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Strategic Alignment: Case Study of the Mandaqui Stream Basin's depollution

BEVILACQUA, N. ^{a,b*}, HOURNEAUX JR., F. ^c.

a. Fundação Instituto de Administração - FIA, São Paulo

b. Companhia de Saneamento Básico do Estado de São Paulo- SABESP, São Paulo

c. Universidade Nove de Julho - UNINOVE, São Paulo

**Corresponding author, nbevilacqua@sabesp.com.br*

Abstract

During its yearly planning process, Sabesp (São Paulo State Water and Sewage Service Agency) reassesses its corporate vision and mission and sets its strategic guidelines that are deployed into action plans for its Operating Business Units. Thus, this study aims to analyze the implementation of the strategy related to the Clean Stream Program in the operational planning of Sabesp's Northern Business Unit (MN). The empirical research was based on a case study of Mandaqui Stream Basin through document analysis. The main aspects in the study include the identification and analysis of the main indicators related to the Clean Stream Program, highlighting the importance of stakeholders' interests and also the description of environmental initiatives involving local community in the process of operational planning. The results indicate an evolution of program performance over the years and the success of the Mandaqui Stream depollution program suggests efficacy in both formulation and implementation of strategy.

Keywords: *strategy, implementation, planning, depollution, stream*