

Whether due to social or shareholder demands or spontaneously, to reduce impacts on the environment, sustainable practices have been increasingly adopted.

Exchanges around the world are heading in the same direction, and more recently, B3 is creating funds where sustainable practices are admissibility criteria.

WHAT ARE THEY?



Sustainable practices are actions that seek to **reduce environmental impacts** in the activities carried out by the company.

In addition to benefiting the environment, adopting such measures promotes the company's image with consumers, reduces production costs, and generates savings.

The choice to adopt these socio-environmental practices is also a business management strategy.

With each passing day, there is an increase in the number of conscious consumers looking for products and companies that respect the environment or reduce the impacts generated.

In this sense, check out some sustainable practices that your company can adopt to ensure the sustainable development of your business.

WASTE MANAGEMENT SYSTEM

This is a significant action in the business environment since, for the company to be sustainable, it must establish efficient waste management.

Carrying out this management means adopting adequate actions in the collection, storage, transport, treatment, and final destination of all its waste.

In addition, by carrying out these acts, the company will be able to track waste points, reinvent procedures and optimize the operation.

PERFORM SELECTIVE WASTE COLLECTION

The selective collection will separate each waste according to its characteristics so that it can be recycled later.

By carrying out this practice, the company, in addition to encouraging recycling in its enterprise, will promote change in its employees.

Thus raising awareness, its employees and collaborators to also be part of this change of habits and help the environment.

REDUCTION OF PAPER CONSUMPTION

One of the first steps to be taken is to reduce the amount of paper used by the company.

In this sense, it is possible to adopt an online system to control and manage internal and external documents, which, in addition to reducing the use, prevents the loss of documents.

Adopting said control system also brings more agility and security in managing internal and

external business data and documents.

RECYCLE AND REUSE WASTE IN MANUFACTURING PROCESSES

Recycling is defined as a process of transforming waste into new products.

Recycling applies various techniques to create a new product or raw material, aiming to reduce waste and its accumulation in the environment.

This waste reduction and recycling generate **positive impacts**, as it reduces the disposal of polluting material.

It also reduces the withdrawal of raw materials from nature, collaborating more and more with the environment.

ELIMINATE RAW MATERIAL AND ENERGY WASTE

It is essential to check if there is any waste of raw material occurring in the company.

If it is possible to identify that there is a failure and, consequently, the waste of these raw materials, it will be essential to develop optimization methods and processes.

In addition, simple attitudes can be implemented, such as:

- Paint the walls white to reflect light better
- Switching from fluorescent light bulbs to LED
- Install occupancy sensors in places with little circulation
- Perform regular equipment maintenance
- Replacing physical files with electronic ones

REPLACEMENT OF DISPOSABLE PRODUCTS

Not offering disposable packaging is a great practice to adopt, not only for products sold but for internal use.

In this sense, having reusable cups, cutlery and plates and offering disposable products increases costs and waste produced.

It remains clear that concern for the environment must be an important issue within a company's management these days.

The process involves adopting sustainable measures while raising awareness among employees and society.

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