

CESME TEMPLATE 3: STAKEHOLDER PERSONAS and SELECTION

Instructions: Identify 5+ key stakeholders for your SME (at least one per category):

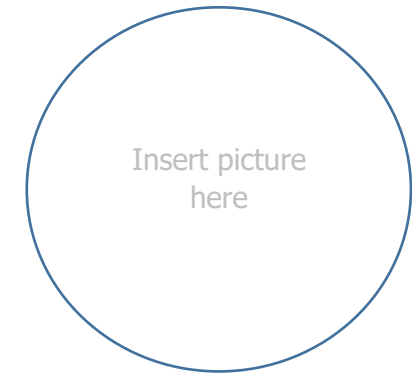
Why? In order to fully understand and calculate the value that your adoption of circular practices/products will bring, you need to identify the key stakeholders that will be materially impacted by your change and to understand the benefits or added value that they will experience as a result of your circular 'change' (* a recognisable, significant change that can be measured)*

STAKEHOLDER CATEGORIES	SUB CATEGORIES (non-exhaustive list)	FINAL CHOICE OF STAKEHOLDERS FOR SME
customer/ end user	final or intermediate (where customer adds value)	
public institution (local authority or agency)	<ul style="list-style-type: none"> a) economic development b) environmental c) social (care + health) b) strategic territorial/policy 	
Partner/supplier.	<ul style="list-style-type: none"> a) generic (electricity/waste..) b) specific (components and services needed to implement circular strategy) c) sales/marketing/logistics 	
Employee or representative union rep (etc.)		
Local NGO or Civil society organisation	a) environmental b) social or c) sectoral	

STAKEHOLDER PERSONA

Name of stakeholder: _____

Stakeholder category: _____



What do I /we do?

What keeps me/us awake at night?

What are my/our goals?

What distinguishes me/us from others?