The real estate market tends to use landscapes as an element of property valorization. A land that is near the nature already has the value attributed to the landscape included in its price. Alongside this aspect, questions arise about the environment, and companies increasingly seek to adopt an eco-friendly image and sell sustainability items. These enterprises, which use these marketing strategies, do not usually appropriating of the nature aiming at an effective improvement of environmental quality, they explore its features in order to attract clients. The main purpose of this work is to study the process of use of the concept of sustainability in real estate projects at Barra da Tijuca and surrounding areas, reflected in their advertisements and selling material, and their effective contribution to reduce the damages created and to improve the environmental quality of these places. Two main groups were identified in this study, differing from the way they approach the theme of sustainability: the first group is more commercial and the second, more technical. In those enterprises in which the introduction of concepts of sustainability was more effective, only two addressed the concern with the local community and social issues as job creation, in the rest the practice was reduced to technical and ecological aspects, such as the preservation and increment of green areas, which is still not enough for sustainability in general.

From the sustainability concepts studied, sustainability categories were adopted for the qualitative analysis of the items and of actions taken by these enterprises, since their advertisements has focus on sustainability, environmental protection and, above all, local nature.
The materials collected for analysis, focusing on disclosure the new real estate projects, they are from different sources, as follows: Leaflets distributed on the streets; Websites of the construction companies; Books collected in sale stands; videos of the projects available on the Internet.

The advertisements chosen for the study are those that refer to valuation of the local nature and those using discourses on sustainability. The period of time of the advertisements analyzed is of the last eight years, this is, real estate offerings from 2008, however, most of them are new offerings.

We were able to understand, based on the authors and bibliographies, that sustainability is made up of several levels beyond the ecological. We verified in the study that we should always adopt sustainable practices in the several existing processes (social, economic, environmental), since we are part of nature and we face all the problems created by environmental imbalance and bad use of natural resources.

On the ecological level, the importance of rational use of natural resources is what guarantees the maintenance of these resources and a planet with good environmental conditions. Besides, we also observed the importance of actions such as the protection of green areas, sewage treatment, solid waste management, reduction of polluting gases, which, in addition to collaborate for environmental protection, improves people's quality of life. Thus, we analyzed if in the enterprises studied, actions were taken focusing on the protection of natural resources such as water and energy saving techniques, segregation of several classes of solid waste, maintenance of the local vegetation, encouragement for use of public transport, among others.

Besides discussing the environment protection, we need to understand the social issue and how it influences the adoption of sustainable practices. We need to reflect on how to introduce the sustainability concept and practices in communities going through such severe problems.

Given that, apart from the environment preservation, it is important to reduce social inequality, so that the sustainability policies can take place, no use
blaming the present generation if the resources are still being unevenly distributed around the world.

We can connect the social and cultural dimensions of sustainability with actions of heritage conservation, either urban, landscaped or environmental, and also with to the importance of community participation in the several projects. Relating the theoretical part with our analysis of the real state advertisements, we wondered if the projects have brought or seek any improvements for the places in which they are located, as for example, employment of local workforce. There is also the importance of urban infrastructure in the place where these enterprises are located, so there is reduction of public spending in providing basic services such as water and light, which enables the improvement of social public investments and prevents urban occupancy dispersion.

Thus, in order to achieve sustainability, we need to guarantee, on the economic level, equal opportunities for everyone, creation of jobs with fair wage, curb over-consumption, reducing, therefore, income inequalities.

So, it is necessary to adopt actions that guarantee sustainability in every level. For an enterprise to become sustainable it is necessary at the ecological level the rational use and preservation of natural resources. On the social level, it is important to guarantee improvements where the project is located, as, for example, job creation. It is also important the preservation of the urban heritage, the landscape heritage and the environmental heritage, because they are connected to the population memory. As to the economic level, it is necessary to take actions to prevent waste and to use less polluting materials that contribute to eco-efficiency. There are several actions to be taken in the various sectors (construction company, condominium, enterprise), however, only those related to the disclosure and advertising of the projects were analyzed.

We noticed that marketing strategies are rarely used to offer a good place to live, being only applied to selling.

The advertisement, whatever it is, aims to conquer the consumer. The goal, as we already know, is to profit. The advertisement does not intend to present all the features of a product or service. Instead, it shows only the best ones which will
attract people. In the case of green advertising, many companies use this feature in a careless way. Lately, the environment has received more attention. There are many examples of accidents and environmental impacts caused by man, and, as a consequence, society has become more aware on this issue. As a result, many companies use the concept of sustainability and ecological awareness to promote their products and services.

It is worth to have in mind that the decent green advertising, which does not use artifices and no makeup, contributes a lot to the sustainability issue, as it has the ability to call the public attention to a subject that we all should be concerned, besides the fact that it is a product or service being offered by reputable companies. Therefore, apart from the selling the product or service, the aim is to make people aware of their choices, being able to influence other companies in a positive way.

We noticed that the contribution of advertisements studied to achieve sustainability was effective in aspects such as water and energy management, concern with the local vegetation (green areas), comprehension of the ecological importance of the place and selective garbage collection. Unfortunately, some of them did not contribute significantly.

We verified during the work that the appropriation of nature is recurrent in selling of real estate developments at Barra da Tijuca, Jacarepaguá and Recreio. There is a valuation of the place when there is nature around or any feature that makes it stand out among others. The nature adds value to building being sold, becoming a strategy used by the real estate capital. The sustainability speech on the area studied should be used carefully, since a part of the original ecosystem was destroyed.

During the study, we noticed that there is a lack of inspection. We cannot let sewage untreated be dumped directly in the lagoons of the area. What is the point of having sustainable constructions if there is no appropriate infrastructure? The reality is totally unsustainable.

Even though there is an effort to include items of sustainability and actions that promote the environment preservation in the constructions, it is urgent to
adopt strategies that achieve the tripod of sustainable development: environmental protection, social justice and economic efficiency.

Sustainability must begin on the level of public management, since there is still inequality in urban areas and there is a lack of compliance with the rules and legislations. It will be impossible to achieve sustainable development in the construction industry and other sectors without a fair distribution of services and supervision.

**Keywords**

Sustainability; ecological awareness; real estate marketing; real estate valuation.