

## Charitable Trust “Suntory Fund for Bird Conservation” Announces Recipients of FY 2024 Grant Programs



(Left) Proposed site for construction of breeding cages for White-Bellied Herons

Photo courtesy: Royal Society for Protection of Nature, Bhutan / White-Bellied Heron Conservation Project



(Right) Amami Woodcock wearing a colored foot ring and GPS

Photo courtesy: NPO Amami Ornithologists' Club

Tokyo, JAPAN (April 22, 2024) – Charitable Trust “Suntory Fund for Bird Conservation,” established by Suntory Holdings, today announced the recipients for the FY2024 grant programs. This fiscal year, a total of approximately 42 million Japanese yen will be granted to 23 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. The Fund has granted over 700 million Japanese yen to a total of 517 organizations by FY 2024.

In 2022, 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, one overseas organization was chosen for last year’s grant program, and three new organizations were chosen for this year. 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". 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 conducts forest management in 23 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 as one of the guidelines for forest maintenance and nature restoration. At these forests, 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 2024 Grant Programs >

#### "Bird Conservation Groups Activities Grant" Category

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

Name of Organization	Scope of Activity	Grant Amount (thousand yen)
Philippine Eagle Foundation	Measures to prevent electrocution of Philippine eagles on Mindanao Island and the conservation and regeneration of biodiversity-rich primeval forests	2,000
EXPLORE GAIA ENTERPRISE	Improvement of nesting opportunities for endangered hornbills in the Kinabatangan River basin in Malaysia	2,000
Royal Society for the Protection of Nature, Bhutan	Establishment of captive breeding techniques for the endangered white-bellied heron in the Kingdom of Bhutan	2,000
Toyohashi Zoo and Botanical Park	Captive breeding of the brown shrike	2,000
(NPO) Amami Ornithologists' Club	Surveying and researching the Amami woodcock, which inhabits the island's World Natural Heritage Site	2,000

(Foundation) Yamashina Institute for Ornithology	Identification of ocean areas that can be used for conservation of the endangered albatross	2,000
(Foundation) Toyama City Family Park Zoo	Establishment of breeding technologies with a view to returning gray parrots to the wild	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
(NPO) Bird Research	Survey of summer birds wintering on sustainable forest coffee plantations in the Philippines	1,570
Wild Bird Society of Japan, Saga Prefecture Chapter	Stork breeding support activities	1,540
(NPO) Study of Sandankyo and the Ota River Watershed	Conservation activities to help ensure the future of the crested kingfisher	890

### “Regional Bird-watching Activities Grant” Category

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

Name of organization	Scope of activity	Grant amount (thousand yen)
Gunma Prefectural Nitta Akatsuki High School, Humanities and Science Project K	Research on the reproductive ecology of the common kestrels breeding on the school grounds	200
Hiki Raptor Research Group	Creation of an awareness booklet summarizing the ecology of the endangered long-billed plover	200
Fussa Daigo Elementary School Birdwatching Committee	Birdwatching activities to foster students to have a rich love of nature	200
Tsukushino Biotope Project	Promote understanding of wild bird ecology in residential areas near major cities and understanding/protection of wild bird habitats, and carry out placement and management of nesting boxes	200
(Association) Dormouse & Wildlife Institute	Contributing to OECMs through wild bird surveys in the satoyama around Hokuto City, Yamanashi Prefecture, and providing biodiversity education at nature observation gatherings	200
(NPO) Japan Conservation Association for the Chinese Ibis	Awareness activities aimed at reintroducing Noto's Japanese crested ibises to the wild	200
Kyoto Prefectural Nishimaizuru High School Natural Sciences Club	Ecological survey of the streaked shearwater on Kanmuri-jima Island (Maizuru City) and activities to communicate the survey findings to the local community	200

Toyooka AgRestart	Educational program: “Let’s learn about the ecosystem by observing storks raising their young—symbiotic agriculture that is friendly to both humans and storks”	200
Yamasemi 22	Oriental dollarbird conservation and encouragement of bird-watching activities	200
Izumi City Kakusho Gakuen Crane Club	Investigation of crane numbers, family structures and state of dispersion	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 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 \$20.9 billion in 2023. Its 41,511 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](http://www.suntory.com), on [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).