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Analysis of Externalities in Production Services under Cleaner Production Model Perspective

SILVA, L. F. da^{a, b*}, GUEVARA, A. J. de H. ^a, OLIVEIRA, P. S. G. de^c, CONTI, D. de M.^a

a. Pontifícia Universidade Católica - Puc SP, São Paulo

b. Universidade Nove de Julho - Uninove, São Paulo

c. Universidade Ibirapuera, São Paulo

**Luciano Ferreira da Silva, lf_silvabr@yahoo.com.br*

Abstract

This article aims to describe as the application of the methodology of Cleaner Production (CP) interferes with externalities arising out of a process of production services. Therefore, we attempted to as instruments the exploratory research with qualitative approach, ie, based on bibliographic and documentary research built the categories of analysis and subsequent construction of a model for the assessment of production services. In this case it was used to study the provision of receiving invoices services by a bank. Thus, when dealing with this process from the perspective of PML verified the existence of regressive and progressive positive externalities to adopt an electronic system of invoice payments.

Keywords: *externalities; Clear Production; PmL; service; Production.*
