

Suntory Holdings Limited

<https://www.suntory.com/csr/activity/environment/eco/forest/>



Policy for the future:

As a multifaceted food and beverage company that depends upon water, agricultural products, and other such blessings of nature, the Suntory Group has made “creating harmony with people and nature” its mission, aspiring to a society in which people and nature are mutually beneficial in an enduring, sustainable way that simultaneously enriches people’s lives while protecting the natural environment in all its biodiversity. To achieve this mission, we will engage in various activities that sustain the health of the natural ecosystem, especially its water, while never forgetting to show nature our respect and gratitude.

< Examples of Actual Initiatives >

◆ Natural Water Sanctuary Activities: The Future of Water and Life

Aiming to make water resources sustainable, the Natural Water Sanctuary program was launched in 2003 with the goal of enhancing water resource cultivation and protecting biodiversity.

In the forested water resource cultivation areas near our factories, we cultivate “more than twice the amount of groundwater drawn at domestic factories.” Today, the program extends to 21 locations in 15 prefectures, totaling nearly 12,000 ha.



The Forest's Ecological Pyramid: Protecting the soil and vegetation helps to protect the entire ecosystem

◆ Next-Generation Environmental Education: Suntory “Mizuiku” — Education Program for Nature and Water

The Suntory “Mizuiku” — Natural Water Education Program is a unique next-generation program through which children experience the wonders of nature and awaken to the importance of water and the forests that nurture groundwater, as they think about what can be done to preserve water for the future. The program, which centers on “Outdoor School of Forest and Water” and “Teaching Program at Schools”, has served a total of nearly 181,000 people to date.



◆ Bird Conservation Activities

Wild birds are said to be an indicator of natural environment.

We have been engaged in bird conservation activities to protect wild bird habitats since 1973.

In 1989, we established the Suntory Fund for Bird Conservation, a charitable trust, to provide support to bird conservation activities both within and outside Japan. It has resulted in various successes, such as activities that protect and strengthen the grey-faced buzzard population and efforts that enable the stork to live peacefully in stable communities.



< For the Future >

Our involvement in water resource cultivation, environmental conservation activities, and the Suntory “Mizuiku” — Education Program for Nature and Water is not limited only to Japan. Our activities are spreading globally to countries where the Suntory Group does business. In the future, the Suntory Group as a whole will continue its efforts to protect biodiversity in its increasingly global pursuit of water sustainability.



< Message for Society >

Bringing “Mizu To Ikiru” to the World

“Mizu to Ikiru” is our company’s promise to society. As such, we will continue to make global efforts to achieve a sustainable society in which people, communities, and nature co-exist.