

Sustainability Initiatives

To Create Harmony with Society Cultural and Social Contribution

The origin of cultural and social contribution activities of the Suntory Group goes back to the spirit of Giving back to Society of Suntory founder Shinjiro Torii. Our approach is to continue pursuing the ideal cultural and social contribution that will be passed from generation to generation, and we work across a wide range of cultural and social contribution activities, including the development of next generations, support for disaster affected areas, contribution to local communities, supporting challenged sports, and promoting employee volunteer through arts and culture, sports, and social welfare. We value communication with local communities through engagement efforts in each region as part of all of our social contribution activities.



Arts, Culture, and Sports



Social Welfare



Developing the Next Generation



Contributions to Local Communities

SUNTORY

Basic Policy on Social Activities

The Suntory Group has worked in various community contribution activities since its founding to support the realization of a society where people are able to enjoy fulfilling lifestyles. We formulated the Suntory Group Basic Policy on Social Activities to fulfill our global social responsibility together with our Group companies.



Arts, Culture and Academic Activities

We work on the promotion of humanities, social sciences, and bio-organic research in addition to artistic and cultural development that contributes to the growth of rich culture and lifestyles.



Sports Activities

In order to contribute to the enrichment of people's lives and culture, we focus on the promotion of sports.



Social Welfare

We work in charitable and social welfare activities based on our giving back to society spirit since our founding.



Developing the Next Generation

We believe it is our mission as a company to nurture people who will play a role in the next generation. We are expanding various activities to support the development of children.



Disaster Recovery Support

We provide donations and beverages when large-scale disasters strike, and give ongoing support acting as a Group.



Contributions to Local Communities

We implement social contribution activities focusing on the local communities, by greening the plants and organizing plant tours and beautification activities implemented by the employees.



Supporting Challenged Sports

We conduct activities to cheer on challenged athletes (sports for the disabled) under our PASSION FOR CHALLENGE grounded in our “Yatte Minahare” spirit that we have had since our founding.



Supporting Employee Volunteer Activities

We actively support volunteer activities and other events for employees to participate in society to continually cultivate sincere human trust toward Growing for Good.

To Create Harmony with Society: Cultural and Social Contribution

Basic Policy on Social Activities

Since first opening its doors, Suntory Group has been involved in community contribution, arts, culture, sports and environmental activities based on the spirit of Giving back to Society. The social activities of the Suntory Group contribute to sustainable growth of its businesses while solving issues in local communities. We have established Suntory Group's Basic Policy on Social Activities and aim to improve the value of our corporate brand across the globe through promoting activities unique to Suntory with the Group companies.

Suntory Group Basic Policy on Social Activities

The Suntory Group strives to actively contribute to communities in order to help realize the society where people can full-heartedly enjoy life. Social contribution is the corporate motto inherited by our founder's spirit "Giving back to Society".

We are aiming to realize the rich growth of lifestyle culture as well as a sustainable global society to fulfill our social responsibility worldwide while delivering the highest-quality products and services to consumers based on our corporate philosophy "To Create Harmony with People and Nature."

1. Promote activities based on the standpoint of the next generation and actual situation worldwide together with our employees around the fields of arts and culture, sports, social welfare, and the natural environment.
2. Focus on a dialog with stakeholders and work to generate links and cooperation.
3. Support the wide-range of volunteer activities of employees.

To Create Harmony with Society: Cultural and Social Contribution

Arts, Culture and Academic Activities

Suntory Group is involved in a variety of cultural contribution activities such as operating the Suntory Museum of Art, Suntory Hall and other activities that contribute to the development of a rich culture and lifestyle.

In addition, we also support social science and humanities academic research and the research activities of the Suntory Foundation for Life Sciences. Through these activities we aim to foster international human resources capable of leading the next generation.

Promoting Arts, Culture and Academics

■ Suntory Foundation for the Arts

Suntory Museum of Art opened in 1961 and Torii Music Foundation established in 1969 as a 70th anniversary commemoration of the founding of Suntory (name changed to Suntory Music Foundation in 1978). Two activities that have been carried out in the field of arts for about half a century was merged as a 110th anniversary commemoration activity and renew them to suit the 21st century in 2009 as Suntory Foundation for the Arts.

Since April 2012, operation of Suntory Hall was added to expand its field and aims to contribute to further disseminate and develop music and arts in Japan through various unique activities.

Suntory Museum of Art -- Art revised, beauty revealed

Opened in 1961 with the basic philosophy of “Art in Life” , the Suntory Museum of Art has hosted special exhibitions and expanded its collection, mainly consisting of Japanese art pieces. In March 2007, the museum was moved to Tokyo Midtown in Roppongi. Under the theme of “Art Revised, Beauty Revealed,” the museum has held a variety of special exhibitions with approximately 3,000 items from its collection, including one national treasure and 15 important cultural properties, and continues its activities to pass on the aesthetic values that lie at the heart of Japanese people to future generations. The museum, designed around the theme of “Urban Living Room” by architect Kengo Kuma, underwent a major renovation and reopened in 2020. The museum now features a store, a cafe, a tea ceremony room and a hall that features various programs, among others.



Suntory Museum of Art

Celebrating its 60th anniversary in 2021 with ambitious commemorative exhibitions, the museum ventures into a new realm

In 2021, the Suntory Museum of Art held four exhibitions to commemorate its 60th anniversary. The “Masterpieces from the Japanese Painting Collection of the Minneapolis Institute of Art” exhibition, which featured rare Japanese works of art from the Minneapolis Institute of Arts in the Midwest in the United States, was well received as a traveling exhibition showcasing huge collection of artworks at a time when travel was difficult. This was followed by the “Unsettling Japanese Art” exhibition which drew attention for its innovative approach to stimulate the minds of audiences; the museum’s first sword exhibition “Swords: The Heart of a Mononofu” which was also highly acclaimed by sword fans for its collaboration with popular online games; and the “Special Exhibition Prince Shotoku” that celebrates the 1400th anniversary of the passing of Prince Shotoku, tracing his life and beliefs through various works including original drawings from a popular manga series. Throughout the year, the museum took all necessary measures to prevent the spread of COVID-19 infections, making many guests feel safe and secure during their visit.



Exhibition poster celebrating the 60th anniversary of the Suntory Museum of Art

To continuously deliver value to those who may not be able to visit the museum due to the pandemic, we continue our efforts to provide opportunities to experience Japanese culture by offering a wider range of online programs.



Learning Program:<Video>
“Masterpieces from the Japanese Painting Collection of the Minneapolis Institute of Art”
We will tell you our favorite artists!



<Video>
The exhibition commemorating the 60th anniversary of the Suntory of Art “Unsettling Japanese Art”

Suntory Hall — In pursuit of the world's most beautiful sound

Opened in 1986 as Tokyo's first dedicated concert hall. Performances by leading musicians from Japan and overseas are performed in two halls, Main Hall with a vineyard style, praised as "a jewel box of sound" by world-renowned conductor Herbert von Karajan, and Blue Rose (Small Hall) which gives the space a warm sound and atmosphere and the audience can feel close to the performers. Every year, Suntory Hall holds more than 550 events by world's top artists from home and abroad, and welcomes approximately 600,000 visitors. Even during pandemic of Covid-19, Suntory Hall strived to have concerts enhancing the precautions measures for infectious diseases based on the idea of enriching peoples' lives through music. In September 2021, visitors to Suntory Hall hit 20 million since its opening.



Suntory Hall



Visitors to Suntory Hall hit 20 million since its opening.

Aiming for the World's Top Quality of Safety and Comfort

While valuing the mission to 'In pursuit of the world's most beautiful sound', Suntory Hall welcomes everyone and want ourselves to be available to all. We are working hard to remove barriers so that our facilities and events can be accessible to as many people as possible.



A wheelchair ramp installed during the renovation in 2017.



Crime Prevention Drill

Suntory Hall launched Digital Suntory Hall (DSH) as the new platform to push forward the Digital Transformation of the hall.

The aim of Digital Suntory Hall is to deliver music safely and securely both during and after the pandemic, and it hopes that people from all over the world can enjoy the hall’s facilities and concerts regardless of distance, time difference, borders, or language. Currently the contents include Online Events, Virtual Backstage Tour, Streamed Concerts, Online Shop, Video Library, and Performance Archive. All content and information are accessible in English.



Digital Suntory Hall (DSH)

Presenting Unique Programs to Commemorate its 35th Anniversary

Suntory Hall has presented unique programs since its opening as an influential venue in the music industry. To commemorate its 35th anniversary in 2021, the hall created a special logo slogan, “The Home of Applause” , and Suntory Hall presented a year-long program of attractive and diverse performances by top artists. Highlights include a specially expanded edition of the annual chamber music festival “Suntory Hall Chamber Music Garden” , the annual “Suntory Hall Summer Festival” of contemporary music, “35th Anniversary Gala Concert” , and the Hall Opera® production of Verdi’s La Traviata. The popular “Wiener Philharmoniker Week in Japan” was led by Maestro Riccardo Muti, which made us re-recognize that sharing music is an essential value for musicians and audiences that brings courage and hope as a new chapter of its history.



Chamber Music Garden 2021



Suntory Hall Summer Festival 2021



Suntory Hall 35th Anniversary Gala Concert 2021



Hall Opera®
Verdi: La traviata



WIENER PHILHARMONIKER
WEEK IN JAPAN 2021
Riccardo Muti Conducts
WIENER PHILHARMONIKER

Suntory Hall and Suntory Museum of Art Purchase 100% Renewable Electricity

From April 2022, Suntory Group purchases 100% renewable electricity for all 30 directly owned manufacturing sites and R&D facilities in Japan. Suntory Hall and Suntory Museum of Art have also switched to purchasing 100% of their electricity from renewable energy sources. Through these efforts, the two facilities have been able to reduce CO₂ emissions by approximately 800 tons per year compared to the past. We believe that both "the most beautiful echoes in the world" and "urban living rooms" can be realized by placing importance on harmony with nature as well as with people and society.



Music Division – Innovative Activities to Promote Music

We are involved in a variety of projects designed to promote Western music in Japan, including awarding the Suntory Music Award to individuals and organizations that have made outstanding achievements in the field of music as well as the Keizo Saji Prize awarded for outstanding challenging performances and the Yasushi Akutagawa Suntory Award for Music Composition given to up-and-coming Japanese composers with superior works. We also introduce "Works of Japanese Composers" and provide grants for concerts. Since 2014, Suntory has also been aiming to conserve excellent stringed instrument artifacts which are cultural heritage assets as well as cultivate new musicians through lending activities. The Suntory Foundation for the Arts lends its instruments to junior high and senior high school students and has begun a new program to lend instruments to up-and-coming musicians.



Suntory Music Award and Keizo Saji Prize ceremony

Vienna Philharmonic & Suntory Music Aid Fund

The Suntory Foundation for the Arts engages in activities with Suntory Holdings Ltd. for the Vienna Philharmonic & Suntory Music Aid Fund for the purpose of invigorating disaster afflicted areas as well as the rest of Japan. We are expanding many of these activities from the Music Aid Award that issues grants to music activities provided together with the Vienna Philharmonic Orchestra to Concerts for Children in disaster-affected areas and mentoring of junior orchestras and musical remembrances.



Vienna Philharmonic & Suntory Music Aid Fund:
Musical Exchange with the Sendai Junior Orchestra

■Suntory Foundation

Suntory Foundation was established in 1979 in celebration of Suntory's 80th anniversary. Aiming to deepen international and interdisciplinary exploration of society and culture, we will support and discover of talented human resources across a wide range of fields, and support original and adventurous research, and, contribute to the dramatic development of cultural exchange between the world and Japan.

Our initiatives as a Humanities and Social Sciences Promotion Project effort include research assistance and investigative research in the fields of the humanities and social science, awarding of the Suntory Prize for Social Sciences and Humanities, and overseas publishing support. Community Culture Promotion Project efforts include awarding the Suntory Prize for Community Cultural Activities and support for regional cultural activities.

In recent years, the Foundation has been actively working to provide support to young researches, and carries out initiatives including providing support for human resources who will play a role in the future, providing opportunities for exchange between the worlds of academism and journalism as a bridge between researchers and society.



Suntory Prize for Social Sciences
and Humanities award ceremony



Suntory Prize for Community
Cultural Activities award ceremony



Grant for Groundbreaking
Young Researchers report briefing

■SUNTORY FOUNDATION FOR LIFE SCIENCES

Preceded by the Institute of Food Chemistry which was established in 1946 to improve the health and nutrition of the Japanese people, the name was changed to Suntory Institute for Bioorganic Research (SUNBOR) in 1979 and Suntory Foundation for Life Sciences in 2011. The Foundation promotes research and disseminating academics of life science and its fusional area of bioorganic science. It has produced many university professors and other researchers that play active roles on the frontline.

We engage in research activities for unveiling the mechanisms of life emphasizing molecules using the keywords "metabolism", "biomembrane", and "signalling" by positioning our own research into structural biology, organic chemistry, and molecular biology as points of integration for dissimilar fields. Collaborative research with research institutions such as universities is also promoted. It also operates analysis center to aid research by universities. SUNBOR GRANT for young researchers, SUNBOR SCHOLARSHIP for graduate students, aiding academic meetings, system of postdoctoral fellow, educational support for universities, and other activities to train researchers are also operated.



Exhibition displaying the history of the foundation



800 MHz superconducting nuclear magnetic resonance equipment

The discovery of enzyme gene for biosynthesis of Sesamolin and Sesaminol from Sesamin, antioxidant components of sesame, has been published for the first time in the world. Also, the gene controlling the contour shape of leaves and the blue formation mechanism created through interaction between flower pigment and flavonoid glycoside are also now known. These and many other research results are published in prominent academic papers. In addition, joint researchers and front-line researchers are invited to hold debriefing sessions annually.



Research Institute Annual Meeting
(Saji Keizo Memorial Hall, Osaka University Nakanoshima Center)

The five year program Suntory Rising Stars Encouragement Program in Life Sciences (SunRiSE) started in April 2021 with the ten young researchers (SunRiSE fellow) selected from nearly 500 applicants that applied in FY2020. In FY2021, we held research exchange meeting to promote interaction among the fellows as well as discussion session about the progress they made during the year with the participation of program management committee member researchers.

■Suntory Presents Beethoven's 9th with a Cast of 10,000 – Spreading the Joy of Singing Together

Suntory Presents Beethoven's 9th with a Cast of 10,000 started as a commemorative event of the opening of the Osaka-jo Hall in 1983 which was held for the 39th time in 2021.

Suntory Group has been a co-sponsor from the first concert, which has become a seasonal event in December.

The wide ranging event went beyond the borders of the region and surpassed generations with the participation of 10,000 people of all ages and nationalities with the expansion of the lesson venue as an opportunity to experience the joy of singing and the excellence of classical music.

In 2011 to 2013, Tohoku venue, which was linked live with the Osaka-jo Hall, was also set as a part of an activity to support the recovery from the Great East Japan Earthquake. In 2014, 150 people from Iwate, Miyagi and Fukushima prefectures were invited to the Osaka-jo Hall.

From 2017, in addition to television broadcasts, we have been providing LINE LIVE, a live broadcast for reaching more viewers.

We also undertook a new challenge in 2020 by inviting people from throughout the country to participate by posting singing videos, in 2021, about 15,000 videos from 12 countries made the chorus.



Suntory Presents Beethoven's 9th with a Cast of 10,000



10,000 Choirs online to participate The 38th Suntory Presents Beethoven's 9th (2020)

To Create Harmony with Society: Cultural and Social Contribution

Sports Activities

The Suntory Group actively supports sports promotion activities to contribute in people's rich culture and lifestyle. We have our own rugby and volleyball sports teams that compete to become champions in their respective leagues in Japan as well as engage in community-based activities in cooperation with their home towns. We are also engaged in other activities such as holding women's golf tour and baseball event and offering support for sports for the disabled.

Suntory's Rugby Team Tokyo Suntory SUNGOLIATH

Tokyo Suntory SUNGOLIATH was created in 1980, and has taken the Top League championship five times and won the All-Japan Rugby Football Championship eight times. The team is currently participating in JAPAN RUGBY LEAGUE ONE that started in 2022.

SUNGOLIATH has signed comprehensive partnership agreement for the development of local community with Minato Ward in September 2020; Fuchu City, Chofu City, and Mitaka City in April 2021; and Tokyo in November 2021, and strengthened ties with the community. Members of the Tokyo Suntory SUNGOLIATH instructs rugby experience for elementary school students at host town as well as share their life story in a lecture called Trying for Dreams and teach students about important things in life.

The Tokyo Suntory SUNGOLIATH team also puts effort into social contribution activities and actively participates in events that include rugby clinics, charity auctions, and disaster recovery support activities.



Rugby Team
Tokyo Suntory SUNGOLIATH



Rugby Clinic



Lecture titled "Trying for Dreams"

Suntory's Volleyball Team Suntory SUNBIRDS

Suntory SUNBIRDS, created in 1973, participates in the V. Premium League Division 1, the top company volleyball league in Japan. SUNBIRDS is prestigious team that won the league championship for the ninth time in two consecutive years in 2022.

The team has signed comprehensive partnership agreement for the development of local community with Mino City in October 2021 and offers volleyball clinic instructed by the players and staff for wide range of generation with a focus on elementary and junior high school students at the home town.

SUNBIRDS also actively engages in social contribution activities such as instructing older generations exercise using balls, supporting activities for recovery after the Great East Japan Earthquake, and holding volleyball clinic for elementary and junior high school students at home games.



Volleyball Team Suntory SUNBIRDS



Volleyball Clinic



Comprehensive partnership agreement with the home town

Ai Miyazato Suntory Ladies Open Golf Tournament ~ Pathway to AIG Women's British Open ~

Suntory Ladies Open Golf Tournament is an official ladies open golf tournament of the Ladies Professional Golfers' Association of Japan hosted by Suntory. The tournament was held at the Rokko Kokusai Golf Club in Kobe City from June 9, 2022. This tournament is seen as a competition to test the true skill of the golfers because it is held for four days while in Japan most golf tournaments usually last for three days. Ai Miyazato, a professional golfer affiliated with Suntory, acts as an advisor for the tournament and is involved with setting the course, PR for the tournament, and hospitality for visitors. As an international open tournament, it opens its doors and supports the growth of next generation of Japanese and international amateur golfers who are expected to become leading players in the future, and actively engages in other charitable events.

From the 30th tournament in 2021, the first- and second-place golfer gain entry to the AIG Women's British Open.



Serena Aoki and Ai Miyazato, an advisor for the tournament (winning the 2021 tournament)

Suntory Dream Match

Suntory has been hosting baseball games since 1995 which is played by famous players who have retired from professional baseball to provide dreams and excitement. The dream baseball match has brought joy to a total of 1,090,000 baseball fans so far. The 25th match in 2021 was held without any spectators for the first time in response to the COVID-19 pandemic. We were able to live stream the exciting matchup between The Premium Malt's team, led by Manager Koji Yamamoto, and the Dream Heroes team, led by Manager Yasushi Tao through YouTube, BS broadcast, and other media. A portion of the proceeds from this event are used to support charity activities such as holding baseball classes for children to assist in the reconstruction of the disaster-affected areas.



Day of the match (2019)

Suntory Challenged Sports Project

The Suntory Group started the project in 2014 as part of our recovery support for the disaster-stricken Tohoku region. In addition to providing incentives to athletes and donating athletic equipment, we have also held classes in wheelchair basketball and other challenging sports for children in Tohoku. To date, more than 5,000 people have participated. Since 2015, Suntory has been an official partner of the Japan Para-Sports Association and the Japan Wheelchair Basketball Federation, and has been involved not only in reconstruction assistance but also in support for athletes, including Suntory employee Mami Tani, a para-triathlete, in their athletic activities and competitions. In addition, Suntory is involved in promotional activities through the production of wheelchair basketball rules videos, VR videos of wheelchair basketball, and a series of web-based projects that introduce the passion of the athletes.

Last year, we launched a project with university students to promote the appeal of para-sports. We will continue our challenges with our athletes under our PASSION FOR CHALLENGE grounded in our “Yatte Minahare” spirit that we have had since our founding.



To Create Harmony with Society: Cultural and Social Contribution

Social Welfare

Throughout our history, we have been staying true to our founder Shinjiro Torii's spirit of "Giving back to Society". We have been particularly active when it comes to charitable and social welfare activities directed toward people from less fortunate circumstances. Suntory Group has been ever mindful of changing social needs in the social contribution activities it has continued carrying out to this day.

Support through the Social Welfare Organization

■ Social Welfare Organization Hojukai

Suntory founder Shinjiro Torii began the Hojukai in 1921 with the establishment of the "Imamiya Dispensary" free clinic in the Airin district of Osaka City to assist people living in financial hardship based on his strong belief in social contribution. The Hojukai was named by combining one Japanese kanji character of Shinjiro Torii's wife's name and one Japanese kanji character from our Kotobukiya company name from that time. During the turmoil after the Second World War, accommodation facility was provided for victims of war, people that returned from overseas and people that did not have a place to go, which are currently used as dorms for mother and child, special elderly nursing home and nursery schools. Hojukai continued activities as a social welfare organization and it operates Takadonoen (special care facility for seniors established in 1974), Domyoji Takadonoen (a general-purpose welfare facility established in 2008), the Tsubomi Nursery School (1975), and the West Asahi-ku Community General Support Center (commissioned by Osaka City in April 2011). To respond to the current needs, Suntory has been putting efforts in at-home nursing care services such as home-visit nursing care, outpatient nursing care, and in-home long-term nursing care services. In the spring of 2017, Tsubomi Nursery School moved to a new premise with the aim of an even more unique and comfortable facility as well as a nursery school that nurtures a wealth of sensibility.

"Hojukai", the first corporation to conduct social welfare activities in Osaka, celebrates its 100th anniversary in 2021.



Takadonoen, special care facility
for seniors and Tsubomi Nursery School



Domyoji-Takadonoen, a general-purpose
welfare facility



Exchange between Takadonoen
and Tsubomi Nursery School

Donating Suntory Products to Children Homes with the Cooperation of Food Bank Activities

The Suntory Group has donated approximately 94,000 cases of food and drinks to entities such as orphanages, welfare institutes, community centers, and disaster affected areas since 2010 through the Second Harvest non-profit organization that engages in Food Bank activities. The products that are donated are given under the condition that they have the same quality as the products sold commercially. We also conduct the same level or quality assurance, customer service, and all other operations for those products as the products sold commercially. This program started in Tokyo Metropolitan area in 2010 and was later expanded to include Okinawa in 2013. In the future, we will continue this food bank activity to deliver the appropriate amount of food as necessary.



Endowments to inner-city
children homes

Engaging in Charitable and Voluntary Activities

■Charitable activities

Suntory Group will continue to conduct community contribution activities through charities. We will also actively participate in charitable activities such as summer and year-end charity campaigns at each business establishment throughout Japan.

Supporting Community Building through Charity

Suntory Ladies Open Golf Tournament

Entry fees to the amateur-professional charity tournament, money from charity corner sales, etc. from the Suntory Ladies Open Golf Tournament (started in 1990) have been used to support Kobe City's disaster recovery efforts from the Great Hanshin-Awaji Earthquake. The support continued from 1995 to 2010.

Since 2011, we have donated fire-fighting vehicles and other equipment to Natori City and Sendai City in Miyagi Prefecture as support for disaster-affected areas that were severely damaged by the Great East Japan Earthquake. Since 2016, we have been providing recovery support to areas affected by the Kumamoto Earthquake and the Great East Japan Earthquake.

Although the 2020 event has been cancelled, we have made a donation to Hyogo Prefecture to support medical professionals.



Fire trucks donated to Natori City, Miyagi Prefecture

Suntory Dream Match

Suntory Dream Match is an event held from 1995 where proceeds from the sales of beer and other beverages, baseball goods, charity seats, as well as part of the proceeds from the sales of baseball uniforms signed by participating athletes are used as donations to organize baseball and catch ball classes with the participation of active and retired professional baseball players in order to support the recovery of baseball in the Tohoku region since 2016.



A baseball workshop held in Kumamoto Prefecture in November 2020



Catch ball class in disaster affected areas using charity

To Create Harmony with Society: Cultural and Social Contribution

Developing the Next Generation

Suntory Group is engaged in a variety of activities related to music, art, sports and experiencing nature that are designed to support the healthy growth and development of the children who will be responsible for the future.

Supporting the Development of the Next Generation through Various Activities

Suntory Group provides children with opportunities to meet top athletes and come into contact with genuine works in fields such as sports, music, art, and the natural environment. As the importance of educating the youth is on the rise due to the decline in the children, we are strengthening the support to form the characters and individuality of children.



Art Kids Club Iro-Iro Do-Re-Do-Re Suntory Hall and Suntory Museum of Art joint workshop

■ Suntory Hall — Nurturing Next-generation Performers and Audiences

With Suntory Hall, we offer various programs to develop the next generation, hoping children will experience a thrill listening to live music performed by leading musicians and taking classical music into their lives. The hall has been holding “Subscription Concert for Children” which is Japan’s first regular orchestra concerts for children, and a joint project of Suntory Hall and Suntory Museum of Art “Art Kids Club Iro-Iro-Do-Re-Do-Re” . The hall also offers Suntory Hall Academies, comprised of the Opera Academy and Chamber Music Academy, is geared towards young musicians who are on their way to becoming professionals. Suntory Hall also hosts other programs includes "Master Class by Principals of Vienna Philharmonic", in which members of Vienna Philharmonic Orchestra give lesson to young musicians in person.

Subscription Concert for Children

We have been holding “Concerts for Children” since 2002 with the hope to establish a tradition of regular visits to concert halls in children and bring classical music into their lives. This is Japan’s first regular orchestra concert for children. We collect and adopt illustrations for the flyers and the theme song for the season from the children in a format that allows children to not only listen but also participate. A program which children selected through audition can perform as a member of the orchestra, or as a soloist performing piano with a professional pianist. In 2021, a new project which is for a child and young composer to compose and premiere in one of the concert.



A four-hand piano performance by a young soloist, who passed an audition, and Michie Koyama, one of Japan’s top pianist, with the orchestra



Young musicians passed an audition win an opportunity to perform with Tokyo Symphony Orchestra

Suntory Hall Keizo Saji Junior Program Seat

A program that continues the wish of Keizo Saji, the first President of Suntory Hall, to pass down classical music to the next generation. The program invites three pairs of both elementary and junior high school students to performances held on Saturday, Sunday and holidays at Main Hall.



Keizo Saji Junior Program Seat



Suntory Hall Academy

Suntory Hall Academy, comprised of the Opera Academy and Chamber Music Academy, is geared towards young musicians who are on their way to becoming professionals. In addition to receiving coaching from the world's leading artists, fellows (academy members) attend regular workshops to deepen their musical knowledge and perform in actual concerts.



Giuseppe Sabbatini, one of world's acclaimed Tenor, also gives lessons in person as the Executive Faculty of Opera Academy.



Some alumni and fellows of Chamber Music Academy won international competitions and broaden their career internationally.

■Suntory Museum of Art — Art Appreciation Opportunities for Children

Aiming to become a museum where children are always there, we provide various programs which children can easily enjoy art and nurture the mind to love art.

Offering Learning Programs

The Suntory Museum of Art is actively working to proliferate education to the next generation according to the “Art Revised, Beauty Revealed” museum message.

We offer free admission to children in junior high school and younger, and also distribute activity sheets. This tool not only guides users to notable areas of interest but also cultivates a spirit to enjoy free inspiration brought by appreciation. Various learning programs that can be enjoyed by both children and adults are offered at each exhibition. In addition to lectures and workshops, online video streaming is now available as well. Moreover, as a “school program,” we invite children and students in elementary and junior high schools mainly from Minato-ku to visit as well as teach art at those schools.



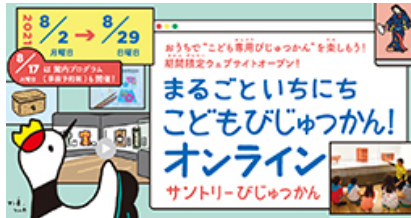
Activity sheet for children



Exhibition guide by educators

All Day Kids' Museum!

All Day Kids' Museum! is a special event when the museum is open to elementary school and junior high school students as well as their guardians on a day that the museum is normally closed during which a variety of educational programs are held. This event has been held once a year since 2014. While viewing exhibitions as they enjoy things such as doing quizzes and drawing sketches using a worksheet, we provide a complete museum experience through specialized programs for children, including interactive art appreciation, workshops, and a museum tour. Since 2020, we have offered videos and other online programs to enable guests to enjoy from the comfort of their home.



Online banner of
“All Day Kids' Museum!”



In-house program

■Supporting the Development of Children through Sports

Suntory Group runs a variety of activities designed to support the healthy development of children’s minds and bodies through sports. As part of the activity, Suntory’s sports teams, Tokyo Suntory SUNGOLIATH and Suntory SUNBIRDS promote their sports.

The athletes and staff of the two teams hold workshops to directly teach children. In addition, the SUNGOLIATH instructs at rugby schools and operates rugby sports events while the SUNBIRDS instructs local volleyball teams and students and supports the operation of volleyball tournaments, to cooperate in offering opportunities for children to experience sports.



Rugby workshop



Volleyball workshop

■Support through the Hibarigaoka Gakuen

The Hibarigaoka Gakuen has been supporting continuity education from kindergarten to high school since Shinjiro Torii became the first chairperson in 1950. Shinjiro Torii places importance on being devoted to one’s parents and kept saying “a person who is devoted to his own parents can do anything well.” The founding spirit has been passed down today and the school engages in educating people based on the belief that “the basic natural thought of mankind of parents’ wish the growth of their children and children appreciates and respects their parents unites a family, which raises the thought of contributing to the society.” From 2008, as educational supports of next generation, we have provided primary school and junior high school students environmental curriculum, for example, Hanaiku, *Mizuiku*, and activities outside the school, and supported school visions.



Planting trees at the
open air school

■Nurturing Challenging Spirit through Experiencing Camping at an Uninhabited Island

Since 2007, Suntory Group has been promoting Yoshima Project in cooperation with Kobe YMCA, a public interest incorporated foundation which operates a camping site in an uninhabited island in Shodo-gun, Kagawa Prefecture since 1950. The project is intended to nurture spirit of challenge and dreams of children experiencing rich natural environment unique to an uninhabited island and plans and holds Adventure Camp participated by Gota Miura and various programs around the year. Every year, approximately 3,500 children participated in the program. In 2020 there were 250 participants due to restrictions related to Covid-19.



Yoshima Summer Camp



Yoshima

■Developing Work Value in Children Through Real Experience

The Suntory Group has opened a Beverage Service Center pavilion for children to experience operations related to vending machines at KidZania in Tokyo and Koshien where kids learn about work and society through play. The Beverage Service Center can teach vending machines systems as well as the knowledge and innovations used to deliver products to customers while evoking passion in people to support beauty, safety and reliability. We hope to cultivate work value and bring new awareness to children everyday through hands-on experience where they can interact with actual vending machines often seen as no more than part of the cityscape.



Learning the Inner workings of Vending Machines



Delivering Products to Vending Machines

To Create Harmony with Society: Cultural and Social Contribution

Disaster Recovery Support



Support for Disaster Areas

The Suntory Group provides help to the people and places afflicted by disasters by providing relief contributions and drinking water when large disasters strike Japan or other countries.

■Main Donations

Year	Incident	Amount Donated	Beneficiary	News release
2010	2010 Canterbury (Darfield) Earthquake (New Zealand's South Island)	3.25 million yen	Christchurch Earthquake Appeal Trust	
2010	Haund-foot-and-mouth Disease Outbreak in Miyazaki Prefecture	10 million yen	Miyazaki Prefecture, and the Miyazaki Community Chest Association Social Welfare Organization	Suntory Relief Aid for Haund-foot-and-mouth Disease in Miyazaki Prefecture (in Japanese only)
2010	Chilean Earthquake	50 million yen	Chile Embassy	Suntory Relief Aid for Earthquake Recovery in Chile
2010	Haiti Earthquake	10 million yen	The Japanese Red Cross Society	Suntory Haiti Earthquake Aid
2011	Thailand Floods	Approx. 2.5 million yen	The Government of the Kingdom of Thailand	Support for Recovery from Flood Damage in Thailand

Year	Incident	Amount Donated	Beneficiary	News release
2011	Christchurch Earthquake (New Zealand's South Island)	6.2 million yen	New Zealand Red Cross	Earthquake Relief Donation, to New Zealand
2011	Queensland Floods, Australia	8 million yen	Queensland Fund, Disaster Relief Appeal	Flood Relief Donation to Queensland, Australia
2011-	Great East Japan Earthquake	4.3 billion yen in 2011 2.0 billion yen in 2012 2.5 billion yen in 2013 2.0 billion yen in 2014 (total: 10.8 billion yen)	Iwate Prefecture, Miyagi Prefecture, Fukushima Prefecture, Save The Children Japan, et al.	Relief Donation for Earthquake in the Tohoku Region of Japan
2014	Landslide disasters in Hiroshima	1 million yen	Chugoku Shimbun Social Welfare Services Corporation	
2015	Nepal Earthquake	3 million yen	Nepal Earthquake	
2016	Kumamoto Earthquake	100 million yen in May 2016 300 million yen in October 2016	Kumamoto Prefecture	Release of Contributions to Kumamoto Prefecture
2017	Storm Disaster in Northern Kyushu	Fukuoka Prefecture (5 million yen) Oita Prefecture (5 million yen)	Fukuoka Prefecture/Oita Prefecture	Relief Donation for the Storm Disaster in Northern Kyushu
2017	Massive Hurricane Disaster in United States	Approx. 110 million yen (1 million dollars)	American Red Cross	About Aid Following the Massive Hurricane Disasters in the United States
2017	Earthquake in Mexico	Approx. 22 million yen (200,000 dollars)	Mexican Red Cross	About Aid Following the Earthquake in Mexico
2017	Hurricane Maria, the Virgin Islands	Approx. 55 million yen (500,000 dollars)	Virgin Islands Aid Fund	
2018	Torrential Rains of July 2018 (in Western Japan)	900 million yen (Hiroshima, Okayama, and Ehime Prefectures received 300 million yen each)	Hiroshima Prefecture: Japanese Red Cross Society Hiroshima Okayama and Ehime Prefectures: Aid provided directly to each prefectural government	Information About the Donations for the Torrential Rains of July 2018
2018	Hokkaido Eastern Iburi Earthquake	100 million yen	Hokkaido	Information About Support Provided for the 2018 Hokkaido Eastern Iburi Earthquake

Year	Incident	Amount Donated	Beneficiary	News release
2018	Midousuji Gingko Namiki Damage by Typhoon No.21	50 million yen	Osaka City	
2019	Typhoon No.15	50 million yen	Chiba Prefecture	Suntory Pledges ¥50 million to support Typhoon No. 15 Relief and Recovery
2019	Typhoon No.19	550 million yen	Iwate Prefecture, Miyagi Prefecture, Fukushima Prefecture, Ibaraki Prefecture, Tochigi Prefecture, Gunma Prefecture, Saitama Prefecture, Kanagawa Prefecture, Niigata Prefecture, Nagano Prefecture and Shizuoka Prefecture	Suntory Pledges ¥550 million to support Typhoon No. 19 Relief and Recovery
2020	Bushfire Relife and recovery in Australia	\$500,000 AUD	Australian Red Cross, the New South Wales Rural Fire Service and the New South Wales Wildlife Information Rescue and Education Service (WIRES)	SUNTORY GROUP PLEDGES \$500,000 TO SUPPORT BUSHFIRE RELIEF AND RECOVERY IN AUSTRALIA
2020	Australian Bushfires	50 million yen	Kumamoto Prefecture	Suntory Pledges ¥50 million to support the Relief and Recovery of the Kumamoto area affected by the heavy rain
2021	COVID-19 Relief in India	\$600,000 (approx. INR 44,184,000)	British Asian Trust Confederation of Indian Industry National Restaurant Association of India Government-led relief efforts	Suntory Holdings and Beam Suntory Donate \$600,000 to Organizations Supporting COVID-19 Relief in India
2021	Tornados in Kentucky	\$1 million	Team Western Kentucky Tornado Relief Fund American Red Cross's Disaster Relief Fund	SUNTORY HOLDINGS AND BEAM SUNTORY CONTRIBUTE \$1 MILLION TO SUPPORT RECOVERY FROM DEVASTATING TORNADOS IN KENTUCKY
2022	Tonga's Volcanic Eruption and Tsunami	US \$87,700 (10 million Japanese yen)	Kingdom of Tonga	Suntory Group to Donate Over US \$100,000 to Support Tonga's Volcanic Eruption and Tsunami Response
2022	Humanitarian Assistance in Ukraine	\$600,000	Humanitarian organizations such as the United Nations World Food Programme (WFP)	Suntory Group to Support Humanitarian Relief Efforts in Ukraine

Providing Free Beverages When Disasters Strike

Suntory Foods Ltd. has developed and is furthering the installation of emergency beverage vending machines. This system normally sells beverages from vending machines in peace times but will provide them for free during emergencies such as when disasters strike. Beverages can be easily accessed even if the power goes out. Many people used this system after the Great East Japan Earthquake that struck in March of 2011. We are furthering the installation on premises with focus on public facilities and hospitals. We plan to keep actively installing these types of vending machines in the future.



Emergency beverage vending machine

Disaster Recovery Support

The Suntory Tohoku Sun-Sun Project

Activities to Support the Recovery from the Great East Japan Earthquake

The Suntory Group is expanding its support for recovery from the Great East Japan Earthquake. 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. We also worked to provide support for the reconstruction with contributions equivalent to a total of 10.8 billion yen: 4 billion yen in 2011, 2 billion yen in 2012, 2.5 billion yen in 2013, and 2 billion yen in 2014.

The Suntory Group launched the "Suntory Tohoku Sun-Sun Project" and actively continues its support activities with focus on "Support Recovery of the Fishing Industry," "Youth Support Initiatives," "Challenged Sports," and "Support through Culture, the Arts, and Sports" with the hope to bring warm light like the sunshine, and smiles and joy to disaster affected areas.

We support the purchase of fishing vessels, fishing equipment and fixed fishing nets to assist the early recovery of the fishing industry. We award grants to students at fisheries high schools, provide a safe and secure environment for children to learn and play such as child care facilities, and support NPOs that help children such as Save the Children Japan. We engage in other various cultural and sports activities to bring smiles and joy.

Since 2014, we have been providing support for Challenged Sports in Iwate, Miyagi, and Fukushima prefectures, based on our desire to deliver hopes and dreams. We will donate the equivalent of 1 billion yen over the period of six years focusing on Challenged Athlete Subsidy aimed at supporting individual athletes and organizations, Challenged Sports Academy aimed at providing opportunities mainly for children to experience challenged sports and engage with athletes, and Challenged Sports Training Support aimed at popularizing, strengthening and supporting them.

In February 2021, thinking that there must be something we can do to help the efforts of these people in Tohoku, we started the "Mirai Challenge Program." To help build the future of Tohoku, this program will provide support through grants to people working toward regional revitalization in the prefectures of Iwate, Miyagi, and Fukushima.

SUNTORY
東北サンせん
プロジェクト
since 2011

■Result of Support

Recovery Support for the Fishing Industry

Donating to the reconstruction of the prefectures' fishing industries

To support early reconstruction through the auspices of prefectural governments, Suntory donated ¥3.0 billion to Miyagi Prefecture and ¥2.5 billion to Iwate Prefecture



Support to cover costs of acquiring fishing vessels

To ease the burden on fishermen, the Suntory Group is acting through the auspices of Miyagi Prefecture and Iwate Prefecture to shoulder a portion of the costs to acquire new fishing vessels. The Group is supporting the restoration of about 10,000 vessels of all sizes and types, from deep-sea tuna vessels to squid fishing vessels



Amount of support to cover costs of acquiring fishing vessels

Approx. **10,000** ships

Support to restore fishing-related facilities

Donations for the reconstruction of the fishing industry in Miyagi Prefecture and Iwate Prefecture are also used in the restoration of fixed fishing nets and aquaculture facilities



Amount of support for fishing vessels

Approx. **1,100** locations

Amount of support for fixed shore nets

Approx. **400** locations

Youth Support Initiatives

Scholarships for fisheries high schools

For five years beginning in 2012, the Suntory Group is providing free scholarships to disaster affected students at seven fisheries high schools

Number of scholarship recipients (total)

Approx. **3,000**



Support for building a place for children in Fukushima to learn and play

We build child care facilities, hold workshops conducted by various Suntory Group companies, provide training for instructors, excursions, etc. so that children in Fukushima Prefecture can learn and play in safety

Number of child care facilities built

5 facilities



Number of outdoor activity participants such as summer camps

Approx. **8,800**



Providing assistance to NPOs that support the children of Fukushima

We provide three year aid for organizations that provide intensive support to children in Fukushima Prefecture who have been living in evacuation centers for long period of time

Number of organizations that were awarded grants

57 organizations



Construction of Ishinomaki City Children's Center "Raitsu" and Yamada Fureai Center "Hapine"

We provided aid for the total cost of construction for the Ishinomaki City Children's Center "Raitsu" (Miyagi Prefecture) and Yamada Fureai Center "Hapine" (Iwate Prefecture) facilities that were planned and designed by the children

Number of Ishinomaki City Children's Center "Raitsu" users annually

Approx. **30,000**



Number of Yamada Fureai Center "Hapine" users annually

Approx. **60,000**

Cooperative program through music with the TOMODACHI Initiative

We are supporting students in disaster affected areas to attend music school in the United States with the cooperation of the TOMODACHI Initiative led by the US Embassy and U.S.-Japan Council. In the TOMODACHI Suntory Fukushima Mirai Music Program, we provide opportunities for the music club of Fukushima Futaba Mirai Gakuen High School to learn at workshops conducted by the New York Philharmonic orchestra in the United States



Donation

Approx. \$ **1,000,000**

Supporting Challenged Sports

Challenged sports experience classroom

We have been holding classes where children from Iwate, Miyagi, and Fukushima prefectures can experience playing various Challenged Sports together with challenged athletes from the Tohoku region

Number of participants

Approx. **1,000**



Visits by athletes

Athletes visit schools to provide children at elementary schools and junior high schools in areas affected by the disaster to allow them to experience wheelchair basketball and conduct boccia experience activities at special needs schools

Number of participants

Approx. **4,646**



Challenged athlete subsidy

We provide grants to individuals and organizations as a way to support the training of athletes on par with global standards and to develop and popularize challenged sports

Individual

Total **294** people

Organization

Total **129** teams



(As of January 2020)

Challenged sports training support

We support strengthening the base and improving the environment of Challenged Sports through renovating public facilities and donating sports wheelchairs in order to develop and popularize them

Hosting introductory workshops for wheelchair sports to cultivate challenged sports coaches in each prefecture



Sports wheelchairs

35

STT table-tennis tables

5

Facility renovations

3 locations

Introductory Workshop to Wheelchair Sports

Held 13 times

Support through Culture, the Arts and Sports

Vienna Philharmonic & Suntory Music Aid Fund

Together with the Vienna Philharmonic Orchestra, Suntory is providing aid for music-related initiatives and is bringing concerts to the disaster affected areas

The number of attendees at Concerts for Kids

Approx. 14,000



Performance held by Vienna Philharmonic & Suntory Music Aid Award activities

128 organizations



Suntory and Japan Kogei Association Omoshiro Bijutsu Classroom in Tohoku

The Suntory Group conducted visit to schools by designated Preservers of Important Intangible Cultural Properties (also known as Living National Treasures) and other traditional handicraft artists

Number of participants in the Omoshiro Bijutsu Classroom

Approx. 1,200



Suntory Museum of Art Traveling Exhibition

We hold exhibitions of Japanese art with items in the collection of Suntory Museum of Art in Sendai City and Koriyama City

Number of visitors

Approx. **14,000**



Michinoku Wind Orchestra

We operate a project which provides an opportunity for junior high and high school brass band members in disaster-affected areas to ultimately perform at Suntory Hall afterpractice.

Number of participants

Approx. **350**



Music for Everyone Concert held by Suntory and the Sendai Philharmonic Orchestra

Touring concerts were held for disaster affected area in Tohoku from 2016 through collaboration with the Sendai Philharmonic Orchestra centrally located in Sendai.

Number of participants

Approx. **4,000**



Inviting the people from the disaster affected areas to cultural and sports events

We invited the people from the disaster affected areas to cultural events, such as Suntory Presents Beethoven's 9th with a Cast of 10,000, and sports events, such as Suntory Dream Match and international rugby match

Number of visitors to cultural events

Approx. **9,400**



Number of visitors to sporting events

Approx. **21,500**



Holding sports workshops

Each year we hold volleyball, rugby and baseball workshops led by Suntory's sports teams in disaster affected areas

Sports workshop participants and competition attendees

Approx. **6,200**



Mirai Challenge Program

Thinking that there must be something we can do to help the efforts of these people in Tohoku, we started the "Mirai Challenge Program"

This new program will award a total of approximately

100 million JPY over

three years from July 2021 to June 2024 (approx. 30 million JPY per year) to groups or individuals seeking to start new projects to revitalize the local community in Iwate, Miyagi and Fukushima prefectures.



Disaster Recovery Support

Suntory "Land of Water" Kumamoto Support Project

Supporting Kumamoto Earthquake Recovery Efforts

Suntory Holdings Ltd. started Group-wide recovery support activities as the Suntory Land of Water Kumamoto Support Project to support the revitalization of Kumamoto after the earthquake that struck in 2016.

We have delivered approximately 210,000 bottles of Suntory Tennensui mineral water in April 2016 and contributed 100 million yen in relief aid to municipalities affected by the Kumamoto earthquake in May 2016.

Thereafter, Suntory decided to provide additional support of ¥300 million in October 2016. We launched the Suntory Land of Water Kumamoto Support Project, and we will continue to focus on activities that ensure the sustainability of groundwater in the Kumamoto region as well as those that support the livelihoods of the community members in affected areas through culture, arts, and sports based on the desire to contribute to the recovery of the prefecture as a company with the Suntory Kyushu Kumamoto Plant located in Kumamoto.



■ More information about these initiatives

Activities to Contribute to Sustainability of Groundwater in the Kumamoto Area

Suntory Kumamoto Groundwater Mirai Project

「サントリー熊本地下水みらいプロジェクト」



Recovery of Winter Rice Fields



Renovations



Planting Event



Long Awaited Harvest

Activities to Support the Mind and Body Through Culture, Arts and Sports

Holding sports classes

We hold volley ball and rugby classes by Suntory's sports teams and baseball classes in disaster affected areas.

Number of participants

Approx. **2,200**



Suntory SUNGOLIATH
Rugby Classes



Watching tour of RUGBY WORLD CUP
JAPAN 2019 with Suntory SUNGOLIATH



Suntory SUNBIRDS
Volleyball Classes

Suntory Dream Match Live



Vienna Philharmonic Recovery & Remembrance Concert

In cooperation with the Vienna Philharmonic Orchestra, we established a fund, and, in addition to presenting performances by orchestra members, we provided grants and technical support to local organizations.

Number of participants

Approx. **1,300**



Recovery & Remembrance Concert Led by Super Kids Orchestra Yutaka Sado

Supporting recovery concert activities since 2015 by Super Kids Orchestra led by international conductor and Super Kids Orchestra Artistic Director Yutaka Sado.



Number of participants

Approx. **3,000**

"Minna no Machi" concerts held through the cooperation of Kumamoto Prefectural Theater, the Kyushu Symphony Orchestra, and Suntory

We have been holding concerts at elementary schools, public halls, and other locations around the Kyushu Kumamoto Plant in cooperation with Kumamoto Prefectural Theater and the Kyushu Symphony Orchestra since 2018.



Number of participants

Approx. **3,000**

Community Support

Support Activities Using Suntory Capital Expanded with Focus on Kashima, Mashiki and Mifune around the Kyushu Kumamoto Plant in Kyushu

In cooperation with Suntory Flowers, we deliver flower seeds and flower pots to local people and hold workshops



Everyone Afflicted by the Disaster from Kashima, Mashiki and Mifune around the Kyushu Kumamoto Plant in Kyushu Invited to a Plant Tour

Invited people living in temporary housings in Kashima, Mashiki and Mifune around the Kyushu Kumamoto Plant



Number of participants

Approx. **850**



Five years after the Kumamoto Earthquake, and beyond.

In 2021, Suntory, as a local company, will continue to think about the future of Kumamoto together with the next generation and continue our efforts to be close to the community.

To Create Harmony with Society: Cultural and Social Contribution

Contributions to Local Communities

Coexisting with Communities around Our Plants

The Suntory Group's major plants are making efforts to engage in dialogue with local residents. We also work to provide venues for interacting with the local community through measures such as opening parks and trails created at our plants. We have third parties conduct environmental impact assessments when we construct new plants and work to get the understanding of the people who neighbor the site. We also make efforts to harmonize the plants with nature by preserving the sites' biodiversity and pursuing greening initiatives on their grounds.

■ Promoting Greening of Plants

Suntory Group's plants consider biodiversity and promote greening that is in harmony with local environment, receiving awards in various locations as model green plants.

Model greening plant commendation (hosted by Japan Greenery Research and Development Center)

Year of commendation	Plant of commendation	Name of commendation
1987	Suntory Tonegawa Brewery	Tokyo Commerce and Industry Bureau Director's Award
1989	Hakushu Distillery	Prime Minister's Award
1993	Azusa-No-Mori Plant	Minister's Commerce and Industry Prize
2002	Yamazaki Distillery	Minister Prize of Economic, Trade and Industry
2006	Kyushu Kumamoto Plant	Japan Greenery Research and Development Center Award
2008	Takasago Plant	Japan Greenery Research and Development Center Award
2014	Suntory Tonegawa Brewery	Minister Prize of Economic, Trade and Industry
2014	Kyushu Kumamoto Plant	Minister Prize of Economic, Trade and Industry
2014	Haruna Plant	Japan Greenery Research and Development Center Award
2019	Kyushu Kumamoto Plant	Prime Minister's Award

Other greenification commendations

Year of commendation	Plant of commendation	Name of commendation	Hosted by
1986	Kyushu Kumamoto Plant	Kyushu Bureau of Economy, Trade and Industry Greenery Award	Kyushu Bureau of Economy, Trade and Industry
1997	Suntory Tonegawa Brewery	National Arbor Day Awards Grand Prize in the Contest for Environmental Greening	Gunma Prefecture
2005	Kyushu Kumamoto Plant	Prize for Kumamoto Scenery/Prize for Local Scenery	Kumamoto Prefecture
2011	Okudaisen Bunanomori Natural Mineral Water Plant	Award from The Japanese Society of Revegetation Technology (Technology Award)	The Japanese Society of Revegetation Technology

■ Dialogue with Customers through Plant Tours

We offer plant tours of our breweries, whisky distilleries, wineries, and natural mineral water plants so that more people can become familiar with our dedication to good taste and safety, our concern for the environment, and the approaches we take through our products. While viewing our production processes, visitors will be provided with easy to understand explanations about the detail that goes into our work and enjoy tasting and other activities. In addition, special seminars to learn the commitment toward brewing beer and ways to enjoy whisky are held, attracting approximately 660,000 visitors each year.



Natural mineral water plant tour



Special seminar held at a beer plant

To Create Harmony with Society: Cultural and Social Contribution

Supporting Challenged Sports

The Suntory Group started supporting challenged sports in 2014 as part of our recovery support for the disaster-stricken Tohoku region.

In 2015, we have worked broadly in efforts such as expanding and strengthening our initiatives while bringing together athletes to reach beyond the framework of recovery support.

■ PASSION FOR CHALLENGE — Reaching for Dreams United —

Challenged athletes have the resolve to persevere beyond any limitations regardless of disability.

Suntory has been forging avenues to a variety of new fields since its founding based on the Yatte Minahare challenging spirit.

This is exactly the reason Suntory empathizes with the passion and perseverance of these athletes. We are broadening these activities based on our desire to support the athletes to overcome any challenges and support their infinite potential.

1. Official Partner

- (1) Japanese Para-Sports Association (From 2015)
- (2) Japan Wheelchair Basketball Federation (From 2015)
- (3) Wheelchair Basketball Teams: Miyagi MAX and TEAM EARTH (Fukushima)
Russell Iwate and SCRATCH (From 2015)
- (4) Japan Table Tennis Federation For Intellectual Disability (From 2020)



2. Hands-on Classrooms

We have held more than 47 hands-on basketball clinics by inviting instructors from Miyagi MAX and other teams to teach at elementary and junior high schools as well as other public facilities, to cultivate awareness and popularize challenged sports.

We also offer experience in a broad range of competitions from blind soccer and blind marathons to chair skiing and boccia.

Number of Participants: Cumulative Total of Approx. 5,500
(As of January 2020)



3. Suntory Challenged Athlete Subsidy

We provide grants to Iwate, Miyagi, and Fukushima prefectures with the aim of training and empowering athletes at a global level.

Grant Recipients: 294 Individuals/129 Organizations (Total of approx. 206,000,000 yen)

(As of January 2020)



4. Introductory Workshop to Wheelchair Sports (Offering to Persons with No Experience and Supports of Wheelchair Sports)

The goal of these workshops is to expand the range of wheelchair sports. 13 clinics have been held in Iwate, Miyagi and Fukushima prefectures up until now by inviting Daisuke Hashimoto, who acquired a rehabilitation sports instruction license from the German Paralympic Committee, as the instructor.

5. Sports Equipment Donations/Sports Facility Renovations

Suntory has donated sports equipment such as competitive wheelchairs to Iwate, Miyagi and Fukushima prefectures and conducted renovations of facilities, including the gymnasium where Miyagi MAX trains in order to facilitate an appropriate challenged sports environment.

Facility renovations: 3 locations; Sports wheelchairs: 35; STT table-tennis tables: 5



6. Event Sponsorship

We sponsor and support the operation of the events below to popularize wheelchair basketball as well as put in place a competitive environment.

We are conducting various initiatives to bring even greater affinity to these sports. (FY2019 Results)

(1) Wheelchair Basketball Championship Emperor's Cup

Sponsorship of the competition and expansion of various measures as a special sponsor

- Wheelchair Basketball Hands-on Booth Exhibition and Give-away Sample Program

A Wheelchair Basketball Experience Corner with VR video gives everyone a first-hand simulated experience from the eyes of the athlete during a match

- Suntory Wheelchair Basketball Corner

Hands-on shooting corner installed for everyone to try shooting hoops from an actual wheelchair

- Secondary Awards

Winners of the MVP, Score Leader and Special Suntory Yatte Minahare-Go for it Prizes receive 1-year of suntory products

(2) International Women's Wheelchair Basketball Friendship Games OSAKA CUP

(3) World Challenge Cup International Wheelchair Basketball Competition

(4) Kitakyushu Champions Cup International Wheelchair Basketball Competition

7. Employee Participation and Enlightenment

(1) Suntory conducted hands-on wheelchair basketball clinics as well as demonstrations through National Team athletes at the softball competition for employees of the Suntory Group who work in the Kanto region (approx. 3,600). The rugby and volleyball teams from Suntory participated to bring about an exchange through sports which eliminates any boundary felt due to a disability. (Conducted since 2015)



(2) Competition Spectators (Number of Participants Watching and Cheering on Athletes in 2018: Approx. 510)

The Japan Para Championships (2015), Kitakyushu Champions Cup International Wheelchair Basketball Competition (2015), 2015 IWBF Asia-Oceania Championship Cup (2015), International Women's Wheelchair Basketball Friendship Games OSAKA CUP (2016, 2017, 2020), Japan Wheelchair Basketball Championship (2016, 2017, 2018, 2019) and the World Challenge Cup International Wheelchair Basketball Competition (2017, 2018, 2019) were widely announced to employees.



(3) Competition Volunteers

A total of 15 people participated in the All-Japan Wheelchair Basketball Championship (2016), the Japan Wheelchair Rugby Championships (2016) and hands-on classrooms.



8. Video Produced to Explain Wheelchair Basketball Rules

Suntory produced a video to describe the rules of wheelchair basketball in an easy-to-understand manner through animation to show at competitions such as the All-Japan Championships to bring greater awareness to wheelchair basketball.



9. A VR Video Gives Everyone a First-hand Perspective from the Eyes of Wheelchair Basketball Athlete During Competition

Suntory produced a VR video with the participation of Japan National Team members (2016) to simulate the perspective of the athletes during a match to demonstrate the intensity and grace of wheelchair basketball.



10. Publishing OUR PASSION Project Series on the Suntory Homepage

We publish OUR PASSION about perseverance through interviews with athletes and staff who are involved with Suntory Challenged Sports Projects to bring enlightenment and popularize both the players and the sports.



11. Activity Support for Challenged Athlete Mami Tani (Formerly Mami Sato)

Mami Tani participated in 3 Paralympic Games in a row with a long jump. She turned to paratriathlon from 2016, participated in the 2020 Tokyo Games where she gave a bid speech, and served as the flagship of the Japanese team at the opening ceremony. She is also engaged in a variety of CSR activities, including disaster recovery assistance.



12. Start up “Parasports Design College”

Co-sponsored by Athletic Communication Co., Ltd. which operates the internet sports media “SPORTS BULL”, this is a year-long project in which university students, who will lead the next generation, will think, take action, and communicate about a symbiotic society using para-sports as a starting point. Focusing on wheelchair basketball, university students themselves will broadcast live games and interview athletes, and will continue to disseminate various contents. We hope that university students will think and communicate on their own, which will lead to the learning of university students for the appeal of para-sports.



To Create Harmony with Society: Cultural and Social Contribution

Employee Volunteer

Employee Volunteer Activities

■ Basic policy

The Suntory Group conducts a wide range of social contribution activities based on its spirit of Giving back to Society, but a relationship between society and every Group employee is also important.

We actively suggest that employees use time created through work style reform promoted throughout the entire Group to participate in employee volunteer activities to discover new value and serve as opportunities for individual growth.

■ Providing Opportunities to Volunteer

We launched the internal company website Suntory Volunteers. In addition to volunteer information, we post information that allows users to learn about actual volunteering experience through formats such as "Volunteer Activity Diary," "Experience Reports," and "Volunteer Roundtable" based on the catchphrase "It is enriching to be able to use my abilities outside of work."

Additionally, Suntory Volunteers has partnered with Volunteer Web (provided by the Japan Philanthropic Association) to use its activity introduction and application system.

We have worked with NPOs to create a package of programs for The Let's Cut Fabric and Picture Book Delivery international contribution volunteer activities, and posted them on "Suntory Volunteers" so that employees themselves can hold the events at locations of their own choice. Furthermore, we established the Volunteer Leave Program as part of this support system.



Internal Volunteer information Site
Suntory Volunteers



Volunteer Web

Suntory Natural Water Sanctuary Forest Maintenance Volunteer Activity

We held this volunteer activity for the purpose of making our employees understand and experience just how serious Suntory is about how to live in harmony with nature. By cutting the evergreen shrubs, we allowed the sunlight to reach the soil and promoted the growth of various types of vegetation including deciduous broad-leaved trees.



Volunteer Activity at Natural Water Sanctuary Hyogo Nishiwaki Monryuzan

Food donation drive

As part of our volunteer program, we wrote letters and donated food to single-parent households at the end of last year.



Volunteer Activity to Provide Disaster Support

In addition to the donation contributions and product supply implemented by the company with an aim to support recovery from the torrential rains in western Japan in 2018 and typhoon No. 19 in 2019, individual employee volunteers also took part in on the ground recovery effort.

In two years, more than 200 employees took part in assisting impacted homes with mud removal from beneath floors, clearing of furniture, the cleaning of apple fields, and other tasks in places such as Okayama Prefecture, Tochigi Prefecture, and Nagano Prefecture.

(Since 2020, we have suspended our volunteer activities due to the COVID-19 pandemic.)



Disaster volunteers in 2018 and 2019

Kumamoto Flower Project Volunteer Activity

This activity was conducted in collaboration with Suntory Flowers as part of the Suntory "Land of Water" Kumamoto Support Project. We delivered flower seedlings to temporary housing facilities in Mashiki, Kashima, and Mifune, three towns near the Kyushu Kumamoto Plant which particularly received extensive damage during the Kumamoto Earthquake, and planted *Safinia* with local residents.



Planting flowers at a temporary housing facility in Kumamoto

Hojukai Assisting with Window Cleaning at Senior Care Facilities and Nursery School Sports Events

Each year Suntory Group employees perform gardening, window cleaning, provide management support for sports events, and other work together with facility staff at elderly care facilities and child daycare centers operated by the social welfare organization Hojukai. Also, new employees of the Suntory Group also participate in volunteer activities such as road cleaning and weed removal after receiving training at each facility regarding the history of the Hojukai and the founders' ideas about social contribution.



Volunteers busy cleaning windows



Volunteers at work planting flowers and pulling weeds



Volunteers at a sports event held at Tsubomi Nursery School

Volunteering to run events for groups that won the Suntory Prize for Community Cultural Activities

We work to improve communications with local communities and deepen our understanding of local culture by volunteering to run events for groups that won the Suntory Prize for Community Cultural Activities. (Since 2020, we have suspended our volunteer activities due to the COVID-19 pandemic.)



Gatlympics competition volunteers



Innoshima Suigun Matsuri operations volunteers

Beautification Activities at Offices

The Suntory Group's offices in Japan engage in environmental beautification efforts by cleaning up the vicinity and participating in garbage cleanups organized by local governments. In November 2018, Suntory participated in the Tokyo Bay Cleanup Campaign, which it has been supporting and co-sponsoring from 2003, with employees and 23 family members joining local residents and businesses, and ultimately gathering roughly 170kg of litter. (Since 2020, we have suspended our volunteer activities due to the COVID-19 pandemic.)



Musashino brewery employees and family members help clean up the banks of the Tama River



Ujigawa Plant employees help clean up around the factory

■ Volunteer Activities by Group Companies in Japan

P LOVE GREEN — Pronto Corp.

We announced the P LOVE GREEN campaign after reviewing the basic principles to become a junction to bring about creation for the future by providing peace and joy to the minds and bodies of customers as well as the origins of Green, which is the brand color of Pronto, in April 2010. This activity is a project unique to Pronto for the purpose of being kind to people and the environment while offering excitement that has been named P LOVE GREEN. This project broadens the provision of menus, goods, in-store environment, and entertainment and even community contribution activities.

We also contributed to greenification business after the Great East Japan Earthquake, starting with donations to the Tokyo Green Project in 2010 as one of our activities. In 2012 and 2015, we received a gratitude letter from the Minister of Agriculture, Forestry, and Fisheries. In addition, because disasters have occurred in various places each year, we have been working with local children since the Great East Japan Earthquake occurred in March 11, 2011 mainly on tree-planting activities to restore the greenery of each disaster-stricken area.



Tree planting

Supporting the Kiritappu Wetland National Trust — Häagen-Dazs Japan, Inc.

Häagen-Dazs Japan has been providing support for the Kiritappu Wetland National Trust in Hamanaka, Akkeshi since 2007 for the Kosen ward of Hokkaido, which is a production area of milk used as an ingredient for ice cream. Kiritappu Wetland has also been registered in Ramsar Convention in 1993 as the third largest wetland in Japan. Our employees are conducting volunteer activities to preserve the scenery of the wetlands by repairing the boardwalk together with the local people every year in addition to providing financial support. These volunteer activities are planned to be continued every year with 2018 being the 12th year of these activities.



Landscape repair of boardwalk (2014)

Donations of Ice Cream to Food Bank — Häagen-Dazs Japan, Inc.

In 2018 and in 2019, Suntory and Haagen-Dazs employees volunteered together for a food bank and visited orphanages and maternal and child care facilities to deliver Haagen-Dazs ice cream.



*Food bank activity: An activity during which food products are provided to social welfare facilities, etc. These donated food products were previously discarded in spite of no safety issues in the manufacturing and distribution processes.

Supporting the Revitalization of Communities with Flowers — Suntory Flowers Ltd.

Suntory Flowers is providing flowers for areas such as parks to allow even more people to experience a life in a community with flowers. The Red Flower Project has expanded throughout Japan since 2012 to play a role in revitalizing communities by planting flowers in parks and public facilities in each area of Japan under the slogan, "Revitalizing Japan with Red Flowers!" We donated Surfinia Red flowers to organization in each community in Japan. From 2015, we have expanded the scope of our activities even further to engage in "Big Flower Project." In addition, we will continue our activities from 2019 to make as many people smile as possible through the power of flowers, focusing on reconstruction assistance in Tohoku and Kumamoto as part of the Tomorrow's Flowers Project.



Red Flower Planting Project

■ Volunteer Activities by Overseas Group Companies

At Beam Suntory, some 2,000 employees from 55 regions across 14 countries participated in clean-up activities and disaster support during its April 2019 "Together for Good" initiative.

At Suntory Beverage & Food Asia in Vietnam, volunteer activities were organized in conjunction with the expansion of the Suntory *Mizuiku*-Education Program for Nature and Water. Suntory Beverage & Food Europe volunteers participated in food banks, beach cleaning, and other activities.

Also, coordinators around the world responsible for promoting volunteer activities came together for the Global Volunteer Meeting to study future volunteer activities.



Clean-up at Beam Suntory



River cleaning at Suntory Beverage & Food Europe



Global Volunteer Meeting