

Presentation Title : Natural Water Sanctuaries, Rich in Biodiversity
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Abstract :

Since Suntory was founded in 1899, our mission has been to bring happiness into the lives of our customers by providing a range of alcoholic beverages and soft drink products. The corporate philosophy is "In Harmony with People and Nature." We aspire to coexist with all the people around the world and the magnificent nature that surrounds us, including water. Currently, the Suntory Group is actively promoting environmental management practices, showing our respect and gratitude for the blessings of nature and our wish to contribute for a sustainable society. Many of our businesses rely on such indispensable natural bounties as water and agricultural crops, and we believe that one of our most important duties is to pass on a healthy global environment to coming generations.

As a company whose whisky, beer, and soft drink businesses are positioned at the core of its operations, and as one whose CSR vision is expressed in the slogan "Bringing Water to Life," we are pursuing a wide range of initiatives that aim to achieve water sustainability. Since 2003, we have been recharging water resources at our Natural Water Sanctuaries, which yield water resource above and beyond the groundwater used at our plants. We already expanded the water recharge area to more than 7,600ha, thus achieving our initial goal of the project. We also take care of protection of biodiversity in our water resource area. The group has also enhanced its various water sustainability initiatives related to comprehensive quality control of water, water conservation in its plants, strict drainage controls, and its Water Education projects aimed at teaching the young generations about the importance of water. I'll introduce a part of our projects related to water and biodiversity.

