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ADVANCES IN CLEANER PRODUCTION

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## Advantages of Cleaner Production Implementation

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### Abstract

The increasing ecological awareness, ambient preservation, social justice and concern with the future generations are directly related to the sustainable development of the companies. This paper approaches the concept of Cleaner Production organized for activities of production and the positive effect to the environment. Through examples of improvement on packings, applied in a big multinational company installed in Brazil and in a small national industry, it is shown the search for the improvement in its processes and the phases of the production cycle that can adjust the environmentally acceptable criteria

**Keywords:** *Cleaner production, Sustainable Development, Environment.*

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