



**III Simpósio Internacional de Gestão de Projetos (III SINGEP)**  
**II Simpósio Internacional de Inovação e Sustentabilidade (II S2IS)**  
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## **THE REVENCHE?**

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## THE REVENCHE?

### Contextualization

Mankind never ran so much danger of exhausting its resources as the twenty-first century, good examples being water consumption, land use and its minerals. Thus arises the concept of sustainability that seeks to ensure the survival of humanity. Firms converge towards sustainability respecting economic aspects, including Wind Technology Testing Center (WTTC) which develops testing of wind turbine blades attesting its efficiency and durability (WTTC, 2014).

### General objective

- Analyze the importance of Sustainability in Project Management.

### Specific Objectives:

- Define Sustainability and Corporate Social Responsibility;
- Present the Sustainability Best Practices Framework;
- Lift the tools of Life-Cycle Management.

### Methodology

The study was conducted through participant observation (Martins & Theóphilo, 2009) during the International Module Advanced Topics (Bentley University, 2014) in Project Management and visit to a company dedicated to ensuring the success of focused on clean energy Technologies (WTTC).

### Theoretical Foundation

There are three dimensions of sustainability (Triple Botom Line) that companies must meet: Economic, Environmental and Social (Elkington, 2012). The concept of sustainability, according to Chouinard, Ellison, Ridgeway (2011), is now the third was identified as Sustainability 3.0, and is based on three trends:

- 1) cost systems that include environmental aspects;
- 2) the flow of capital to companies that manage their environmental costs;
- 3) sustainability standards and indices for monitoring

### Results and Analysis:

We address the topic of "sustainable design", demystifying its incompatibility with the issue of costs. In the technical visit conducted, it was found that strands sustainable businesses can operate in areas of clean energy (development of wind power generators). The use of concepts such as Life-Cycle Management (LCM), enable management of sustainable projects in their design phases, evaluation and implementation by considering their costs, social and environmental impacts.

### Final Thoughts:

The issue addressed in Sustentability 3.0 represents the maturing of sustainability concepts. The great contribution that brings your financial approach that seeks to align the profitability of a company to the costs involved in the development of truly sustainable projects.



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WTTC, Wind Technology Testing Center, Restored in <http://www.masscec.com/wttc>, aug/2014.

### **Palavras-chave:**

Sustentability, Wind energy, Project Management.