

ENVIRONMENTAL SUSTAINABILITY AS FOUNDATION OF THE VALUE CHAIN

Daniela Scott

dacalscott@gmail.com
Fluminense Federal University –
UFF, Niterói, Rio de Janeiro, Brazil.

Caio Bruno Nogueira de Paula Matos

cmatos@id.uff.br
Fluminense Federal University –
UFF, Niterói, Rio de Janeiro, Brazil.

Estefan Monteiro da Fonseca

oceano25@hotmail.com
Fluminense Federal University –
UFF, Niterói, Rio de Janeiro, Brazil.

Danieli Lima da Cunha

danielicunha@hotmail.com
Fluminense Federal University –
UFF, Niterói, Rio de Janeiro, Brazil.

As a result of the world oil crisis, occurred in 1973, the bases of the uninterrupted economic development process started to be questioned. The idea of the finiteness of environmental resources combined with the technological limitation that was the basis for the growth of the production system highlighted the new concept of “sustainability” (Baptista Neto et al., 2020). By the end of the 20th century, environmental inputs were incorporated into the calculation of production costs of companies, changing the value chain. In this sense, businesses started to consider in the production chain points such as production and reuse of resources.

According to the concept of Value Chain, created in 1985 by Michael Porter, by strengthening the links between the various production stages a competitive advantage is created, which favors the growth of the company and consequently its profits (Machado et al., 2018). In a value chain, the various stages are interdependent, and each of them can impact the others.

Thus, environmental knowledge starts to occupy a new role in the global context, since its understanding can generate direct results in the productivity of an organization. Professionals in the innovation sector must know in depth the entire network of connections around them, including environmental factors, in order to streamline it and turn it into competitive advantage. An innovative company depends on a value chain with great adaptive capacity, willing to break paradigms to achieve financial and social results that ensure business sustainability (Alberti et al., 2000).

Leveraged by the above information, the present issue of S&G Magazine presents an article that addresses, in the environmental area, information regarding innovations for artisanal fishing, as the particular case of the state of Ceará. Still in the environmental area, climatological information is presented for the Antarctic Peninsula and adjacent seas, in addition to a study that addresses regional environmental impacts resulting from the change in environmental legislation for co-processing of pesticides.

In the productive sector, a methodology for identifying strategic information in Information Intensive Organizations is discussed. Finally, in the textile production sector, a proposal to identify the Brazilian demand for accredited tests for smart textiles applied to health through patent analysis was included.

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Received: December 20. 2021

Approved: December 20. 2021

DOI: 10.20985/1980-5160.2021.v16n3.1769

How to cite: Scott, D., Matos, C.B.N.P., Fonseca, E.M., Cunha, D.L. (2021). Environmental sustainability as foundation of the value chain. *Revista S&G* 16, 3. <https://revistasg.emnuvens.com.br/sg/article/view/1769>