Abstract

The resulting environment degradation, in particular, from high-performance production models such as the construction industry that is indicated as the sector with human activities that most consumes natural resources, uses energy intensively, generating solid, liquid and gaseous wastes. On the other hand, it is emerging sustainable business initiatives with the purpose of reducing the negative impacts related to the environment and consequently to benefit society and future generations. In this sense, the objective of this study was to identify sustainable business strategies adopted by Eurobusiness and Leão Junior S.A, both located in the State of Paraná, southern Brazil. The companies have Leed certification for green building. The case studies were conducted through auditing processes using sheets and task sheets, identifying aspects and activities related with the analysed company’s business sustainable strategies. The information was collected using standardized data collection techniques as documentary research, interviews with managers and specialists in construction. The audit process related to the studied companies sustainable business has identified that they were built from green building criteria, prioritizing among others, the natural lighting; use of environmentally friendly materials; green roof; rainwater collection; capture solar energy panels. Thus, the companies have implemented aspects of sustainability in their operations through the Leed Certification, obtaining significant results by promoting sustainable building practices, reducing energy consumption, improving the quality of life of the people who reside or work in the buildings, as well as the surrounding communities where the buildings are located. The research showed that the analyzed companies have a distinct sustainable business; Eurobusines strategy and product marketing is the commercial lease of rooms, while the Leão Junior S.A. focuses on the production of dried teas, involving aspects of sustainability across all the productive chain. Another important conclusive point is that the learning experiences provided by analyzed companies can become a model to be replicated.
allowing that the construction industries can adjust their business models by adopting the best sustainable practices in support of sustainable development.