TREATMENT OF INDUSTRIAL EFFLUENTS IN A HEAVY METAL SECTOR COMPANY: FROM ENVIRONMENTAL COMPLIANCE TO A BRANDING STRATEGY

Anderson Rocha Fontenelle¹
Gilberto Jorge da Cruz Araujo²
Marcelo Musci³
Edmilson Monteiro de Souza⁴
Alexander Machado Cardoso⁵
Dario Nepomuceno da Silva Neto⁶

ABSTRACT

Purpose: This work aims to conduct a review of the entire process of an effluent treatment plant installed in the manufacturing plant of a heavy metals sector company that treats the water used in the process of washing parts and equipment from customers sent for maintenance located in Rio de Janeiro city.

Design/methodology/approach: Exploratory qualitative descriptive research was employed. Data for the development of the work were collected through a checklist created with some guiding questions required by the environmental agency of the State of Rio de Janeiro, Brazil. This checklist identified compliance points and areas for improvement in its management. In addition, other sources of research such as books, websites, newspapers, and magazines that address important topics related to the treatment of industrial effluents, branding, environmental compliance, and other environmental subjects were used.

Findings: Through a review, a branding strategy was developed to promote eco-efficient practices, ensuring that all stakeholders are aware of the company's environmental commitment and how this process can yield significant results for the company's image in an increasingly competitive market.

Discussion: Business management has undergone a significant paradigm shift, as companies can no longer focus their strategies solely on profits. Instead, they must base them on social and environmental principles to avoid facing sanctions that could result in reduced profits, tarnished reputation, or even closure.

Keywords: Branding, Environmental Compliance, Liquid Industrial Effluent Treatment.

TRATAMENTO DE EFLUENTES INDUSTRIAIS DE UMA EMPRESA DO RAMO DE METAL PESADO: DO COMPLIANCE AMBIENTAL A UMA ESTRATÉGIA DE BRANDING

RESUMO

¹ Rio de Janeiro State University, Rio de Janeiro, Brazil. E-mail: andersonrocha-bp@hotmail.com
Orcid: https://orcid.org/0009-0007-8876-5225
² Rio de Janeiro State University, Rio de Janeiro, Brazil. E-mail: araujo.gilberto@uerj.br
Orcid: https://orcid.org/0009-0007-7339-7909
³ Rio de Janeiro State University, Rio de Janeiro, Brazil. E-mail: marcelo.musci@uerj.br
Orcid: https://orcid.org/0000-0001-8728-9078
⁴ Rio de Janeiro State University, Rio de Janeiro, Brazil. E-mail: emsmonteiro@gmail.com
Orcid: https://orcid.org/0000-0001-7067-2011
⁵ Rio de Janeiro State University, Rio de Janeiro, Brazil. E-mail: alexander.cardoso@uerj.br
Orcid: https://orcid.org/0000-0003-2974-0232
⁶ Rio de Janeiro State University, Rio de Janeiro, Brazil. E-mail: dario.neto@uerj.br
Orcid: https://orcid.org/0000-0002-3694-7111
Propósito: Este trabajo objetivo hacer una revisión de todo el proceso de la estación de tratamiento de efluentes instalada en la planta fabril de una empresa del ramo del metal pesado localizada en el Município de Río de Janeiro para tratar el agua utilizada en el proceso de lavado de piezas y equipos de los clientes que son enviados para mantenimiento.

Proyecto/metodología/abordagem: La metodología utilizada en este trabajo es de naturaleza exploratoria y descriptiva cualitativa. Los datos para la elaboración del trabajo fueron recopilados a través de un checklist creado con algunas preguntas orientadoras que son requeridas por el órgano ambiental gestor en el Estado de Río de Janeiro, donde se señalaron los puntos de conformidad y mejora en su gestión. Además, se utilizaron otras fuentes de investigación como libros, sitios web, periódicos y revistas que abordan temas relacionados con el Tratamiento de Efluentes Industriales, Legislación sobre efluentes, Branding, Compliance Ambiental y otros temas ambientales.

Conclusões: A través de una revisión, se crea una estrategia de branding para promover la práctica ecoeficiente, de modo que todos los stakeholders pueden conocer el compromiso del empresa y cómo este proceso puede generar resultados importantes para la imagen de la empresa en un mercado cada vez más competitivo.

Discussão: La gestión empresarial ha experimentado un gran cambio de paradigma, ya que ya no pueden centrar sus estrategias únicamente en las ganancias, sino que deben basarlas en principios sociales y ambientales para evitar sanciones que puedan resultar en la reducción de ganancias, deteriorar de la imagen o incluso en el cierre de la empresa.

Palavras-chave: Branding, Compliance Ambiental, Tratamiento de Efluentes Industriales.

TRATAMIENTO DE EFLUENTES INDUSTRIALES EN UNA EMPRESA DEL SECTOR DEL METAL PESADO: DESDE EL CUMPLIMIENTO AMBIENTAL HASTA UNA ESTRATEGIA DE BRANDING

RESUMEN

Propósito: Este trabajo tiene como objetivo realizar una revisión de todo el proceso de la estación de tratamiento de efluentes instalada en la planta de fabricación de una empresa del sector del metal pesado ubicada en el Municipio de Río de Janeiro, para tratar el agua utilizada en el proceso de lavado de piezas y equipos de los clientes que son enviados para mantenimiento.

Diseño/metodología/enfoque: La metodología utilizada en este trabajo es de naturaleza exploratoria y descriptiva cualitativa. Los datos para la elaboración del trabajo fueron recopilados a través de un checklist creado con algunas preguntas orientadoras que son requeridas por el órgano ambiental gestor en el Estado de Río de Janeiro, donde se señalaron los puntos de conformidad y mejora en su gestión. Además, se utilizaron otras fuentes de investigación como libros, sitios web, periódicos y revistas que abordan temas relacionados con el Tratamiento de Efluentes Industriales, Legislación sobre efluentes, Branding, Cumplimiento Ambiental y otros temas ambientales.

Hallazgos: A través de una revisión, se creó una estrategia de branding para promover la práctica ecoeficiente, de modo que todos los stakeholders puedan conocer el compromiso ambiental de la empresa y cómo este proceso puede generar resultados importantes para la imagen de la empresa en un mercado cada vez más competitivo.

Discusión: La gestión empresarial ha experimentado un gran cambio de paradigma, ya que ya no pueden centrar sus estrategias únicamente en las ganancias, sino que deben basarlas en principios sociales y ambientales para evitar sanciones que puedan resultar en la reducción de ganancias, deteriorar de la imagen o incluso en el cierre de la empresa.

Palabras clave: Branding, Compliance Ambiental, Tratamiento de Efluentes Industriales.

RGSA adota a Licença de Atribuição CC BY do Creative Commons (https://creativecommons.org/licenses/by/4.0/).
1 INTRODUCTION

Increased wealth production and improved living standards are now possible due to global economic expansion. Still, drastic changes to the environment occurred along with unregulated economic expansion (Dias, 2019). Rapid urbanization and consequent high population concentration in cities was one of the most obvious effects of industrialization. This led to excessive resource consumption as well as pollution of the air, soil, and water from improper handling of solid, liquid, and gaseous waste from production processes or post-consumption (Alves, 2017).

Governments, organizations, and society as a whole share responsibility for the planet's sustainable development. The companies are crucial because they possess the institutional capacity, long-term vision, financial and technological resources to manage their environmental issues (Luan & Wang, 2024). Almeida (2016) asserts that for a business to be considered sustainable, eco-efficiency must be pursued in all of its decisions and activities. This includes seeking to use fewer natural resources, create more with higher quality, and cause less pollution. In addition, the business needs to be socially conscious, realizing that it exists in a social context where it both impacts and is affected by others.

In this context, large companies, especially those operating in high-risk sectors, have been forced to seek a balance between profit and environmental preservation, either to avoid heavy fines and compensations that directly affect profitability and, consequently, the distribution of profits to shareholders, or to improve their image in the market and society in general, which, in turn, can influence stock prices, affecting shareholders again (Lins, 2015).

Legislation, theories, and methods have therefore been developed to lessen the impact on the environment. One such method is the treatment of industrial effluents, which can be used in a variety of ways with physicochemical or biological processes to remove or reduce pollutants before disposal or reuse. It is crucial, therefore, that companies clean their effluents to minimize the environmental effects of their operations, avoid penalties that might damage their reputation, and comply with existing laws. Additionally, the business can and ought to use this operation as a branding strategy, which is brand management meant to increase the company's recognition, desirability, and favorable perception in the eyes of its target audience. This involves taking actions associated with the positioning and values of the corporate brand, building a relationship with the public, and influencing purchasing decisions.

The purpose of this paper is to examine how an ETP may be used as an environmental branding tool. It also offers a distribution plan in a corporate ETP and outlines the procedures
required. The motivation came from the fact that liquid industrial waste treatment is mandated by national regulation for companies to minimize or eradicate environmental contamination. As a result, this operation may and ought to be utilized as an environmental branding strategy to provide the company a competitive edge over competitors and attract stakeholders to the brand.

2 LITERATURE REVIEW

2.1 COMPLIANCE

The goal of compliance is to carry out certain processes to guarantee rule adherence to reduce risks. Manzi (2008) states that compliance programs aim to reduce the risks associated with reputation and legal/regulatory problems by complying with and enforcing internal and external restrictions imposed on the institution's operations. Thus, the purpose of compliance is to guarantee adherence to standards and to ascertain, in the event of possible risk scenarios, who would be accountable for each action taken in the course of an enterprise or business activity and who is in charge of overseeing each company's operations (Ruotolo, 2017).

2.2 ENVIRONMENTAL COMPLIANCE

The goal of compliance is to carry out particular actions as required by regulations to reduce risks. Compliance programs, according to Manzi (2008), entail carrying out internal and external requirements placed on the institution's operations to reduce reputational risk as well as regulatory and legal issues. Thus, the purpose of compliance is to guarantee adherence to rules and to ascertain, in the event of possible risk scenarios, who would be accountable for each step taken in the course of a business endeavor or activity, as well as who is in charge of keeping an eye on each company's operations (Ruotolo, 2017).

2.3 LIQUID INDUSTRIAL EFFLUENTS

Liquid industrial effluents vary depending on the type of production and may contain different oils, heavy metals, and other highly contaminated and toxic substances. They are the result of water usage in various processes, such as machine washing, piping, cooling systems,
or directly in the product (Farrugia, 2016). Soluble organic molecules that deplete oxygen in the water body where liquid effluent is released can be found in industrial liquid effluents (Ferreira, 2020). These compounds include:

- Suspended solids that cause siltation and hinder the normal flow of aquatic life. This material can also decompose, resulting in dissolved oxygen depletion and the production of toxic gases in water bodies where the liquid effluent is discharged. A common example of suspended material is mineral waste;
- Dissolved impurities that can be acids, alkalis, heavy metals, and insecticides. In general, these substances make the water unfit to drink and destroy aquatic life, such as phenols, which even in low concentrations, leave a noticeable taste and odor in the water;
- Heavy metals that cause bioaccumulation in aquatic organisms present in the receiving body;
- Coloration and turbidity that cause aesthetic problems in the receiving body;
- Nitrogen and phosphorus that cause eutrophication and stimulate algae growth in the receiving body;
- Floating substances/materials that can be oils and greases. These substances cause a visual modification in the water; they help inhibit algae growth by blocking sunlight and interfere with natural aeration; they destroy natural vegetation along the shores; they are often toxic to fish and other aquatic organisms; they bring problems for aquatic birds; they can induce fires.
- Volatile materials that create air pollution problems.

2.4 TREATMENT OF LIQUID INDUSTRIAL EFFLUENTS

The treatment of effluents is a matter of great importance and offers significant benefits worldwide. It has been declared as one of the urgent needs to address water resource pollution and as a solution to water scarcity, providing different possibilities for water reuse. An effluent treatment system consists of a series of stages and processes, which are employed to remove undesirable substances from water or to transform it into another form that is acceptable by environmental legislation. The main treatment processes are grouped into distinct categories, namely physical, chemical, and biological processes (Libardi Júnior, 2020).
The physical, chemical, or biological processes, or all three in turn, are carried out in the industrial wastewater treatment plant to guarantee treatment efficiency and produce an effluent that is less polluting than the raw discharge. The industrial wastewater's characterization serves as the foundation for most effluent treatment plant designs. The design team chooses and sizes the equipment that will best suit the requester's demands based on this and other factors, including available space, local laws, pricing, and so forth (Ferreira, 2020).

2.5 BRANDING

Used to manage a company's brand strategies, branding includes long-term planning for the creation and management of its visual identity elements to enhance the perception of the company in the minds of consumers. Branding can be understood as a set of techniques and tools related to the creation, development, experience, and management of a brand. In today's fiercely competitive economy, successful products and services are quickly copied. Moreover, there is a strong outsourcing of production overseas, resulting in identical components and techniques for all competitors.

As consumers get more knowledgeable, they start to see goods and services as commodities, which makes it more important for businesses to stand apart from the competition. As a result, branding is a crucial tool for brand management that aims to offer value. Its primary goal is to create and improve perceptions of the brand, mostly around the company's values, vision, and culture (Berlato, Saussen & Gomez, 2016).

2.6 SUSTAINABLE BRANDING

Sustainable branding represents a shift in how companies conduct their business, as it requires them to have environmental responsibility and commitment. Additionally, it encompasses the set of information conveyed to consumers about the product and the production system, from the company's actions towards the environment during production to guidance on how to use the product more efficiently and on reuse, repair, recycling, and disposal, if necessary (Ribeiro, 2017).

As seen in Figure 1, a great deal of companies have included sustainability in their business agendas to obtain a competitive edge as well as financial advantages and social contributions. By using sustainable branding techniques, companies satisfy environmental
compliance standards, improve their reputation with stakeholders, get more funding since their projects are less risky, and strengthen their brand's competitiveness.

**Figure 1**

*Model of Sustainability-Profitability Relationship*

![Model of Sustainability-Profitability Relationship](image)


### 2.7 EFFLUENT TREATMENT AS A BRANDING STRATEGY

The practice of sustainability in companies is a long-term strategic vision that enables new positioning policies and branding strategies. Furthermore, it can result in a competitive advantage in a market undergoing accelerated competition, with increasingly similar products and services, where companies are forced to seek other points of differentiation (Berlato, Saussen & Gomez, 2016).

Supporting this, Linz (2015) asserts that socio-environmental demand has become another relevant variable that is growing in importance in business management every year, influencing strategic planning increasingly and, consequently, decision-making processes.

### 3 METHODOLOGY

A qualitative descriptive exploratory research design was used. Books, websites, newspapers, and magazines displaying material on liquid industrial effluent treatment, branding, environmental compliance, and other environmental themes were the sources of data used to elaborate the present study. A checklist that outlines all the fundamental processes was
also employed to assist and arrange the data set process, which was used for the analysis of the study scenario and the creation of the company's branding strategy.

3.1 THE COMPANY

The company under investigation is a subsidiary of a private Austrian organization that was established in 1953 and specializes in the development and production of railroad construction and maintenance machinery and equipment. Its production facility is in Linz, while its administrative offices are in Vienna. Approximately 1,900 people work with this company in Austria, and 5,000 people are employed by its 19 subsidiaries internationally. Throughout its existence, the company has sent over 16,700 devices to over 109 different nations.

With an annual revenue of about $1,500,000, the company is classified as medium-sized in the national perspective. It employs about 110 people directly. Its major line of business is offering solutions for building and maintaining railway networks in Latin America and Brazil.

4 THE INDUSTRIAL EFFLUENT TREATMENT PLANT

The Industrial Effluent Treatment Plant (ETP) in the company was established in 2019 with the aim of treating all effluent generated in the process of washing various parts and components received from customers for maintenance by the company's technical area. The implemented ETP is designed not only, but mainly, for the removal of coarse solids, oil/grease, and metals. It was dimensioned to meet the requirements and standards for effluent discharge set by the State Foundation for Environmental Engineering (Fundação Estadual de Engenharia do Meio Ambiente - FEEMA) in its Technical Standard (NT - 202. R-10) - Criteria and Standards for Effluent Discharge, as well as what is advocated by the Resolution of the Conselho Nacional do Meio Ambiente (Conselho Nacional do Meio Ambiente - CONAMA), number 430 of May 13, 2011.

4.1 STAGES OF THE TREATMENT PROCESS

An industrial washing machine is used to wash the components. It projects water that has been combined with alkaline or degreasing solutions at the required pressure to wash
away any contaminants from the parts’ surface. Every wastewater produced during the washing process is sent to the treatment facility where it is then recycled for use in following washing cycles. Figure 2 shows the flow with the successive steps of the unit operations of the treatment of effluents utilized in the parts washing.

**Figure 2**

*Operation Flow of the ETP*

![Operation Flow of the ETP](Source: Prepared by Authors (2024).

Next, the components of the treatment plant installed in the company's manufacturing plant.

- Solids Removal and Oil/Water Separation Tank: The raw effluent from the parts washing process is collected through drainage channels and directed to the tank for the first stage of treatment;
- Lift Pump Tank: This tank receives effluent from the oil/water separation tank via gravity and pumps it to the next stage of treatment, namely the Coagulation/Sedimentation Tank;
- Coagulation/Sedimentation Tank: This tank receives effluent from the lift pump tank. Chemicals (polyaluminum chloride (PAC) and polymer) are added in-line through the inlet pipeline of this tank;
- Chemical Dosing Pumps: These pumps dose the chemicals;
- Chemicals - PAC and Polymer: The chemicals used in the ETP are:
  a) NOTUA 20208 AC - a polyaluminum chloride (PAC) 18%, a mixture of inorganic salts of iron and aluminum;
b) Ferroxi (zeolite) - high-quality zeolite for iron and manganese, also possessing the capacity to retain particulate matter;
c) NOTUA 30608 AC (S) - Polymer, a cationic acrylamide, isoparaffin, and organic acids;
d) Activated Carbon.

- Clarified Effluent Tank (Reuse Tank): This tank receives the clarified effluent. From this tank, the effluent is pumped to the zeolite and activated carbon filter;
- Zeolite Filter: The clarified effluent is pumped to a Zeolite Filter. The filter volume is filled with white pebbles, activated carbon, and zeolite, thus filling 70% of its volume. The remaining 30% should remain empty to allow for the filtration process, as well as backwashing. It is important to note that the backwash effluent returns to the system and is not discharged into the public sewer system.

5 RESULTS AND DISCUSSIONS

This company's Industrial Effluent Treatment Plant (ETP) was built in 2019 to treat all wastewater produced during the process of cleaning various parts and components that are received from clients for the technical department's maintenance. In order to ensure that the methods implemented prior to the research were in conformity with the law, a checklist model was developed to gather pertinent data and comprehend the ETP's full management process. The INEA's guiding questions and other management techniques served as the foundation for its creation. To prevent government punishments, 30 concerns about the firm under study's legal compliance were addressed. Figure 3 contains a list of some of the checklist's questions.
Figure 3

Some questions used in the checklist

<table>
<thead>
<tr>
<th>ASSESSMENT CHECKLIST FOR THE INDUSTRIAL EFFLUENT TREATMENT PLANT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audited Sector:</td>
</tr>
<tr>
<td>Responsible for inspection:</td>
</tr>
<tr>
<td>ASSESSMENT POINTS</td>
</tr>
<tr>
<td>1 - Are there emergency and chemical product sheets?</td>
</tr>
<tr>
<td>2 - Are the ETP technical implementation and maintenance notes active?</td>
</tr>
<tr>
<td>3 - Is there an ETP assessment frequency?</td>
</tr>
<tr>
<td>4 - Is the water inspection body being filled?</td>
</tr>
<tr>
<td>5 - Are liquid effluent analyzes carried out by laboratories accredited by FEEMA?</td>
</tr>
<tr>
<td>6 - Is the units (filters, gratings, spillways, etc.) cleaned? What material was used? Is there a specific place to dispose of waste?</td>
</tr>
<tr>
<td>7 - Do all tanks have a cleaning/maintenance plan to be carried out?</td>
</tr>
<tr>
<td>8 - Is there a Certificate for the Movement of Waste of Environmental Interest (CMWEI) for the disposal of waste?</td>
</tr>
<tr>
<td>9 - Is there a process for treating and disposing of iodine? What equipment?</td>
</tr>
<tr>
<td>10 - Are Liquid Effluent Monitoring Reports (LEMR) delivered to INEA?</td>
</tr>
<tr>
<td>11 - Where is solid waste disposed of? Do you have an environmental license?</td>
</tr>
</tbody>
</table>

Source: Prepared by Authors (2024).

The information gathered from the checklist was used to evaluate the ETP's state of further improvement, and the construction of continuous-use checklists was the outcome to guarantee the station was operating as planned. To guarantee adherence to regulatory requirements and best practices and preserve the station's high performance, an inspection and maintenance report was also prepared. To ensure legal compliance following the checklist-based inspection, a quarterly examination of the treated effluent was implemented.

Using the created checklist, it was possible to identify non-compliance points of the ETP before its evaluation, enabling periodic treatment and monitoring methods to ensure compliance with current environmental legislation and standards. This procedure aims to minimize the imposition of sanctions and fines affecting the company's visibility and financial results.

However, after the investigation, the SWOT analysis was used, which is a strategic planning tool formed by the initials of the words Strengths, Weaknesses, Opportunities, and Threats. It is used to analyze scenarios and support decision-making, usually employed before implementing any impactful business project. This analysis provides a comprehensive
diagnosis of the company's situation and its surrounding environments, helping to take fewer risks and seize market opportunities, as well as anticipate threats.

After creating the station management matrices to ensure compliance with current legislation and conducting the SWOT analysis for validation, the branding strategy to be adopted was created. This strategy includes a dissemination guide of the ETP, detailing all stages of the treatment process, as well as other important information about the company's environmental practices and visions, providing visibility to all stakeholders of the company's environmental engagement.

5.1 BRANDING STRATEGY TO BE IMPLEMENTED

The branding strategy to be implemented involves creating a comprehensive dissemination guide for the ETP, detailing every stage of the treatment process. This guide will not only highlight the technical aspects of the treatment but also emphasize the company's commitment to environmental sustainability. Some key components of the branding strategy comprise dissemination material, online presence, stakeholder engagement, transparency and accountability, corporate social responsibility (CSR) integration, partnerships and collaborations, branding campaigns, and feedback mechanisms, including:

- Develop informative materials, containing brochures, guides, and digital content, that explain the ETP's operation, its significance in environmental sustainability efforts, and the company's dedication to responsible business practices;
- Establish an online platform or webpage dedicated to the ETP, featuring interactive content, infographics, and videos that illustrate the treatment process, environmental impact, and benefits. This platform will serve as an educational resource for stakeholders;
- Engage with stakeholders, including employees, customers, suppliers, and local communities, to raise awareness about the ETP and its environmental contributions. Conduct workshops, seminars, and training sessions to promote understanding and participation;
- Maintain transparency in reporting ETP performance metrics, such as effluent quality, treatment efficiency, and compliance with regulatory standards. Regularly update stakeholders on progress and improvements achieved;
• Integrate ETP initiatives into the company's broader CSR program, emphasizing the role of environmental stewardship in corporate values and business operations;

• Forge partnerships with environmental organizations, research institutions, and government agencies to leverage expertise, share best practices, and support continuous improvement initiatives;

• Launch targeted branding campaigns that highlight the ETP's success stories, testimonials from satisfied stakeholders, and its positive impact on the environment and community. Utilize multimedia channels, social media platforms, and industry events for maximum reach;

• Establish feedback mechanisms to gather insights from stakeholders regarding their perception of the ETP and suggestions for further enhancement. Act on feedback promptly to demonstrate responsiveness and commitment to continuous improvement.

The chosen dissemination strategy revolves around the company's website, aiming to extensively detail the importance of the ETP within its processes and the eco-efficiency gains achieved. This approach not only reduces financial costs associated with water usage but also provides visibility to stakeholders regarding the company's environmental practices. This is an effective branding strategy to ensure product differentiation in the market.

In alignment with this strategy, the company should create a dedicated section on its website to showcase its eco-efficiency through the implementation of a liquid effluent treatment station at its plant. The objective is to ensure that all water used in the washing process of its customers’ parts and equipment is properly treated and reused. This is particularly crucial as many of its customers are large publicly traded companies with strict ESG (Environmental, Social, and Governance) goals.

In addition to the effluent treatment station's disclosure on the website, a booklet will be utilized to explain in detail all the components of the station, the company's environmental policy, and other pertinent information. This will allow stakeholders to understand the significance of a treatment station in the environmental outcomes of a company.

6 FINAL CONSIDERATIONS

Global productivity has grown as a result of technological advancement, but environmental degradation has also increased due to greater exploitation of natural resources and levels of industrial and post-consumer waste. Several companies are embracing
sustainability as a branding strategy to develop and enhance their brand image while adhering to regulatory requirements. Sustainability factors are starting to provide businesses with values like identity, trust, and purpose; which provides a new way to stand out in the market. Based on this, the study's first goal was to examine every step of a national company's industrial wastewater treatment station's operation to ensure compliance with the law. Additionally, a monthly monitoring routine was devised to guarantee the ETP's optimal operation. Examining each component of this program is the next step, after which the treated effluent is analyzed. To help with the ETP's everyday maintenance, checklist models for pre-washing and maintenance were also developed. The development of a guide to advertise the treatment station was another component of the approved branding approach. To ensure that all stakeholders are aware of this environmentally beneficial activity, the guide must be used in education programs and be accessible through the corporate website's sustainable practices section. The increasing inspection and demand from a global society for corporations' environmental participation is expected to make sustainable branding a trend soon. Companies are being forced to employ a variety of strategies to advertise their sustainable practices.

REFERENCES


