

## Charitable Trust “Suntory Fund for Bird Conservation” Announces Recipients of FY 2025 Grant Programs



(Left) The Rhinoceros Hornbill, an Iconic Bird of Borneo (Malaysia)

Photo courtesy: EXPLORE GAIA ENTERPRISE / (Certified NPO) Borneo Conservation Trust Japan



(Right) Coexistence with storks (Saga Prefecture, Japan)

Photo courtesy: Wild Bird Society of Japan, Saga Prefecture Chapter

Tokyo, JAPAN (April 21, 2025) – Charitable Trust Suntory Fund for Bird Conservation, established by Suntory Holdings, today announced the recipients for the FY2025 grant programs. This fiscal year, a total of approximately 41 million Japanese yen will be granted to 17 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 and restoration through providing grants to various bird conservation activities. In 2022, the Fund launched a Global Application Scheme under the Bird Conservation Groups Activities Grant category, accepting applications from overseas bird conservation organizations\*.

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

To date, the Fund has granted over 700 million Japanese yen to a total of 534 projects, including grants for FY 2025. The Fund will continue to support various bird conservation activities in Japan and globally.

### <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". It means the tragedies that happen to birds today, will also happen to humans tomorrow. The happiness that happens 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 to support a variety of activities.

Suntory manages a total of more than 12,000 hectares of forests across 26 locations near its production sites in Japan called Suntory Natural Water Sanctuaries, where experts constantly conduct wild bird research. The results of these research are utilized as one of the guidelines for forest maintenance and nature restoration. At these forests, 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](#).

### < List of recipients for Suntory Fund for Bird Conservation FY 2025 Grant Programs >

#### **Bird Conservation Groups Activities Grant category**

(12 projects, total amount of grants: 20.5 million Japanese yen)

<b>Name of Organization</b>	<b>Scope of Activity</b>	<b>Grant Amount (thousand yen)</b>
EXPLORE GAIA ENTERPRISE / (Certified NPO) Borneo Conservation Trust Japan	Improvement of nesting opportunities for endangered hornbills	2,000
Wildlife Science Conservation Center of Mongolia / (Foundation) Yamashina Institute for Ornithology	Spreading awareness for the conservation of rare bird breeding sites	2,000
Royal Society for the Protection of Nature, Bhutan / White-Bellied Heron Conservation Project	Establishment of captive breeding techniques for the endangered white-bellied heron in the Kingdom of Bhutan	2,000
Marine Bird Restoration Group	Aiming to establish a population estimation method for the Japanese Murrelet	2,000
Toyohashi Zoo and Botanical Park	Efforts to release artificially raised chicks into the wild	2,000
(NPO) Amami Ornithologists' Club	Surveying and researching the Amami woodcock, which inhabits the island's World Natural Heritage Site (Second year)	2,000

(Foundation) Yamashina Institute for Ornithology	Identification of ocean areas that can be used for conservation of the endangered albatross	2,000
Inter-Institutional Panel on the Management of Stork Populations (IPPM-OWS)	Survey of breeding status of storks at all breeding sites in Japan and development of a new stork conservation policy	2,000
Japanese Association for Wild Geese Protection	Restoration of Cackling Geese flocks in the Nanakita lowlands (their historical wintering grounds) and public awareness activities	2,000
Wild Bird Society of Japan, Saga Prefecture Chapter	Stork breeding support activities (on going from last FY)	1,000
(NPO) Study of Sandankyo and the Ota River Watershed	Conservation activities to help ensure the future of the crested kingfisher	800
Sapporo Maruyama Zoo	Establishment of rehabilitation techniques for protected individuals, etc. that are sick or injured	700

### Regional Bird-watching Activities Grant category

(3 projects, total amount of grants: 600 thousand Japanese yen)

Name of organization	Scope of activity	Grant amount (thousand yen)
Lagoon Subcommittee, Shimin Committee	Observation of Fukushima Lagoon and coexistence with wild birds	200
Swan Environment Protection Committee, Akatsuka Junior High School, Niigata City	Observation and care of swans	200
Village of the Grey-faced Buzzard Association	Experience the home of the Grey-faced Buzzard!	200

### Waterfront Large Bird Conservation category

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

Name of organization	Scope of activity	Grant amount (thousand yen)
(Foundation) Ecosystem Conservation Society-Japan	Project for dispersion of hooded cranes and white-naped cranes across their wintering grounds	10,000
Japanese Society for Preservation of Birds (JSPB)	Project to support the reintroduction and establishment of the Japanese crested ibis in the wild on Honshu	10,000

## About Suntory Group

As a global leader in the beverage industry, Suntory Group aims to inspire the brilliance of life, by creating rich experiences for people, in harmony with nature. Sustained by the gifts of nature and water, the Group offers a uniquely diverse portfolio of products, from award-winning Japanese whiskies Yamazaki and Hibiki, iconic American whiskies Jim Beam and Maker's Mark, canned ready-to-drink -196 (minus one-nine-six), The Premium Malt's beer, Japanese wine Tomi, and the world-famous Château Lagrange. Its brand collection also includes non-alcoholic favorites Orangina, Lucozade, Oasis, BOSS coffee, Suntory Tennensui water, TEA+ Oolong Tea, and V energy drink, 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 \$20.3 billion in 2024. Its 41,357 employees worldwide draw upon the unique blend of Japanese artisanship and global tastes to explore new product categories and markets.

For more information, visit [www.suntory.com](http://www.suntory.com) and [Drink Smart](#).

