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INTERNATIONAL WORKSHOP  
ADVANCES IN CLEANER PRODUCTION

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“CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD”

## Performance Evaluation of Corporate Sustainability in an Industry of Plastic Film

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### Abstract

The aim of this study is to qualitatively analyze the performance in terms of corporate sustainability in economic, social and environmental prospects. The research method is an exploratory case study, performed in a company producing plastic films, that looks for identifying the level of importance and availability of application the applied practices related to sustainability. Among the analyzed variables showed that the studied organization adopts practices associated with research and development of new products with customers and market, analyzing trends for its products when it comes to economic perspective. It already has a social perspective, such as the company's relationship with employees, internal development these are items to be considered. About the environmental perspectives, the approach follows the basic models of management in the control and the disposal of waste. This despite being another relevant contribution to analysis, the life cycle of products is still in infancy.

**Keywords:** *Corporate sustainability, sustainable development, system management, stakeholders, organization.*

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