

SOCIAL RESPONSIBILITY THE IMPACT OF HOSPITAL SOLID WASTE GENERATION DURING THE COVID-19 PANDEMIC IN FORTALEZA, BRAZIL

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The aim of this article is to analyze the impacts of the COVID-19 pandemic on the generation of solid hospital waste and the behavior of hospitals in terms of environmental and social responsibility, due to a global health crisis and the handling of contaminating waste. It demonstrates the relevance and positive results of the implementation of a plan for the management of solid hospital waste in times of crisis in hospitals and considers social responsibility in terms of preserving the health of the surrounding community. This research is qualitative and quantitative, exploratory and descriptive in nature, conducted as a single case study with document analysis and literature review techniques, given the indispensability of environmental compliance in hospitals and social responsibility towards stakeholders. Its expected results are to demonstrate the impacts of waste generation due to new biological safety standards within hospitals and how to face this problem using environmental responsibility and environmental compliance through care for the environment and its stakeholders considering the form of disposal, safety and planning solid waste due to the increasing consumption. A representative experience in social innovation was evidenced and the contribution of this research to the field of social innovation studies is to raise the theme as a creative mechanism to leverage organizational social actions.