



3rd
INTERNATIONAL WORKSHOP
ADVANCES IN CLEANER PRODUCTION

“CLEANER PRODUCTION INITIATIVES AND CHALLENGES FOR A SUSTAINABLE WORLD”

Structuring of Environmental Area in a Transport Company Sector of Pernambuco through Enterprise-University Partnership

Y. M. Paz^a, R. Prota^b, N. S. Cavalcanti^c, S. G. El-Deir^d, V. L. L. Bezerra^e

a, Universidade Federal Rural de Pernambuco, Recife, yenemedeiros@hotmail.com

b, Universidade Federal Rural de Pernambuco, Recife, raisaprota@gmail.com

c, Universidade Federal Rural de Pernambuco, Recife, nscavalcanti@gmail.com

d, Universidade Federal Rural de Pernambuco, Recife, sorayageldeir@gmail.com

e, Grande Recife Consórcio de Transporte, Recife, veralins@granderecife.pe.gov.br

Abstract

The interaction with regard to the joint company x University brings the prospect of building new forms of action regarding the management of the environment and an the rethink of the executive area to the academy. The “Grande Recife Consórcio de Transporte” (CTM), urban transport company of the Pernambuco State Government, along with the Environmental Management Group in Pernambuco (Gampe) of the Federal Rural University of Pernambuco, structured the Environmental Management area of Consortium aimed at rational use resources, improvement of environmental quality and energy efficiency. This partnership was based on participatory methodologies that articulated corporate and academic knowledge. The process was based on the principles of Participatory Strategic Environment Planning, being developed in a dialogue way, with the shareholders commitment and empowerment of stakeholders inside and outside the company, followed a modular structure and thematic (strategic planning, water, air, energy, waste solids, air quality and health of confined spaces). This study, focused on Corporate Environmental Management, is liable to be replicated in the corporate environment, being easy to apply. In this sense this paper contributes to the elevation of environmental quality in corporate environments and disseminate such methodology for medium-sized businesses, especially in office places, aiming at the direct or indirect conservation of natural resources.

Keywords: *Environment, Strategic Planning, Participatory Methodology*
