|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder role** | **Before (in preparation of season/year)** | **During (participation during the season/year)** | **Ongoing engagement (following the season/year)** |
| Make it feel like they belong |  |  |  |
| Make it easy to get involved |  |  |  |
| Tailor role to needs |  |  |  |
| Support the stakeholders |  |  |  |
| Create value for all |  |  |  |