

**Objective:** The El Agua nos Une – SuizAgua Brasil Initiative aims to promote better and more comprehensive water management in companies, using the water footprint analysis as a management tool.

**Location:** Ortigueira, Paraná, Brazil

**Results:** Based on the results from El Agua nos Une in the SuizAgua Brasil Initiative, KLABIN SA seeks to i) implement internal actions and with its suppliers to reduce its water footprint and ii) support the decision-making process of managers by providing additional information about the water performance of products, inputs and processes, from an environmental point of view.

#### Company:



#### Implementing Partner:



#### Partnerships:



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**Description:**  
Calculation of the water footprint of short pulp (eucalyptus), produced at the Puma unit, located in Ortigueira, Paraná, Brazil.

**Context:**  
The Sixth Sustainable Development Goal (SDG 6) - "Ensure availability and sustainable management of water and sanitation for all" - reflects the increased attention to issues related to water and sanitation worldwide. In the business sector, this interest is noticeable, but there is still a lack of instruments to put the goals of SDG 6 into practice. This context demonstrates the importance of the El Agua nos Une Initiative. Klabin joined the network with the purpose of incorporating the water footprint analysis in management processes and becoming a benchmark company.

**Sustainability:**  
The main results include:

- Integrated view of water management / consumption: the water footprint considers the entire business chain - from forest to industry - supporting corporate decisions about investing in water reduction and reuse;
- Innovation: based on the results, the company can more accurately evaluate innovative measures for water efficiency;
- Customer service: the consumer market, especially the European one, is seeking products' environmental information;
- Knowledge generation: the partnership between Klabin and FGV trained Klabin's team in calculating and assessing the water footprint, enabling the company to calculate the footprint of other products.