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“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

## Eco-Innovation and Knowledge Management: How Are These Practices Related?

MADEIRA, L. M. M. <sup>a,\*</sup>, VICK, T. E. <sup>b</sup>, NAGANO, M. S. <sup>c</sup>

*a. Universidade de São Paulo, Escola de Engenharia de São Carlos (EESC – USP), São Carlos*

*b. Universidade de São Paulo, Escola de Engenharia de São Carlos (EESC – USP), São Carlos*

*c. Universidade de São Paulo, Escola de Engenharia de São Carlos (EESC – USP), São Carlos*

*\*Corresponding author, ligiamariamadeira@yahoo.com.br*

### Abstract

The article aims to analyze, using three different tools, the relationship between the practices of eco-innovation and knowledge management (KM). It is known that the commitment of top management through education, training, and deep intervention in the organizational culture, organizational change is essential for the implementation of environmental management systems. Due to the importance of these aspects, management should promote the creation of knowledge. As a way to demonstrate the relationship that is the subject of research, the S Curve of innovation, the Standard Design Process Form (SDPS) and the PIT Diagram (Product Ideas Tree) are studied. These methodologies were selected in order to characterize and enlighten the process of generating ideas in the eco-innovation. In addition to the relationships found between the KM and eco-innovation, a set of five assumptions is listed in order to emphasize the results found in the discussion.

**Keywords:** *Eco-innovation; Knowledge Management; Knowledge Creation; Environmental Management.*

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