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“CLEANER PRODUCTION TOWARDS A SUSTAINABLE TRANSITION”

Cradle to Cradle: An Analysis of Certified Cleaning Products and Clothes Washing

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Abstract

High economic growth and the growing demand for materials are jeopardizing the balance between the planet and human life. Thus, several innovative management models have been developed to rethink the usual production process and the lifecycle of products. Therefore, this article seeks to know companies, general cleaning products and the process of clothes washing that have the Cradle to Cradle certified program. The research involved desk research with secondary data and analyzed the official website of The Cradle to Cradle Products Innovation Institute, as well as the email addresses of the producing industries. Information was collected on the production process, certification level, products characteristics and the strategic profile of companies. This is an exploratory, descriptive study using a convenience sample including 29 products. The analysis showed that the products are produced by a small number of industries seeking to stand out by environmental positioning from technological innovation. It was possible to notice concerns with the use of green chemistry, the reduction of the anthropogenic load on the aquatic environment and the paradigmatic break with the conventional cleaning products and clothes washing.

Keywords: *life cycle, circular economy, sustainable production.*

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