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| --- | --- | --- |
| Stakeholder | Description | Effects/Reactions |
| Owners | Business principals | May not be fully committed or see sustainability as a profitable direction |
| Stockholders | Financially interested parties | May not see sustainability as a profitable direction |
| Customers | People purchasing goods and services | Products may be in limited supply or cost more |
| Employees | Workers | Increased hours during transition, shorter work weeks, or telecommuting |
| Suppliers | An organization in the supply chain | May be required to change processes to remain in the chain |
| Trade Groups | Self-regulating organization benefiting the industry | May become advocates or critics |
| Community Activists | Local organizations working for the good of the community | May become advocates or critics |

**Stakeholder Impact Chart**