



# 3<sup>rd</sup> INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

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“CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD”

## Cleaner Production as a Corporate Sustainability Tool: An Exploratory Discussion

H. C. D. Pimenta <sup>a</sup>, R. P. Gouvinhas <sup>b</sup>

*a. Instituto Federal do Rio Grande do Norte, Natal, handson.pimenta@ifrn.edu.br*

*b. Universidade Federal do Rio Grande do Norte, Natal, reidson@ct.ufrn.br*

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### Abstract

This study brings form an exploratory discussion on the CP as a corporate sustainability tool, describing some subjects like sustainable development and cleaner production. These subjects were investigated in studies conducted by several researchers and institutions from Brazil and abroad. Thus, it was considering the three aspects of corporate sustainability, corporate social responsibility (improving quality of life), eco-efficiency (optimizing natural resources usage and reduction of pollutant burden considering the life cycle of products) and competitive position. Thus, it is possible to associate CP as a tool to assist the promotion of corporate sustainability, hence this tool allows continuously search for the environmental efficiency of operations through optimizing of natural resources usage and eliminating waste, improving the environment working by the elimination or minimization of risk to employees and community, and change the consciousness of employees facing the environmental problem, while allowing economic gains with the elimination of waste and risks, as well as increased productivity. Thus, Cleaner Production can be considered a 'win-win' strategy, can protect the environment, the consumer and the worker while also improving industrial efficiency, profitability and competitiveness.

**Keywords:** *Sustainable Development, corporate sustainability, Cleaner Production.*

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