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Post-consumer Packing Residue Management: A Case-study on McDonald's

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Abstract

In view of the currently rising awareness on the sustainability and environmental questions on the part of the general public, the present work reflects on the importance of implementing an Environmental Management System, both as an image improving initiative, and as a source of financial return, for the companies that decide to take this step, and as a source of environmental benefits for both the company itself and the society it exists within. A case-study was performed to investigate the actuality of those concepts, focusing on the fast-food services sector, McDonald's having been selected as a very representative large company in this sector, which, therefore, presents the ideal conditions for the application of environmental management techniques, in view of the high volume of residues it generates. Hence, the present state of the quest for better solutions for the environmental problems, in particular, and for residue management, in general, as actually undertaken by a big player in the fast-food sector, is described and discussed herein.

Keywords: *Waste Management, Packaging, Post-consume, McDonald's.*
