

Charitable Trust “Suntory Fund for Bird Conservation” to Start Accepting Applications for FY 2022 Grant Programs

- The Fund launches “Global Application Scheme” under the “Bird Conservation Groups Activities Grant” category, welcoming applications from overseas organizations -



(Left) Grey-faced Buzzard is a type of hawk that reproduces in Japan and migrates to Southeast Asia in the fall. Protection of these migratory birds require cross-border conservation activities.

(Right) Attracting Short-tailed Albatross to a new breeding location conducted by Yamashina Institute for Ornithology (Photo courtesy of Yamashina Institute for Ornithology)

TOKYO (August 3, 2021) – Charitable Trust “Suntory Fund for Bird Conservation,” established by Suntory Holdings, will start accepting applications for the FY2022 grant programs from September 1st. A total of approximately 40 million Japanese yen will be granted 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. The company established the “Suntory Fund for Bird Conservation” in 1989, later registered as a Charitable Trust in 1990, to promote environmental conservation through providing grants to various bird conservation activities. To date, the Fund has granted a total of approximately 600 million Japanese yen to a total of 451 organizations.

This time, the Fund has launched a “Global Application Scheme” under the “Bird Conservation Groups Activities Grant” category, accepting applications from overseas bird conservation organizations*. While the Fund has provided grants to wild bird conservation activities and research conducted overseas in the past, it will further expand its support to various bird conservation activities globally through this new scheme.

*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,” advocating the tragedies that happen 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.

Suntory conducts forest management in 21 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 to manage the forests and conserve the environment in these sanctuaries. In the “Suntory Natural Water Sanctuaries,” the company also nurtures young Raptores 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](#).

<Details of the “Suntory Fund for Bird Conservation”>

For further information on applying to the FY2022 grants, please refer to the Fund’s webpage (<http://www.koueki-suntory-aityou.jp/en/>).

A total of approximately 20 million Japanese yen is expected to be granted to the “Bird Conservation Groups Activities Grant” category, a total of approximately 2 million Japanese yen to the “Regional Bird-watching Activities Grant” category, and a total of approximately 20 million Japanese yen to the “Waterfront Large Bird Conservation” category.

Application is open from September 1st to October 15th, 2021 Japan time and results are expected to be announced in December 2021.

About Suntory Holdings

As a global leader in the beverage industry, Suntory Holdings offers a uniquely diverse portfolio of products from premium spirits, beer and wine to brewed teas, bottled water, 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 in Japan and the Asian market with our *Premium Malt's* beer and also owns the exceptional Japanese wine *Tomi* and the world famous *Château Lagrange*. Its brand collection also 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 \$20.4 billion in 2020. Suntory is driven by *Yatte Minahare* - the spirit of bold ambition - and our 40,044 employees worldwide draw upon our unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

As a company that delivers blessings of water and nature to our customers, Suntory is committed to its mission to create harmony with people and nature. Always aspiring to grow for good, Suntory is devoted to giving back to society through protecting water resources, nurturing its communities and fostering the arts.

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