

International Conference”Business and Biodiversity“ in Bonn, April 3, 2008

14:00 – 15:15 Thematic Block 3:

Integrating Biodiversity into the Supply Chain and Multi Stakeholder Dialogues

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Tracing Russian Wood

Safeguarding biodiversity through tracing the origin of wood

The internet website www.upm-kymmene.com/traceit shows how the finish paper producer UPM-Kymmene monitors its wood sourcing operations in Russia. The internet site is the result of cooperation with stakeholders along the value chain of wood such as the paper customers Axel Springer and Otto and the environmental organisation Greenpeace Russia.

A 12-minute long film documents this stakeholder cooperation for better wood tracing.

This United Nations award-winning project aims to increase transparency in the wood and paper supply chain. The internet site contains features such as:

- Flash presentations showing the path of a log from the Russian forest to the magazine shelf, and UPM's specialist carrying out a supplier audit in Russia. The site also focuses on legal logging, forest protection, health and safety and reducing the impact of logging on soil, water, biodiversity and the landscape.
- An interactive TraceIT mapping system where you can click on the map to see real photos and logging site information from audits carried out in Russia
- Stakeholder video clips from Greenpeace, Russian Ministry of Natural Resources and the auditor Det Norske Veritas. These video clips provide views on the current situation in Russia, how UPM is performing and ideas on how UPM can improve its operations

UPM-Kymmene: UPM is one of the world's leading producers of printing papers and the market leader in magazine papers. UPM supplies about 30 million m³ wood annually to its own mills including about 5 million m³ from Russia. For more information, please visit www.upm-kymmene.com

Axel Springer AG: Axel Springer is one of the leading German newspaper and magazine publishers. For more information, please visit www.axelspringer.com

Otto Group: Otto is one of the leading internationally active German mail order companies. For more information, please visit www.ottogroup.com

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