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INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

Environmental Dimension Rating of the ISE Member Companies of BM & FBOVESPA in 2013

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Abstract

Stock market is the place where companies can raise capital, stimulating entrepreneurial activity and generating capital accumulation. Investors seek to invest in sustainable companies. Given this demand, in Brazil, it was created in 2005, the Corporate Sustainability Index (ISE) - a pioneering initiative in Latin America and fourth indicator of the kind in the world, comparing the performance of companies listed on the Securities, Commodities and Futures (BM&FBOVESPA) under the aspect of sustainability. It is a stock index benchmark for socially responsible investments, comprised of companies that excel in sustainability in the long term. The ISE is a tool for benchmarking the performance of companies listed on the BM&FBOVESPA. The purpose of this index is to create an investment environment compatible with the demands of sustainable development of society and encourage more sustainable practices in businesses. Investments in sustainable companies create shareholder value in the long term because they are more prepared to face economic, social and environmental risks. Integrating ISE is like having a seal of quality recognized by the market as a company that operates with sustainability. For the 40 companies comprising the ISE in 2013, it is considered as a critical environmental impact that one which in terms of technical, social or legal criteria (severity, reversibility, magnitude, spatial extent), demands specific actions for prevention, control and monitoring. However, the ISE do not include the impact of the economic ladder when they classify the environmental dimension of business activities/enterprises in terms of potential pollution and use of renewable and nonrenewable environmental resources. According to the classification of potential pollution and use of natural resources, 12 companies are not classified by the ISE in 2013. When considering the impact of the economic scale of the companies comprising the ISE, assigning weights (intensity 3 = low, 6 = average and 9 = high) to the respective impacts of environmental ISE, widening the original classification ISE, enabling stakeholders to measure interference of these companies according to classification by the impact of the economic scale.

Keywords: *ISE BM&FBOVESPA, potential pollution, use of environmental resources, economic scale ranking impact.*