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INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

Firm's Sustainable Performance: Proposal of an Evaluation Index for a Chemical Brazilian Company

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Abstract

This paper aims to propose a model for building a Composite Index of Sustainable Development - I_{CDS} (in Portuguese), from the aggregation of various indicators of economic, environmental and social dimensions, for the purpose of tracking sustainability-related performance of a particular company. Indicators related to the topics considered strategic for one company, after selection, are normalized, weighted and aggregated into three sub-indices to finally be joined and make it possible to generate an overall indicator. The method was applied in Braskem, a the biggest chemical Brazilian company, where the composite index was calculated using the indicators reported by this company in the past four years, according to what is recommended by Global Reporting Initiative (GRI). The weighting of indicators was supported by the macro-objectives from company's vision, and to strategic indicators higher weights were considered. The results of the application of this model were considered satisfactory, because in addition to providing partial numbers for each performance dimension evaluated, it was shown that the tool showed great flexibility in the steps of selection, normalization and weighting of indicators, making it possible the application in different contexts and companies.

Keywords: *sustainability indicators, sustainability evaluation model, chemical industry, Global Reporting Initiative (GRI).*

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