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## **Sustainable Development: The Tradeoffs between Corporate Profit and Care for the Environment in Brazilian Automotive Sector**

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### **Abstract**

In the capitalist system, in which profit is the main target of the companies, since it is their oxygen and responsible for their survival in the market, companies are planning beyond reach him, care for the environment, mainly by charging society. Thus, the Federal Government must ensure that the actions taken by firms are also converged to the welfare of society and the planet. Conceptualizing tradeoff that is an expression that defines a situation where there is conflict of choice, forcing a choice, how to solve the issue of having financial results without harming the environment and contribute to the economic and social development of the country as well as in improving people's lives and a healthy planet through sustainable development. After the Real Plan, the Brazilian economy has become more stable and the automotive sector has become one of the most important sectors. This article aims to address the tradeoffs between corporate profit and care for the environment, contributing to the economic and social development of the country as well as the improvement of people's lives and a healthy planet through sustainable development in the automotive sector.

**Keywords:** *Sustainable and Economic Development, Tradeoffs, Corporate Profit, Environment, Automotive Sector.*

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