

Sample Stakeholder Descriptions

Name

Date

These sample stakeholder descriptions are meant to help guide you in identifying and describing the stakeholders associated with your recommended solution. These four stakeholders below are associated with the wind turbine human impact problem. Your stakeholder descriptions should be written in the first person.

Large Company CEO: I am the CEO of a large company that makes beverages used around the world. Since wind energy is cheaper and is better for the environment, we are now making all of our beverages with 100 percent wind energy. I understand that some wind turbines might affect birds, but we save a lot of money this way, and help the environment by not using dirtier forms of energy. In order for us to support a change to how the current wind turbines and farms work, the solution would have to be just as cost-effective and just as sustainable as the current form.

Local Community Member: I am a local community member and have lived in this region for a long time. I hate the way that the wind turbines look! They have ruined our wonderful view and beautiful landscape, which was once a draw for tourists. I also hate hearing about so much wildlife getting hurt by those ugly things! But, since my community switched to wind energy, I have saved money on my electricity bill. I would be in favor of a solution that wasn't as much of an eyesore, and that helped the wildlife, but I would like to keep saving money as well!

National Audubon Society Member: (The National Audubon Society protects birds and the places they need, today and tomorrow, throughout the Americas using [science](#), advocacy, education, and [on-the-ground conservation](#).) I am a member of the National Audubon Society, and I have dedicated myself to protecting birds. I am totally against wind turbines, as they harm many innocent birds every year. Also, constructing wind farms damages the local environments that the birds need to survive. I do not see how anything can help migratory birds besides taking down the wind turbines!

Engineer: I am an engineer who has studied my whole life to make machines that harness wind energy more efficiently. I have been testing these designs, and some of them are very different shapes than the current propeller design used by most wind turbines. Different shapes may mean that they interact with wildlife differently in the sky and on the ground. I would be interested in testing these designs in the real world to see how much more energy-efficient they are. More energy efficiency also means that fewer wind turbines can do the job that the current ones are doing now.