



Acciones de promoción sociocultural para el perfeccionamiento del Sistema de Gestión Ambiental de la UEB EISA Las Tunas, Cuba [

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text (article)

Analítica

The present work is developed in the Unidad Empresarial de Base Empresa Integral de Servicios Automotores (UEB EISA) Las Tunas, Cuba; with the objective of designing a system of sociocultural promotion actions that contribute to the improvement of the company's Environmental Management System. The proposal is based on the detection of inadequacies in the operation of this system, which causes productive deficiencies and an unfavorable environmental impact of the company. In order to carry it out, it was necessary to diagnose the environmental management in the investigated entity, revealing the main strengths, opportunities, weaknesses and threats. To obtain the results, the following methods were used: analysis-synthesis, induction-deduction, historical-logical study, scientific observation and documentary review, as well as the following techniques: questionnaire survey, structured and in-depth interviews. The proposed actions contribute positively to the improvement of environmental management in the UEB EISA Las Tunas, therefore, a set of actions is made available to the members of the Board of Directors, to be implemented and adjusted by them, in order to facilitate the achievement of the proposed goals

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