



# Acc44<sup>th</sup> INTERNATIONAL WORKSHOP ADVANCES IN CLEANER PRODUCTION

“INTEGRATING CLEANER PRODUCTION INTO SUSTAINABILITY STRATEGIES”

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## Structuring Management Processes to Get Cleaner Production Results: A Study in the Plastic Industry

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### Abstract

This paper starts from the concern that, in general, economic growth ignores the environments and deals with how to face this reality in Brazil. The three facts of degradation of the natural ecosystems, population, average consumption per capita and technology, are considered with this aim. The development in the promotion and implementation of cleaner production practices and eco-efficiency procedures in small and medium companies in the country is summarized. It is found that technical proposal and demonstration projects have limited results and a set of strategies is proposed to improve this situation. It is emphasized that good and sustainable results of environmental indicators depend on the presence of cleaner production concepts and principles into structured and standardized management processes. Are included the results and discussion of a research carried on at the plastic industry sector relating management procedures and cleaner production results. The paper ends with the case study associated to the creation of The SINDIPLAST Environmental Management Award, another way to involve executives with cleaner production principles and management practices.

**Keywords:** *Cleaner Production (CP), Eco-efficiency, Industrial Ecology, Environmental Management, Management Processes*

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