

Strategy Overview

A post that translates technical sustainability initiatives into accessible content for business audiences.

TARGET AUDIENCE

Business professionals, industry stakeholders, potential employees, and readers interested in manufacturing and corporate sustainability.

PRIMARY OBJECTIVE

Explain how Tenaris incorporates environmental and social responsibility into its global steelmaking operations.

CORE TOPIC

Show how a resource-intensive manufacturer can reduce its impact through emissions reduction, renewable energy, recycling, and sustainable infrastructure.

CONTENT STRATEGY

Connect Tenaris’s initiatives to the United Nations Sustainable Development Goals and organize technical information into clear sections.

RESEARCH APPROACH

Use corporate reports and authoritative industry sources to support claims about emissions, recycling, safety, training, and workforce diversity.

TONE AND POSITIONING

Professional, informative, and optimistic —presenting complex sustainability information in an accessible business-communications style.

How a Steelmaking Company Leads in Sustainability

How one global steel manufacturer is cutting emissions, recycling resources, and building a more sustainable future.



The United Nations created the Sustainable Development Goals (SDGs) in 2015. Organizations worldwide use them as guidelines to promote environmental, economic, and social progress.^[1]

Tenaris, a subsidiary of Techint Group, is a leading global manufacturer of steel pipe products.^[2]

With billions in revenue, Tenaris maintains strong relationships with companies such as Shell, Chevron, and ExxonMobil. But a major reason Tenaris is highly regarded is its success in sustainable practices.^[10]

The World Steel Association recognized Tenaris's holistic approach to sustainability and named it a *Sustainability Champion* for “leading the way in creating a truly sustainable steel industry and society.”^[10]

Here’s how Tenaris aligns with the SDGs.

Fighting Climate Change and Improving Air Quality

According to the World Steel Association, approximately 1.84 billion metric tons of crude steel were produced worldwide in 2024. Steel is used to build schools, trains, ships, cars, and many other products used daily.^[3]

Manufacturing steel, however, is an energy-intensive process that can generate significant emissions.

Tenaris recognizes that, as a leader in its industry, it must do its part by reducing its environmental footprint. It has invested nearly \$200 million in projects that support the transition to renewable energy. Tenaris’s investments support efforts to create safer, more inclusive, and environmentally sustainable communities.^{[4][10]}

Tenaris is also taking urgent action against climate change. It is on track to reduce its carbon dioxide emissions intensity by 30% by 2030, from a 2018 baseline. This is one of Tenaris’s primary goals in its decarbonization strategy.^{[5][10]}

Creating Infrastructure and Furthering Innovation

Beyond reducing emissions, Tenaris has also invested heavily in sustainable infrastructure. Tenaris’s Bay City mill in Texas received Leadership in Energy and Environmental Design (LEED) certification, a noteworthy accomplishment because LEED certification is uncommon for industrial facilities. Tenaris is setting the standard for sustainable infrastructure and innovation.^{[6][10]}

Recycling Products and Managing Water

Steel is an infinitely recyclable resource. Tenaris maximizes its recycling rates and scrap availability to support sustainable consumption and production patterns. This approach saves energy, reduces carbon dioxide emissions, and supports a circular economy.^{[7][10]}

Water is vital to steelmaking. To help ensure its availability, sanitation, and sustainable management, Tenaris monitors its water use, reuses water where possible, and returns it to its source.^{[8][10]}

Providing Safe and Diverse Working Environments

Tenaris promotes workplace safety, employee health, and professional development.^{[9][10]}

Tenaris has approximately 30,000 workers worldwide. It has invested \$24 million in safety technologies and procedures and has provided 2 million hours of employee training. Tenaris’s leadership is proud to have 103 nationalities represented in its workforce.^[10]

Contributing to a Sustainable World

Tenaris’s commitment to sustainability has helped the company thrive since the 1950s.^[10]

As global industries face increasing pressure to reduce their environmental impact, companies like Tenaris demonstrate how sustainability initiatives can coexist with large-scale manufacturing.

For details on Tenaris’s sustainability strategies and goals, read its [Sustainability Statement](#).^[10]

Sources

[1] [United Nations. Sustainable Development Goals.](#)

[2] [Tenaris. Company website.](#)

[3] [World Steel Association. “December 2024 Crude Steel Production and 2024 Global Totals.”](#)

[4] [United Nations. Sustainable Development Goal 11: Sustainable Cities and Communities.](#)

[5] [United Nations. Sustainable Development Goal 13: Climate Action.](#)

[6] [United Nations. Sustainable Development Goal 9: Industry, Innovation and Infrastructure.](#)

[7] [United Nations. Sustainable Development Goal 12: Responsible Consumption and Production.](#)

[8] [United Nations. Sustainable Development Goal 6: Clean Water and Sanitation.](#)

[9] [United Nations. Sustainable Development Goal 8: Decent Work and Economic Growth.](#)

[10] [Tenaris. Sustainability Statement.](#)