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## **Analysis of the Level of Business Sustainability in Nuevo León State**

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**Abstract:** The State of Nuevo León in Mexico is recognized by undertaking actions to protect the environment and benefit society in order to improve its life quality. Certifications, awards and/or badges are tangible indicators of the contribution to sustainability for companies. A survey was applied to executives from 182 companies in Nuevo León in order to analyze the actions and strategies they implement to be recognized by their contribution to Sustainable Development. In addition, information about some motivations and barriers they face to carry out the strategies that promote sustainable development was obtained. Companies reflect their interest about sustainability in their strategic planning, half of them through their quality policies, more than a third part was via their mission and more than a quarter part through their vision. The main certification acquired by the companies related to environmental management is ISO 14000, and the most obtained award regarding to social component is the socially responsible company (ESR). Most of the companies focus their efforts on obtaining these recognitions with the aim of improving environment, and getting a positive impact on the community. Among the obstacles they face mainly are the lack of framework and the difficulty of implementing systems. The most important actions to reach these goals include recycling, energy and material saving, and reforestation. Organizations in Nuevo León are committed and guide their actions towards sustainable development, a trend that contributes to improve social, economical and environmental culture, as an inherent element of the organizations.

**Keywords:** Sustainable Company, Certification, Award, Badge.