Any AAVE and stkAAVE holders can participate in the Aave DAO governance by voting on Aave Improvement Proposals (AIPs). The governance forum is where anyone can make a proposal and then receive feedback and participate in discussion. Once the proposal receives enough community support, there will be a community vote where the proposal is either accepted/rejected.

The role of the Aave "Genesis Team" is to build the changes that the community votes on and directs.