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"INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES"

Barriers to the Adoption of Green Buildings on Higher Education Institutions

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Abstract

Higher Education Institutions (HEIs) are responsible for significant environmental impacts, both for the massive amount of activities they develop every day, and for their resemblance with "small cities". In this context, HEIs have been suggested to search for a better environmental adequation, and one of the strategies for that to succeed is the adoption of green buildings. However, some researchs, especially the international ones, have been pointing that this kind of initiative usually faces several barriers, on organizational and financial basis, among others. These barriers may be occurring as well in Higher Education Institutions, more specifically in Engineering Colleges which have been receiving a special attention of the Brazilian government and organizations that provide research incentive to raise the quality and amount of graduate engineers in Brazil. In that context, the objective of this article is, therefore, to identify which are the most important barriers to the implementation of more environmentally sustainable buildings in Higher Education Institutions, and, based on research in the available literature, propose suggestions to eliminate these obstacles.

Keywords: *Green Buildings, Engineering College, Environmental Management, Higher Education.*

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