

## 7. Health promotion through sports

### 1. Overview

With the aim of making all of Tokyo a “sports field” where sports are integrated into daily life, we are promoting sports in local communities, creating opportunities to enjoy sports by utilizing local resources, and collaborating with private entities to expand sports venues into every corner of Tokyo. At the same time, we also establish a variety of settings for playing, watching and supporting sports by creating new ways of enjoying sports and expanding the circles of support.

### 2. Legacy in a nutshell

In the wake of the Tokyo 2020 Games, many Tokyo residents will enjoy increased opportunities to play sports, watch sports at competition venues, and support sports through volunteer activities and other ways. All of Tokyo will become a “sports field” where everyone can readily enjoy whatever sports they wish to, wherever they choose to.

When sports become integrated into daily life and people casually enjoy sports in their local communities, regardless of whether they have an impairment or not, the power of sports will bring a range of benefits including promoting people’s health, invigorating local communities, and forging connections between people, leading to the achievement of a society where every member can enjoy a healthy and fulfilling life.

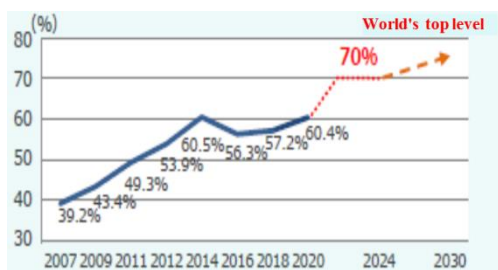
Stakeholders	Local organizations, educational institutions, private companies, etc.
Type of legacy	Sport & Health
Geographical scope	Tokyo
Timing scope	Long term
Responsible for implementation	TMG
Source of legacy	Candidature file, Action Plan for 2020, Future Tokyo: Tokyo’s Long-Term Strategy
Associated SDGs	3- Good Health and Well-Being, 10- Reduced Inequalities, 17- Partnerships

### 3. Development

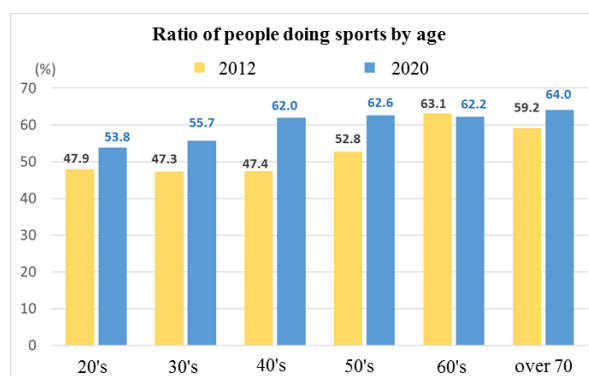
#### (1) Why

We have held sports events that everyone can easily participate in and supported for the establishment and activities of local sports clubs\* so as to foster the sporting spirit of Tokyo residents. However, it is necessary to provide an environment where sports can be performed in daily life so that people can further enjoy sports easily in nearby areas.

In addition, in order to increase the sports implementation rate, we have expanded the spread by developing projects that respectively correspond to working generations, child-rearing generations, elderly people, etc., but for generations with low sports implementation rates, it is important to grasp their characteristics and devise more effective approaches.



<Changes in sports implementation rate>[1]



(Material) Prepared mainly based on the Public Opinion Survey on Life in Tokyo (January 29, 2021; Bureau of Citizens and Cultural Affairs, Tokyo Metropolitan Government)

#### (2) When

FY2015	The "TMG's Sports Promotion Company Certification System" was established
FY2016	The "Sports Industry Trade Fair" was held (every year thereafter until FY2020)
FY2017	"Project to promote Radio Calisthenics" started
	"Office de Exercise -Guidebook for Establishing Exercise Habits of Working Generations-" was issued *This introduces programs that allow "working generations" in their 20s to 40s who have low sports implementation rates to easily perform exercise in their workplace
	The "Tokyo's Master Plan for Sport Promotion" was formulated *As the compass for creating the future of Tokyo through sports, the "Tokyo

[1] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

	Promotion Plan of Sports for People with Impairments" (formulated in FY2011) and the "Tokyo Sports Promotion Plan" (formulated in FY2012) were unified
FY2018	"TOKYO Style 2019 -Health Promotion Through Sports Starting From Today-" was issued *This introduces the effects of sports on health promotion and the types and frequencies of sports recommended for Tokyo residents, etc.

### (3) Who

TMG

### (4) How

#### ① Play sports: Support promotion of sports in local communities

- We support initiatives undertaken by municipalities in the wake of the Tokyo 2020 Games to promote sports and invigorate local communities.
- We support initiatives undertaken by municipalities to promote an environment conducive to sports and strive to increase and expand sports facilities with the aim of securing places where everyone can readily play sports nearby and achieving an inclusive society through sports.

<Facility entrance renovated to install a slope>[2]



<Newly built training room> [3]



- To enable people with impairments and para-sports organizations, among others, to engage in sports in places nearby, we rent out sports facilities at Tokyo Metropolitan Special Needs Schools, to the extent that the schools' educational curricula allow, and host trial sports classes for Tokyo residents with and without an impairment.
- We enrich sports opportunities for elderly people in local communities and carry out the health promotion for elderly people through sports and creation of worthwhileness in daily life in local communities.
- We provide municipalities with comprehensive support in establishing and developing local sports clubs to enable everyone to play sports in places nearby.

[2][3] New Tokyo. New Tomorrow. –The Action Plan for 2020- (TMG)

- We dispatch instructors and provide know-how to municipalities, town associations, nursery schools, etc., for the continuous implementation of sports recreation\* in which people can easily participate in nearby areas.

**② Play sports: Create settings to play sports by utilizing metropolitan sports facilities and local resources**

- We are considering strategic measures to continue utilizing the competition facilities after the Tokyo 2020 Games so that they become popular venues widely used by Tokyo residents.
- We are considering effective ways to make use of the legacies of the Tokyo 2020 Games including the road courses by making them available to Tokyo residents and using them to host competitions.
- We remodeled and renovated metropolitan sports facilities to address the issue of aging facilities and enhance users' convenience.
- For the sports facilities in the metropolitan parks, the year-end available days were expanded, and the number of facilities which can be utilized at night was increased throughout the year.
- We are developing cycling and running courses at marine parks to allow people to enjoy safe and pleasant cycling and walking while absorbing the seaside atmosphere.
- We utilize public and other open spaces available in Tokyo to offer opportunities for Tokyo residents to try out exercise devices and fitness exercises. We also use social media and other means to effectively encourage people to engage in sports.
- We strategically disseminate information to help Tokyo residents and private businesses, among others, to utilize unoccupied houses available for use by utilizing TMG's guidebook on unoccupied houses, offering one-stop consultation services, sharing information through social media, etc.

**③ Play sports: Make sports more accessible by hosting sports events**

- We host sports events in which Tokyo residents can casually participate, such as Tokyo Walk, Sports Day events, Tokyo Marathon, and Challenge Sports Tokyo, to create opportunities for them to engage in sports.

<Tokyo Walk>[4]



<Tokyo Sports Expo> [5]



- We host legacy events in relation to the Rugby World Cup 2019™ with the aim of encouraging people to take further interest in rugby and to help the culture of rugby take root in Tokyo.
- We motivated Tokyo residents to take part in sports activities by, for example, popularizing radio calisthenics in collaboration with private entities and municipalities, especially during the Tokyo 2020 Games period.

<Project to Promote Radio Calisthenics >[6]



**④ Play sports: Collaborate with universities and private entities**

- We certify companies that promote sports through the TMG's Sports Promotion Company Certification System and widely publicize their recognition. In addition, to support the Sports Promotion Companies, we run a website for companies to interact, and dispatch sports instructors to them, and so forth. Such measures help us promote sports activities among the working generation with a low sports implementation rate.
- We promote the establishment of exercise habits in the workplace by disseminating sports programs that people can easily carry out in their workplace to small and medium enterprises in Tokyo or by other means.
- We secure sports facilities owned by universities and companies as sports places that can be utilized by Tokyo residents by increasing the facilities cooperating with the "TOKYO Sports Facility Supporters Project\*".

<Sticker presented to companies certified as TMG's Sports Promotion Company>[7]



[4][5] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

[6] Towards 2020 -Building the Legacy - (TMG))

[7] Sports Tokyo Information website: [https://www.sports-tokyo-info.metro.tokyo.lg.jp/company/suishin\\_2020.html](https://www.sports-tokyo-info.metro.tokyo.lg.jp/company/suishin_2020.html)

- We established a centralized sports facility search system through which information on all sports facilities in Tokyo including private facilities can be searched, created a system for dispatching sports instructors, and adopted a one-stop consultation service, thereby providing information and advice related to sports on a one-stop basis. (Sports TOKYO Information)
- We generate opportunities to engage in sports by utilizing digital technology in collaboration with start-up companies.
- We introduced sports-related advanced technologies and products etc. at the Sports Industry Trade Fair to broaden the spread of the sports industry and widely promoted the sports activities of Tokyo residents.

**⑤ Play sports: Publicize information about sports**

- In addition to conducting participatory sports events, through the "Sports TOKYO Information", we promote sports implementation for people with low interest in sports by enriching sports information and publicizing information for each generation in cooperation with municipalities.
- So as to encourage citizens to feel the need for sports and voluntarily enjoy sports, we disseminate the effects of sports health promotion.
- In order to prevent lifestyle-related diseases\* and improve lifestyle habits without feeling burdened in daily life, in cooperation with municipalities and private organizations, etc., we disseminate information about appropriate amounts and quality for meals, physical activities and exercises, etc. In addition, we carry out the health promotion throughout the life of Tokyo residents, including the enrichment of a portal site that aggregates walking maps in Tokyo.
- We provide the “Tokyo-Shospo-Navi” website to help people with impairments and those who support para-sports to obtain the information needed to engage in sports, such as information on sports competitions, sports classes, and local sports clubs and organizations.

**⑥ Watch sports: Create new ways of enjoying sports**

- We installed free Wi-Fi connections for spectators at TMG-owned competition venues ahead of the Tokyo 2020 Games and will operate the service as a legacy after the Games.
- We will support biddings to host international competitions and the hosting thereof to make further use of the competition venues after the Tokyo 2020 Games as well as to promote sports.

- We are installing cameras and other equipment at metropolitan sports facilities with an arena to allow image distribution.
- We implement para-sports competition spectating programs and other events to provide Tokyo residents with opportunities to enjoy watching para-sports, through which they can get to know the attractions of para-sports and their athletes and gain hands-on experience.
- We broadcast live coverage of national and international para-sports competitions with commentary on YouTube and cable TV to allow a large number of Tokyo residents to watch them.

**⑦ Support sports: Expand circles of support**

- We are implementing training for City Casts and will manage them at the Tokyo 2020 Games to help host the Games successfully.
- With the aim of expanding the volunteer base and invigorating volunteer groups, we are using our platform system to widely share volunteer experiences and management know-how and implementing a push strategy in communications to keep up the momentum.
- We provide finely tuned support to para-sports volunteers and organizations recruiting such volunteers. For example, we help organizations switch to online recruitment and acceptance of volunteers and provide consultation service and learning opportunities, among others.
- We make exchange opportunities for companies looking to support para-sports and sports organizations that need their support by hosting events where they can congregate and exchange information effectively and smoothly, thereby helping them find their ‘match.’
- We host seminars and exchange programs to encourage companies and organizations to remain engaged in para-sports and attract more companies to start supporting para-sports.

**(5) Benefits**

The following achievements will create an environment where anyone can enjoy sports at any time in a nearby area, establish sports culture in the lifestyles of Tokyo residents, and realize a healthy and lively society.

- The number of local sports clubs set up in municipalities in Tokyo will increase.
- The number of companies certified as the "Tokyo Sports Promotion Companies" will increase.

- The number of companies selected as the "Tokyo Sports Promotion Model Companies" will increase.
- The hours and days of utilization of the sports facilities in the metropolitan parks will be expanded.
- The sports implementation rate of Tokyo residents will improve.

#### 4. Facts and figures

Number of local sports clubs established	146 clubs in 57 municipalities (as of the end of FY2020) [Reference] 112 clubs in 45 municipalities (as of the end of FY2012)
Number of companies certified as Tokyo Sports Promotion Companies	319 companies (as of the end of FY2020) [Reference] 128 companies (as of the end of FY2016)
Number of model companies for Tokyo Sports Promotion Companies	66 companies in total (as of the end of FY2020) [Reference] 23 companies in total (as of the end of FY2016)
Extension of available hours and dates at sports facilities in metropolitan parks	Available hours and dates were extended (FY2018)
Sports implementation rate of Tokyo residents	60.4% (FY2020) [Reference] 53.9% (2012)

(Items in the table are achievements to March 2020 unless otherwise noted)

#### 5. Explanation of Terms

Local sports clubs	A sports club operated mainly by the local residents as a place for daily sports activities in the local community where anyone can enjoy sports at any times and places, which everyone from children to the elderly, including people with impairments, can participate in
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Sports implementation rate	A proportion of people 18 years or older who carry out sports (including not only competitive sports but also all physical activities with the purpose of health promotion and recreation) at least once a week
Sports recreation	Recreational activities conducted as sports
Marine park	A park formed by development of reclaimed land based on the Tokyo Marine Park Ordinance, where the citizens can interact with the sea and nature and enjoy recreation. This includes seaside parks, pier parks, and green road parks.
TOKYO Sports Facility Supporters Project	A project that concludes agreements with universities, companies, etc. that own sports facilities to borrow them for a fee as long as their operation will not be hindered, so as to secure places where the citizens can enjoy sports in nearby areas and maintain the sports environment for the citizens even while the metropolitan sports facilities are being renovated and closed for the Tokyo 2020 Games, etc.
Lifestyle-related diseases	A collective term for diseases that are closely related to lifestyle, such as dietary habit, exercise, smoking, drinking, and stress and may be caused by these factors. In addition to cancer, heart disease, and cerebrovascular disease, which are the top causes of death among Japanese, arteriosclerosis, diabetes, hypertension, dyslipidemia, etc. are usually included

## 6. References

- Towards 2020 –Building the Legacy- (PR Edition)
- Towards 2020 –Building the Legacy - (Main Part)
- New Tokyo. New Tomorrow. –The Action Plan for 2020-
- Strengthening of Policies to Realize the "Three Cities" (FY2018)
- Strengthening of Policies to Realize the "Three Cities" (FY2019)
- Strengthening of Policies to Realize the "Three Cities" (FY2020)
- Future Tokyo: Tokyo's Long-Term Strategy
- Tokyo's Master Plan for Sport Promotion