

Tokyo 2020 Action & Legacy Plan 2016

Participating in the Tokyo 2020 Games, Connecting with Tomorrow

みんなの輝き、つなげていこう。
Unity in Diversity



July 2016

The Tokyo Organising Committee of the Olympic and Paralympic Games

Tokyo2020 Action & Legacy Plan 2016

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Tokyo 2020 Action & Legacy Plan 2016 Report

Engaging with the Tokyo 2020 Games, Connecting with Tomorrow

Introduction

Getting involved in the Olympic and Paralympic Games is an extremely worthwhile experience”

It is the athletes who physically take part in the actual Games themselves, but there are many other ways to become involved in the Olympic and Paralympic Games. To build momentum across the whole of Japan towards the year 2020, we will conduct a diverse array of Games-related projects and events, and we hope to engage as many individuals, groups and municipal authorities as possible with the Tokyo 2020 Games.

The Tokyo 2020 Games Vision states, “Sport has the power to change the world and our future. The Tokyo 1964 Games completely transformed Japan. The Tokyo 2020 Games will bring positive reform to the world.” The Olympic and Paralympic Games bring together athletes from around the world to compete in the world’s most prestigious sporting festival, and in doing so create unlimited power. Leveraging the occasion of the Tokyo 2020 Games, we aim to harness this power to bring about further enhancements to Tokyo, Japan and the world. And as exemplified in the Olympic Torch Relay, we aim to pass this beacon of hope on to future generations.

The overriding objective of our Action & Legacy Plan is to engage as many people as possible with the Games (Action), and pass on the positive benefits of hosting the Tokyo 2020 Games to future generations (Legacy).

1. About the Tokyo 2020 Action & Legacy Plan

1) Tokyo, Japan and the Olympic and Paralympic Games

- The first Tokyo Olympic and Paralympic Games were held in 1964, however, the Olympic Games were first scheduled to take place in Tokyo 24 years earlier in 1940.
- Unfortunately, the prevailing international situation at the time resulted in the cancellation of the Games. The objective behind the original bid to host the 1940 Games was to showcase to a global audience the great progress Japan had made since opening up to the world in 1868, and Tokyo’s recovery and reconstruction from the devastation of the Great Kanto Earthquake in 1923.

- The 1964 Games provided the opportunity for Tokyo and Japan to demonstrate its postwar recovery and regeneration. The 1964 Games also served as the catalyst for Japan's period of high economic growth.
- Following this period of high economic growth, Japan developed into a fully matured economy. However, with the earthquake and tsunami that ravaged Japan's Tohoku region in March 2011, Japan was once again faced with having to recover and reconstruct after a major disaster. Some 50 years after the 1964 Games, Japan is again confronted by such questions as how Tokyo and Japan should embrace the Olympic and Paralympic Games in 2020; how it should demonstrate its gratitude to the international community for the immense support and encouragement received from around the world in the aftermath of the 2011 disaster; and how to communicate the vital role that sport has played in the recovery efforts and its valuable contribution to society.
- It could be said that this is merely coincidence, but once again the Olympic and Paralympic Games will be held in Tokyo at a critical juncture in the history of both Tokyo and Japan.
- It is our earnest wish that the Tokyo 2020 Games leave memories that last a lifetime and forge their own chapter in the illustrious history of the Games as the 1964 Games did before them. However, we cannot be complacent and expect positive results as a matter of course. It is vital that we think carefully from the earliest stages about what the significance of the 2020 Games should be for both Tokyo and Japan. One result of these efforts has been creation of the Tokyo 2020 Action & Legacy Plan.
- The 1964 Games bequeathed a host of legacies that symbolise Japan's postwar recovery. These include the *shinkansen* bullet train and the network of metropolitan expressways that serve as lifelines to the metropolis of Tokyo. Later editions of the Games have left cultural and educational legacies.
- By initiating systematic Actions prior to the Games and creating both hard and soft Legacies in various fields of endeavour, we aim to leverage the Tokyo 2020 Games to provide today's children with a glimpse of the future of Japan.

Reference: Tokyo, Japan and the Olympic and Paralympic Games

1894 First Sino-Japanese War	1940 The "Phantom" Tokyo Olympics
1896 First modern Olympic Games (Athens)	1945 End of WWII
1912 Japan's first participation in the Olympic Games (Stockholm)	1964 Tokyo Olympics and Paralympic Games
1914 Outbreak of WWI	1990 Start of economic recession
1923 Great Kanto Earthquake	2011 Great East Japan Earthquake
1939 Outbreak of WWII	2020 Tokyo Olympic and Paralympic Games

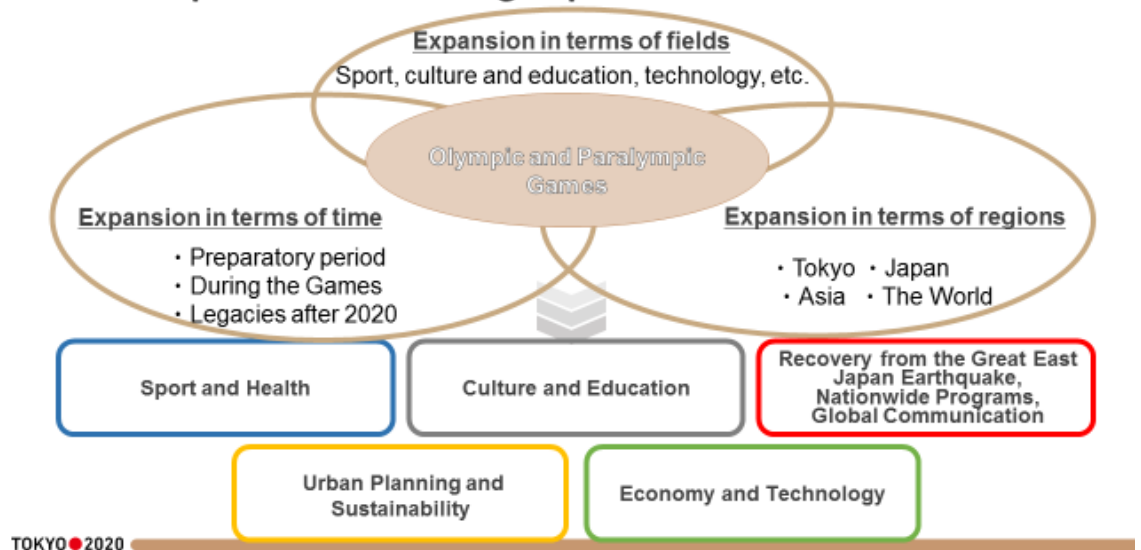
2) What is the Tokyo2020 Action & Legacy Plan?

The Tokyo 2020 Action & Legacy Plan is a compilation of the Tokyo 2020 Organising Committee's approach to the Actions and Legacies that should be left to future generations. Actions are events, projects and initiatives that will be held throughout Japan from autumn 2016 through to 2020 aimed at promoting widespread engagement. The Legacies will be the end products of these Actions, and will be left to Tokyo, Japan and the world to mark the occasion of the Tokyo 2020 Games.

The Tokyo 2020 Games is a sporting festival that will be held primarily in the Greater Tokyo area in the summer of 2020. The Games themselves will be an event that expands 1) over fields of endeavour, 2) over geographical boundaries, and 3) over time. However, this will not merely be a fleeting or transient event. We aim to make the 2020 Games a far-reaching occasion in which large numbers of people are actively engaged, and one that will prompt major changes in a diverse array of fields.

- Specifically, 1) it will not be restricted merely to sports but will encompass a diverse array of fields including culture, education, economy and technology.
2) Our aim is to bring about a positive impact for Tokyo, the whole of Japan, Asia and the entire world. 3) These initiatives will not only take place in the summer of 2020, but will commence in the autumn following the Rio 2016 Games and continue through to the year 2020 and far beyond.
- To ensure that these Tokyo 2020 Games-related initiatives reach a wide audience and progress as planned:
 - a) We are examining what kind of events and initiatives should be held across the whole of Japan from the autumn of 2016 through to 2020, and how to actively engage as many people as possible – Actions.
 - b) How to translate the results of these actions into long-lasting legacies to be passed on to Tokyo, Japan and the wider world – Legacies.
- Also, tangible legacies such as venues are important. We will specifically examine how we can leave good legacies for the Tokyo Metropolitan Area, cities hosting Games competitions and local communities throughout Japan through the construction of venues.
- As mentioned above, we are giving the most serious thought to what kind of legacies we can pass on to future generations, and the compilation of these specific actions and legacies constitute the essence of our Tokyo 2020 Action & Legacy Plan.

“Five pillars” for moving expansive initiatives forward



3) Relation to the Tokyo 2020 Games Vision

- The Tokyo 2020 Games Vision was finalised in February 2015

Tokyo 2020 Vision

Sport has the power to change the world and our future.

The Tokyo 1964 Games completely transformed Japan.

The Tokyo 2020 Games, as the most innovative in history, will bring positive reform to the world by building on three core concepts:

Achieving Personal Best

Unity in Diversity

Connecting to Tomorrow

- As mentioned above, the Tokyo2020 Action & Legacy Plan also advocates the following three core concepts of the Tokyo 2020 Games Vision.
- **Achieving Personal Best** – The Tokyo 2020 Games will strive to achieve personal bests in a variety of fields including sport, culture,

education, economy and technology. We also want everyone involved in the Games, not only the athletes, to strive to achieve a personal best in whatever event or initiative they are involved in.

- **Unity in Diversity** – We want to actively engage as many people as possible in the actions that will be developed across the whole of Japan. Just thinking about what kinds of events or initiatives could be held and striving to make these a reality constitute intangible but very real achievements, and will serve as lifetime memories for all involved.
- **Connecting to Tomorrow** – We want the Tokyo 2020 Games to become widely known in the future as the Games that engendered a variety of significant changes in Tokyo, Japan and across the world.

2. All-Japan Structure

1) All-Japan Structure

- There are several important factors that must be taken into account to create legacies for each of the five pillars featured in the following chapters. However, they all share one common principle and aim: namely, to promote the active engagement of as many people as possible and encourage active engagement in wide variety of activities. The results of these activities will be a key indicator in determining the success or otherwise of the plan.
- However, there is a limit to the scope of activities that the Tokyo 2020 Organising Committee is able to undertake by itself, since it will be dissolved after the Tokyo 2020 Games. Considering its transient role, it is indispensable that actions are not only carried out by the Organising Committee and its delivery partners alone, but to actively promote as many regional and municipal authorities, groups and individuals to plan and conduct Olympic and Paralympic-related events and initiatives (Actions).
- Herein lies the significance of the Tokyo 2020 Organising Committee compiling the Tokyo2020 Action & Legacy Plan. We want the Tokyo 2020 Games to serve as the catalyst to engage as many people as possible in a wide variety of activities, for this circle of engagement to expand across the entire nation action, and eventually transform itself into an All-Japan structure.

2) Delivery Partner Initiatives

- The Tokyo Metropolitan Government (TMG), the National Government, Japan's business community, the Japanese Olympic Committee (JOC), the Japanese Paralympic Committee (JPC) and several other delivery partners are also giving serious thought to the kinds of Games-related Actions that should be conducted and the resulting Legacies that will live on long after the year 2020.

- Last December, the TMG formulated its “TMG Initiatives Beyond 2020 – a focus on long-lasting legacies.” This document clarifies the initiatives that the TMG plans to undertake with a view to leaving legacies that extend far beyond the year 2020.
- In November last year, the National Government formulated its “Basic Policy for the Promotion of Measures for Preparations and Operations of the Tokyo 2020 Olympic and Paralympic Games.” In particular, this document advocates the creation of legacies that will be embraced by future generations, as well as global communication.
- Japan’s business community has also been active. In March 2015, the Japan Federation of Economic Organizations (Keidanren), the Japan Chamber of Commerce and Industry, and the Japan Association of Corporate Executives joined forces to establish the Business Community Conference for the Tokyo 2020 Olympic and Paralympic Games. In cooperation with Tokyo 2020 official partner companies, this All-Japan business community is studying specific initiatives to ensure the successful delivery of the Tokyo 2020 Games and the creation of enduring legacies for all.

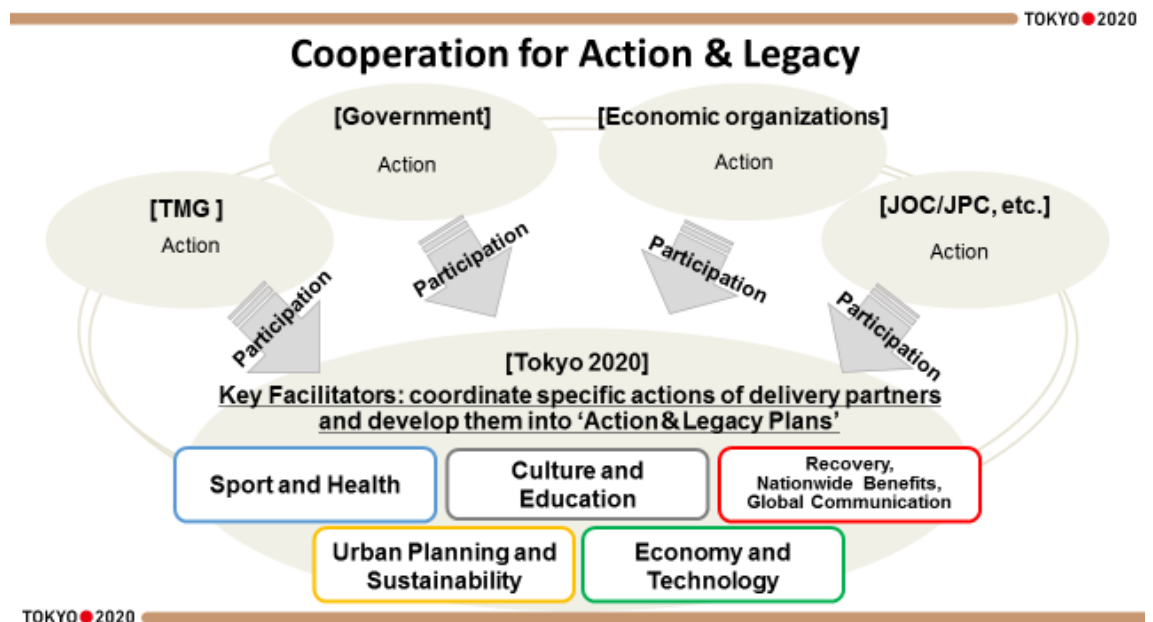
3) The Tokyo 2020 Organising Committee Initiatives

- As mentioned above, the Tokyo 2020 Organising Committee and our delivery partners are working together to ensure the success of the Tokyo2020 Action & Legacy Plan. This cohesive All-Japan structure is collaborating closely to devise Actions that will leave lasting Legacies.
- To this end, the Tokyo 2020 Organising Committee is conducting the following initiatives: a) compiling the overall perspective of the Tokyo2020 Action & Legacy Plan, b) planning and implementing specific Actions, c) ensuring the Actions being implemented by various other parties are closely linked to the Tokyo 2020 Games, d) working closely with various parties that are planning and conducting initiatives aimed at realising a diverse array of ideas, and promoting this movement nationwide, and e) promoting collaborations with parties conducting various Actions, and conducting initiatives.
- To enable the Tokyo2020 Organising Committee to formulate a wide-ranging Tokyo2020 Action & Legacy Plan, we have established five specialist commissions to examine specific actions and legacies for each pillar.
- The pillar of **Sport and Health** is included because the Olympic and Paralympic Games are a sporting event; **Urban Planning and Sustainability** has been included from the perspective of ensuring post-Games use of Games competition venues and concern for the environment, social and economic aspects of the Olympic and Paralympic Games. The Olympic Charter advocates the promotion of **Culture and Education**, and the inclusion of **Economy and Technology** enables us to showcase Japan’s cutting-edge technologies

to the world. The pillar **Recovery (from the Great Earthquake), Nationwide benefits, Global communication** is linked to the recovery Japan has made from the 2011 earthquake and tsunami, and provides scope for us to feature aspects not included in the other four pillars.

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|---|--|
| 1) Sport and Health | Athletes' Commission |
| 2) Urban Planning and Sustainability | Urban Planning and Sustainability Commission |
| 3) Culture and Education | Culture and Education Commission |
| 4) Economy and Technology | Economy and Technology Commission |
| 5) Recovery (from the Great Earthquake),
Nationwide benefits, Global communication | Media Commission |

- Each of the specialist commissions is composed of experts in their respective fields, while related personnel from the TMG and the National Government also take part as special commission members and observers (please see related reference documents).
- Each specialist commission offers advice on the current status of related matters and outstanding issues in their respective fields, along with the kinds of legacies that the Tokyo 2020 Games should seek to pass on to future generations and specific actions to achieve this.
- We have also set up working groups consisting of related staff members of the National Government, the TMG, the business community, Tokyo2020 Organising Committee, the JOC, the JPC and other delivery partners to examine specific actions.



3. Crossovers between Each Pillar

- Although there are five separate pillars they each share common elements and objectives.
- The Tokyo 2020 Action and Legacy Plan consists of a series of nationwide “Actions” aimed at engaging a wide range of people in Tokyo 2020 Games-related activities, or Actions, with the ultimate objective of achieving lasting post-Games “Legacies.” Widespread participation in the Actions and leaving lasting Legacies are common objectives of each of the five pillars. The overarching aim of the plan is to encourage widespread participation in the Actions, raise awareness of and interest in the Paralympics Games, and forge a connection between five major international sporting events being held prior to, during and after the year 2020.

3-1 Participation

(1) The Tokyo 2020 Authorisation Programme

- The Tokyo 2020 Authorisation Programme has been established by the Tokyo 2020 Organising Committee to examine and authorise Games-related projects and events (i.e. Actions) proposed by the Organising Committee’s delivery partners, and grant permission for authorised Actions to use either OCOG or non-commercial logo marks. The overriding aim of the Authorisation Programme is to encourage and promote widespread participation in Tokyo 2020 Games-related Actions.
- The Authorisation Programme also aims to raise awareness of the Olympic and Paralympic values as well as promoting Actions that lead to the creation of legacies.

(2) Desired Actions

- The Organising Committee particularly welcomes Actions that seek to contribute to building momentum for the Tokyo 2020 Games, creating post-Games legacies, and promoting one or more of the three core concepts of the Tokyo 2020 Games Vision and the concepts of the five pillars of the Tokyo 2020 Action and Legacy Plan
- Actions can be proposed by the following parties: the Tokyo Metropolitan Government, other municipal authorities in the greater Tokyo area, the national government, sponsor partners, regional municipal authorities hosting a Tokyo 2020 Games competition, the Japanese Olympic Committee, the Japanese Paralympic Committee, other local public bodies and non-commercial organisations.

(3) OCOG and Non-commercial Logo Marks

- Organisers of authorised Actions are permitted to use either the OCOG or non-commercial (NC) logo marks to denote that the Action has been

authorised as an official Tokyo 2020 Action. In addition, the organiser will be allowed to use the designations “Olympic and Paralympic” in the title of the Action and/or for prior public notification and promotion of Actions.

Use of the OCOG logo mark is granted to Actions officially authorised under the Tokyo 2020 Authorisation Programme that are organised and conducted by the following authorities and other parties: the Tokyo Metropolitan Government, other municipal authorities in the greater Tokyo area, the national government, sponsor partners, regional municipal authorities hosting a Tokyo 2020 Games competition, the Japanese Olympic Committee, and the Japanese Paralympic Committee.

Use of the non-commercial mark is granted to local public bodies and non-commercial organisations not included in the above list that are authorised by the Organising Committee to conduct Actions that seek to build momentum for the Tokyo 2020 Games and promote the Olympic and Paralympic movements throughout Japan.

- Specifically, in the Culture and Education programmes, both the OCOG and NC logo marks will be used. Actions in the Culture programme will be designated and promoted as Actions of the Tokyo 2020 Cultural Olympiad. Actions in the Education programme (official designation: *Yoi-Don!*) will be developed in elementary, junior and senior high schools as Olympic and Paralympic education programmes. Various parties will cooperate with the conducting of education-related Actions at schools across the whole of Japan.
- In activities related to the London 2012 Games, LOCOG and non-commercial logo marks were used in many events and programmes in the fields of culture, education, sport, sustainability, volunteers, etc.
- Use of the Tokyo 2020 Games Emblems is, in principle, able to be granted to organisers of Actions, and the Tokyo 2020 Organising Committee will endeavour to utilise logo marks to promote widespread participation in the Actions.

(4) Schedule

- The Authorisation Programme will be a four-year programme aimed at expanding Actions throughout Japan and building momentum ahead of the Tokyo 2020 Games.
- To promote nationwide development of Actions, the Tokyo 2020 Organising Committee will consider cooperation with the Tokyo Metropolitan Government, the national government, municipal authorities, and other related parties.
- Schedules for the authorisation of Actions permitted to use the OCOG and NC logo marks
- The Tokyo 2020 Games Emblems were unveiled on 25 April 2016, and usage of the emblems has already begun in an effort to create interest in and build momentum for the Tokyo 2020 Games.
- The Organising Committee will commence the authorisation of Actions eligible to use the OCOG logo mark from October 2016.
- The Organising Committee plans to commence authorisation of Actions eligible to use the non-commercial logo mark from April 2017. However, Actions to be

conducted by municipal authorities will be included in the authorisation process that will commence in October 2016.

- After the Rio 2016 Games, the focus of the world's attention will shift squarely to Japan and the Tokyo 2020 Games. Accordingly, the Tokyo 2020 Organising Committee has set the period from October to December 2016 as the term for authorising Actions, conducting practice Actions, and sending out information about the Tokyo 2020 Games and the legacies we hope to create. The various Actions will culminate in the three-month long Tokyo 2020 Festival that will encompass the period during which the Tokyo 2020 Olympic and Paralympic Games will be held.

3-2 The Paralympics Games

- The Paralympic Games are the world's greatest sporting event for people with an impairment, and furthermore, the Paralympic Games provide the world with the opportunity to recognise the limitless potential of human beings. Parathletes have the power to inspire and excite the world, which in turn can lead to transforming ways of thinking and attitudes, and further promoting fully-inclusive social participation. This change in attitudes and the resulting social participation will result in one of the most important legacies possible, and this is why the Action & Legacy Plan is placing particular emphasis on promoting awareness of and interest in the Paralympic Games.

3-3 Forging a connection between the five major sporting events being held around the year 2020

- Five-year involvement in major sporting events in 2018, 2019, 2020, 2021 and 2022.
- By coincidence, five major international sporting tournaments will take place in Japan and across the Asian region in successive years from 2018 to 2022. In order to create and bequeath legacies to future generations, the Tokyo Organising Committee will coordinate with these tournaments to further promote the Olympic and Paralympic movements.

4. Future Tasks

1) Towards the Summer of 2016

- This report documents the current status of the work undertaken for the 2016 version of the Tokyo2020 Action & Legacy Plan.
- Over the coming six months or so, we will deepen our discussions on the items already compiled. In particular, we would like to specify the Actions to be conducted from the autumn of 2016 through to the summer of 2017. In addition, based on this interim report, we will conduct promotional campaigns aimed at local authorities, and other organisations, groups and individuals across the whole of Japan with a view to expanding potential Actions & Legacies. We are also planning to establish a framework to approve initiatives and events held throughout

Japan as Tokyo 2020 Olympic and Paralympic related events. We will also examine whether such initiatives and events will be able to use the Tokyo 2020 Games emblems or so-called secondary emblems for formal identification as officially approved events.

- The 2016 version of our Tokyo2020 Action & Legacy Plan will reflect the various examinations, discussions, etc. that we will conduct over the next six months or so, and the Tokyo2020 Action & Legacy Plan 2016 will be finalised prior to the opening of the Rio 2016 Games.
- After the completion of the Rio 2016 Games, the world's attention will shift squarely to Tokyo. Accordingly, we would very much like to begin actual implementation of specific Actions from the autumn of 2016.

2) Towards the Summer of 2020

- We plan to update and upgrade the Tokyo2020 Action & Legacy Plan each year.
- We are planning to use the 2016 edition as an aid to the examination of various actions in 2017, and we hope to include the results of these examinations in our 2017 version. By repeating this cycle until the year 2020, we hope to contribute to the further expansion of large numbers of events across the whole country year by year.
- In addition, from the spring to the summer of 2020, a series of diverse events that will serve as a grand culmination of the events held over the previous four years(Tokyo 2020 Festival – provisional designation).
- After the conclusion of the Tokyo 2020 Games, a final report – the Tokyo2020 Action & Legacy Plan 2020 – indicating the initiatives and events conducted over the four-year period from 2016-2020, and the anticipated Games legacies to be passed on to future generations.

