

## Company Profile

**Headquarters:** Helsinki, Finland  
**Major products:** Integrated bio and forest (biofore) industry (energy and pulp, paper, engineered materials)  
**Further information:** [www.upm.com/en](http://www.upm.com/en)

As the frontrunner of the new forest industry, UPM is leading the integration of bio and forest industries into a new, sustainable and innovation-driven future. UPM creates value from renewable and recyclable materials. Cost leadership, change readiness, engagement and safety of its people form the foundation of UPM's success.

UPM comprises of three business groups: energy and pulp, paper, and engineered materials. In 2011, UPM's sales exceeded €10 billion. UPM has production plants in 16 countries and it employs approximately 24,000 people worldwide. Its shares are listed on the NASDAQ OMX Helsinki stock exchange.

The current line of products includes paper, pulp, labels, energy, timber, plywood and forest services. UPM sees future opportunities in biofuels, composites and biochemicals.

## Challenges and How UPM Takes Responsibility

UPM products are based on renewable and recyclable raw materials and are produced with due care for resources, eco-systems and local communities. UPM has established a series of 11 principles covering the three pillars of economic, social and environmental responsibility.

The basis of UPM's business is the raw material of wood. Safeguarding biodiversity is a key part of sustainable forest management; therefore UPM has developed a global biodiversity programme that aims to maintain biodiversity in forests.

Sustainable commercial forestry is one of the solutions to the big questions on earth. Global forest loss is a driving factor behind species extinctions and global warming. Sustainable forestry significantly alleviates both of these problems.

## Best Practice: UPM's Black Grouse Projects in the United Kingdom

### Fields of Action

- Sites and facilities
- Supply chains, commodities and materials
- Product
- Production and manufacturing processes
- Transport and logistics
- Personnel

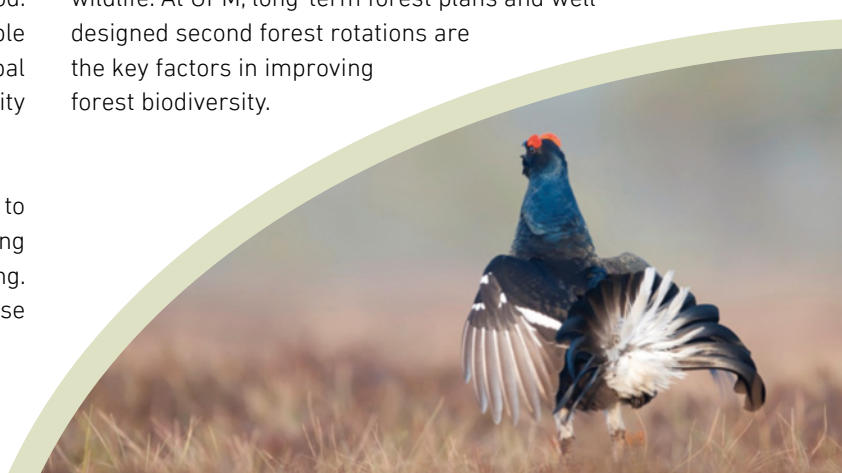
### The Issue

UPM's black grouse projects are implemented in locations where black grouse (*Tetrao tetrix*) are found, one of the most threatened bird species in the United Kingdom. They can be found in several locations in England, Wales and Scotland.

UPM Tilhill manages around 170,000 hectares of land in the United Kingdom and is the only privately owned forestry company in the UK to employ an ecologist. UPM Tilhill is committed to maintaining and enhancing biodiversity within all the properties they manage in the UK. Through ecological audits each property is assessed, surveyed and evaluated in the interest of conservation. These properties include some key black grouse habitats.

### The Response

The cycle of cutting, planting and thinning in managed forest gives excellent opportunities to improve and create new forest that provide good habitats for black grouse and other wildlife. At UPM, long-term forest plans and well-designed second forest rotations are the key factors in improving forest biodiversity.





As a part of the UPM global biodiversity programme, UPM Tilhill has been actively involved in several initiatives aimed at reversing the decline of black grouse populations by conserving and creating suitable habitats.

The Welsh Black Grouse Recovery project based in Llandegla, North Wales is the most successful project in which UPM Tilhill has been involved. UPM Tilhill owns or manages 650 hectares of land in the area where the project takes place. Therefore UPM Tilhill has played a significant role in providing a home for the area's most important black grouse population.

UPM Tilhill's property in Argyll was the site of a pilot project for black grouse habitat management. The key elements of this project were the maintenance and conservation of the black grouse habitats and monitoring them for future reference. Dr Steve Petty evaluated the property and advised on how existing crops should be managed in order to maintain dwarf-shrub heath communities, how to create habitat corridors and how to grade the forest edges into moorland.

In Inverness-shire, UPM Tilhill produced ecological audits on three of its properties that were the key areas of black grouse at the time. These audits will form a part of the application for grant aid from the UK Forestry Commission for running similar management prescriptions, such as has been done in the Argyll pilot project.

In Dumfries and Galloway together with black grouse project officers from the Royal Society for the Protection of Birds (RSPB), UPM Tilhill produced several long-term forest plans to cover positive management for black grouse. The management plans were based on information provided by the RSPB black grouse project officers concerning data on numbers and locations of the birds. The work onsite near the key lekking grounds of black grouse was completed in 2004.

UPM has worked closely with the Dumfries and Galloway Black Grouse Project also in Lanarkshire at a site called Lochlyoch where it has undertaken efforts to improve the forest for black grouse including survey work, edge treatments and the establishment of broadleaves.

Additionally, UPM Tilhill ecologist John Gallacher has also been involved with projects to remove coniferous plantations in order to restore native broadleaf trees to encourage black grouse in Durham Dales and in Yorkshire Dales, North England.

The most important project partner has been the RSPB. The society has been a stakeholder in most of the black grouse projects that UPM Tilhill has been involved with. In the Welsh Black Grouse Recovery project together with RSPB, UPM also jointly worked with the Countryside Council for Wales and the Game and Wildlife Conservation trust.

The UPM Tilhill staff has taken part in training to better protect black grouse in the UK, organized by the RSPB.

## The Results

The project in Wales has been very successful and it has proven to exceed the 2009 national biodiversity plan's target to have 101 male black grouse on the Llandegla Moor and Ruabon Mountain by 2010. Current sightings report 117 male black grouse in the area. The publicity gained from other projects has also been very positive. For example the project site in Argyll has been used as a demonstration site of good practice by the Argyll black grouse project manager, who is partly funded by the RSPB.