THE ROLE OF GOVERNMENT PROCUREMENT IN DEVELOPING A SUSTAINABILITY CULTURE WITHIN THE FURNITURE INDUSTRY

O PAPEL DAS COMPRAS GOVERNAMENTAIS NO DESENVOLVIMENTO DE UMA CULTURA DE SUSTENTABILIDADE NA INDÚSTRIA MOVELEIRA

EL PAPEL DE LAS COMPRAS GUBERNAMENTALES EN EL DESARROLLO DE UNA CULTURA DE SOSTENIBILIDAD EN LA INDUSTRIA DEL MUEBLE

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ABSTRACT

This paper presents an overview of the furniture industry and the opportunities within the scope of sustainable government procurement. The objective of the study was to evaluate opportunities, threats, weaknesses, and strengths so that industries in this segment can engage responsibly in sustainable development. The research was conducted in the Federal District with furniture industries from the main Administrative Regions (AR). The techniques used included the application of questionnaires and the SWOT methodology. The study demonstrated that public procurement plays an important role in supporting micro and small enterprises so they can comply with environmental sustainability requirements.

Keywords: Furniture Industry. Sustainability. Environmental Management.

RESUMO

O presente trabalho apresenta um panorama da indústria moveleira e as oportunidades no âmbito das compras governamentais sustentáveis. O objetivo do trabalho foi avaliar

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oportunidades, ameaças, fraquezas e virtudes, para que as indústrias deste segmento se engajem com responsabilidade no desenvolvimento sustentável. A pesquisa foi desenvolvida no Distrito Federal junto às indústrias moveleiras das principais Regiões Administrativas (RA). Utilizou-se a técnica de aplicação de questionários e aplicação da metodologia SWOT. O trabalho mostrou que as compras públicas têm importante papel no apoio para que micros e pequenas possam observar as exigências de sustentabilidades ambientais.

Palavras-chave: Indústria de Móveis. Sustentabilidade. Gestão Ambiental.

RESUMEN
El presente trabajo presenta un panorama de la industria del mueble y las oportunidades en el ámbito de las compras gubernamentales sostenibles. El objetivo del trabajo fue evaluar oportunidades, amenazas, debilidades y fortalezas, para que las industrias de este segmento se involucren con responsabilidad en el desarrollo sostenible. La investigación se llevó a cabo en el Distrito Federal con industrias de muebles de las principales Regiones Administrativas (RA). Se utilizó la técnica de aplicación de cuestionarios y la metodología DAFO (SWOT). El trabajo mostró que las compras públicas tienen un papel importante en el apoyo para que las micro y pequeñas empresas puedan cumplir con las exigencias de sostenibilidad ambiental.

Palabras clave: Industria del Mueble. Sostenibilidad. Gestión Ambiental.

1 INTRODUCTION

In the furniture sector, the concept of sustainable development has an additional weight. This industry, at a global level, was one of the most demanded in terms of environmental responsibility. During the 1990s there were boycotts by developed countries of tropical timbers. Later, this strategy evolved into the requirement of certification of responsible forest management. This certification, although not a legal obligation, has become a market requirement, leading several companies to seek action in a more environmentally responsible way voluntarily. (Coutinho & Macedo-Soares, 2002) (Nardelli, 2001)

One of the ways to verify the sustainability of an industry is to analyze its production processes. This analysis may involve aspects related to existing physical and chemical risks.

However, sustainability is not limited to pollution. There are also aspects related to socioeconomic development. The quality of the work environment is a factor that directly affects the well-being of the worker and, consequently, his social development. From this perspective, the evaluation of thermal comfort and the quality of lighting in this environment are relevant factors.

The perception of workers and entrepreneurs regarding the importance of sustainable development can also be measured. One of the ways to do this is to use the SWOT matrix. Through this mechanism, it is possible to identify internal potentials synergistic with a favorable external environment, in order to maximize the virtues of a company. Likewise, by mapping weaknesses and threats, unfavorable situations for the industry are avoided.

The SWOT tool used in the sustainable development approach allows the evaluation of opportunities, threats, weaknesses and virtues, so that a company or even a business segment, as is the case of the furniture segment in the Federal District, achieves its economic objectives with environmental responsibility.

It is important to mention the concern of the furniture industries, particularly those in the Federal District, because they are in the country's capital and have the government as one of their main customers, in adapting to meet the program that the Federal Government called "sustainable esplanade". Although this program is still in the design phase, some government purchases have already required sustainability parameters in the acquisition of products, such as furniture and partitions.

Thus, the objective of this work is to evaluate opportunities, threats, weaknesses and virtues, so that the industries in this segment engage responsibly in sustainable development.

2 THEORETICAL FRAMEWORK

The furniture sector is characterized by the diversity of production, raw materials and finished final products. With regard to raw materials, wood and metals stand out, with wood being the main source, with about 72% of share.   (Rosa et al., 2007)

Wooden furniture is segmented into two groups: rectilinear and turned. Rectilinear wooden furniture is smooth, with simple designs with straight lines and whose main raw material consists of particleboards and plywood panels. Turned wooden furniture has more sophisticated details, mixing curved and straight lines and whose main raw material is solid wood.   (Leão & Manfredi, 1998)

The furniture sector is characterized by the predominance of small and medium-sized companies in a very segmented market. It is a labor-intensive industry and has low added value compared to other sectors.   (Gorini, 1998)

The production chain of the furniture industry can be summarized through the flowchart of the

Figure 1.

Figure 1

Flowchart of the Production Chain of the Furniture Industry
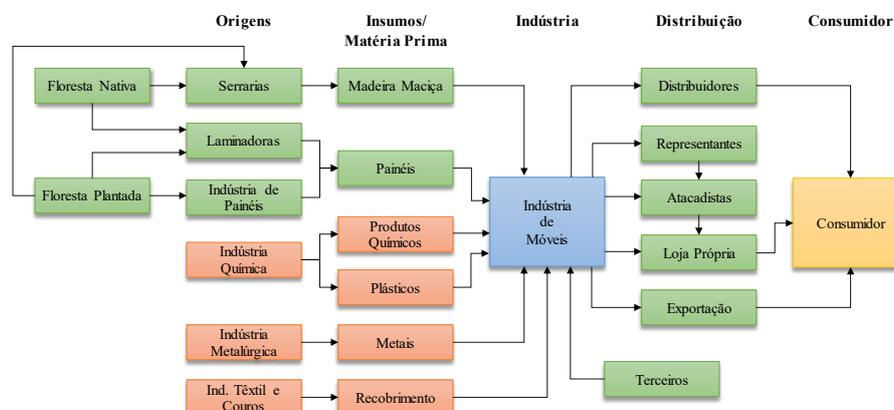
Source: Ferreira et al. (2008)

According to , the Brazilian furniture industry is made up of almost 10 thousand micro, small and medium-sized companies, which generate around 265 thousand jobs, the vast majority of which are national capital.   (Brazilian Institute of Geography and Statistics - IBGE, 2014)

The demand for furniture varies according to the income level of the population and the behavior of other sectors of the economy, in particular civil construction. Spending on furniture is in the range of 1% to 2% of family income, and may also vary according to the population's lifestyle, cultural aspects, replacement cycle and investment in marketing.

(Gorini, 1998)

Technological upgrading in the furniture industry is widespread and affordable. However, as the production process is not continuous, modernization can often occur only in production stages. The quality of the final product is perceived mainly according to the variables: material, design and durability.   (Ferreira et al., 2008)

The three variables associated with product quality are intrinsically related to the concept of sustainability. The concern with material goes from the origin to the arrival at the consumer. The design relates to the reduction of the use of raw materials and simplicity of production. Durability is associated with a decrease in the frequency of product replacement, which results in decoupling consumption from development and reducing environmental burdens.   (Alves et al., 2009)   (Devides, 2006)   (John et al., 2001)

As more technologies that are recognized as meaning greater environmental, social, and economic sustainability are adopted, the closer the country gets to achieving sustainability. A technology that is environmentally sustainable should consider the ecological processes of the ecosystem and its maintenance, that is, the effects resulting from use should not make the ecosystem's resilience capacity in response to interventions unfeasible.

2.1 THE FURNITURE INDUSTRY OF THE FEDERAL DISTRICT

The timber-furniture industry in the Federal District developed more sharply in the 1980s and 1990s and totals about 200 legally constituted companies. The segment accounts for 0.5% of the national production and occupies the 3rd position in the Central-West region. It is estimated that the sector directly employs more than 3.5 thousand workers, being one of the segments that employs the most in the Federal District.   (SEBRAE, 2007)

Despite the high number of jobs generated, the lack of a clear policy for the furniture sector relegates the industries of the Federal District to a level of little relevance at the regional and national levels. This lack of incentive contributes negatively to the improvement of the production chain.   (Sablowski et al., 2007)

The industry is characterized by a preponderance of small companies, with investment decisions made locally. In addition, all the capacity for technological innovation is located within the territory, with heterogeneous diffusion. The source of raw materials is external and sales are destined for both the domestic and foreign markets.   (SEBRAE, 2007)

2.2 THE SWOT ANALYSIS

SWOT analysis is a methodology created by Harvard Business School Professors Kenneth Andrews and Roland Christensen, with the aim of performing analysis of strengths,

weaknesses, opportunities, and threats for decision making.   (Buchanan & O'Connell, 2006)

The acronym SWOT stands for the initials of the English words Strengths, Weaknesses, Opportunities and Threats.   (Souza & Yonemoto, 2010)

This methodology considers the design of a business plan that allows for the improvement of the relationship between internal capabilities and external possibilities. (Mintzberg et al., 2010)

The method consists of critiquing the internal capabilities of a process or organization by identifying strengths and weaknesses. The external environment is evaluated from the perspective of opportunities and threats. The quadrants of strengths and deficiencies are determined by internal factors. Threats and opportunities are anticipations of what may happen and are related to external factors.   (D'Ambros, 2011)

The SWOT matrix (or SWOT matrix) is considered a simple and effective tool, whose primary function is to enable the choice of an appropriate strategy, based on a critical evaluation of the company's internal and external environments.   (Serra et al., 2003)

In the context of Sustainable Development, SWOT analysis has different application cases. applied SWOT analysis to achieve the definition of an integrated strategy for the sustainable development of a region's tourism potential.   (Beni, 2006)

(Ávila & Wilke, 2008)   used SWOT analysis to highlight the limiting factors to the tourist development of the city of Paranaguá, a coastal city in the state of Paraná.

(Da Silva et al., 2014)   used SWOT analysis to determine the strengths and weaknesses and opportunities and threats of forest management in the Amazon. The work identified that the main strength was related to management, serving as a way of maintaining forest cover. The main weakness is related to the weak supervision of illegal logging. The main opportunity identified was the large amount of areas available for forest management. Finally, the main perceived threat was unfair competition with timber of legal origin.

3 METHODOLOGY

This research was developed with the furniture industries of the Federal District. To achieve the proposed objective, a questionnaire was applied to the furniture industries of the main Administrative Regions (AR) of the Federal District, to evaluate the profile of the industries in the segment from the point of view of sustainability. The technique of applying questionnaires and applying the SWOT methodology were used.

At Figure 2, the location of the two industries involved in the research is found, as well as the administrative regions of the Federal District where the questionnaires were applied.

Figure 2

Indication of the administrative regions of Brasília-DF where the industries studied are located

Source: (GDF, 2017)

3.1 CHARACTERIZATION OF THE STUDY SITE

The research was carried out in furniture industries in the Federal District, which have a population of more than 3 million inhabitants, equivalent to 19.1% of the population of the Midwest Region and 1.5% of the Brazilian population. The region has an HDI of 0.824, considered high by Brazilian standards, and a GDP per capita of R$ 62.8 thousand, the highest in the country.   (Brazilian Institute of Geography and Statistics - IBGE, 2017)   (GDF, 2017)

3.2 APPLICATION OF QUESTIONNAIRE

To identify the profile of the industries in the furniture segment of the Federal District regarding sustainability, an exploratory descriptive research was developed together with the actors involved in this segment. The instrument used was a questionnaire of objective and essay questions. The questions were prepared through consultations with entrepreneurs, professors and professionals in the sector, with the objective of identifying the main strategic factors related to the sustainable production chain of the segment.

The questionnaire used the SWOT analysis technique, evaluating opportunities, threats, weaknesses and virtues for the sustainable development of the furniture segment. These attributes were measured using a Likert scale, which consists of a gradation of answers widely used in questionnaires in general.   (Bicho & Baptista, 2006)   (Norman, 2010)

The questionnaires were divided into four parts: Identification of the researched company; Characterization of production; Environmental posture; and Identification of strengths, weaknesses, opportunities and threats.

The assertions were evaluated by means of the arithmetic sum of the scores assigned by the experts. The assertions with the highest scores indicate the strengths, weaknesses, threats, and opportunities identified by the experts.

3.2.1 Data collection through questionnaire

Data for the SWOT analysis were collected through individual structured interviews with the aid of a standardized questionnaire. The questions were asked identically to all actors.

The interviews were conducted by a single person from July to September 2017. The questions were carried out in the interviewees' workplaces, where it was possible to get to know the activities carried out up close and experience the environmental conditions to which they are subjected.

3.3 STATISTICAL DESIGN

29 questionnaires were filled out over the course of four months of research. Considering the estimated existence of 200 legally established furniture companies in the Federal District, this sample provides a sampling error of 18%, considering a normal distribution, a confidence level of 95% and p=q=0.5.   (SEBRAE, 2003)

The data were statistically analyzed using the IBM SPSS® software and also processed using the MS Excel® software, where the descriptive statistics were determined: means, standard deviation and coefficient of variation.   (Mendenhall & Sincich, 2006)

In the case of the SWOT Matrix, the data analyzed came from the scores assigned by the interviewees, corresponding to the 28 variables included in the survey. A simple frequency analysis was performed, highlighting the items with the highest score in relation to the total score.   (D'Ambros, 2011)

4 RESULTS AND DISCUSSIONS

A questionnaire was applied to the furniture industries of the main Administrative Regions (AR) of the Federal District to assess the profile of the industries in the segment, especially from the point of view of sustainability. To achieve this objective, the technique of applying questionnaires and applying the SWOT methodology was used

The analysis of the results of the questionnaires was done in four parts, following the structure: Identification of the companies surveyed; Characterization of production; Environmental posture; and Identification of strengths, weaknesses, opportunities and threats. The detailed results of this analysis can be found at .   (Lima, 2017)

4.1 ANALYSIS REGARDING THE IDENTIFICATION OF THE COMPANIES SURVEYED

The identification of the companies surveyed aimed to draw a profile of the sample analyzed. Not all interviewees were able to answer the questionnaire completely, which is why there are variables with less than 29 answers.

Based on the information collected, it is possible to estimate a profile of the industries surveyed. These are companies with less than fifteen employees, considered micro-enterprises according to the IBGE criterion. This result validates what was observed by , who stated that the Brazilian furniture industry is characterized by its small size, corresponding to 88% of the establishments, similar to what is found in other countries. The median revenue found was R$ 619.2 thousand. Most of the companies have more than 19 years of existence, operating on land of less than 2 thousand square meters and with less than 900 square meters of built area.   (SEBRAE, 2016)   (Gorini, 1998)

4.2 ANALYSIS REGARDING THE CHARACTERIZATION OF THE PRODUCTION OF THE COMPANIES SURVEYED

The characterization of the production of the companies aimed to know what the companies researched produce.

In this part of the questionnaire, the interviewees were allowed to mark more than one response item, which is why there are variables with more than 29 responses. The variables studied in this part of the questionnaire have a nominal scale and their attributes represent names.

Based on the data collected, it was possible to establish a profile regarding the production characteristics of the companies analyzed.

Most of them are micro and small companies that produce furniture for offices and homes to order. The focus of the companies is the local market, although there is a significant portion of sales to other units of the federation, especially to the state of Goiás. There is practically no export of products and imports occur on a small scale, for specific products and components. The main sales channel of companies is their "own stores".

4.3 ANALYSIS OF THE ENVIRONMENTAL POSTURE OF THE COMPANIES SURVEYED

The characterization of the environmental posture of the companies surveyed aimed to assess the degree of knowledge of the companies regarding the theme of sustainability, as well as the responsibility of their practices.

Not all interviewees were able to answer the questionnaire completely, which is why there are variables with less than 29 answers. Also, in this part of the questionnaire, the

interviewees were allowed to mark more than one response item, which is why there are variables with more than 29 responses. The variables studied in this part of the questionnaire have a nominal scale and their attributes represent names.

From the interviews, it was noticed that the companies have relative knowledge in relation to environmental issues. They also have little or no availability of human or financial resources for training and/or actions for this area. None of the companies surveyed had implemented the Environmental Management System (EMS) and obtained ISO 14001 certification (environmental management). Only one of the companies was in the process of obtaining existing certification in the socio-environmental area.

The difference in the commitment observed by companies to implement environmental management systems can be explained by the level of scope of action in their markets and by financial limitations. There is also the lack of perception of efficiency and image gains, which can come from these actions. Another point to highlight is the very little information available on the subject, even in government communication channels. The creation of specific websites and advertising campaigns could contribute to reversing this situation and integrate environmental issues into business strategies from the perspective that environmental management is a competitive advantage for companies.

Government support, based on social strategies that boost technological development, has the potential to encourage regional timber-furniture industries to seek EMS certifications.

There are no common objectives in the search for environmental certification. It was observed that the industries, in their production practices, are not concerned with the efficient use of energy or with the management of productive waste. It is important to highlight that, in the case of liquid waste, it was found that the industries are connected to the public sanitation network. Timber-furniture companies generate solid waste with commercial value, however this potential is underexplored. A good perspective is identified for the economic use of these wastes, through the application of reverse logistics techniques, a practice that meets environmental sustainability.

A heterogeneity of practices was also identified when it comes to caring for workers. The percentages of industries without dust collectors or that have employees who do not use PPE was considered high.

In this work, we also highlight the measurement of companies' knowledge regarding the government procurement program Sustainable Esplanade. Through this program, the federal government began to purchase furniture from companies that meet sustainability requirements. Only two companies that participated in the survey (6.9%) declared that they were aware of the program. The result was already expected due to the very low rate of

companies that declare to make sales through bids. The government urgently needs to make a greater dissemination of this program and, above all, help companies to be able to participate. Otherwise, most micro and small companies in this segment will be excluded from this program.

4.4 SWOT ANALYSIS OF THE SURVEYED COMPANIES

The SWOT analysis allowed the identification of strengths, weaknesses, opportunities and threats of the companies surveyed, considering the environmental theme.

Through the analysis developed from the answers of the interviewees, questions considered strengths (Table 1) to be considered in the environmental management, from the point of view of sustainability, of the timber-furniture segment of the Federal District.

Table 1

Strengths indicated from the SWOT Matrix

Variable	Strength	Total Score
X2	There is control of particulate matter (e.g. dust and wood dust) generated in the industry in which I work.	130
1v1	The wood and natural materials used in the product are not treated or impregnated with fungicides and insecticides.	105
X3	The packaging of the final products is made of recyclable material.	73
X7	The company's employees are prepared to work with sustainability variables.	53
X4	The manufactured product is recyclable.	50
5v5	There is control for the correct disposal of waste from the production process.	47
X6	The company I work for has a specific professional focused on environmental issues.	37

Source: authors

The strong point with the highest score was the one corresponding to the variable X2, which corresponds to "the existence of control of the particulate matter generated in the industry in which I work". The score for this item certainly came from the industries that declare that they have dust collectors. This concern of industries is interesting, as this is a very polluting factor, when not controlled. And, certainly, it is also a negative factor from the point of view of the sustainability of this segment.

The second variable with the highest score was X1, corresponding to the non-use of fungicides or insecticides on wood for furniture production. The result indicates a good opportunity for positive media for the wood-furniture segment of the Federal District. This issue has been the subject of much discussion among companies that deal with wood, the furniture industries, consumers and the government in the acquisition of products. The furniture industry is very aware of this environmental issue.

The variable X3 was third in score. The item corresponds to "packaging of final products made with recyclable material". As already discussed, packaging made of wood or cardboard is more likely to be reused. The score for this variable, although significant, could be improved, perhaps with an information campaign from the environmental and economic points of view.

A Table 2 illustrates the scores obtained in each of the assertions.

Table 2

Deficiencies indicated from the SWOT Matrix

Variable	Disabilities	Total Score
X4	The dust or wood dust in my work environment bothers me.	151
X7	The company I work for does not have equipment for measuring lighting, noise, heat stress and suspended particles.	142
X2	The noise in my work environment is high.	135
X6	The personal protective equipment made available is insufficient or inadequate.	112
5v5	I believe that the machines and tools available in my work environment have a high energy consumption.	109
1v1	The waste of material in the company where I work is high.	93
X3	The gases present in my work environment are excessive.	68

Source: authors

The disability with the highest score corresponds to the variable X4, corresponding to the statement: "the dust or dust in my work environment is a nuisance". It is inferred that this result was strongly affected by industries that do not have dust collection equipment.

The second most cited deficiency corresponds to the absence of equipment for measuring lighting, noise, thermal stress and suspended particles, corresponding to the variable X7. The lack of equipment to measure these quantities in the industries participating in the research increases the worker's insecurity regarding exposure to toxic environments, reflecting an important concern.

The presence of high levels of noise in the work environment (X2) was pointed out as the third main deficiency of the companies surveyed.

As a deficiency, the variable X6 also stands out, which deals with the inexistence or inadequacy of existing PPE in companies. The result converges with what was pointed out in the interviews, where 44.8% of the interviewees declared that they do not use PPE in productive activities.

The variables X5, X1 and X3 also had significant scores, and should be considered by the companies, as every deficiency, no matter how small, will affect the environmental sustainability of any enterprise. In the case of variable X5, which deals with high energy consumption of equipment, an explanation for the complete absence of energy reuse

systems can be found. Companies do not seem to perceive this aspect as a deficiency of greater relevance. The X1 variable deals with the high waste of material in companies. In general, companies do not see that there is a high level of waste of materials, harming the activity not only from an economic point of view, but also from an environmental point of view. Finally, variable X3 addressed the excessive presence of gases in the work environment. The interviewees did not point out this aspect as a relevant deficiency.

A Table 3 illustrates the scores obtained in each of the assertions, in relation to opportunities.

Table 3

Opportunities indicated from the SWOT Matrix

Variable	Opportunities	Total Score
X2	The location of the industry facilitates the transport of products to consumer centers.	215
X3	Wood and panels from planted forests are available in the medium and long term.	131
5v5	There is knowledge of your company for the purchase of products of sustainable origin.	85
1v1	Consumers are willing to pay more for a product manufactured with environmental responsibility in mind.	68
X4	There is availability of financing (government and banks) to expand production and increase productivity.	61
X7	The government is concerned with bringing information about sustainability to companies in the segment.	49
X6	There is an interaction between companies in the furniture segment in environmental discussions.	48

Source: authors

The variable X2, corresponding to the good location of the industries, was the one that obtained the highest score. In fact, if we analyze the domestic market, the Federal District has a road network in conditions above the national average. Most of the industries surveyed are located in specific sectors for this type of activity, with easy access. Considering the interstate aspect, the geographic location of the Federal District represents an excellent opportunity. The quantity and quality of the roads that depart from the Federal District in all directions of Brazil represent a potential to be explored by the local furniture industries.

The second opportunity with the highest score corresponds to the availability of wood and panels from planted forests in the medium and long term (X3). The perception of the interviewees regarding the availability of wood from planted forests is scientifically based. In 2011 alone, planted forests produced a volume of 130 million m3 of wood, of which 23.5 million m3 was destined to the furniture industry. It is worth highlighting the excellent Brazilian potential, since most of the forests planted in the country are destined exclusively for the production of cellulose fiber. From the point of view of sustainability, this is a variable that

should not bring major problems to the industry, since the supply of this raw material is always made by companies that have the certificate of origin, having the FSC, Cerflor or other seals. (ABIPA, 2012)(Biazus et al., 2011)

The third opportunity with the highest score refers to the ability that companies have to purchase products of sustainable origin (X5). The result converges with the finding that 75.9% of the companies interviewed take into account some aspect of care for the environment when choosing suppliers. This is also a very interesting variable in relation to environmental management and should be increasingly explored by government officials, for the need to acquire products of sustainable origin.

A

Table **4** illustrates the scores obtained in each of the questions posed to companies, under the threats that may surround their business.

The variable X3, corresponding to the scenario of credit restriction, was the one that obtained the highest score. In fact, this is a problem that affects the entire economy and reduces the competitiveness of the national industry in all segments.

The variable X4, corresponding to the high tax burden, was in second place. Like the X3 variable, this is an aspect that affects the productive sector as a whole, especially considering a scenario of international competition.

The variable X7, which refers to the lack of government incentives, was in third position. In this case, government incentives could not necessarily be associated with subsidies, but rather with the reduction of bureaucracy and the offer of training to companies in the segment.

Table 4

Threats indicated from the SWOT Matrix

Variable	Threats	Total Score
X3	The scenario of credit restriction decreases the purchasing power of consumers.	206
X4	The high tax burden reduces the competitiveness of the industry in the market.	192
X7	The lack of government incentives hinders sustainable development in the industry in which I work.	191
X6	The lack of representation of small and medium-sized industries in the CNI makes it difficult for the claims of this segment to be met by the government.	174
X2	The cost of implementing environmental control systems can make the company's activity unfeasible.	161
1v1	The cost of environmental sustainability can affect the company's revenue.	161
5v5	The deadlines given by the inspection bodies to correct any non-conformities are unfeasible.	93

Source: authors

It is important to highlight that the average score of the threat variables was the highest among all those analyzed. The sustainability of the furniture industry goes through these issues mentioned in the questionnaire and will have to be addressed by governments, companies and also by the consumer in a special way, trying solutions and alternatives to support the industrial segment, to make environmental management viable.

Governments should think of ways to reduce the tax burden, perhaps compensating with the application in the area of environmental management of companies. Or, once again, encouraging measures in the environmental area, reverting them into credits, for example, in the payment of taxes.

Variables X2 and X1 obtained good scores, indicating the difficulties that companies in the furniture segment have in implementing sustainability measures, ceasing to be a priority to the detriment of other immediate variables, such as payment of taxes, employees, rents, etc.

5 CONCLUSION

The work showed that the environmental sustainability of the furniture segment in the Federal District necessarily involves the economic and social sustainability of companies. In order to raise the awareness of entrepreneurs of the importance and need for environmental sustainability in their enterprises, it is necessary to involve all actors inserted in this context, such as government officials, scientific academia, class associations and unions, in addition to the media.

Public procurement (governments), an important market that could help, especially micro and small companies to leverage their businesses, marginalizes these companies, because the environmental sustainability requirements that companies have to demonstrate cannot be met. Before these requirements, the public entity has to prepare these companies as previously mentioned and portrayed in the principles of Agenda 21, which presents the need for the state to promote the economic system for adaptations of the sustainable production format.

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