The semiparadox arises from this chain of reasoning: the first and third statement are not very well aligned.

3   THE CONTEXT

Next, the problem context is mapped, involving all stakeholders close to the problem situation. What are the goals and needs of this inner circle of stakeholders? What are their practices and what is their "currency"? First of all, the city of Eindhoven wants to be known as a serious cultural and social center, where things are happening. The marathon is seen as a good way to gain exposure, to put Eindhoven on the map. Simultaneously, the city council needs to convince the taxpayers of Eindhoven that their local taxes are well spent on something that is actually benefiting the city. Another key player is the city of Eindhoven itself, as a physical reality. Although it is the hub of a major high-tech industrial region, Eindhoven is a relatively small city to organize a marathon in. A large part of the route runs through suburbs that do not attract the marathon crowds. The international athletics body has a major regulatory influence on the circuit: start and finish have to be at the same location, and there are rules on gradients in the circuit, etc., to make the runners' times count in the world ranking. The foundation that organizes the Eindhoven marathon is very much aware of these rules, and has over the years developed a very fast circuit. The police want to have a safe and smooth-running event without incidents, with minimal police involvement. Local businesses in the center look forward to a busy day, with cafés and restaurants in the city center being the main beneficiaries.

4   THE FIELD

Outside the current problem context but within the broader problem arena, the participants of the frame creation workshop studied the people of Eindhoven, parents, children, schools, health insurance companies, shopkeepers in the suburbs, local citizens organizations, the bus company, the state railways, the organizers of other sporting events, the organizers of cultural events in the city, the University of Technology, companies large and small that have research labs in the Eindhoven region, the runners (choosing which marathon to run in the fall season), the runners' supporters, the ambulance services, the hospital, sponsors of the marathon, sponsors of individual runners, the suburbs themselves that might benefit from good media coverage, nature reserves outside the city, the region of East Brabant in which Eindhoven lies, etc.