



# 7<sup>th</sup> INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION Academic

“CLEANER PRODUCTION FOR ACHIEVING SUSTAINABLE DEVELOPMENT GOALS”

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## Cleaner Production: Application Analysis in Mass Services and Professional Services

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### Abstract

Currently, the society and the market have a holistic view of environmental questions and they are concerned not only with economic benefits but also with the consequences they bring to the environment. The growth of the service sector means that the service rendering knows and measures its environmental impacts and minimizes its negative influence. The Cleaner Production Program uses tools that associate economic, social and environmental benefits to an organization's activities. In this sense, this study proposes to analyze the Cleaner Production two companies providing professional and mass services, according to the Schmenner classification. Two stages were used, from the five of the Cleaner Production methodology, pre-evaluation and evaluation, followed by an approach that integrates concepts and principles of Quality Management in the Process proposed by Paladini, Cleaner Production and the methodology PDCA. As a result, it was observed that the organizational culture determines the vision of the purpose for the implantation of the Cleaner Production. However, it is possible to affirm that, with the adoption of Cleaner Production, service providers will know the environmental aspects and impacts of the process and the service, and identify opportunities for cost reduction, resulting in the growth of the organization.

*Keywords: Cleaner production; services; sustainability.*

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