



# Academic<sup>th</sup>

INTERNATIONAL WORKSHOP  
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

## **The Contribution of the NGOs, Associations and Foundations to Promote Production and Consumption of Green Products**

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### **Abstract**

The objective of this study is to analyze the actions taken by NGOs, associations and foundations, which have a focused approach to environmental sustainability, to promote consumption and production of green products. A multiple case study was conducted in the South state of Brazil with x organizations and the data were analyzed using content analysis. The constructs were considered involvement in public policy, partnerships, social responsibility and economic development. The results suggest that interviewed are contributing to the development of laws and working in partnership with government agencies in search of incentives for green products. Interviewed also pointed the difficulty in obtaining financial resources, but on the other hand, little is observed partnerships with companies. It was also observed that there is a lack of educational projects for children. The studied organizations do not evaluate the economic development of the place where they work and therefore not directly measure the impact of their actions in this light. The appointed results indicate aspects that effectively contribute to promote consumption and the production of green products such as involvement in the drafting of laws and certification of organic products. It indicates, however, that there is potential to improve the actions of the studied organizations by strengthening partnerships with companies and by analyzing the actual financial return and nonfinancial of these actions.

**Keywords:** *green product, NGOs, consumption green*