



INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

"KEY ELEMENTS FOR A SUSTAINABLE WORLD: ENERGY, WATER AND CLIMATE CHANGE"

Aggregating the Environmental Benefits and Economic Benefits: A Case Study with Application of CP

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Abstract

The new economic context, based on fierce competition in the quest for market leadership, coupled with the rigid posture of customers, focused on the expectation to interact with organizations that are ethical, with good corporate image in the market and act in environmentally responsible, makes that companies seek to increase efficiency in the use of raw materials, water and energy through the non-generation, minimization or recycling of waste and emissions generated, bringing environmental benefits, occupational health and economic.

This article describes the implementation of a program for cleaner production (P + L) in a typical metalworking firm, located in the cluster's production serra gaúcha. The methods used were the single case study and action research. We used several sources of data such as: documents, index, written reports and spreadsheets used by the company. This study aimed to contribute to the clarification of this issue, considered in the emerging globalized world. We tried to also provide information that could help with the learning of other organizations that are in this same context, and emphasize the benefits of P + L for businesses.

With the implementation of cleaner production methodology of the company significantly reduced the generation of waste and the costs associated with them. It also reduced costs to the consumption of raw materials. With minimum investment return in that small space of time could accumulate economic and environmental benefits.

Keywords: Cleaner Production. Productive efficiency. Economic benefits. Environmental benefits.
