

SUNTORY

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Charitable Trust “Suntory Fund for Bird Conservation” Announces Recipients of FY 2022 Grant Programs



(Left) Increasing environmental awareness of local children in the Philippines

(Right) *Gallirallus calayanensis*

Photo courtesy of Isla Biodiversity Conservation, Inc. / Yamashina Institute for Ornithology

Tokyo, JAPAN (April 11, 2022) – Charitable Trust “Suntory Fund for Bird Conservation,” established by Suntory Holdings, today announced the recipients for the FY2022 grant programs. This fiscal year, a total of 42.4 million Japanese yen will be granted to 21 projects across three categories – “Bird Conservation Groups Activities Grant,” “Regional Bird-watching Activities Grant,” and “Waterfront Large Bird Conservation”.

Recognizing that wild birds are barometers of the environment, Suntory started its bird conservation activities in 1973. 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. The Fund has granted a total of approximately 600 million Japanese yen to a total of 451 organizations by FY 2021.

This year, the Fund launched a “Global Application Scheme” under the “Bird Conservation Groups Activities Grant” category, accepting applications from overseas

bird conservation organizations*. Under this scheme, three overseas organizations were chosen for this year’s grant program. The Fund will continue to support various bird conservation activities globally.

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

<About Suntory’s bird conservation activities>

In 1973, Suntory started the “Save the Birds! Campaign” on newspaper advertisement with a slogan “Today Birds, Tomorrow Humans,” 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. At the “Suntory Natural Water Sanctuaries,” the company also nurtures young Raptors such as eagles and hawks which top in the ecosystem pyramid under the “Eagle/Hawk Nurturing Support Program” by creating a rich and well-balanced natural environment suited for nesting, feeding and child-rearing.

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

<List of recipients for “Suntory Fund for Bird Conservation” FY 2022 Grant Programs >

“Bird Conservation Groups Activities Grant” Category

(13 projects, total amount of grants: 21.1 million Japanese yen)

Name of organization	Scope of activity	Grant amount
Japanese Society for Preservation of Birds (JSPB)	Research and conservation activities of endangered birds in Amami Oshima	2 million yen
Royal Society for Protection of Nature	Establishment of ex situ conservation measures for the endangered white-bellied heron	2 million yen
Islands care	Conservation project to prevent the extinction of Ogasawara greenfinch	2 million yen
Inter-institutional Panel on Population Management of the Oriental White Stork (IPPM-OWS)	A project to form an Oriental White Stork conservation network in East Asia	2 million yen

NPO Miura Peninsula Biodiversity Conservation Network	Let's welcome back the Grey-faced Buzzard to fallow rice paddies! Yatoda regeneration activity to resume the breeding (also known as the Grey-faced Buzzard Project)	2 million yen
Japanese Association for Wild Geese Protection	Lesser Snow Geese Restoration Project in East Asia and Raising its Awareness	2 million yen
(Public Corporation) Toyama City Family Park Zoo	Establishment of breeding technologies with a view to returning gray parrots to the wild	1.9 million yen
Japanese Association of Zoos and Aquariums	Development of technology for the creation of Japanese Rock Ptarmigan that can be released into the wild	1.8 million yen
Isla Biodiversity Conservation, Inc.	Citizen science and education for the protection of the Calayan rail	1.6 million yen
Philippine Eagle Foundation	Measures to prevent electrocution of Philippine eagles on Mindanao Island and the conservation and regeneration of biodiversity-rich primeval forests	1.5 million yen
Yamashina Institute for Ornithology	Genetic analysis for conservation in endangered small birds	1 million yen
Water Birds Study Group Japan	Fact-finding survey on little tern foraging and resting places	1 million yen
Certified NPO Nishichugoku Sanchi Natural History Society	Research and conservation of migratory birds in the Yawatakogen Highlands and educational activities	0.4 million yen

“Regional Bird-watching Activities Grant” Category

(6 projects, total amount of grants: 1.2 million Japanese yen)

Name of organization	Scope of activity	Grant amount
(NPO) Yasei Dobutsu Kyugo no Kai (Wild animal rescue club)	Publish and distribute picture books as a public awareness activity to reduce the number of wild birds hurt by cats	0.2 million yen
Bupposo no Sato no Kai (Oriental dollarbird club)	Conservation activities and environmental education for the Oriental dollarbird, which is designated as a natural treasure in Nagano Prefecture	0.2 million yen

(NPO) Nipponia Nippon Protection Association	Public awareness activities for returning the crested ibis to the wilds of the Noto Peninsula	0.2 million yen
Kagoshima Prefecture, Izumi City Kakusho Gakuen Crane Club	Survey by school students on the number of cranes and their family structure and distribution	0.2 million yen
Kagoshima Prefecture, Izumi City Takaono Junior High School Crane Club	Survey of the number of cranes coming to Izumi City	0.2 million yen
Izumi City Warabishima Elementary School Eco Club	Crane/bird watching and ecological surveys in and around wetlands	0.2 million yen

“Waterfront Large Bird Conservation” Category

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

Name of organization	Scope of activity	Grant amount
Toki no Mizube-Zukuri Kyogikai (Crested ibis waterside creation council)	Creation of a waterfront for the coexistence of crested ibis and people - Efforts to restore nature around the Tenno River basin -	10 million yen
(Foundation) Ecosystem Conservation Society-Japan	Stork settlement and wide-area network promotion project	10 million yen

About Suntory Group

As a global leader in the beverage industry, Suntory Group 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 *Tomii* 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 \$19.8 billion in 2021. Suntory

is driven by Yatte Minahare - the spirit of bold ambition - and our 40,275 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](#).