

# **Mizu To Ikiru**

**(Living with Water)**

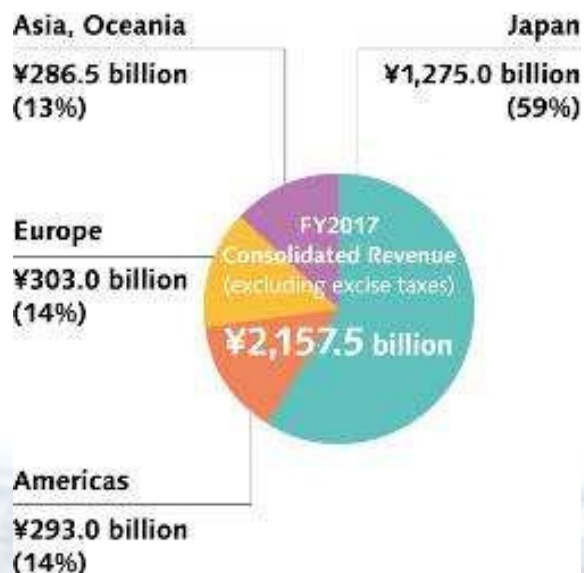
## **Suntory's Water Principles**

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7 February 2019

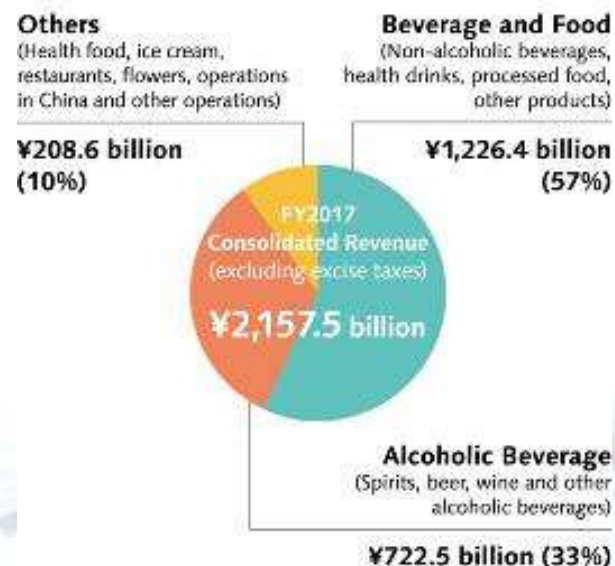
# Overview of Suntory Group



## Sales by Area



## Sales by Business Segment



# Founding of Suntory



Founder Shinjiro Torii  
(1879-1962)



1899  
Shinjiro Torii founds Torii Shoten in Osaka,  
and begins to produce and sell wine.



# Founding Spirit

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## **Yatte Minahare**

⇒ Working untiringly and sparing no effort to improve

## **Giving Back to Society**

⇒ Not only did Shinjiro want to provide high quality products and services he also wanted to contribute to the realization of a truly prosperous society





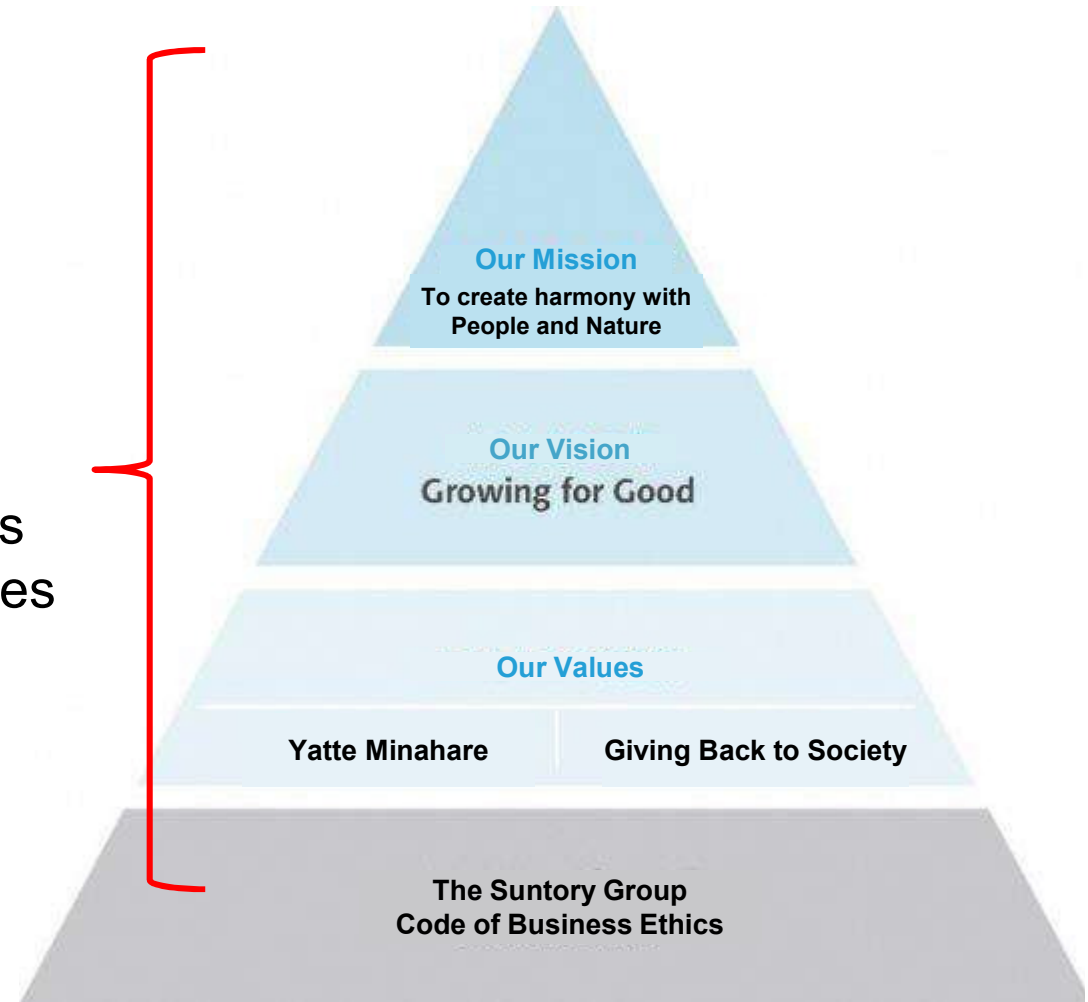
# Suntory Group's Philosophy

## Mizu To Ikiru

(Living with Water )

The words used to share ideas based on our corporate principles broadly across society

**“The promise with Society”**





# Suntory Group's Sustainable Water Philosophy

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**Water is the most important ingredient of our products, as well as a precious shared resource. In order to achieve “water sustainability”, the first pillar of Suntory Group's Environmental Policy, we want to share these values with all Suntory Group members and apply them where we operate in order to answer to our stakeholders' expectations.**

## **1. Understanding the natural cycle of water**

**We investigate watersheds around our sites to understand the local hydrological cycle, using a scientific approach when needed.**

## **2. Promoting environmentally conscious water use**

**We reduce the environmental impacts of water use on the natural water cycle by implementing 3R activities and returning water to nature after adequate treatment.**

## **3. Conserving watersheds**

**We conserve our watersheds and endeavor to improve local water quality and quantity in cooperation with stakeholders for a sustainable future.**

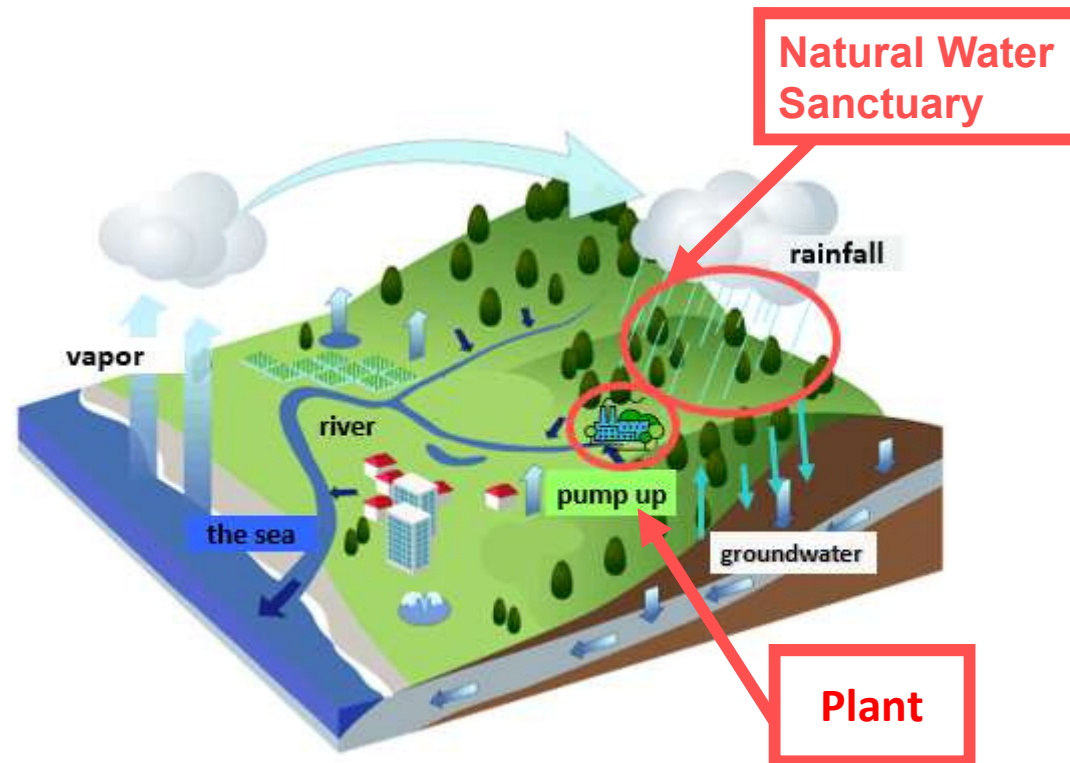
## **4. Engaging with the local community**

**We endeavor to support our community by fostering collective actions to solve water issues and enrich society.**

Formulated in January 2017



# Natural Water Sanctuaries



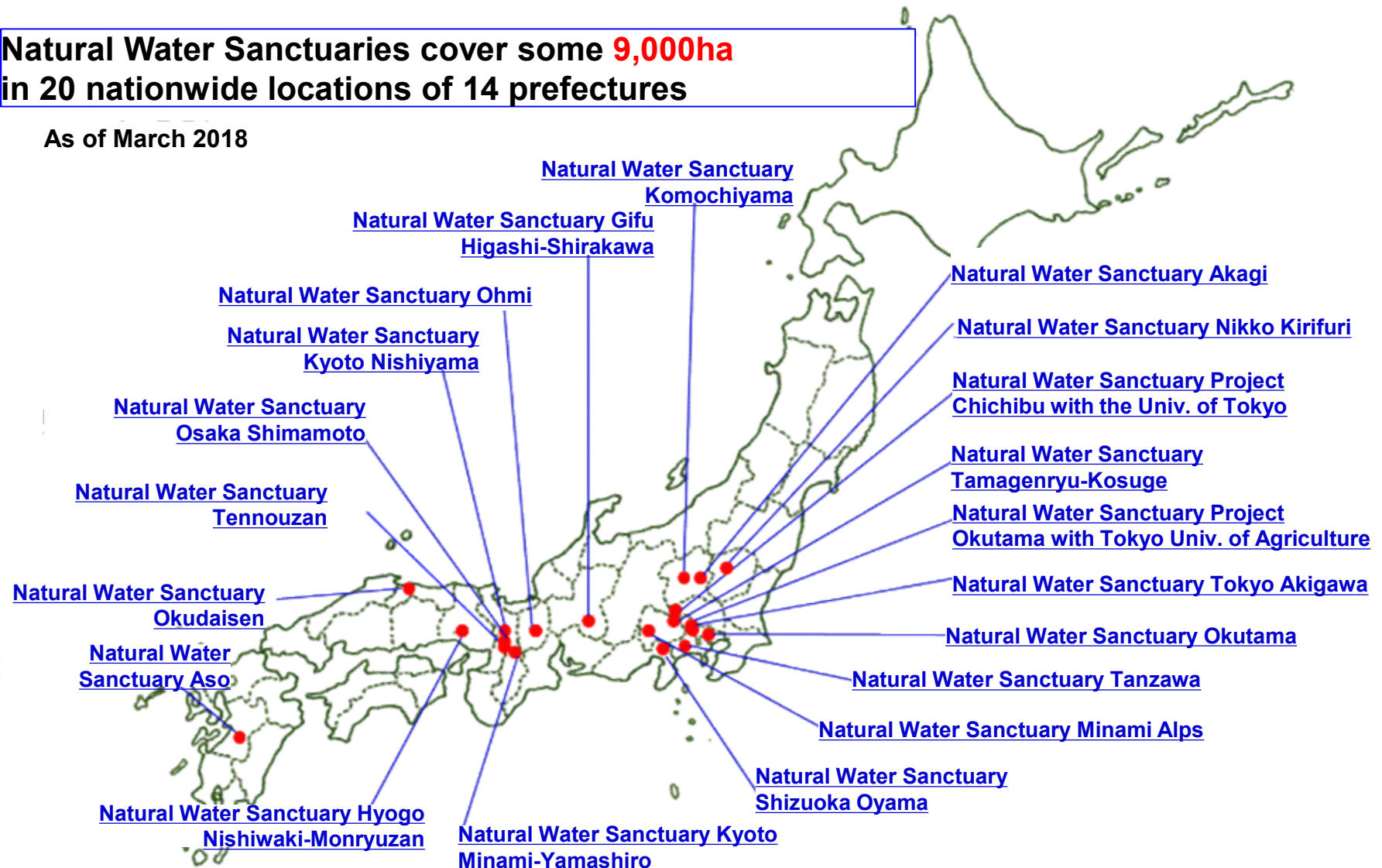
## Main goals

- Nurture our water
- Protect biodiversity
- Make forests resilient to flooding and landslides
- Improve CO2 absorption

# Natural Water Sanctuary Project

Natural Water Sanctuaries cover some **9,000ha**  
in 20 nationwide locations of 14 prefectures

As of March 2018





# Activities at Natural Water Sanctuaries



<Hydrological study>



<Tree thinning>



<Road making>



<Animal damage countermeasure>

# ”Mizuiku” (Water-based Environmental Education)

“Mizuiku” is a program for the next generation, enabling children to appreciate the wonders of nature, become aware of the importance of water and how water nurtures forests, and think about what can be done to protect the future of water.

**Mizuiku**

“Mizuiku” is a registered trademark

**Forest & Water School**

In 15<sup>th</sup> year since 2004

Some 25,000 students at 690 sessions



Schools

Hakushu Sch. (Suntory Natural Water Sanctuary Hakushu Plant)

Okudaisen Sch. (Suntory Natural Water Sanctuary Okudaisen Bunanomori Plant)

Aso Sch. (Suntory Kyushu Kumamoto Plant)

Targets: 3-to-6-grade elementary students and guardians

**School Visits**

In 13<sup>th</sup> year since 2006

Some 138,000 students at 1,800 schools



Schools

Metropolitan area, Keihanshin area, Yamanashi Pref., Tottori Pref., Kumamoto Pref., Aichi Pref., Gifu Pref.

Targets: 4-to-5-grade elementary students

# Global Initiatives on Water



## Beam Suntory Inc.



Maker's Mark distillery  
Natural Water Sanctuary

- Expanding activities to protect the water of lake in grounds of distillery
- Boosting activities, such as tree planting, to protect surrounding natural environment



## Suntory PepsiCo Vietnam Beverage



“Mizuiku” Environmental education for the next generation

- Arranging Japanese program based on area issues in Vietnam
- Raising awareness about improving hygiene and protecting water resources



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# SUNTORY



Thank you for listening.

