



“TEN YEARS WORKING TOGETHER FOR A SUSTAINABLE FUTURE”

Search for competitive advantage through the implementation of Environmental Management Systems

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Abstract

The search for sustainable competitive advantage includes the adoption of environmentally correct practices in order to achieve a green consumer who opts choosing besides the price / quality ratio, companies environmentally friend. This study aimed to identify, through the application of a Survey and interviews with open and closed questions, what are the main factors that drive organizations in the search for the implementation of Environmental Management Systems as a form of differentiation and competitive advantage. The questionnaires covered questions about the benefits gained from their implementation. As a result more noticeable, was observed a counterpoint to the common sense that the companies have previously environmental concerns for the decisions of search for certifications. The great majority of the administrators related that the decisions are in the first instance directed to the increase of the capacity of new contracts that properly related to environmental factors as they should. With regard to environmental management tools, the study found that these are used to raise business opportunities by strengthening the competitiveness of their companies. The work shows that the implementation and certification of the environmental management systems, present several competitive benefits and reinforce the image of the companies in the increasingly demanding market scenario.

Keywords: *Competitiveness, Green Consumer, Environmental Marketing, Environmental Management System, Competitive Advantage.*