

Stakeholder Identification

Stakeholder groups	Interests at stake in relation to project	Effect of project on interests - 0 +	Importance of stakeholder for success of project U = unknown 1 = little/no importance 2 = some importance 3 = moderate importance 4 = Very important 5 = Critical player	Degree of influence of stakeholder U = unknown 1 = little/no influence 2 = some influence 3 = moderate influence 4 = significant influence 5 = Very influential
Amyra Asamoah (Founder)	Profitability	+	5	5
	Desire to bring economic returns of cocoa back to Ghana	+		
	Promote responsibly sourced cocoa	+		
	Provide opportunity to women	+		
PSC 391 Group (Amanda, Rohan, Jackie, Michael)	Completing class project	+	3	2
	Helping Amanda	+		
	Learning about sustainable development	+		
Pete Schwartz	Teaching students about sustainable development models	+	1	1
Farmers	Maximizing Profits	-	4	3
Other Chocolate Companies	Competition	-	2	1

Government	Foreign Trade	-	2	4
Target market (middle/upper class Ghanaians)	Quality Product	+	5	2
	Experience	+		
Potential Investors	Profitability	+	5	5

Source:

D-Lab

Mapping Stakeholders' Influence and

Importance

Influence of stakeholder	Importance of stakeholder for success of project					
	Unknown	Little/no importance	Some importance	Moderate importance	Very important	Critical player
Unknown	0	0	0	0	0	0
Little/no influence	0	Pete Schwartz	Other Chocolate Companies	0	0	0
Some influence	0	0	0	PSC 391 Group	0	Target Market
Moderate influence	0	0	0	0	Farmers	0
Significant influence	0	0	Government	0	0	0
Very Influential	0	0	0	0	0	Amyra Asamoah Potential Investors

Source: