



May 18, 2023

Hotel Rooftop Urban Beekeeping’s First Honey Collection of the Year

Contributing to Biodiversity Conservation from in front of Kyoto Station
Achieving SDGs through Local Production for Local Consumption

The Keihan Group’s flagship hotel, THE THOUSAND KYOTO (Shimogyo-ku, Kyoto; Miwa Sakurai, General Manager), installed honeybee hives on the hotel rooftop in May 2021 and started the Urban Beekeeping Project, the first initiative of its kind for a hotel in Kyoto. In early May 2023, the third year of our activities, we continued to collect Kyoto-produced honey, a blessing from bees that we have been carefully raising since last year. This is the first honey to be collected this year since collection in spring and summer of last year.



The honey, collected from beehives set up on the rooftop of our hotel located in front of Kyoto Station, is made from nearby nectar sources such as trees, plants, and flowers foraged by bees within a radius of two to three kilometers of the hotel. We gratefully use this Kyoto honey as an ingredient harvested from the hotel rooftop to market as a product that can be offered to our guests at our restaurants and bottled for sale.

Message from the Urban Beekeeping Project Manager

Marina Wada (Marketing), Project Member and Japan Honey Meister Association Advisor



“After collecting honey during spring and summer last year, I have been focusing on raising honeybees for roughly a year. Encountering many things that did not go as planned, I became acutely aware of the difficulty of working with living creatures. The long-awaited honey harvesting season is finally here, and I am happy to be able to offer Kyoto-produced honey to you again this year. This year’s honey is characterized by a stronger floral aroma than that of last year. With a gentle flavor, the honey can

be enjoyed by itself or in any menu. Hope you enjoy!”

The Goal of this Project

With “Think 1000 year comfort.” as our slogan, we bring you a moving experience in pursuit of a new comfort and sustainability that will last through the next one thousand years. In this initiative, on our hotel rooftop, we raise honeybees, which play a role in preserving biodiversity, and collect honey as a byproduct while simultaneously promoting local production for local consumption by offering the honey as an ingredient at our restaurants or selling it in bottles. This initiative is also part of the BIOSTYLE PROJECT, a Keihan Group-promoted version of the SDGs, which proposes a lifestyle that aims to achieve a recycling-oriented society.

◆The role of honeybees

Plants depend on the activities of insects for pollination in order to produce seeds for the reproduction of future generations. Typically, this role is played by honeybees that are attracted to the scent of flowers and carry pollen, which sticks to their bodies, to other flowers. Many cultivated crops are said to be heavily dependent on bees as bees are so essential to the growth and prosperity of plants.

◆How this is related to the 17 SDGs

●13 Take specific measures to combat climate change

⇒ By raising honeybees, plants flourish and absorb carbon dioxide while releasing oxygen.



●15 Protect the land

⇒ By raising honeybees, plants are pollinated, resulting in the maintenance of the ecosystem and biodiversity.

Urban Beekeeping Project Overview

Started: May 25, 2021
Location: THE THOUSAND KYOTO Rooftop
Species: Western Honey Bee
Scale: 5 beehives (Approx. 50,000 bees)
Operation: Keihan Hotels & Resorts Co., Ltd.
Urban Beekeeping Project Team

< Reference >

Video about our project:

<https://www.youtube.com/watch?v=kg8UTgZX0N4>



Keihan Group's BIOSTYLE PROJECT – A Lifestyle Proposal that Actualizes SDGs

We aim to contribute to achieving SDGs while also actualizing healthy, beautiful, and high-quality lifestyles. Keihan Group advances “BIOSTYLE” as a lifestyle that contributes to the recycle-oriented society, and presents it to our guests. These activities are not limited to being bound by rules and enduring. We want to contribute to “make positive changes to people and earth by actualizing a bright recycle-oriented society that is fun, not demanding, and easily adaptable in daily lives. Keihan Group will do its best to promote various activities. Also, the Urban Beekeeping Project and the New Diversity Management Selection 100 certification are certified under the BIOSTYLE PROJECT.

**KEIHAN
BIOSTYLE
PROJECT**

京阪グループのSDGs ビオスタイルプロジェクト

▶ “BIOSTYLE PROJECT” Information <https://www.keihan-holdings.co.jp/business/biostyle/>

THE THOUSAND KYOTO (ザ・サウザンド キョウト)

Location: 570 Higashishiokoji-cho, Shimogyo Ward, Kyoto City 600-8216

Access: Around 2 minutes' walk east of JR Kyoto Station

Opening date: January 29, 2019 (Tue.)

No. of floors: B1~9F (guestrooms: 3F~9F / 222 rooms)

HP: <https://www.keihanhotels-resorts.co.jp/the-thousand-kyoto>



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Keihan Hotels & Resorts Co., Ltd.

THE THOUSAND KYOTO, Public Relations / Brand Planning Office

TEL : 075-351-0186 FAX : 075-343-3722 Email : press@keihanhotels-resorts.co.jp