EIGHT FACTS ABOUT SMART AND SUSTAINABLE PAPER

Solid waste? Zero!

We strive for a sustainable, circular future! Today already 80% of the paper UPM sells comes from mills that have achieved the incredible milestone of zero solid waste. Our target at UPM is 100%.

Awarded for sustainability

UPM is one of the world's leading recyclers of recovered paper in graphic paper production. Every UPM paper product has been awarded at least one of the world's leading eco-labels.

Our papers store carbon

Recycling paper delays CO_2 from returning to the atmosphere. For example, one tonne of the flexible multi-use paper UPM Fine has the effect of holding 297 kg of CO_2e* from the atmosphere

CO_2e (Carbon dioxide equivalent) is a term for describing different greenhouse gases in a common unit. For any quantity and type of greenhouse gas, CO_2e signifies the amount of CO_2 which would have the equivalent global warming impact.

No deforestation

UPM's experts plant four trees for every tree that is harvested. The company also has strict rules for wood sourcing: No deforestation and no use of rainforests, ever.

Planting 100 trees per minute

UPM plants 50 million trees per year. These young forests absorb carbon from the atmosphere, storing it in wood biomass. Sustainably managed forests act as carbon sinks.

Sustainable forestry

UPM strives for climate-positive forestry. All foresters in our own forests and in those of our suppliers world-wide follow sustainable business practices driven by responsibility, resource efficiency and commitment to innovation.

Utilizing the whole tree

Our mission? Using trees 100% responsibly. It follows that we use all parts of a tree: Fibres, logs, lignin, cellulose and hemicellulose. Bark and branches are left for enhancing biodiversity or are used to produce energy.

Your paper waste is our resource

The European recycling rate for paper reached 72% in 2019. That`s not bad, but together we can do better! Help us to recycle every piece of paper.