The Suntory Group continues its activities in support of recovery from the Great East Japan Earthquake. Many people in the disaster affected area are still in need of help. Immediately after the earthquake, the Suntory Group provided 1 million bottles of mineral water as emergency relief supplies and donated ¥300 million to the three affected prefectures. Further contributions were made, of ¥4 billion in 2011, ¥2 billion in 2012, and ¥2.5 billion in 2013, bringing our total contribution for supporting restoration activities to ¥8.8 billion.

Activities to Support Recovery of the Fishing Industry

We are helping fishing industry workers cover the costs of acquiring new fishing vessels, to support recovery of the industry.

Youth Support Initiatives

We are providing scholarships to students at fisheries high schools and supporting initiatives to provide a safe and secure environment for children and young people.

Support through Culture, the Arts, and Sports

We strive to bring smiles and happiness through supporting culture, the arts, and sports.
Activities to Support Recovery of the Fishing Industry

The Suntory Group is concentrating its efforts on supporting recovery of the fishing industry, one of the principal industries in coastal areas obliterated by the earthquake and tsunami. Relief contributions of ¥5.5 billion to Iwate and Miyagi prefectures have gone toward helping fishing industry workers obtain new fishing vessels.

Contributions to Fishing Industry Recovery in Iwate and Miyagi Prefectures

Recognizing that recovery of fishing industry was insufficient for the disaster affected area reconstruction, the Suntory Group donated ¥4 billion to Iwate and Miyagi Prefectures in 2012, with a supplementary ¥1.5 billion earmarked for 2013. Donations are designated as continuing assistance to help replace fishing vessels for the fishermen who have suffered enormous damage, and to help recovery of the coastal fishing industry through cultivation and other means. We have received words of gratitude from the governors of both prefectures for our recovery initiatives.

In November 2012, the Suntory Group received a commendation for “Meritorious Service to the Fishing Industry” from the Japan Fisheries Association as a result of our donations to the replacement of fishing vessels, scholarships for fisheries high school students, and other fishery-related activities.

Helping Fishing Industry Workers Obtain New Vessels

The tsunami following the Great East Japan Earthquake left many fishing vessels lost or damaged. Replacement vessels are vital to the recovery of the fishing industry, a key trade in the disaster area.

To help defray the cost to fishing industry workers of obtaining new fishing vessels to replace those lost or damaged in the tsunami, the Suntory Group has made a contribution to Iwate and Miyagi prefectures. The prefectures have committed to the building of some 10,000 fishing vessels in all, and vessels in each and every fishing harbor are being completed and launched at sea. New fishing vessels for trap net fishing and catching squid, Pacific saury, and tuna have been built, and fish catch volumes are gradually increasing.

The state-of-the-art deep-sea tuna fishing vessel Dai-5 Yahatamaru, one of the largest vessels built by utilizing the Suntory Group’s contribution, debuted in Miyagi’s Kesennuma harbor on October 10, known as “Tuna Day” in Japan, the first time in eight years that a newly built vessel of this class has been launched from the Kesennuma shores. We hope that these fishing vessels will contribute to overall regional recovery.

We will continue maximum efforts to expedite recovery of the fishing industry.

Section Chief, Fishing Industry Restoration Section, Agricultural, Forestry, and Fisheries Department, Miyagi Prefecture

Allow me to express my heartfelt gratitude to the Suntory Group for your generous outpouring of support. Your aid to lighten the burden of replacing fishing vessels, distributed under the auspices of our prefectural government, has lent courage to fishing industry workers, and has aided the recovery of the local fishing industry. We are profoundly grateful to the Suntory Group for the comprehensive support, including scholarships to fisheries high school students as well as measures to support future generations in the industry and promote the consumption and distribution of products from Miyagi fisheries. Although two years have passed since the disaster, Miyagi Prefecture’s fishing industry still faces a long road ahead for recovery. Those of us at the Miyagi prefectural government will redouble our efforts toward this goal, and hope for the continued support of the Suntory Group.

October 2012 Completion of the large deep-sea tuna fishing vessel Dai-5 Yahatamaru in Kesennuma City, Miyagi Prefecture

May 2013 Presentation ceremony of the Suntory Group’s contribution at the Iwate Prefectural Headquarters

June 2013 Presentation ceremony of the Suntory Group’s contribution at the Miyagi Prefectural Headquarters
Youth Support Initiatives

In cooperation with Save the Children Japan and other organizations, the Suntory Group provides scholarships for students at fisheries high schools and children who lost a parent in the disaster. This activity is intended to provide a healthful environment to give the young, who are the generation of tomorrow, a feeling of safety and security.

Donating Free Scholarships to Fisheries High School Students for Supporting the Future of the Fishing Industry

To support the long-term recovery of the fishing industry in the disaster affected area, the Suntory-SCJ Scholarship for Recovery of the Fisheries Industry (totaling ¥600 million) was established in 2012. The fund offers scholarships to students at seven fisheries high schools who would not otherwise be able to attend due to financial hardship. The scholarships are free and do not need to be repaid. Approximately 600 students were recipients in FY 2012, and another 500 in FY 2013.

We donated ¥200 million to help support the Momo-Kaki Orphans’ Fund, an educational program for orphaned youngsters.

Supporting Creation of Healthy Living Environments for Children in Fukushima Prefecture, in Cooperation with NPOs

To fulfill our desire to help children in the compromised post-quake environment of Fukushima Prefecture, we have supported outdoor schools and summer camps, in addition to assisting with school facilities. Expanding the scope of our aid in 2012, the Suntory Group directed ¥300 million to establish the Fukushima Susumu Fund as mid- to long-term initiatives under the auspices of an NPO. In 2013, we funded management of children’s playgrounds and care for youth displaced outside the prefecture. In addition, we offered support to orphanages and foster homes, published a white paper on collected thoughts of Fukushima children, and supported initiatives of 15 individual groups.

Giving Concrete Form to Children’s Hopes

The Suntory Group supports the “Our Dream Town Plan” produced by Children’s Community Building Club to collect input on their dreams and aspirations for the future of their communities.

In September 2012, in the spirit of support for speedy recovery of disaster affected area, we decorated the Osumi Tsudoi-no-Oka shopping street with a “Mini Akari no ki (tree of lights)” in Iwate Prefecture’s Rikuzentakata City. This pine cone-shaped monument, named after Takata Matsubara, stands about four meters tall, symbolizing speedy recovery. In 2013, a large-scale Children’s Center, based on designs by children themselves, is scheduled for construction in Ishinomaki City.

We are grateful to have had the opportunity to work with the Suntory Group in providing aid to children who suffered in the Great East Japan Earthquake. Our joint efforts benefitted many youths with significant and enduring results. One reason for this success is the Suntory Group’s clear understanding of our expertise and the gap in which support can be targeted, bridging public and private concerns. Suntory members took pains to visit the disaster affected area repeatedly, and maintained close liaison with us during collaboration. Suntory’s careful consideration helped lay the groundwork for following initial contributions with commitments for ongoing support. Suntory's scholarships and other instances of financial support were narrowly targeted to specific needs, elevating the value of the results, in my opinion. We look forward to deepening our collaboration with the Suntory Group for the mid- to long-term, returning smiles to the faces of children, the key to the future.

June 2013  Scholarship awards ceremony at Iwate Prefectural Takata High School

Four Suntory scholarship recipients from Fukushima Prefectural Iwaki Kaisei High School participated in the Japan National High School Baseball Tournament at Koshien Stadium

June 2013  Ground-breaking ceremony for the Children’s Center

Voice

Continued collaboration with Suntory puts smiles on children’s faces

Koji Hyodo
Assistant Secretary and Liaison Officer
Save the Children Japan
Support through Culture, the Arts, and Sports

The Suntory Group sponsors various mid- to long-term initiatives toward recovery from the Great East Japan Earthquake. In order to broaden and enrich these initiatives, we invited expert Kaori Kuroda to join us for a lively exchange of opinions.

Support through Culture, the Arts, and Sports

Vienna Philharmonic & Suntory Music Aid Fund Established

The Suntory Foundation for Arts has a close relationship with the Vienna Philharmonic Orchestra, and the two organizations established the Vienna Philharmonic & Suntory Music Aid Fund to offer recovery support through music. The fund provides aid for music groups and holds children’s concerts in the affected areas. We have continued bestowing awards for ten years, with some of our support occurring through performances and mentoring offered by members of Vienna Philharmonic Orchestra. In 2012, we sponsored 14 separate musical activities.

The Suntory Foundation gave the Suntory Prize for Community Cultural Activities to two groups to support cultural activities in the disaster affected area. We also created a research group to investigate new social structures following the disaster.

Support through Culture, the Arts, and Sports

Energizing Affected Communities through Sports

Supporting the disaster area through sports, the Suntory Sunbirds volleyball club and the Suntory Sungoliath rugby club have continued fund-raising activities and also hold sports clinics for youngsters.

In August 2012, we sponsored the Suntory Dream Match in Sendai City for the first time. Former professional baseball players held baseball camps and participated in charity activities. Charity funds from the Suntory Ladies Open Golf Tournament, held each June, were targeted for purchase of fire trucks in the disaster affected area.

Support through Culture, the Arts, and Sports

Suntory Group Recovery Support Activities

The Suntory Group sponsors various mid- to long-term initiatives toward recovery from the Great East Japan Earthquake. In order to broaden and enrich these initiatives, we invited expert Kaori Kuroda to join us for a lively exchange of opinions.

Support through Culture, the Arts, and Sports

Experiencing New Forms of Support

After two years of ongoing and expanded aid since the disaster, Suntory continues to collaborate with governmental and NPO entities, adeptly assessing local needs and implementing meticulous support. Collaboration with NPOs can be carried out in various ways, and is not necessarily limited to one-way funding. The level of two-way discussions and resulting activities achieved within just one year between Suntory and other groups is quite extraordinary. Cooperating even further with NPOs and other stakeholders allows Suntory to address problems which can be difficult for individual corporations to tackle single-handedly, facilitating exploration of new areas of support.

Support through Culture, the Arts, and Sports

Ongoing Needs Assessment and Targeted Assistance

The Suntory Group plans continued response to disaster affected area needs with targeted assistance, while valuing our thoughts. We collaborate with local governments and NPOs in order to maximize efficiency of our relief efforts. This brainstorming session has helped us to broaden initiatives benefiting society and deliver the most effective results possible. We look forward to continuing our support to expedite disaster affected area recovery, and anticipate that the wisdom we have gained through this discussion will be put to effective use in future endeavors.

Support through Culture, the Arts, and Sports

Masako Orii
Executive Officer and Deputy Chief Operating Officer, Corporate Communications Division Suntory Holdings Ltd.