

**Una medición basada en la metodología de puntos de referencia con un enfoque alineado a la estrategia de sostenibilidad de los estados de la unión europea y del grupo Saint Gobain para la planeación de políticas públicas**

**aMaría Isabel Peregrina Mila, bEmmanuel Olivera Pérez, cSamira El Gibari, dFrancisco Ruiz de la Rúa**

**aUniversidad Popular Autónoma del Estado de Puebla (UPAEP) /  
mariaisabel.peregrina@upaep.edu.mx/**

**bUniversidad Popular Autónoma del Estado de Puebla (UPAEP)/  
emmanuel.olivera@upaep.mx/ORCID: 0000-0003-0663-6897.**

**cUniversidad de Málaga (UMA) / elgsamira@uma.es**

**dUniversidad de Málaga (UMA) / rua@uma.es**

**Abstract**

Eco-innovation is a concept that emphasizes sustainable development. Its measurement is essential for the economic performance of organizations and the fulfillment and monitoring of objectives related to their sustainability strategies. On the other hand, the growing need to calculate composite indicators to assess progress in different areas has proliferated, considering that decision makers require practical tools to support their long-term sustainable strategies. Based on the above, this research aims the first objective to develop a composite indicator with the methodology Multiple Reference Point Weak Strong Composite Indicator. This investigation pretends to analyze the data that integrates the European Union's eco-innovation indicators to assess the current methodology versus the benchmark methodology. As a second objective, an application case in the Mexico-Colombia Cluster of the Saint Gobain group, in order to compare the performance of eco-innovation in public and private sectors with an international panorama and establish a comparative dynamic focused on sustainability strategies.

**Keywords**

Composite indicator, eco-innovation, weak and strong indicator, multicriteria, DEA.