|  |  |  |
| --- | --- | --- |
| 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**