

**Charitable Trust “Suntory Fund for Bird Conservation”
Announces Recipients of FY 2023 Grant Programs**



Colony of endangered Short-tailed Albatross/Yamashina Institute for Ornithology

Tokyo, JAPAN (April 17, 2023) – Charitable Trust “Suntory Fund for Bird Conservation,” established by Suntory Holdings, today announced the recipients for the FY2023 grant programs. This fiscal year, a total of approximately 40 million Japanese yen will be granted to 22 projects across three categories – “Bird Conservation Groups Activities Grant,” “Regional Bird-watching Activities Grant,” and “Waterfront Large Bird Conservation”.

Recognizing that wild birds are barometers of the environment, Suntory started its bird conservation activities in 1973, which celebrates its 50th anniversary this year. The company established the “Suntory Fund for Bird Conservation” in 1989, later registered as a Charitable Trust in 1990, to promote environmental conservation and restoration through providing grants to various bird conservation activities. The Fund has granted over 600 million Japanese yen to a total of 494 organizations by FY 2023.

Last year, the Fund launched a “Global Application Scheme” under the “Bird Conservation Groups Activities Grant” category, accepting applications from overseas bird conservation organizations*. Under this scheme, three overseas organizations were

chosen for last year’s grant program, and one new organization was chosen for this year. The Fund will continue to support various bird conservation activities globally.

*Applications from overseas organizations must be submitted through a Japanese organization.

<About Suntory’s bird conservation activities>

In 1973, Suntory started the “Save the Birds! Campaign” on newspaper advertisement with a slogan “Today Birds, Tomorrow Humans”. It means the tragedies that happen to birds today, will also happen to humans tomorrow. The happiness that happens to birds today, will also happen to humans tomorrow. On the same year, the company also established a wild bird sanctuary in Suntory Hakushu Distillery in Japan where it conducts various activities such as wild bird research and observation as well as nest box hanging. In order to further its effort in bird conservation activities, the company established the “Suntory Fund for Bird Conservation” in 1989 to support a variety of activities.

Suntory conducts forest management in 22 locations near its production sites across Japan called “Suntory Natural Water Sanctuaries,” where experts constantly conduct wild bird research. The results of these research are utilized as one of the guidelines for forest maintenance and nature restoration. At the “Suntory Natural Water Sanctuaries,” the company also nurtures young Raptors such as eagles and hawks which top in the ecosystem pyramid under the “Eagle/Hawk Nurturing Support Program” by creating a rich and well-balanced natural environment suited for nesting, feeding and child-rearing.

Learn more about Suntory’s bird conservation activities [here](#).

<List of recipients for “Suntory Fund for Bird Conservation” FY 2023 Grant Programs >

“Bird Conservation Groups Activities Grant” Category

(10 projects, total amount of grants: 18,201 thousand Japanese yen)

Name of organization	Scope of activity	Grant amount (thousand yen)
Japanese Society for Preservation of Birds (JSPB)	Research and conservation activities of endangered birds in Amami Oshima	3,130
Yamashina Institute for Ornithology	Spreading awareness for the conservation of and scientific research on the endangered albatross	2,300
(NPO) Sarobetsu Eco Network	Transmitters to elucidate the migration and wintering grounds of the Japanese crane in Hokkaido’s Dohoku region	2,291
Philippine Eagle Foundation	Measures to prevent electrocution of Philippine eagles on Mindanao Island and the conservation and regeneration of biodiversity-rich primeval forests	2,211

(Public Corporation) Toyama City Family Park Zoo	Establishment of breeding technologies with a view to returning gray parrots to the wild	2,082
Japanese Association of Zoos and Aquariums	Reintroduction of the rock ptarmigan to the Central Alps and technology development to create a captive population as insurance to contribute to in-situ conservation	2,076
Wild Bird Society of Japan, Saga Prefecture Chapter	Stork breeding support activities	1,500
(NPO) Natural Resource Damage Assessment of Asia (NRDA)	Habitat status of the Japanese murrelet in Nagasaki Prefecture	919
Water Birds Study Group Japan	Attracting little terns to water nesting sites and elucidating their wintering grounds	862
(NPO) Study of Sandankyo and the Ota River Watershed	Conservation activities to help ensure the future of the crested kingfisher	830

“Regional Bird-watching Activities Grant” Category

(10 projects, total amount of grants: 1,790 thousand Japanese yen)

Name of organization	Scope of activity	Grant amount (thousand yen)
Iida Municipal Iida Nishi Junior High School, Bird Watching and Gardening Committee	Development of a bird-loving spirit and protection of the natural environment through observation of wild birds and protection of bird habitats	200
Ishinomaki City Kitakami Elementary School, Bird Watching Club	Foster interest in wildlife and nurture a desire to cherish nature through birdwatching activities	200
Ube Bird Protection Society	Protection of mandarin ducks and environmental conservation at Lake Ono	200
Osaki Municipal Tajiri Elementary School, Bird Watching Club	Wild bird observation	200
Koyaike Park Bird Watching Group Team K	Ongoing observation of wild birds in Koyaike Park (Itami City, Hyogo Prefecture) and promoting the wonders of nature to the public	200
Niigata Prefecture Akatsuka Junior High School, Swan Environment Protection Committee	Protection and observation of swans	200
Yoshikawa Stork Fan Club	Environmental improvements to encourage storks to remain living in the area	200
Kids Group of the Higashi-Fuji Chapters of the Wild Bird Society of Japan and the Shizuoka Wild Bird Protection Society	Learning the importance of the surrounding Mt. Fuji area through observation of wild birds	187

Kagawa Prefecture Kagawa Chuo High School, Natural Science Club	Consider the garbage problem from pellets collected around Kagawa Chuo High School	103
Shizuoka Johoku High School, Science Club	Rock ptarmigan conservation activities	100

“Waterfront Large Bird Conservation” Category

(2 projects, total amount of grants: 20,000 thousand Japanese yen)

Name of organization	Scope of activity	Grant amount (thousand yen)
(Foundation) Ecosystem Conservation Society-Japan	Stork settlement and wide-area network promotion project	12,000
Toki no Mizube-Zukuri Kyogikai (Crested ibis waterside creation council)	Creation of a waterfront for the coexistence of crested ibis and people – Efforts to restore nature around the Tenno River basin –	8,000

About Suntory Group

As a global leader in the beverage industry, Suntory Group offers a uniquely diverse portfolio of products, from premium spirits, beer, wine, ready-to-drink alcohol beverages, to brewed teas, bottled water, still and carbonated soft drinks, ready-to-drink coffee and energy drinks, along with health and wellness products. Suntory is home to award-winning Japanese whiskies *Yamazaki*, *Hibiki* and *Hakushu*, as well as iconic American spirits *Jim Beam* and *Maker's Mark*. Suntory also fascinates the taste buds with *The Premium Malt's* beer, and owns the exceptional Japanese wine, *Tomi*, and the world-famous *Château Lagrange*. Its brand collection includes *Sauza Tequila*, non-alcoholic favorites *Orangina*, *Lucozade*, *Ribena*, *BOSS* coffee, *Iyemon* green tea, *Suntory Tennensui* water, *TEA+ Oolong Tea*, *V* and *BRAND'S*, as well as popular health and wellness product *Sesamin EX*.

Founded as a family-owned business in 1899 in Osaka, Japan, Suntory Group has grown into a global company operating throughout the Americas, Europe, Africa, Asia and Oceania, with an annual revenue (excluding excise taxes) of \$20.2 billion in 2022. Its 40,885 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a corporation sustained by the gifts of nature and water, Suntory Group will always protect the ecosystems that deliver water. Because its ecosystem is the wellspring, not only of its business and the rich experiences the group creates for people's lives, but also of human life itself. Suntory Group will continue to be a company where everyone is empowered with the freedom and flexibility to innovate. Through all of its corporate pursuits, Suntory seeks to inspire the brilliance of life.

Learn more about Suntory Group, its brands, and its commitment to social responsibility and sustainability at www.suntory.com, on [Facebook](#), [Twitter](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).