

**O Reflorestamento a Caminho! A Percepção da Economia Verde nas compras de
Produtos Sustentáveis**

**The Reforesting a Path! Perception of the Green Economy in shopping for
Sustainable Products**

**¡Reforestación en camino! La percepción de la economía verde en la compra de
productos sostenibles**

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Resumo

Com a questão da sustentabilidade em alta, sugeriu-se falar sobre a importância dela, bem como um todo para a sociedade, trazendo a preocupação com a visão do consumidor perante a produção, comercialização e o ato de adquirir produtos que venham do processo de reflorestamento. Aborda-se sobre, a responsabilidade social

corporativa perante a sociedade e a economia verde, que é citada como um conceito ainda em discussão, porém inovador por englobar crescimento econômico e qualidade ambiental. A pesquisa está embasada nos procedimentos metodológicos de investigação exploratória, pesquisa qualitativa, aplicando questionários survey numa população de 400 pessoas, utilizando um instrumento de coleta de dados in loco, sendo impresso, autopreenchido, com questões abertas e fechadas pelo público. Os resultados foram expostos e concluiu-se que a maioria dos entrevistados demonstrou boa visão de consumidor em relação ao processo de reflorestamento e a sustentabilidade como um todo, dando notas positivas para as questões onde esse processo era citado como importante. O consumidor percebe que essa importância, também é relevante para as empresas, pois os resultados da pesquisa mostram que ele deseja que as empresas possuam essa preocupação genuína com a sustentabilidade a médio e longo prazo, valorizando estratégias e políticas ambientais.

Palavras-chave: Sustentabilidade; Economia Verde; Consumo Consciente.

Abstract

With the issue of sustainability on the rise, it was suggested to talk about the importance of it as well as a whole for society, bringing the concern with the consumer's vision regarding the production, commercialization and the act of acquiring products that come from the process of reforestation. It addresses corporate social responsibility to society and the green economy, which is cited as a concept still under discussion, but innovative because it encompasses economic growth and environmental quality. With the issue of sustainability on the rise, it was suggested to talk about its importance, as well as a whole for society, bringing the concern with the consumer's view of production, marketing and the act of acquiring products that come from the reforestation process. It is approached about, the corporate social responsibility before the society and the green economy, which is cited as a concept still under discussion, but innovative for encompassing economic growth and environmental quality. The survey is based on methodological procedures of exploratory research, qualitative research, applying survey questionnaires in a population of 400 people, using an instrument of data collection in loco, being printed, self-filled, with questions open and closed by the public. The results were exposed and it was concluded that the majority of the

interviewees showed a good consumer view of the reforestation process and sustainability as a whole, giving positive notes to the questions where this process was cited as important. The consumer realizes that this importance is also relevant for companies, because the results of the survey show that he wants companies to have this genuine concern with sustainability in the medium and long term, valuing strategies and environmental policies.

Translated with www.DeepL.com/Translator (free version) The results were exposed and it was concluded that the majority of respondents demonstrated a good consumer vision regarding the reforestation process and sustainability as a whole, giving positive marks to the issues where this process was cited as important. The consumer realizes that this importance is also relevant for companies, because the research results show that he wants companies to have this genuine concern with sustainability in the medium and long term, valuing environmental strategies and policies.

Keywords: Sustainability; Green Economy; Conscious Consumption.

Resumen

Con el tema de la sostenibilidad en aumento, se sugirió hablar de su importancia, así como de un todo para la sociedad, trayendo la preocupación con la visión del consumidor sobre la producción, la comercialización y el acto de compra de productos que provienen del proceso de reforestación. Se trata de la responsabilidad social de las empresas con respecto a la sociedad y la economía ecológica, que se cita como un concepto todavía en debate, pero innovador porque abarca el crecimiento económico y la calidad del medio ambiente. Con el tema de la sostenibilidad en aumento, se sugirió hablar de su importancia, así como de un todo para la sociedad, trayendo la preocupación con la visión del consumidor sobre la producción, la comercialización y el acto de compra de productos que provienen del proceso de reforestación. Se trata de la responsabilidad social de las empresas con respecto a la sociedad y la economía ecológica, que se cita como un concepto todavía en debate, pero innovador porque abarca el crecimiento económico y la calidad del medio ambiente. La encuesta se basa en los procedimientos metodológicos de la investigación exploratoria, la investigación cualitativa, la aplicación de los cuestionarios de la encuesta a una población de 400

personas, la utilización de un instrumento de recopilación de datos in situ, la impresión, la autollamada, con preguntas abiertas y cerradas por el público. Se expusieron los resultados y se llegó a la conclusión de que la mayoría de los entrevistados mostraban una buena opinión de los consumidores sobre el proceso de reforestación y la sostenibilidad en general, lo que daba una nota positiva a las cuestiones en que se citaba este proceso como importante. El consumidor se da cuenta de que esta importancia también es relevante para las empresas, ya que los resultados de la encuesta muestran que quieren que las empresas tengan esta genuina preocupación por la sostenibilidad a medio y largo plazo, valorando las estrategias y políticas ambientales. Se expusieron los resultados y se llegó a la conclusión de que la mayoría de los entrevistados mostraban una buena opinión de los consumidores sobre el proceso de reforestación y la sostenibilidad en general, lo que daba una nota positiva a las cuestiones en que se citaba este proceso como importante. El consumidor se da cuenta de que esta importancia también es relevante para las empresas, ya que los resultados de la encuesta muestran que quiere que las empresas tengan esta genuina preocupación por la sostenibilidad a medio y largo plazo, valorando las estrategias y políticas medioambientales.

Palabras clave: Sostenibilidad; Economía Verde; Consumo consciente.

Introduction

Human societies constantly co-evolve with their environment through change, instability and mutual adaptation. As a result, change in land use is not linear and is associated with other social and biophysical changes through a series of transitions. The concept of reforestation (forest transition) refers to a change at the national or regional level from decreasing to expanding national forest areas - i.e. from net deforestation to net reforestation - that has taken place in several European countries, in North America and more recently in China, India, Vietnam, Costa Rica, Puerto Rico among others (MATHER; NEEDLE, 1998). This particular form of transition in land use was well studied empirically as highlighted by Baptista and Rudel (2006) in Brazil, but specifically in Santa Catarina.

In a developing country like Brazil, with a more distorted income distribution and a larger rural underclass, industrialization and urbanization may not give rise to a forest transition. These competing theoretical expectations were tested with data on the

change in forest cover from the 1970 to 1995/1996 Brazilian censuses to the state of Santa Catarina in southern Brazil and information from IBGE (2018) shows reforestation of native forest avoiding natural imbalance, and obtaining sustainable raw material options.

While the initial focus of forest transition studies was the historical experiences of industrialized countries in Europe (WALKER, 1993) and North America (FOSTER; MOTZKIN; SLATER, 1998), several recent studies have shown that a similar pattern of change in forest cover is occurring in some tropical countries with developing economies such as Brazil (MEYFROIDT; LAMBIN, 2008). This similarity in the pattern does not imply that the causes of transition forest are the same. A predominantly national focus on forest transition studies has been increasingly complemented by studies on a sub-national scale (SLOAN, 2008; BURSZTYN; CHACON, 2011).

In line with the ideas of a sustainable society and a low carbon economy, ecological modernisation forms a relatively optimistic theoretical body: environmental quality can go hand in hand with economic development, if the institutions and economic mechanisms are reformed according to criteria of ecological rationality (MOL; SPAARGAREN, 2000). The authors identified the growing autonomy of the ecological sphere, no longer restricted to the economic sphere. In other words, this theory proposes to analyze how institutions and social actors can integrate environmental concerns into their daily lives, transcending the division between ecology and economics (GUIVANT, 2009).

In the spotlight, 2012, the United Nations Conference on Sustainable Development (UNCSD, 2011; BRIGGS; WARD, 2012) was a focal point for the green economy internationally. There was qualified hope that Rio + 20 would generate enough progress to give the concept the necessary political and financial support, or at least the recognition of a more central role in international policy debates (DAMON; STERNER, 2012; MARTINELLI; MIDTTUN, 2012; DINIZ, 2018) and mechanisms to reduce deforestation of native nature, establishing policy for the reforestation of specific sites (BARBIER et al., 2010) for plan B sustainability, preserving existing nature.

The focus of this study is Sustainability, a much discussed theme nowadays, which generates many debates because it deals with the preservation of the planet's natural resources in a better way than it has been done, and the development and vision

that society should have about this theme. It can be discussed from the economic, ethical, social, moral, political and environmental points of view and generates a series of measures to be taken and opinions to be discussed on how to maintain a planet freer of pollution, toxic and harmful agents and with greater capacity to generate improvements in available natural resources (ARAUJO; RAMOS, 2015).

Reforestation is an existing and widely used technique for the reuse of land spaces that no longer have native forest occupation, thus generating profitability, new opportunities for the reuse of the soil and regional geographical resources, being seen as a good option for many people and also as an aggression to the environment for others, since any other type of vegetation can be used for the process, provided it is compatible with the soil (HOUR, 2015). From this process, the wood that is sold and products are manufactured for sale and put into circulation.

A green economy, guided by the principles of respect for the environment and preservation of existing ecosystems in all their wealth and diversity, is not only a possibility considered from a merely academic, but a social imperative that should drive the political agenda in all parts of the world. An economy capable of linking financial interests to ecological, without the welfare of nations being harmed by it, it cannot, naturally, arise in a single specific country, given the increasing and irreversible globalization of the world (DALY; FARLEY, 2004; FALEY, 2012). In several parts of the country, these diverse products are commercialized, and in the research in question, the need is to know if in the state of Santa Catarina, more precisely in the coastal region, in the period from 2017 to 2019, the population is concerned about this sustainable aspect in relation to the products it acquires.

The problematization, therefore, became to show how the reforestation process works, its stages, the importance and also the negative aspects, and with the application of a research, to know what is the consumer's response to a product that is the result of this process, in order to find out if this consumer judges it as important and even a decisive factor to make the purchase of it. In this work, we try to answer the following question: What importance does the consumer give when buying a product that comes from reforestation? Through the following general objective: a) to analyze consumers' perception of the purchase of products from reforestation and analyze the impact on the consumer's perception of whether or not the products from reforestation are sold.

Theoretical Background

From the 20th century onwards, the notion of sustainability began to develop, together with the development and formation of a global society. Social exclusion, the result of an unequal system that has been formed by the inability of states to manage the means of survival for the population, and techno-science, which is a result of economic and social structuring, indicate that it is necessary to invest in better relations between human beings and the environment (HE; ZHU; GOURAN; KOLO, 2016).

The great hegemonies that have been made over the years and in different societies have ended up formulating paradigms, thoughts and values that the preservation of nature is a brake on progress, profit and purely economic development. The capitalist system changes, harms, enhances and expands the existing forms of production, because it can be said that globalization has emerged, with market openings, capital movements, and also the limitations of frontiers and financial limitations to workers. The State participates in this process through the application of legislation and its interventions (BAUMGARTEM, 2002).

Social conflicts are the result of inequality, making part of the population excluded, and another in search of maximum profit always. Thus, the relations between human beings and their environment today have become something like merchandise, currency of exchange, without moral values and only with economic visions (ROMANI; GRAPPI; BAGOZZI, 2014).

Strategic planning is seen as a solution, a model of relationship and social sustainability, since it involves science, technology and links with innovative process companies and the State itself (BARTH; CAHAN; CHEN; VENTER, 2017).

In order to satisfy the needs of present generations, and to generate the possibility of making future generations also be able to supply their own, it should be emphasized that the environment was not so taken into consideration a few decades ago and only technological processes, production factors that had been inserted in something profitable, were considered important because they would bring economic development, fast and visible (ALI; ALSAYEGH; AHMAD; MAHMOOD; IQBAL, 2018). Then, when it was discovered that the factors and natural resources would be exhaustible and finite, researchers began to pay more attention to the environmental

aspect and its entire universe (DOH; HOWTON; HOWTON; SIEGEL, 2010).

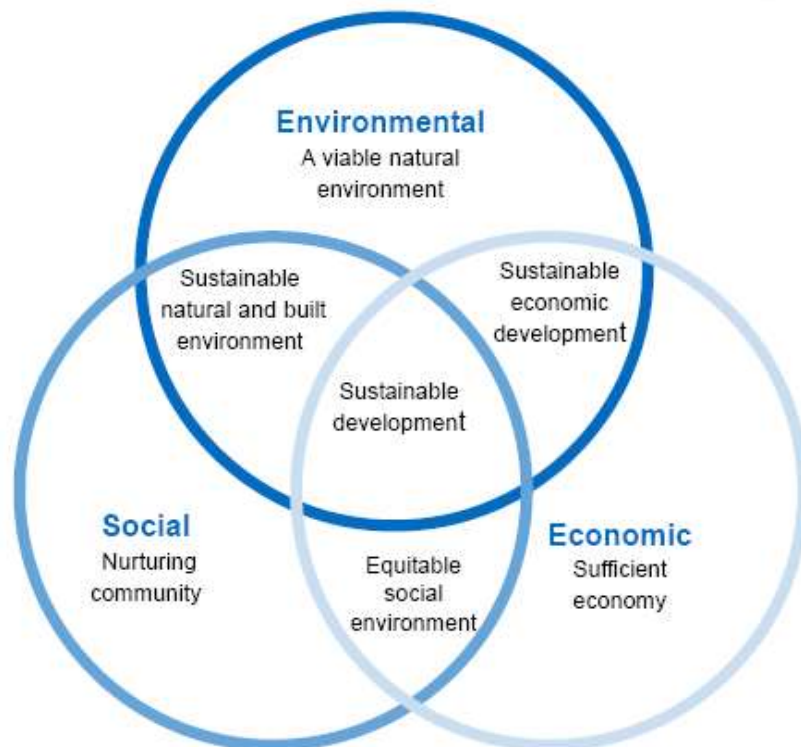
Sustainability

In this context, sustainability has become the paradigm of society, and it means a fundamental flaw in human history, a crisis of civilization that reaches its culminating moment in modernity, but whose origins go back to the conception of the world that serves as the basis of Western civilization. Thus, sustainability is the theme of our time, of the end of the twentieth century and the passage to the third millennium, of the transition from truncated and unfinished modernity to an uncertain post-modernity marked by difference, diversity, democracy and autonomy (LEFF, 2011).

The concern with a better, more coherent way of combining the needs of the socio-economics with the most primary sources of energy and the focus on the preservation of natural resources are challenges that attract global attention and were the theme of Rio-92, (United Nations Conference on Environment and Development) (DINIZ; BERMAN, 2012). Renewable energy, biofuels, wind energy, geothermal source, biogas use are also highly cited sustainable sources with a strong impact on the scientific community and social development advances (KAMIYA; HERNANDEZ; XAVIER; RAMOS, 2018).

Therefore, Carter and Rogers (2008) describe through Figure 1 the intersection between environmental, social and economic performance represents the area in which the organization can develop its activities in accordance with the principles of sustainability, which is, minimizing negative impacts on the environment and society, as well as generating the desired economic success for the organization.

Figure 1. Tripple bottom line



Source: Carter e Rogers (2008, p. 365).

It can also be said that innovation is a partner for sustainability and should be a complement, since sustainability should be a way of meeting not only ecological needs, but also social and economic ones (WOLFFENBÜTTEL, 2016). Through innovation, there is a promotion of the quality of life in general in current lives and in future generations, since it is intended that these can meet their own needs through sustainable means of development, with improvements and efficiency in all types of productive relationships and aiming at reducing social waste, which can be in four ways: waste of work capacity; waste of financial resources; waste due to poor management; waste due to lack of technological knowledge (BACINELLO; TONTINI; ALBERTON, 2019).

This can be the focus of improvement and the application of an innovation process in a sustainable management, and there are companies that already apply it, but this is not a guarantee that it becomes a factor without negative impact on society, since economically speaking, a goal with attitudes almost totally concerned about the environment, where only suppliers are accepted and only agreements are made with companies and partners with the same values (CAMARGO; HOGARTH; PACHECO; NHANTUMBO; KANNINEN, 2018), one can end up undermining other profitable

sources that came from there, generate unemployment, and be associated even with the generation of more poverty (CORTES; SILVESTRE; CARVALHO, 2011).

Biodiversity, climate, oceans, which are common goods, i.e. not appropriate, are said to be ecological thresholds, and seen as being surpassed because they cannot be recovered, as modifications and improvements are usually carried out by responsible state companies. There is then the Hardin Theory (1915-2003), which speaks in the Tragedy of the Commons, as if these sustainable factors could no longer be recovered, really, nor exploited, since there would be a kind of "revenge" of nature for interfering in a natural process, since the resources could only be used according to population needs (VEIGA, 2014).

Concerns about biodiversity loss and ecosystem services denote an opportunity cost for not using natural resources to economic advantage. In this context, the idea of global co-operative governance emerges as a possibility for rich countries with green technologies to control the natural resources of poor countries (Table 1).

Table 1 - Propositions of sustainable development versus Green Economy

Sustainable Development	Green Economy
Do Diagnosis	
The crises - environmental development and energy - are one	Multiple crises over the past decades: climate, biodiversity, fuel, food and water also reflect the global financial system.
From the Conception of Causality	
The characteristics of current growth processes perpetuate inequality and poverty among nations and environmental degradation.	Poor capital allocation and the adoption of a pattern of growth and development that has a negative impact on the well-being of current generations and represents a risk for future generations.
The lifestyle of rich countries compromises the natural resource base and the availability of energy resources.	The style of rich countries contributes disproportionately to the emission of greenhouse gases.
Poverty reinforces the overuse of natural resources.	Poverty enhances the loss of biodiversity and ecosystem services.
Population growth is disproportionate in poor countries to the availability of resources, which increases food insecurity.	Population growth can be beneficial if it is induced to green consumption and directed towards green job opportunities.
Policy Guidelines	
Conciliation of development with natural conservation.	Low carbon economy (favors the use of renewable energy as opposed to energy based on fossil fuel generation).
Meeting basic needs, eliminating poverty and implementing social justice.	Socially inclusive: natural capital as a strategic asset in the generation of green jobs and income (focused on poverty reduction).
Intra and intertemporal equity and conditions of access to resources and equitable well-being between generations.	It favours initiatives and measures that can reduce vulnerability to climate change, increasing the resilience capacity, especially of poor countries and populations.

Intra and intertemporal equity and conditions of access to resources and equitable well-being between generations.	Cooperative governance
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Source: UNEP (2012), PNUMA (2015) and ONU (2019).

Cooperation is a determining factor, and very influential because it is where individuals draw their impressions and conclusions, observing how others around them behave in relation to it, whether there is reciprocity and collaboration in their actions. This is part of the evolution of human beings, so it becomes deeply linked to sustainability (PAIVA; ARAUJO; LUCA; VASCONCELOS, 2019). The Amazon rainforest plays a fundamental role in regulating the world's climate. However, even with this knowledge, it continues to be violently destroyed.

It is concluded that it is of extreme importance that new technologies are always shown to society, that it is not deprived of the options for improvements that can be applied, through innovations, combined with the capacity to generate market power for companies, and never leaving aside sustainable values in attitudes and relationships among them and with their customers and partners (PENG, 2020).

There is also today a trivialization of the term sustainability, and therefore it can be said that its legitimacy may not have been as valued as it should be. To overcome this problem, it is extremely important to invest and stick to global governance and cooperation schemes (VEIGA, 2014; BOLAÑOS, 2020).

The idea is that the Green Economy allows or facilitates, in terms of products, processes and technology, sustainable development (RADAR RIO +20, 2015), so it is understood in a way as the economic model for the implementation of sustainable development. Despite the imperfections, ambiguities and contradictions (UNEP, 2012; Storopoli, Ramos, Quirino & Rufín, 2019) that the different definitions of sustainable development have come to include in academia and in the agenda of multilateral agencies and entities, the following principles can be highlighted as opposed to what is proposed by the Green Economy.

Green Economy

The green economy is a concept still under discussion by some researchers, more already used with a more recent definition of sustainable development that means social equality, improvement of human welfare, with great reduction of environmental risks, such as low carbon emissions and an adequate use of natural resources (DINIZ;

BERMANN, 2012). Society shows that there has been an increase in consumption of ecological products and services has encouraged the adoption and communication of environmental practices in many organizations, creating a positive image for society (DELMAS; BURBANO, 2011).

The conceptual basis of the green economy recognizes that the separation of development economy and environmental policies is artificial (BARBIER, 2013). The United States, China and South Korea have labeled their stimulus packages as "Green New" offerings (Zysman et al. 2012); the reason was that green fiscal stimuli drive the economy while laying the foundation for sustainable development and more stable growth in the future (BOWEN; FANKHAUSER; STERN; ZENGHELIS, 2009). Such measures recognize that economic recovery and responses to climate change are not opposites (BOWEN et al. 2009). Green growth has been positioned as an attractive alternative to economic recovery rather than returning to "brown" growth (VAN-DER-PLOEG; WITHAGEN, 2013). Although they were "one-off" policies, temporary interventions can generate long-term sustainable growth when the sustainability of the assured (Acemoglu et al. 2012).

It is a perspective seen as theoretical for many, who doubt its potential to become something concrete in society. It is also believed to bring economic growth and investments closer to gains in environmental quality and in social inclusion (OLIVEIRA, 2017). This objective must be achieved, with priority given to public spending and a correct selection of sectors to be chosen to encourage technologies, according to social and environmental criteria (ALMEIDA, 2012).

Ecological consumers are those who attach importance to quality and price and choose products and brands that adopt conservation practices and demonstrate environmental concern (CIRIBELE; CANESCHI, 2011). Some consumers are changing their purchasing behavior to reduce the impact of their consumption habits on the environment, choosing an ecological consumption behavior, usually called green consumption.

It is an economy that recognizes the value of technological innovations, so that there is an inclusion of world trade, bringing to light the concern with developing countries, although it is not possible to be open to all in the world economy, since political interests can always be disguised in environmental causes (ALMEIDA, 2012).

Therefore, the protection and attention given to the environment influenced consumers (ABDALLA, 2012), causing them to choose ecologically correct products (YADAV; PATHAK, 2017).

Green Economy still implies meanings, relating to a more comprehensive concept of Sustainable Development, consecrated by the Brundtland Report, 1987, and officially assumed by the international community in Rio-92, gradually taking the place of the term "ecodevelopment" in debates, speeches and formulation and application of policies involving environment and development (RADAR- RIO+20). Here, the Green Economy has as main idea to build itself through a pattern of productive processes within society and in transactions that increasingly contribute to Sustainable Development, in environmental and social aspects. (RADAR- RIO+20).

The concept of Green Economy reinforces a strong impression, already brought from past decades, which is through the decreases in environmental restrictions, the non-appreciation and non-accounting for environmental impacts, the incessant and maximized search for profits and the lowering of production costs, that catastrophic consequences are made to the environment in the medium and long term (MISOCZKY; BOHM, 2012; FAHIMNIA; SARKIS; DAVARZANI, 2015). Companies and government institutions that do not see the environment as an environmental and natural asset, but rather as a means of creating new markets, susceptible to speculation and inappropriate appropriation. (RADAR- RIO +20, 2016; LUTHRA; GARG; HALEEM, 2016).

There are scholars in the area who argue that the solution to achieve a more sustainable society would be to base it on something bigger and more tangible, but more comprehensive in social character (BRAGA JUNIOR; MARTÍNEZ; CORREA; MOURA-LEITE; DA SILVA, 2019).

Precisely starting from the social principle, when thinking about Sustainable Development, this theory would be replaced by the idea of a sustainable society, rescuing all the existing dimensions of sustainability, maintaining a concept increasingly broad and easy to understand, with continuous cultural balance over time. With this broader concept, it is understood that it would also link an economic model, with its cultural and material aspects. (RADAR- RIO +20, 2016).

Corporate Social Responsibility

There is a relationship between the microeconomics and the macroeconomics, which differentiates the potentials of each at its level. It can be said about the microeconomy that investment in less polluting technologies and the influence countries have on each other. In the case of the macroeconomy, it is a question of pure sustainability and the relationship between the environment and economic development (DINIZ; BERMANN, 2012).

All environmental issues, regardless of theories or not, depend on rules and practices and on active governmental positions, which indicate which paths will be followed for the preservation of the environment, by the current generation and the next ones. Privatization is a solution on the agenda, since private companies have time and investment, and a more careful look at ethical environmental issues. The global governments created, are cause of much discord and controversy, since they have created dissatisfaction in some government sub-divisions, by becoming powerful and untouchable for some of them (VEIGA, 2014).

Environmental conservation policies are more difficult to implement and even known by large populations, as problems such as economy and security generate more acute social outcry and creating policies to overcome these problems requires less difficulty in drafting. Development, with global governance and allied cooperation, makes sustainability valid and existing on the planet, with people's awareness and growing responsibility (WANG; WANG; ZHANG; ZHAO, 2018; Oliveira; Júnior; DE OLIVEIRA LIMA; DE FREITAS, 2018).

With an evident concern to multiply the area of restored ecosystems, as well as with the high degree existing and threats of extinction of various species in our flora, decrees, resolutions and laws have been created and instituted in the country on how to do this, and in the most correct way. However, it is believed that not even the professionals who work in the area of creating these norms can possess the necessary knowledge for such function, causing these norms to end up not matching the social and cultural reality of the country, and the legal instruments do not have so much support (DURIGAN; ENGEL; TOREZAN; MELO; MENDES-MARQUES; MARTINS; REIS; RUBIO-SCARANO, 2010).

Speaking in a global context, other countries invest in large-scale targets with

subsidies and funding to create actions for forest restoration, and recovery of natural values and biodiversity of affected regions. In South Africa, for example, the commitment is mutual, both of the government and the landowner in question. Under Japan's Forestry Law, the Public Sector is responsible for 70% of the cost of restoring the areas, and in China, restoration programs focus on controlling erosion processes, floods, habitat loss, desertification, and the owners of the areas are even compensated for this (PERZ; SKOLE, 2003).

There is then the need to legislate on the subject in Brazil, and so, with some assumptions, Resolution SMA-SP of 31/08/2008 was born, which provides on the heterogeneous reforestation of degraded areas. Even so, few landowners are aware that since the last edition of the Resolution, project requirements and fee payments in cases of voluntary restoration have fallen to the ground, thus being an incentive, without so many bureaucratic processes. Large companies that depend on this process to obtain a license are at the mercy of inspectors often without technical preparation (DURIGAN; ENGEL; TOREZAN; MELO; MENDES-MARQUES; MARTINS; REIS; RUBIO-SCARANO, 2010).

It should be up to the Public Agencies to teach and train, as well as to generate laws and parameters that guide both landowners and project and plantation inspectors. Associating technological and scientific advances, with the creation of manuals and the criteria used by landowners in their planting goals associated with soil sustainability, would be extremely important to maintain and restructure the ecosystem (ZHU; SARKIS, 2013).

The organizational practices in a simple routine of steps to those different organizations achieve their success in front of their maintainer environment (ALSHBILI; ELAMER, 2019). Soon, the need for a new organizational action, directed towards a more human and environmental, concerned with serving the shareholders and owners, but also interested in holding the support and recognition of the society directly and indirectly reached through the services and products made available by the organizations (ZAFALON; PADGETT; YAHIRO, 2020).

Through the interaction promoted by social responsibility, between the organizations and their respective internal and external environments, together with the most diverse social actors, arise studies and the improvement of academic thoughts

interested in understanding the discussions of such a subject in management processes (GALLÉN; PERAITA, 2017). Thus, numerous theories are inserted to the administrative sciences permissive organizational explanations guiding social management processes responsible. Among these, institutional theory stands out, which explains social responsibility through the institutionalization of values, ideas and practices (SOARE; PINHEIRO; ABREU;; MARINO, 2018).

The decentralization of environmental resources by the Public Sector would improve their preservation, since the private sector would make better use of these resources, giving them better treatment, since these would bring them countless advantages. A process is growing more and more in the world. Although the government is involved through laws and regulations, decentralization also occurs through practical means, with a proactive and organized population or community, even with the formation of cooperatives, and the so-called community associations, to the point of being able to meet their needs and manage their resources, even if there is the possibility of lack of technical skills and training (GODOY, 2006).

According to Brammer, Jackson and Matten (2012), the growing interest in the theory institutional research in management has influenced its adoption in studies on RSC, this is because of the benefits that the lenses of this theory can bring.

Metodologia

In the methodological procedures, we can visualize the steps of the research, citing the steps of how it was carried out, in them being the approach used, the objectives, the procedure carried out, the method, the population interviewed, citing the number of people who participated in the research, the sampling, the type of questionnaire that was presented and also the analysis with the interpretation of the data.

As for the approach, the survey was quantitative, and its objectives are to be a descriptive survey, which according to Marconi and Lakatos (2009), any of these studies can use formal methods, which are close to experimental projects, characterized by statistical accuracy and control, in order to provide data for the verification of hypotheses. The descriptive approach was used in the research, and the randomized approach and the convenience approach could be used at certain times, if necessary. The

method applied was the deductive one, where there is an idea as an assumption for a result, with the existence of a hypothesis that explains and substantiates the results.

The procedure for surveying data in the survey is statistical, and is called Survey, which aims to obtain data, characteristics, opinions of a certain group of people, a target audience, being appropriate when you want to answer questions such as: "what?", "when?", "how?" or "why?" and is quoted by Gil (2009), saying that requesting information to a group of people about a problem studied to then, through quantitative analysis, obtain the corresponding conclusions of the collective data.

The non-probabilistic sampling used in the research is cited by Marconi and Lakatos (2009) "lies in not making random forms of sample selection, which prevents the selection of certain formulas of statistics..." Martins (2000) explains "... non-probabilistic sampling occurs when there is a deliberate choice of sample elements...". The population is 400 people who were interviewed through questionnaires, with a target audience over 18 years of age, who have been purchasing the product in the last 30 days before the survey.

It was mentioned that this product must have come in some kind of packaging, since the objective is to measure the importance of the sustainable factor of the reforestation issue in the impact of this purchase. Gil (2009) as a set of elements that have certain characteristics defined the population.

The questionnaire used is a data collection instrument, was printed, self-filled, with open, and closed questions, and was applied to the public. According to Marconi and Lakatos (2009), "it consists of an ordered series of questions, which must be answered in writing and without the presence of the interviewer". According to Selltiz et al. (1965, p.281) "some factors influence the return of questionnaires: the sponsor, the attractive form, the length, the type of letter that accompanies it, requesting collaboration". The analysis and interpretation of the data were carried out through the descriptive analysis of the data.

The statistical analyses were treated through the Average, Median Fashion and Standard Deviation; these measures of central trends are the most used. According to Tavares (2007), these trends are a synthetic way of presenting the results contained in the observed data, as they represent a central value around which the data can be concentrated. Descriptive analysis is used so that there can be a better interpretation of

the data, being statistical for the correct calculation of what was collected from the population during the course of the research and later, having the interpretation of the information contained in these data.

Table 2 - Characterization of the search

Sample Characteristic		Freq.	%
Gender	Female	224	56%
	Male	176	44%
	TOTAL	400	100%
Age	Average	30,62	
Marital status	Single	245	61%
	Married	155	39%
	TOTAL	400	100%
City	Bathroom	174	43,50%
	Itajaí	90	22,50%
	Camboriú	62	15,50%
	Lages	43	10,80%
	Itapema	6	1,50%
	Tijucas	6	1,50%
	Blumenau	6	1,50%
	Brusque	5	1,30%
	Navegantes	4	1,00%
	Gaspar	3	0,80%
	Penha	1	0,30%
	TOTAL	400	100%
	Schooling	Incomplete superior	163
Full average		90	22,50%
Complete superior		69	17,25%
Average incomplete		46	11,50%
Post graduate		26	6,50%
Fundamental		6	1,50%
TOTAL	400	100%	
Monthly Family Income	From R\$ 1,091 to 2,725.00	136	34,00%
	From R\$ 2,726.00 to R\$ 5,450.00	114	28,50%
	Up to 1,090.00	82	20,50%
	From R\$ 5,451.00 to R\$ 13,625.00	53	13,25%
	Over 13,626	15	3,75%
TOTAL	400	100%	

Source: Secondary Data Collected by the authors (2019).

From the results that were presented in Table 2, we can observe the most significant characteristics of the interviewees regarding each one of the variables. The predominance of female interviewees can be observed. 56%, with a mean age of 30 years, the majority being 61% single, separated, disquited, widowed. Among the results of this survey, 43.5% reside in Balneário Camboriú. Regarding the schooling of the participants in the survey, it is possible to identify that the majority of those interviewed have incomplete higher education, representing 40.75%, among them, 43.25% are wage earners. Another data that was observed in the survey was the gross family income of those interviewed, where 34.00% belong to class D, 28.50% to class C.

Analysis and Results

According to the already registered theories of the authors, one can make with them, a crossing of the results given by the research conducted. Thus, it is possible to observe a parameter of the results of these researches and the contribution of the interviews, together with what was obtained as a response of the four hundred researched and their opinions.

In many cases, the decision to purchase an individual is not based on what he/she wants, but on how he/she adapts to his/her needs at that time (BRAGA; SILVA; GABRIEL; DE OLIVEIRA BRAGA, 2015; BRAGA; SILVA, 2014). The assessment of the consumer's perception of an aspect of purchase intention and intention to buy green products becomes particularly relevant when the environmental concern in the purchase is not established (Braga et al., 2015). In general, when a consumer makes a retail purchase, he generally believes in it and considers his satisfaction and loyalty (WU; CHEN, 2014), the risks and benefits (CORREA, JUNIOR & DA SILVA, 2017) and the subjective and control forces (HSU; HUANG; HSU; HUANG, 2016) as compositional aspects of his purchasing behavior.

Although consumption is an important data for the analysis of a country's economic performance, this data should be used with some care, since it directly impacts the environment in the relationship between supply and demand.

"It is through changing people's lifestyles, affecting their consumption that it is possible to affect the entire production chain, because it is the demand that will decide how this supply has to come. If the demand is qualified with products with less environmental impact, less use of resources, with a more rational and responsible consumption, this is reflected in all chains" (Interview 1).

In this sense, the studies mentioned evaluate the consumer's perception, focusing on any of the aspects presented here, and not all of them at the same time. However, in relation to previous studies, Braga et al. (2015) , Chen and Chang (2013) , Correa, Junior and Da Silva (2017) , Hsu et al. (2016) and Wu and Chen (2014) considered the consumer's perception of greenwashing and consumption behavior of green products using the aspects presented, in addition to other determining relationships, for a more complete evaluation of issues such as consumer attitudes and beliefs, confusion of green consumption, controlled consumption behavior of green products.

In order to identify consumers' perception of products coming from reforestation Table 3 below, we can identify the results by means of values relative to the average, fashion, median, standard deviation and variance, remembering that the participants answered a questionnaire where 1 is the lowest score and 5 is the highest in a pattern of agreement with the question, or disagreement with it.

Table 3 - Descriptive Results

Statements	Media	Mode	Median	Dev. Standard	Variance
Q.1.1 A good company is one that seeks new ways to reduce energy consumption.	4,188	5	4,188	0,8662	0,7542
Q.1.2 An important company is one that has well defined environmental strategies and policies.	4,108	5	4,108	0,9239	0,8581
Q.1.3 In my opinion, all companies should be environmentally sustainable.	4,105	5	4,105	0,9283	0,8661
Q.1.4 I like to buy products that are from environmentally concerned companies.	3,818	4	3,818	0,9821	0,9716
Q.1.5 A respected company is one that seeks partners who have environmental concerns.	3,838	4	3,838	1,0031	1,0136
Q.1.6 I would not mind buying any product that is from reforestation.	3,775	5	3,775	1,1166	1,2525
Q.1.7 A concerned company is one that controls all of its costs and is concerned about the salary of its employees.	4,083	5	4,083	1,0499	1,1085
Q.1.8 I would buy recycled products.	4,10	5	4,1	1,0519	1,1128
Q.1.9 I value brands that are concerned about the environment.	4,05	5	4,05	1,0789	1,1704
Q.1.10 I prefer to buy from companies that have sustainable programs.	3,865	5	3,865	1,0674	1,1446
Q.1.11 Sustainability is well regarded by me and the people I live with.	4,075	5	4,075	1,0301	1,067

Source: Primary data (2019).

When carrying out an analysis of the results presented, it can be seen that the average of the interviewees agrees that a company should seek new forms of energy reduction, and that this makes it a good company. This was the highest average of the interviewees, 4.188%. Soon after, 4.108% of the interviewees emphasized the importance of well-defined environmental strategies and policies in a company and 4.105% think that all companies should be environmentally sustainable.

Following these parameters, 4.100% say they would buy recycled products, 4.083% believe that a concerned company controls its costs and is concerned about the salary of its employees, 4.075% have a good view on the issue of sustainability and believe that the same happens with the people they live with, and 4.050% attach more value to brands that care about the environment.

The other indicators were between 3.999% and 3.775%, this being the lowest average of those interviewed who would not mind buying any reforestation product. Thus, it is possible to identify that there is environmental concern in the interviewees, and the highest averages found in the survey are those coming from statements that defend the idea of reforestation and the concern of companies with the environment. These results can be seen in the table below.

Table 4 - Descriptive Results Frequency and Percentage

Statements	Frequency					Percentage				
	Note 1	Note 2	Note 3	Note 4	Note 5	Note 1%	Note 2%	Note 3%	Note 4%	Note 5%
Q.1.1	2	19	51	158	170	0,5	4,7	12,7	39,5	42,5
Q.1.2	4	20	68	145	163	1,0	5,0	17,0	36,2	40,7
Q.1.3	2	26	64	144	164	0,5	6,5	16,0	36,0	41,0
Q.1.4	4	32	117	127	120	1,0	8,0	29,2	31,7	30,0
Q.1.5	2	43	99	130	126	0,5	10,7	24,7	32,5	31,5
Q.1.6	8	49	110	91	142	2,0	12,2	27,5	22,7	35,5
Q.1.7	1	44	68	95	192	0,2	11,00	17,0	23,7	48,0
Q.1.8	1	44	66	92	197	0,2	11,0	16,5	23,0	49,2
Q.1.9	2	46	74	86	192	0,5	11,5	18,5	21,5	48,0
Q.1.10	3	45	106	95	151	0,7	11,2	26,5	23,7	37,7
Q.1.11	0	47	58	113	182	0,0	11,7	14,5	28,2	45,5

Source: Prepared by the authors based on Research Data.

In Table 4, which shows in percentages and frequency the results found, there was confirmation of the results already presented previously. The highest scores were 4 and 5, which are those in which the interviewee agreed with the questions he read there, that is, he was in agreement with that statement. Table 4 below presents a cross-check of the data regarding gender and marital status.

Table 5 - Crossing Consumer and Gender Perception

Statements	Gender				Marital status			
	Female		Male		Single		Married	
	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation
Q.1.1	4,143	0,907	4,131	0,877	4,277	0,849	4,244	0,816
Q.1.2	4,063	0,931	4,045	0,942	4,206	0,895	4,165	0,920
Q.1.3	4,107	0,941	4,020	0,903	4,239	0,961	4,102	0,920
Q.1.4	3,795	1,017	3,702	0,926	4,000	1,051	3,847	0,947
Q.1.5	3,795	1,043	3,735	0,983	4,000	1,026	3,892	0,959
Q.1.6	3,790	1,135	3,657	1,107	3,961	1,116	3,756	1,102
Q.1.7	4,147	1,029	3,988	1,065	4,232	1,018	4,000	1,080
Q.1.8	4,116	1,090	3,980	1,111	4,290	0,933	4,080	1,011
Q.1.9	4,058	1,133	3,971	1,129	4,174	0,995	4,040	1,016
Q.1.10	3,839	1,080	3,767	1,059	4,019	1,072	3,898	1,059
Q.1.11	4,121	1,033	3,984	1,060	4,219	0,976	4,017	1,034

Source: Prepared by the authors based on Research Data.

In Table 5, the analysis made with gender differentiation, female and male, aimed to know the disposition of each one of them to buy products from reforestation. The statements "A concerned company is one that controls all its costs and is concerned about the salary of its employees", "I would buy recycled products", "I value brands that are concerned about the environment", "Sustainability is well seen by me and the people I live with", "I would not mind buying any product that is from reforestation", "In my opinion, all companies should be environmentally concerned" were where the female gender proved to be more concerned about issues than the male gender, with a higher average within the survey.

Regarding gender, it can be observed through the data that were presented, that there was a difference in all the issues, showing that the respondents who said they were married, showed more importance and environmental concern. Through questions such as "A good company is one that controls all its costs and is concerned about the salary of its employees", and "A respected company is one that seeks partners who have environmental concerns", show that the participants in the survey are observing the capacity of companies to improve their relationship with the environment and believing that this is a good option.

Through other statements such as "I would buy recycled products", and "Sustainability is well seen by me and the people I live with" also show that the concern of the interviewed married public, shows more evidence for the concern for the environment inserted in its social context. Table 5 shows the results pointed out in relation to the gross family income of the interviewees.

Table 6 - Crossing Consumer Perception and Income

Statements	Classe A		Classe B		Classe C		Classe D		Classe E	
	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation
Q.1.1	4,167	0,618	4,283	0,863	4,316	0,824	4,132	0,868	4,038	0,967
Q.1.2	4,333	0,686	4,038	1,055	4,158	0,927	4,110	0,900	4,025	0,933
Q.1.3	4,222	0,732	4,019	0,951	4,289	0,909	4,044	0,942	3,975	0,947
Q.1.4	4,000	0,767	3,642	1,058	3,939	1,091	3,824	0,902	3,709	0,949
Q.1.5	4,000	1,029	3,774	1,012	3,947	1,012	3,846	0,973	3,671	1,047
Q.1.6	4,056	1,162	3,868	1,093	3,930	1,062	3,669	1,161	3,608	1,114
Q.1.7	4,056	0,998	4,019	1,201	4,263	0,941	3,919	1,096	4,152	1,014
Q.1.8	4,278	0,958	3,962	1,055	4,272	0,998	3,919	1,082	4,215	1,070
Q.1.9	4,111	1,023	3,906	1,097	4,149	1,050	3,926	1,113	4,203	1,067
Q.1.10	4,056	1,110	3,660	1,176	3,912	1,018	3,853	1,106	3,911	1,002
Q.1.11	4,444	0,784	3,943	1,064	4,219	0,993	3,949	1,098	4,089	0,977

Source: Primary data (2019).

In Table 6, what can be observed as a result, is that most of the questions, which brings concern about the environment as a major issue in the survey, is that Class A, that is, those interviewed who have income of 13,626 reais more, had the highest averages in relation to others, except in questions 1, 3 and 7, which had higher averages obtained by Class C and in question 9, where Class E had the highest average. In the table below, we can see the result obtained by comparing the schooling of those interviewed.

Table 7 - Crossroads between consumer perception and education

	Complete Fundamental		Medium Incomplete		Medium Complete		Incomplete Superior		Superior Complete		Postgraduate	
	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation	Media	Standard Deviation
Q.1.1	3,50	1,60	4,20	0,70	4,20	0,70	4,00	0,90	4,40	0,70	4,60	0,60
Q.1.2	3,10	1,40	4,20	0,90	4,20	0,90	3,90	0,90	4,40	0,70	4,60	0,60
Q.1.3	2,50	1,00	4,10	0,80	4,10	0,80	4,00	0,90	4,30	0,70	4,50	0,60
Q.1.4	2,80	1,40	3,80	0,80	3,80	0,80	3,60	1,00	4,10	0,80	4,30	0,96
Q.1.5	3,10	1,40	3,90	0,90	3,90	0,90	3,60	0,90	4,00	1,00	4,40	0,90
Q.1.6	2,60	1,20	3,70	1,10	3,70	1,10	3,60	1,00	4,10	1,00	4,30	1,10
Q.1.7	4,50	1,20	4,00	1,00	4,00	1,00	4,00	1,00	4,30	0,90	4,60	0,80
Q.1.8	3,30	1,80	3,80	1,00	3,80	1,00	4,10	1,00	4,30	0,90	4,80	0,30
Q.1.9	3,00	1,60	3,80	1,10	3,80	1,10	4,00	0,90	4,30	1,00	4,50	0,70
Q.1.10	3,00	1,60	3,70	1,00	3,70	1,00	3,70	0,90	4,20	0,90	4,30	0,90
Q.1.11	3,50	1,30	4,00	1,00	4,00	1,00	4,00	1,03	4,40	0,70	4,60	0,50

Source: Primary data 2019.

In table 7, the schooling of the interviewees was taken into account. The highest average found in most of the questions was that of participants who have postgraduate education and it is correct to state that there is a significant difference in relation to participants who have different levels of schooling.

It is therefore concluded that the higher the level of schooling of the interviewee, the greater his concern with products coming from companies that have a good relationship with the environment and with sustainability as a whole.

"There are rules and regulations that prevent the consumption of goods that may become polluters and at the same time there are political campaigns for the population to incorporate in their set of consumption options, products that do not harm the environment. That product that does beyond what is mandatory, begins to have advantages in the market to the

extent that the population believes in its importance to the environment" (Interview 2).

According to Diniz and Bermann, (2012), the concern with a better, more coherent way to combine the needs of the socioeconomics to the most primary sources of energy and the focus on the preservation of natural resources, are challenges that attract global attention. This statement of the authors has positive relevance, since in statements such as "In my opinion, all companies should be environmentally sustainable", and "A respected company is one that seeks partners who have environmental concerns", the interviewees showed great willingness to agree with this maxim. This can be seen in the percentages, which reached higher rates in notes where there was a great deal of agreement with a certain issue.

"The consumer is concerned about the importance of the company in relation to the products offered and about its practices involving sustainable development aspects. Today the consumer is more aware of how the company behaves in relation to this and prioritizes those who care about the global scenario as a whole". (Statement of the Fiep Sustainability Compass Project Coordinator, Augusto Machado).

Clark (2013) commented, "Rio + 20 emphasizes that "economies must be made both green and inclusive. This highlights the eradication of poverty as the most pressing challenge" (p.19). But many commentators concluded that UNCSD (2011) was a missed opportunity to make the green economy central to international policy debates (POWERS, 2012; BARBIER, 2011; BARBIER, 2013).

"According to a survey conducted by the Sustainability Compass project of the Federation of Industries, the Brazilian consumer has followed this change. The conclusion of the study is that 87% of Brazilian consumers prefer to purchase products from sustainable companies. Another relevant data: 70% of consumers do not mind paying more for products manufactured by sustainable companies". (Embrapa, 2019).

From then on, there are authors who disagree with this idea. For Cortes, Silvestre and Carvalho, (2011), the focus of the application of innovation in sustainable economy management, ends up not being a guarantee that it becomes a factor without negative impact on society, since economically speaking, a goal with attitudes almost totally concerned about the environment, may end up undermining other profitable sources that came from there, generate unemployment, and be associated with even more generation of poverty.

"In 2013, products with a sustainability appeal in their packaging accounted for 14.3% of the market. In 2018, this

market share increased to 16.6%. Percentage increase may seem modest, but is more significant in absolute figures. Sales of sustainable products in 2018 were \$114 billion, 29% more than in 2013. More importantly, sales of products promoted as sustainable grew 5.6 times faster than the others". (HRV Magazine news about data published by NYU Stern's Center for Sustainable Business).

In the research in question, it can be observed that the level of education of the interviewees was somewhat relevant in the results. The participants with the highest level, i.e., those who have a postgraduate degree, are the ones who were most concerned about making use of ecologically conscious products and processes. This information can be crossed with the statement of Baumgartem, (2002), who says that social conflicts are the result of inequality, making part of the population excluded, and another in search of maximum profit always. Thus, the relations currently between human beings and their environment have become something like merchandise, currency of exchange, without moral values and only with economic visions (CORREA; DA SILVA, 2017). It can be concluded that the more information an individual has access to, the more educated they are. In this way, one can have a better understanding of the processes that take place around him, with greater clarity.

"It is important to note that while research shows a consumer concern for environmental sustainability, there is also growing concern for social awareness. Companies that promote social inclusion in their workforce, combat gender inequality or adopt fair trade practices, for example, can use these benefits as a selling point in their marketing and communication strategies" (Interview 3).

Researchers also demonstrated, through the question "I wouldn't mind buying any reforestation product", that there was some concern when it came to acquiring something that came from this process (BISWAS, 2016). This is of great importance for the research and shows that consumers are aware of the relevance of preservation for the environment, as Faller, Zamberlan and Abcht (2006) say, who defend the idea of the importance of forest engineering professionals being fully sure that products from wood and activities with direct enjoyment of the goods, and also environmental services, which are offered through the plantations and forests that are managed in a sustainable way, will always remain, even in the furniture business, and that the awareness of companies only serves to open doors to new markets (BRAGA JUNIOR et al. 2016a; 2016b).

"A tuning in regarding the adoption of sustainability criteria in the specifications of goods and services in the Public Administration procurement processes, bearing in mind that they consider that the sustainable procurement policy may contribute to the minimization of negative impacts on the environment. In this regard, they consider it relevant to introduce socio-environmental sustainability criteria in procurement, as it is a constitutional duty" (Interview 4).

There was a parameter to be observed as a result of the research, where those surveyed said they prefer to buy from companies that have sustainable programs, mostly. However, according to Smeraldi and Verissimo, (1999), talking about the final consumer, everything indicates that this market has not so far been affected by concerns about the origin of wood. Despite several surveys that point to generic environmental concerns, the vast majority of final consumers and intermediaries show little real concern about the possibility of distinguishing illegally produced wood from that from sustainable management.

"The leaders (Vice-Director and Director) and managers (environmental manager and administrator) revealed a harmony regarding the adoption of sustainability criteria in the specifications of goods and services in the purchasing processes, considering that they consider that the sustainable purchasing policy can contribute to the minimization of negative impacts on the environment. In this aspect, they all consider it relevant to introduce socio-environmental sustainability criteria in purchases, since it is an institution whose mission is focused on the public health of the Brazilian population, as well as its constitutional duty" (a director of a Brazilian company made a statement to SEBRAE).

It is important to mention that the question "An important company is one that has well-defined environmental strategies and policies" also received top marks from the vast majority of interviewees, fitting into the context cited by the authors above.

Final Considerations

For final considerations, it is important to mention that the main objective of this work was to analyze the perception of consumers, through a survey, and to know the real importance that is given by them to the process carried out in the product that is acquired in their daily lives.

In answering the questions, the researchers reflected on what a sustainable company is and what is the impact of this factor in their lives and also in the society in which it is inserted. In a questionnaire with eleven questions, the four hundred

participants who were included demonstrated this concern in positive results, stating that both individual citizens and companies, as a group of citizens who are inserted in a work context, should be aware of how the process of which the products acquired throughout their lives are developed, and whether sustainability is part of it.

The reforestation process is known by those researched, and deemed important, having an impact on the conversion of sales, consequently. In conclusion, it is possible to say that through this research, it is possible to notice the intention of consumers to know the origin of what they buy, the will to see that companies manifest themselves in the same way before their public and also with their employees, and how much the level of education and culture of those researched influence their power of decision, among other conclusions.

There was a series of analyses of concepts and procedures of the institutional theory explaining the social responsibility. This theory contains interesting mechanisms for development and implementation of a socially responsible management, such as the institution, institutionalization, the legitimization and isomorphism. A policy interested in promoting social responsibility can to use all the methodologies mentioned in order to involve all stakeholders in the process.

The adoption of socially responsible policies is verified in addition to the organizational values as an entrepreneurial and community action in response to the social trivialization imposed on relations of communication and coexistence in recent times. It is in this environment that the insertion of social responsibility occurs. There is a constant need to show the various communities the possibility of a development that would promote better conditions to all. Not through mere philanthropic actions, but through concise actions and representatives of organizational performance in society. In fact, this whole scenario generates a strategic potential to organizations, as they are now able to act in situations previously of exclusive state responsibility.

Finally, one question remains unanswered. Proposals that combine forest production with respect for local lifestyles and environmental conservation generally emphasize small-scale planting (VIANI; DURIGAN; MELO, 2010). The challenge therefore seems to be how to make small-scale activities viable for the industries. Interdisciplinary research that brings together knowledge of the natural sciences and the

social sciences would have a major contribution to elucidate this point. Moreover, the public authorities should take a clear position on this.

The great limitation found in this research was the stipulated number of researchers, which is four hundred in a short time of approximately twenty days. In this short time judged by the researcher, some difficulties arose, such as the logistics of delivering and searching the physical questionnaires sent to the people who were the targets of the survey, people who showed difficulties in understanding the issues and the refusal of some individuals to fill out a self-administered questionnaire.

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