



## Ações de sustentabilidade em transportadoras de cargas rodoviárias [

2017

text (article)

Analítica

This study aimed to analyze the actions related to sustainability carried out by two road trucking companies in the state of São Paulo, Brazil. The method used was the multiple case study, having as data collection instrument the interview in-depth. In the analyze it is possible to see that both companies make use of sustainability as a competitive strategy. For the manager interviewed in the company A, the company's most important actions relate to reductions in carbon emissions, incentive to social projects and sustainability practices related to cost reduction. For the company B the focus is sustainability in logistics, but there are also other actions related to safety at work, encouraging employee volunteering, controlling emissions of polluting gases and adopting the replacement of common diesel. This research contributes to the beginning of a studies on corporate sustainability in trucking companies, seeking to expose practices used by them, their contributions, their attitude towards society, and the concerns that a trucking company should have regarding sustainability

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