



Accademic 4th

INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

Decision Criteria for the Implementation of Cleaner Production

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Abstract

In the last three decades, but specifically after the conference ECO-92 (Rio-92) emerged a lively discussion around the business world, on alternatives to improve organizational performance with a focus on sustainability, with an explicit objective to minimize the environmental impacts caused by production systems. The use of environmental practices has become a key strategy to achieve these great goals. Among the alternatives are the methodologies of Cleaner Production (CP), which integrates a technology strategy, economic and environmental processes / products in order to increase efficiency in the use of inputs and raw materials, by reducing waste, not generation, minimization or recycling of waste generated, providing economic and environmental benefits for society and organizations. This study aims to analyze the critical success factors of CP, found in five medium and large southern Brazil, as well as identifies organizational performance as a result of CP. The methodology used in this research is qualitative, scoped multiple case study conducted through semi-structured interviews and content analysis. The key contribution of this study is to develop a qualitative analysis of companies of varying sizes, using a model of critical factors, presenting an option to the academic and business analytics implementation of CP. Among the results of this research identified that companies that have deployed CP have different characteristics, with different levels of maturity, however there is an improvement in the performance of the five companies due to CP.

Keywords: *cleaner production, environmental sustainability, decision criteria, organizational performance.*
