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Experience of Recycled Paper Use in Certification Exams: on the Impacts of Convincing Suppliers to Improve Environmental Management

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Abstract

Paper-based test application is a field in which environmental sustainability has a long path to improve before reaching desirable standards, especially at the light of techniques such as the Tree Savings Formula, whereby this Organizational Experience Report show a definite example of such statement. This paper presents a case study in which the organization that runs a countrywide test was able to convince the examination manufacturers, thereby increasing the environmental efficiency of the exam in a national scale. This result provides evidence that in persuading the agent responsible for the actual production of the exam's paper copies to use recycled paper the leading organization executive responsible for the test achieved its goal of enhanced sustainability, with several known general benefits.

Keywords: *cleaner production, recycled paper, company culture.*
