

# CSR Approach and Initiatives

We are working with the entire Suntory Group to promote environmental management and contribute to the formation of a sustainable society. As the responsibility of a company that is supported by the blessings of nature, we have established our own "Target toward 2020" environmental plan under the umbrella of the Suntory Group's "Environmental Vision toward 2050." Specifically, we have positioned environmental conservation and restoration as well as the reduction of our environmental impact as pillars to contribute to the creation of a sustainable society. We are also strengthening our efforts toward the environment throughout the entire life cycle of our products. In order to realize "In Harmony with People and Nature," the corporate philosophy of the Suntory Group, we are working with our stakeholders to expand a variety of CSR activities on a global scale.\*

\* Further details about the CSR activities of the Suntory Group are described on its website at the following URL.  
<http://www.suntory.com/csr/>

## Recognition of Our Efforts toward Reducing Our Environmental Impact

For the second consecutive year, SBF was selected by the Carbon Disclosure Project (CDP) to be included on the "A List" of the Climate Performance Leadership Index in the *CDP Global Climate Change Report 2015*. The Company was selected for inclusion on this list due to its activities geared toward reducing greenhouse gas emissions and easing climate change risks.

CDP is an international NPO established so that companies and cities can measure, disclose, manage, and share vital environmental information. We believe that our high evaluation in the *CDP Global Climate Change Report 2015* is a recognition of the accomplishments we have made in initiatives toward reducing our environmental impact and disclosing information on our environmental management. Going forward, we will continue to make concerted efforts to further promote environmental management as a member of the Suntory Group.



## CSR Activities in Japan

### Developing Environmentally Friendly Packaging Materials

SBF has introduced the world's first\*1 PET bottle cap made from 30% plant-based materials.

From the spring of 2016, we began introducing these caps at our plants in Japan for use with the *Suntory Tennensui* brand. Compared with our existing PET bottle caps, these new caps will cut our usage volume of petroleum-based materials by approximately 30%\*2 and enable a 21%\*2 reduction in CO<sub>2</sub> emissions.

Through this initiative, we will realize completely environmentally conscience packaging for the *Suntory Tennensui* brand, from the bottle, cap, and label. In regard to PET bottle containers, we are making efforts in accordance with Suntory's unique "2R+B" strategy.

\*1 As of January 2016, SBF research

\*2 Per each *Suntory Tennensui* (550ml) PET bottle cap



### Launching Our New Strategy for Containers and Packaging: "2R+B"

Suntory's "2R+B" (Reduce/Recycle + Bio) strategy is an approach taken in the development of PET bottles that makes thorough efforts to effectively use resources by reducing the volume of resin used and utilizing renewable materials. In addition, this strategy pursues the use of renewable alternatives to petroleum-based materials.

For the "reduce" aspect of the strategy, in addition to promoting efforts for bottles themselves, we are taking decisive steps to reduce the weight of labels and caps. For "recycle," we have created a bottle-to-bottle mechanical recycling system, the first of its kind in Japan. And, for the "bio" aspect, we have introduced PET bottles made from 30% plant-based materials for the *Suntory Tennensui* brand (550ml), which are already being put to use.

-  **Reduce**  
使う量を減らす
-  **Recycle**  
繰り返し使う
-  **Bio**  
植物由来の資源





**Suntory Beverage & Food Europe**

**Promoting Environmental Conservation and the Protection of Wild Animals in Areas Producing Blackcurrants, a Raw Material of Ribena**

At Suntory Beverage & Food Europe, we use blackcurrants grown in the United Kingdom as a raw material for Ribena, a blackcurrant-based beverage produced by Lucozade Ribena Suntory Limited (LRS). To protect the nature in blackcurrant-producing areas, LRS has been making efforts in biodiversity conservation since 2004 with the cooperation of The Wildlife Trusts, an organization committed to nature conservation.

In addition, LRS has established a biodiversity action plan (BAP) in order to preserve the natural environment in the vast woodlands surrounding the Coleford Factory, in the United Kingdom. Guided by surveys of the wildlife that inhabits the region's forests and grasslands, LRS is formulating an annual plan to increase the variety of wildlife in the region as well as cooperating with the local community to maintain these forests and grasslands.

**Suntory PepsiCo Vietnam Beverage**

**Implementing a Water Education Program at Elementary Schools in Vietnam**



With the cooperation of such organizations as the international NGO Live and Learn, Suntory PepsiCo Vietnam Beverage implemented "Mizuiku – I love clean water," a water education program of the Suntory Group with a demonstrated track record, in March 2015, marking the first time for the program to be launched overseas. The Suntory Group has been carrying out the Mizuiku program in Japan since 2004. Mizuiku is an original environmental education program designed for the next generation that aims to communicate to children the importance of water. Going forward, Suntory PepsiCo Vietnam Beverage will expand this original education program to target roughly 1,600 elementary school students in the Vietnamese capital Hanoi, having them take part in classes where they learn about the importance of water, including hygiene management and water source conservation, as well as offering them tours of the company's beverage plants.

**Cerebos Group**

**Pursuing a Wide Range of CSR Activities around the World**



The Cerebos Group is involved in long-term volunteer activities, such as the Volunteer Doctor Foundation in Thailand and BRAND'S® Summer Camp, a camp that supports students for their college entrance exams.

BRAND'S® Summer Camp is in its 25th year of operation and has supported more than 50,000 students studying for college entrance exams. As another initiative, employees of the Cerebos Group in Singapore invite 100 children in need of assistance to the Cerebos Christmas Party. The children attending receive presents from Cerebos Group employees and enjoy special Christmas programs and activities.

**Pepsi Bottling Ventures Group**

**Implementing Activities to Improve Water Quality in the Upper Neuse River Region near the PBV Headquarters**

The Pepsi Bottling Ventures (PBV) headquarters is situated in the Upper Neuse River region in the center of the U.S. state of North Carolina.

As the population in the region is rapidly increasing, the need to preserve the water quality of the Neuse River and continuously provide a plentiful water supply to the growing number of people living in the region is rising.

Since 2005, PBV has been cooperating with forest preservation organizations, the local government, and landowners through the Upper Neuse Clean Water Initiative to preserve soil in order to protect the river's water quality.

In addition, PBV is engaging in other activities that have a positive impact on water quality, such as bringing back the habitat of species native to the region.

