

# RIHOSPITALITY

## CULTURAL LITERACY TOOLKIT

As we welcome teams and families from around the world during the summer of soccer, cultural awareness plays an important role in creating positive experiences for everyone involved. Understanding and respecting different customs, communication styles, and perspectives helps strengthen relationships, reduce misunderstandings, and ensure smooth interactions both on and off the field. This toolkit is designed to provide practical insights and tools to help staff confidently navigate the diverse cultures that make this season such a unique and rewarding experience.



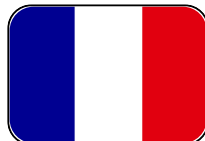
### GENERAL OVERVIEW

Along with a specialized deep dive of all teams playing in the region, we are pleased to offer a full synthesis of cultural-literacy reports and strategy proposals

### TEAMS PLAYING AT GILLETTE STADIUM -



**ENGLAND**



**FRANCE**



**GHANA**



**HAITI**



**IRAQ**



**MOROCCO**



**NORWAY**



**SCOTLAND**

### OTHER TEAMS PLAYING IN THE NORTH EAST -



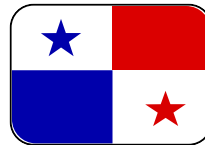
**BRAZIL**



**ECUADOR**



**GERMANY**



**PANAMA**



**SENEGAL**