural richness that accompanies the most popular sport on the planet. Beyond results and statistics, the World Cup continues to be a space of connection between people, traditions, and different ways of understanding the world.

In this issue of Eventoura, we explore some of the moments, symbols, and curiosities surrounding the great festival of football. From the opening ceremony and the tournament's groups to the host countries, the historic World Cup posters, and a look ahead to the centennial that the competition will celebrate in 2030. We also dedicate a special space to Qatar 2022 — an edition that left a significant mark on the recent history of the tournament and whose impact continues to shape many of the debates and transformations accompanying international football today.

We believe that every World Cup is far more than a sporting competition. It is an opportunity to discover cultures, uncover stories, and connect with diverse realities through a passion shared by millions of people. We hope these pages accompany our readers on that journey and allow them to experience football from a broader, more human, and cultural perspective.

Qatar Airways:

A bridge from the Arab world to Latin America

QATAR AIRWAYS القطرية

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New destinations :

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QATAR 2022

The World Cup that opened a new era for global football

When ***Qatar*** was chosen as the host of the ***FIFA World Cup 2022***, the announcement sparked surprise, debate, and even skepticism in many quarters. Four years later, the tournament holds a unique place in football history for one fundamental reason: it marked the beginning of a new era in the global expansion of the planet's most popular sport.

Beyond the sporting results, Qatar 2022 represented the arrival of the World Cup in a region that had never before hosted the tournament. For the first time, the Arab world became the center of an event followed by billions of people, expanding the traditional geography of major international competitions.

BREAKING PRECONCEIVED IDEAS

For decades, much of the international public had known the Middle East through partial images or stereotypes. Hosting the World Cup offered a chance to show a more complex and diverse reality, bringing millions of visitors and viewers closer to a region with a long history, deep cultural richness, and its own identity on the global stage.

The tournament opened spaces for dialogue, cultural exchange, and mutual understanding, demonstrating that football can also become a tool for bringing societies closer together.

A TRULY GLOBAL WORLD CUP

The history of World Cups has been, to a great extent, the history of football's expansion. From Uruguay 1930 to the present day, each edition has contributed to broadening the tournament's reach. Qatar 2022 represented a new step in that process by consolidating the idea that the World Cup belongs to all regions of the world.

The choice of new host nations and the emergence of new protagonists reflect the evolution of a sport that continues to grow beyond its traditional centers.



THE ARAB WORLD'S IMPACT ON THE INTERNATIONAL SPORTING STAGE

Qatar 2022 also helped strengthen the Arab world's presence in international sport. The tournament showcased the region's organizational capacity and projected an image of modernity, dynamism, and participation in major global events.

Furthermore, Morocco's historic run to the semifinals made the World Cup a particularly meaningful moment for millions of people inside and outside the Arab world.

A LEGACY THAT GOES BEYOND THE TOURNAMENT

Great World Cups are often remembered for memorable finals or outstanding individual performances. However, some editions also leave a broader footprint. Qatar 2022 will be remembered as a turning point in the contemporary evolution of the World Cup — not only for what happened on the pitch, but for its impact on the international perception of a region and on the understanding of football's truly global character.

From Green Zone Foundation and Eventoura, we believe that one of sport's greatest values lies in its ability to bring cultures closer, foster understanding between peoples, and create spaces of connection. In that sense, Qatar 2022 left an experience that continues to be part of the conversations about the present and future of world football.





OPENING CEREMONY OF THE 2026 WORLD CUP

On June 11, 2026, Mexico City launched the FIFA World Cup 2026 with an opening ceremony held at Estadio Azteca, which made history by becoming the first stadium to host opening matches at three World Cups: 1970, 1986, and 2026.

The show combined music, dance, and elements representative of Mexican culture. Among the participating artists were ***Maná, Alejandro Fernández, Belinda, Los Ángeles Azules, Lila Downs, Danny Ocean, J Balvin, and South African singer Tyla.*** One of the most memorable moments was the performance of ***"Dai Dai,"*** the official World Cup song, by Shakira and Burna Boy.

The ceremony also featured Mexican actress Salma Hayek, who welcomed fans and viewers from around the world in a celebration that highlighted the cultural diversity of the host countries and the global character of football.

Following the spectacle, Mexico and South Africa played the tournament's opening match before a packed stadium. The ceremony marked the beginning of a historic edition: the first co-hosted by Mexico, the United States, and Canada, and the first to feature 48 national teams.



THE 2026 WORLD CUP GROUPS

La Copa Mundial de la FIFA 2026 reúne a 48 selecciones distribuidas en 12 grupos de cuatro equipos cada uno.

GROUP A

- Mexico
- South Africa
- Korea Republic
- Chequia

GROUP B

- Canada
- Qatar
- Switzerland
- Bosnia y Herzegovina

GROUP C

- Brazil
- Morocco
- Haiti
- Scotland

GROUP D

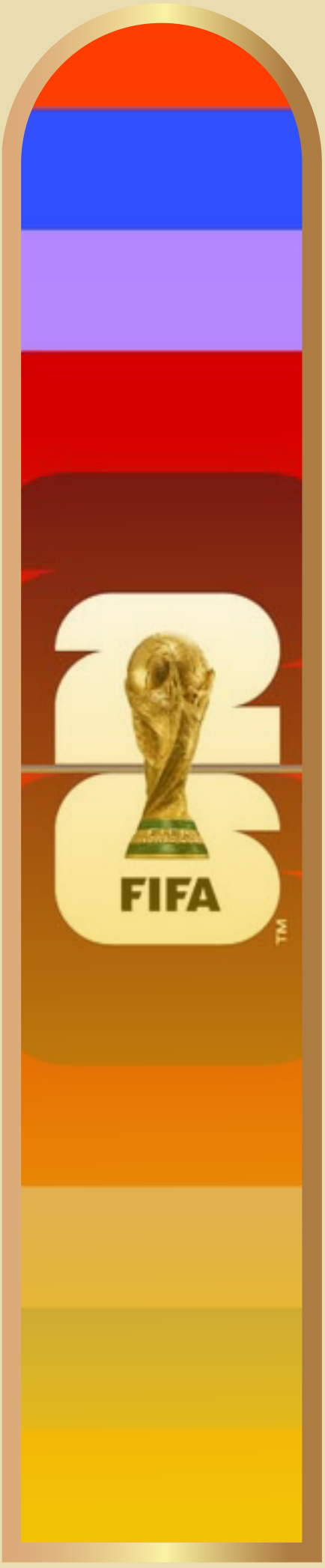
- USA
- Paraguay
- Australia
- Turquía

GROUP E

- Germany
- Curaçao
- Côte d'Ivoire
- Ecuador

GROUP F

- Netherlands
- Japan
- Tunisia
- Suecia



GROUP G

- Belgium
- Egypt
- Iran
- New Zealand

GROUP H

- Spain
- Cape Verde
- Saudi Arabia
- Uruguay

GROUP I

- France
- Senegal
- Irak
- Norway

GROUP J

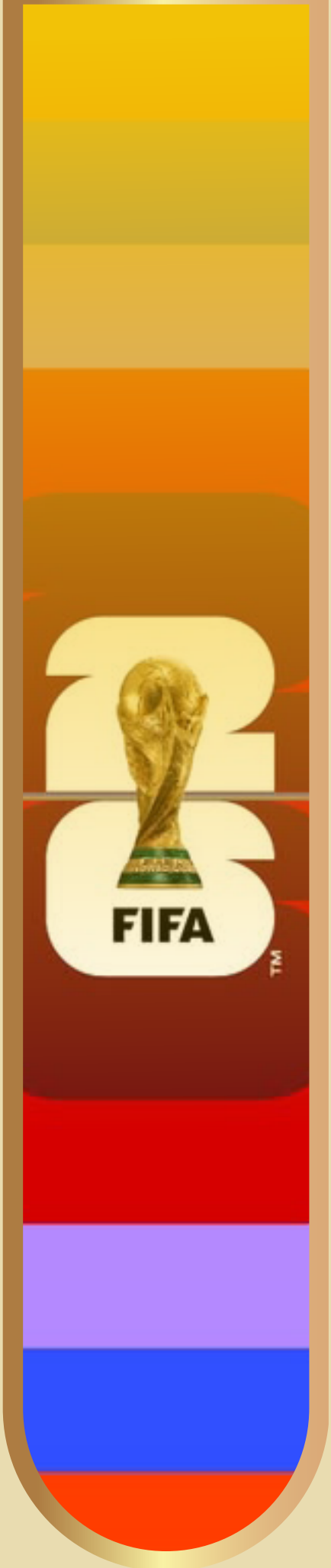
- Argentina
- Algeria
- Austria
- Jordan

GROUP K

- Portugal
- Uzbekistan
- Colombia
- Congo

GROUP L

- England
- Croatia
- Ghana
- Panama



THE 10 FAVORITE TEAMS FOR THE 2026 WORLD CUP

With 48 participating nations and a revamped format, the FIFA World Cup 2026 promises to be one of the most competitive in history. According to sports analysts, statistical models, and specialized media, these are the ten teams considered among the top contenders for the title.

ESSpain



FR Francia



England



AR Argentina



BR Brazil



PT Portugal



DEGermany



NL Netherlands



MA Morocco



UY Uruguay



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متحف قطر
الأولمبي والرياضي
Qatar Olympic
and Sports Museum



THREE COUNTRIES, ONE WORLD CUP

From the historic streets of Mexico to the modern cities of Canada and the great sporting venues of the United States, the 2026 World Cup spans much of North America. Beyond results and statistics, the tournament offers a chance to discover the cultural diversity, football passion, and human richness of three countries welcoming millions of fans from every corner of the planet.



MÉXICO

Mexico holds a privileged place in World Cup history. It hosted the tournaments of 1970 and 1986 — two editions that created unforgettable moments for generations of fans. In 2026, it writes another chapter in that story by becoming the first country to host matches at three different World Cups.

But talking about Mexico also means talking about passion. In its cities, football is part of everyday life and blends with an enormous cultural, culinary, and human richness that turns every match into a genuine popular celebration.

CANADÁ

Canada represents one of the great transformations of modern football. In just a few years, the country has built a competitive national team, strengthened its sporting structures, and sparked growing interest in a sport that is winning over more and more of the younger generation.

Its cities bring to the World Cup a combination of modernity, diversity, and quality of life. The coexistence of cultures from all over the world makes Canada one of the most open and multicultural countries on the planet.

UNITED STATES

The United States is the tournament's main stage, hosting the greatest number of matches and venues. Its experience in organizing major sporting events and the scale of its infrastructure allow it to welcome millions of fans throughout the competition.

Football continues to grow in popularity across the country, and the 2026 World Cup represents a new opportunity to bring the sport to an ever-wider audience. Major cities, iconic stadiums, and enormous social diversity all contribute to shaping a historic edition of the tournament.

THE COLDEST WORLD CUP

Argentina 1978 and South Africa 2010

Although the World Cup is usually held during the northern hemisphere's summer, two editions took place in the middle of the southern hemisphere's winter: Argentina 1978 and South Africa 2010. The southern winter corresponds to the cold season in countries of the southern hemisphere and falls between the months of June and August.

At Argentina 1978, fans experienced a World Cup marked by the wintry temperatures typical of that time of year. Decades later, South Africa 2010 offered a similar experience, with cold days and evening matches during which players and spectators alike had to adapt to conditions rarely seen in World Cup history.





THE HOTTEST WORLD CUP

When Qatar 2022 defied all expectations

For years, many assumed Qatar 2022 would be the hottest World Cup in history. The extreme summer temperatures in the Gulf led to an unprecedented decision: moving the competition to the months of November and December.

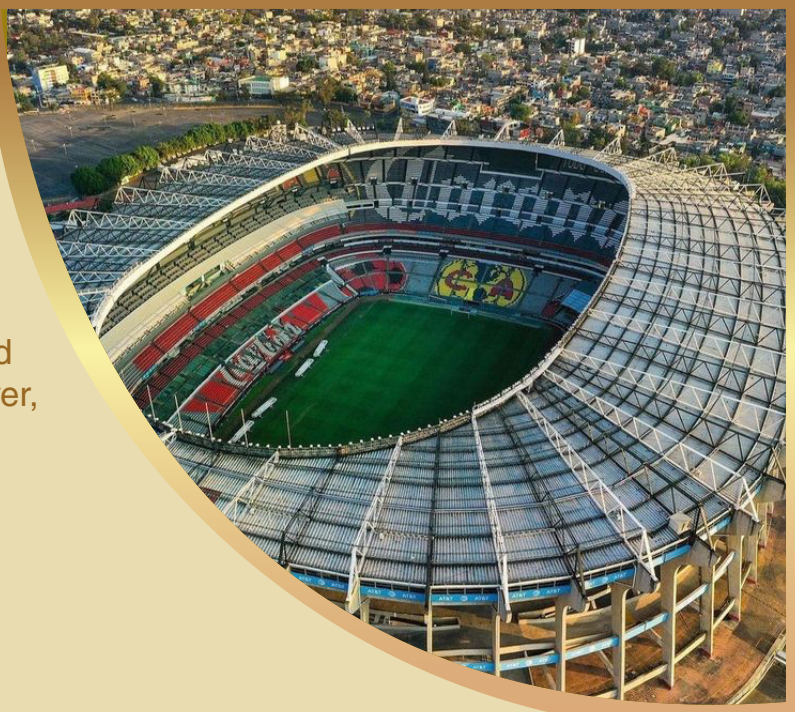
In addition, the stadiums were equipped with advanced air-conditioning systems designed to ensure the comfort of players, referees, and fans. Thanks to these measures, the tournament was held under conditions very different from what many had imagined.

When it comes to extreme heat in World Cup history, the most frequently cited editions are Mexico 1970 and the United States 1994. In both tournaments, high temperatures, humidity, and — in the Mexican case — altitude presented an additional challenge for the players.





10 FASCINATING FACTS ABOUT THE 2026 FIFA WORLD CUP



1 This will be the biggest FIFA World Cup in history. For the first time ever, 48 national teams will take part.

2 A total of 104 matches will be played.No previous World Cup has ever reached this number of games.

3 First World Cup organized and hosted by three countries. The United States, Mexico, and Canada will share hosting duties.

4 Mexico will make history.
It will be the first country to host three World Cups (1970, 1986, and 2026).

5 Estadio Azteca will break a unique record.It will become the first stadium to host matches at three different World Cups.

6 The tournament will have 16 host cities. From Vancouver to Miami, including Mexico City, Toronto, and Los Angeles.

7 New national teams will compete at a World Cup for the first time. Expanding to 48 teams opens the door to nations that have never before qualified.

8 The World Cup returns to its traditional summer schedule. After Qatar 2022, the tournament will once again be held in June and July.

9 Qatar qualifies through sporting merit.
After hosting and competing in 2022, Qatar has secured a place in the 2026 tournament.

10 The most geographically spread-out World Cup ever.
Matches will be held across host cities separated by thousands of kilometers across North America.



8 CURIOSITIES ABOUT THE QATAR NATIONAL TEAM

1 ***World Cup debut.***
Qatar made its first FIFA World Cup appearance as the host nation in 2022.

2 ***Asian champions.***
Qatar won the AFC Asian Cup for the first time in 2019 following a brilliant campaign in the United Arab Emirates.



3 ***Back-to-back continental champions.***
Qatar claimed the Asian Cup title again in 2023, cementing its place among the continent's leading teams.

4 ***The Aspire generation.***
Many of Qatar's international players trained at the prestigious Aspire Academy, one of the most important sports development projects in the Arab world.

5 ***A homegrown team.***
Most of the national team's players develop their careers at clubs in the Qatar Stars League.

6 ***Record-breaking rise.***
In just two decades, Qatar went from an emerging football nation to winning two Asian Cups and competing at a World Cup.

7 ***Guest at other confederations.***
The Qatar national team has taken part as a guest in international tournaments outside Asia, including the CONCACAF Gold Cup.

8 ***Ambassador of Arab football.***
Qatar's participation in the 2022 World Cup turned the national team into a symbol of pride for millions of fans across the Arab world.

COUNTING DOWN TO 2030: THE WORLD CUP TURNS 100

The FIFA World Cup will celebrate one of the most important milestones in its history in 2030. It will mark a hundred years since the very first edition of the tournament, held in Uruguay in 1930, when thirteen national teams took part in a competition that would go on to become the most-watched sporting event on the planet.

The 2030 World Cup will have an unprecedented format. Spain, Portugal, and Morocco will be the main host nations of the tournament, while Uruguay, Argentina, and Paraguay will host the commemorative centennial opening matches. In this way, the competition will create a symbolic bridge between the birthplace of the World Cup and the venues that will welcome new generations of fans.

The choice of Morocco as one of the host countries also represents a historic moment for African football. The North African nation continues to consolidate its presence on the international stage, building on its outstanding sporting achievements and the growing importance of the African continent within the world of football.

Over a century of history, the World Cup has grown from a tournament of thirteen teams into a global competition followed by billions of people. While the 2026 World Cup unfolds in North America, the centennial tournament is already generating excitement and turning eyes toward the next great milestone in international football.

1930



2026



2030



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ESTADIO AZTECA: THE ONLY STADIUM TO HOST THREE WORLD CUPS

Few sporting venues in the world possess a history as extraordinary as that of Estadio Azteca. Located in Mexico City, this legendary stadium has been witness to some of the most important moments in FIFA World Cup history.





1970

Estadio Azteca hosted the 1970 World Cup final. Brazil defeated Italy to claim their third world title. That team, led by Pelé, is remembered as one of the greatest national sides of all time.



1986

Sixteen years later, the Azteca hosted another World Cup final. Argentina were crowned world champions, with Diego Armando Maradona as the standout figure of the tournament.



2026

The 2026 World Cup returns to Estadio Azteca. With this, the Mexican stadium becomes the first in history to have hosted matches at three different World Cups — 1970, 1986, and 2026 — cementing its place as one of the great temples of world football.

THE MOST ICONIC POSTERS IN WORLD CUP HISTORY

How graphic design has accompanied a century of football

Official posters have accompanied the history of the tournament since 1930, reflecting not only a passion for football but also the artistic trends, cultural identity, and spirit of each host country. Some of them have transcended the world of sport to become genuine icons of graphic design. This selection brings together eight of the most remembered and representative posters in World Cup history.

1998 – FRANCE



Elegance, modernity, and a strong visual identity defined the poster of a historic edition for French football.

2002 – SOUTH KOREA & JAPAN



The first World Cup held in Asia presented an innovative image combining traditional elements with a vision of the future.

2010 – SOUTH AFRICA



Inspired by the colors, energy, and movement of the African continent, it is considered one of the most iconic posters of the modern era.

1930 – URUGUAY



The first poster in World Cup history reflected the influence of the Art Deco movement and marked the beginning of a visual tradition that continues to this day.

2022 – QATAR



Its design incorporated cultural references from the region and a contemporary aesthetic that made it one of the most distinctive images of recent World Cups.

1970 – MEXICO



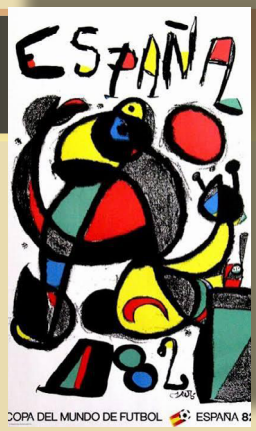
One of the most recognizable designs in World Cup history. Its modern, colorful image accompanied an edition that transformed international football.

2026 – MÉXICO,CANADÁ USA



The current World Cup's image accompanies a historic edition: the first with 48 teams, co-hosted by three countries.

1982 – SPAIN



A simple, vibrant graphic proposal closely tied to Mediterranean identity. Over the years it became one of the most remembered images in World Cup history.

Diego Maradona



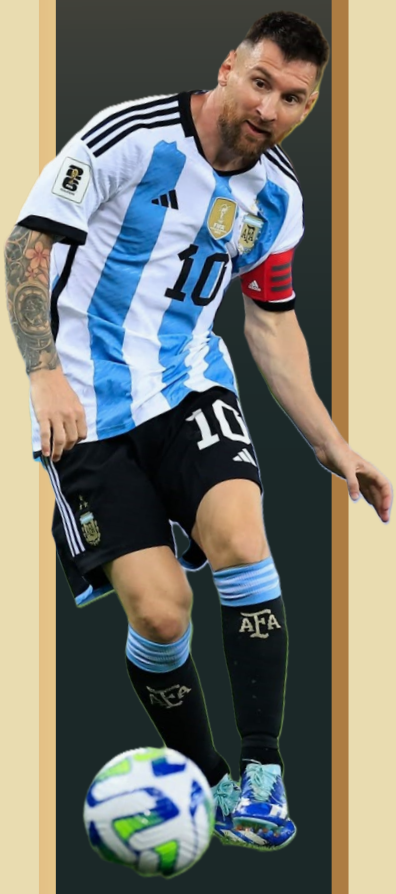
Pelé



Johan Cruyff



Lionel Messi



PLAYERS WHO MADE WORLD CUP HISTORY

Over nearly a century of World Cups, some footballers have transcended results to become true legends. Their performances, titles, and unforgettable moments form part of the history of the most popular sport on the planet.

HISTORIC WORLD CUP MASCOTS

Official mascots have become one of the most recognizable symbols of each World Cup. Through them, host countries showcase part of their culture, identity, and creativity to the world.

Zakumi

South Africa 2010

A leopard representing the first World Cup held on the African continent.





Willie

England 1966

The first official mascot in World Cup history.

Fuleco

Brazil 2014

A Brazilian armadillo created to promote a message of environmental conservation.





Naranjito

Spain 1982

An anthropomorphic orange that became one of the most beloved mascots ever.

La'eeb

Qatar 2022

Inspired by the Arabic ghutra, it conveyed a message of joy, creativity, and World Cup spirit.





Pique

México 1986

A jalapeño pepper wearing a sombrero, inspired by popular symbols of Mexican culture.

ARAB HOSPITALITY AND AMERICAN HOSPITALITY

Small gestures that fans discover during a World Cup

A World Cup is not only remembered for its goals or its champions. For many fans, it is also an opportunity to discover customs that form part of the everyday life of the host countries.



Across much of the Arab world, it is common to welcome guests with Arabic coffee or tea. Sharing a meal holds an important place in social life, and many gatherings extend for hours amid conversation and expressions of courtesy. During Qatar 2022, numerous visitors highlighted the opportunity to experience these traditions firsthand.



The 2026 World Cup is being held in Mexico, the United States, and Canada — three countries with very different customs. In Mexico, many fans discover a culture where street food, public squares, and family gatherings are part of daily life. In Canada, cultural diversity is reflected in cities where communities from every continent live side by side. In the United States, each host city offers a distinct experience, from festivals and shows to fan zones with activities throughout the tournament.

Another visible difference for many visitors is the approach to alcohol consumption.

While some countries apply more restrictive regulations, others integrate it naturally into sporting events and leisure spaces. These differences are part of the cultural diversity that accompanies each World Cup. Beyond the stadiums, every World Cup offers a chance to discover new customs, flavors, and ways of life — experiences that, for many fans, remain in the memory just as much as the matches themselves.


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Beyond the 90 minutes

Sport has the capacity to bring together people from different countries around a shared passion. But the most lasting connections are usually built outside the stadiums — through knowledge, education, and cultural exchange.

Green Zone Foundation develops projects that bring Latin America and the Arab world closer together through educational, cultural, and academic initiatives. Arabic language teaching, the organization of seminars, specialized publications, activities with educational institutions, and collaboration with organizations from different countries are all part of a growing network of work that expands year after year.

The foundation fosters spaces where students, teachers, researchers, and professionals can share experiences, discover new perspectives, and build connections that transcend geographical and cultural borders.

If you would like to learn more about our programs, activities, collaboration opportunities, or educational initiatives, we invite you to get in touch with **Green Zone Foundation** and become part of a community committed to learning, intercultural dialogue, and international cooperation.



QATAR 2022: A NEW WAY OF LIVING THE WORLD CUP EL MUNDIAL

A compact World Cup: mobility, transport, and a different experience for fans



For decades, fans had grown accustomed to a World Cup that meant long journeys between cities, domestic flights, and hours of travel to follow their teams. Qatar 2022 broke with that tradition and introduced an entirely different model.

For the first time, the proximity between venues allowed fans to experience the tournament in a far more concentrated way. Many were able to attend more than one match on the same day and return to their accommodation without having to cover great distances. For those who followed the World Cup on the ground, it was an experience unlike any other.

Mobility was one of the key features of that organization. The Doha Metro, buses, and connections between stadiums made it easy for thousands of people to get around every day. Within minutes, it was possible to move from a fan zone to a stadium or travel between different parts of the city.

Another aspect that drew attention was the policy around alcohol. Although designated areas for consumption existed, there was no general sale inside the stadiums. The measure generated debate before the tournament, but ultimately became part of an experience that differed from what many fans had come to expect at major sporting events.



The image of supporters from different countries crossing paths on the metro, in fan zones, or even at multiple matches in a single day became one of the defining scenes of Qatar 2022. Beyond the sporting results, that edition showed that it is also possible to organize a World Cup in a different way — with venues connected to one another and football always just a few minutes away.

THE STORY OF VOZINHA
Vozinha, the goalkeeper of Cape Verde

Nombre completo: Josimar José Évora Dias
Apodo: Vozinha (significa “abuelita” en portugués, en honor a su abuela que lo crió)



Major sporting competitions tend to be associated with international stars, multi-million-euro transfers, and players who have spent years making headlines. Yet every so often, stories emerge that remind us that football is still a place for unlikely dreams.

Vozinha’s is one of them. For much of his life, he balanced football with his job as an electrician, far from the spotlight that accompanies the big leagues. Like thousands of people around the world, he built his path between everyday responsibilities and a passion he never abandoned.

At the age of 40, few would have imagined he would end up keeping goal for Cape Verde at a World Cup.

His presence in the tournament represents far more than a sporting call-up: it is the result of years of effort, perseverance, and commitment to a national team that has managed to reach the greatest stage in international football.

But perhaps the most special moment did not happen on the pitch. Thanks to this World Cup experience and the journey of the Cape Verdean team, his mother has been able to travel to watch him fulfill one of the greatest dreams of his life — a simple image, yet one full of meaning for any family.

Stories like Vozinha’s are a reminder that the World Cup is also made up of ordinary people who, through hard work and perseverance, manage to reach goals that once seemed impossible. They are stories that transcend sport and help explain why football continues to stir emotions in every corner of the planet.

visit QATAR

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