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INTERNATIONAL WORKSHOP
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

Green Seal and Cleaner Production for the Furniture Sector: A Theoretical Discussion

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Abstract

The furniture companies start to adopt a new approach incorporating the environmental variable in their strategic decisions as a way to gain competitive advantage in the market. Thus, the pursuit of sustainability shall constitute a new market opportunity. Obtaining a Green Seal has been one of the ways that companies found to present themselves as green companies. In Brazil, the furniture sector is at a more advanced stage due to be a sector with export profile and have to meet the new requirements of international trade. This work aims to discuss the prospects of the adoption of green seal for the furniture sector based on Cleaner Production methodology as a way to adapt and obtain green label. The theoretical discussion presented in this paper will serve as a basis for the research project of the Industrial Engineering Program at Federal University of Bahia - PEI / UFBA with the Clean Technology Network - TECLIM aiming to get the Doctor's degree in Industrial Engineering from *one of the authors*.

Keywords: *Green Seal, cleaner production, furniture sector.*
