

Charitable Trust “Suntory Fund for Bird Conservation”
to Start Accepting Applications for FY 2024 Grant Programs



Japanese Crested Ibis, a species aiming to be returned to the wild in Sadogashima, Niigata, along with Honshu and other areas of Japan (Photo courtesy of Yoshihide Shibata, April 2023)

TOKYO, Japan (August 2, 2023) – Charitable Trust “Suntory Fund for Bird Conservation,” established by Suntory Holdings, will start accepting applications for the FY2024 grant programs from September 1st. A total of approximately 40 million Japanese yen will be granted across three categories “Bird Conservation Group’s 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 660 million Japanese yen to a total of 494 organizations.

In 2021, the Fund launched a “Global Application Scheme” under the “Bird Conservation Group’s Activities Grant” category to accept applications from overseas bird conservation organizations* and provided grants to organizations from overseas. The fund aims to continue supporting various bird conservation activities both in Japan and abroad and engage in bird protection activities.

*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 22 locations near its production sites across Japan called “Suntory Natural Water Sanctuaries,” where experts constantly conduct wild bird research. Data retrieved from this research is utilized as one of the guidelines to manage the forests and conserve the environment in these sanctuaries. In 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](#).

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

For further information on applying to the FY2024 grants, please refer to the Fund’s [webpage](#).

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 September 30th, 2023 Japan time and results are expected to be announced in late January 2024.

About Suntory Group

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

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

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

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