



## INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

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

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### **Environmental Public Policy and Performance Improvement Induction: an Initial Review**

F. M. Ribeiro <sup>a</sup>, I. Kruglianskas <sup>b</sup>

*a. PROCAM- Programa de Ciências Ambientais - Universidade de São Paulo (USP), CETESB-  
Companhia de Tecnologia de Saneamento Ambiental, São Paulo, [flv.ribeiro@usp.br](mailto:flv.ribeiro@usp.br)*

*b. Faculdade de Economia, Administração e Contabilidade - Universidade de São Paulo (USP),  
São Paulo, [ikruglia@usp.br](mailto:ikruglia@usp.br)*

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#### **Abstract**

Recently it has been possible to verify great advances in corporate environmental management, in part due to environmental regulation - that imposing cost for legal accomplishment stimulates the search for preventive solutions and cost reduction. Environmental public policy instruments on this sense have grown beyond traditional standards and permits to economic tools, and more recently to innovative mechanisms called as "performance based". This kind of instrument, characterized by the consideration of the enterprise own environmental performance as a criteria to regulation enforcement has been adopted on several countries, mainly United States. The present article, preliminary result of a doctorate research on the theme, brings an analysis of some important studies concerning corporate (and more specifically industrial) environmental public policies, environmental performance measurement and tool, to summarize and evaluate some performance based experiences. At the end it is possible to perceive a high potential to implement this kind of instrument in Brazil, and more specifically on São Paulo State, both to allow differenced sector criteria negotiation and to face new environmental challenges still not covered by actual legislation, as greenhouse gas emissions and endocrine disruptors.

*Keywords: environmental public police; environmental management; environmental performance; regulation; cleaner production.*

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