


Title of case study	“Bringing Water to Life”
Name of organization(s)	Suntory Limited
Business sector	Food and Beverages
Region(s) relevant to case study	<input type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
Country(s) relevant to case study	Japan
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input checked="" type="checkbox"/> Education and training <input type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input checked="" type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input checked="" type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>Suntory Limited is making the conservation of water resources the axis of its environmental activities in line with its corporate message “Suntory, Bringing Water to Life”.</p> <p>As a corporation that depends highly on water for the production of its whiskey, beer, wine, non-alcoholic beverages, and foods, Suntory is committed to safeguarding the Earth’s precious water resources.</p> <p>Suntory uses water that flows from the heart of the Kaikomagatake mountain in the Minami Alps. Great tasting water is an indispensable factor in Suntory’s</p>

	<p>manufacturing process. The company understands that forests play a critical role in restoring ground water. To cultivate this important resource, Suntory includes forest conservation among its environmental projects. Working in collaboration with local communities, the Suntory Forest of Natural Water project is a forestation activity that both cultivates forests that are highly functional as natural water sanctuaries and conserves biodiversity. Suntory’s forest preservation activities seek to generate more groundwater than the amount used by its plants, and Suntory plans to expand its area of natural water sanctuaries to approximately 7,000 hectares by the end of 2011.</p> <p>Suntory also runs a program of “Outdoor School of Forest and Water” which is designed to teach children about the prime importance of the planet’s water and forests. Suntory offers outdoor excursions to engage children first-hand about the forest and water resources, as well as “travelling classrooms” designed to teach children about water starting with surroundings familiar to them.</p>
<p>Cost-benefit</p>	<p>Suntory depends critically on a reliable and ample supply of fresh water as one of the most important ingredients that goes into its beverage and food products. As a company that utilizes a limited resource, Suntory’s initiatives to use less water and protect water sources and forests is an essential part of its business planning and strategy.</p>
<p style="text-align: center;">CLICK FOR MORE INFO</p> 	



Source: www.suntory.com

Disclaimer: These business cases have been cited to raise awareness about the engagement of the private sector in climate change adaptation. The information in the business cases has been provided either directly by the organization or obtained from a public source. The UNFCCC secretariat has not verified the information and takes no responsibility for it. Users are therefore advised to verify the information before they take any action relying on the information provided in the business cases.