



INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

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

Barriers to the Implementation of Cleaner Production as Ecoefficiency Practice in Small and Medium Enterprises in the State of Rio de Janeiro

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Abstract

The objective of this paper is to identify how small and medium business in the state of Rio de Janeiro, can overcome the implementation barriers of cleaner production and as a consequence become more eco-efficient. In that context, the methodology used was the research and exploration of the available bibliography in order to identify the main known barriers for the implementation of cleaner production in the world and in Brazil, and its application and similarities to small enterprises located in Rio de Janeiro. As a result, a proposal for a strategic plan was developed including enabling actions for the adoption of cleaner production directed to the specific cases found in the small and medium companies of the Rio de Janeiro State.

Keywords: Cleaner Production, Barriers, Eco-efficiency, Strategy
