



São Paulo - Brazil - May - 22<sup>nd</sup> to 24<sup>th</sup> - 2013

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## INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

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## Developing a Conceptual Framework for Assessing Printing Companies Operations Sustainability Practices

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### Abstract

There is a worldwide concern with sustainable development and this has compelled organizations to modify their management systems and operations design in order to fit to this new environment. To have a sustainable business and operations means to be economically viable, to reduce or even not generate waste, to conserve energy and natural resources, to be safe to workers, communities and consumers, to improve quality of life, and to share value. It is noticed that Brazilian printing companies understand these demands and they are promoting changes in their strategy, business models and operations systems. The main goal of this research is to propose a conceptual framework for organizing sustainability practices in printing industry companies' operations. It is intended to answer the following research question, based on manufacturing operations analysis: Does the printing industry runs its operations in a sustainable way? Observing standards practices for economic, environmental and social sustainable aspects. It was conducted a literature review and also it was recovered secondary data from governmental institutes and agencies as well from printing companies associations. These elements helped in characterizing the context, structures and processes for designing, implementing and managing printing enterprise sustainable operations. The proposed framework intends to contain best practices for developing a sustainable operation and to be used for auditing and normative purposes. This will allow companies to adapt their operations models and systems in order to create a real sustainable enterprise.

**Keywords:** *printing industry; operations management; sustainability; sustainable development; sustainable manufacturing*

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