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“CLEANER PRODUCTION FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS”

The Meanings of Sustainability: A Comparison Between State and Market Discourses

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Resumo

This research aims to investigate convergences and divergences among sustainability discourses on public policies and practices of the so-called “sustainable production and consumption”. It was questioned how concepts of sustainability are being taken in public policies and market practices related to “sustainable production and consumption”. To do that samples of their discourses were analyzed and compared according to its source, from both public policies and the private sector. The methodologic proceedings comprehend documental analysis for further comparison according to the principles of sociological discourse analysis. The evidences gather from pieces of market and State discourses showed they come from distinct ontological propositions but converge to the mainstream discourse of weak sustainability.

Keywords: Sustainability. Sustainable production and consumption. Sociological discourse analysis.
