

## 11. Development of volunteers and ingraining a volunteer culture in the society

### 1. Overview

Volunteers, as the face of the host city, support and enliven the Tokyo 2020 Games and are indispensable for their success.

The Tokyo Metropolitan Government (TMG) hosts training programs for City Cast members (city volunteers) to help them prepare themselves to serve as volunteers, value diversity, and learn how to support people with special needs.

In addition, toward the Tokyo 2020 Games we are striving to expand our Games volunteer base in collaboration with relevant organizations by creating an accessible volunteering environment for many Tokyo residents, providing them with the information they need through training and other opportunities, and training City Cast members. We are also conveying the importance and fun of volunteering so as to foster the momentum of participation.

Furthermore, we promote measures to ingrain a volunteer culture among the participants, including providing opportunities to stay engaged in volunteering, ideally to a greater degree, and effectively announcing volunteer information.

### 2. Legacy in a nutshell

Many Tokyo residents will participate in the Tokyo 2020 Games as volunteers, support the event, and build up excitement, creating a positive momentum for volunteering, which will lead to their continued engagement as volunteers after the Games.

In addition, taking the Games as an opportunity, the volunteer activities of Tokyo residents will be activated, leading to the establishment of a volunteer culture and the realization of a mutual assistance society where citizens support each other.

Stakeholders	Volunteer organizations, support groups for foreign residents, private companies / organizations, educational institutions, the Tokyo 2020 Organizing Committee, etc.
Type of legacy	Participation & Collaboration
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	4- Quality Education, 10- Reduced Inequalities, 11- Sustainable Cities and Communities, 16- Peace, Justice and Strong Institutions, 17- Partnerships
-----------------	--

### 3. Development

#### (1) Why

In Tokyo, volunteer activities have been carried out in various fields such as tourism and disaster prevention, and many volunteers have supported the success of large-scale sports competitions such as the Tokyo Marathon.

Nevertheless, although the participation of more Tokyo residents is indispensable for the Tokyo 2020 Games, the rate of active volunteers\* in Tokyo was only 24.6% (as of 2011). In order for a large number of people to participate in volunteer activities, it is necessary to take various measures such as further increasing the number of people who are interested in volunteering, and dispelling the anxiety of those who are interested in volunteering but are hesitant to participate, so as to foster the momentum of participation and expand the spread.

#### (2) When

FY2014	The training course of "Foreign Hospitality Language Volunteers" started
FY2015	The "Tokyo Mutual Assistance Society Promotion Guidelines" were formulated  *Nine guidelines were formulated with the principal theme of promoting volunteer activities to realize a mutual assistance society where Tokyo residents support each other
	The "Tokyo Volunteer Activities Promotion Council" was established
FY2016	The "Social Contribution Grand Award to Promote the Formation of Mutual Assistance Society in Tokyo" was established
	The "Volunteer Strategy for the Tokyo 2020 Games" was formulated  *This stipulates the basic ideas on how to operate volunteer recruitment and training at the Tokyo 2020 Games and expand the spread of participants, etc.
FY2017	Support for companies trying to establish a volunteer leave system started
FY2018	Recruitment of city volunteers* for the Tokyo 2020 Games and interviews and briefing sessions for applicants started
	The names of the Tokyo 2020 Games staff ("Field Cast") and city

	volunteers (“City Cast”) were announced
FY2019	General training for City Cast was implemented
FY2020	Online City Cast training (general training and follow-up training) was implemented
	A platform system, “Volunteer Legacy Network,” was established
	Tokyo Metropolitan Foundation “TSUNAGARI” was established *To realize a society where each and every citizen of Tokyo can shine, the foundation implements projects to build a society of mutual assistance by promoting the creation of an intercultural inclusive society by providing support to foreign residents, embedding a volunteer culture, and assisting town/resident associations that play central roles in local communities.
FY2021	Leadership training, role-specific training and venue-specific training were offered to City Cast. We asked their intention to continue with volunteer activities after the Games.
	Management of City Cast at the Tokyo 2020 Games
	Operation of the Volunteer Legacy Network was started

### (3) Who

TMG

### (4) How

#### ① Training volunteers and securing human resources to support the Games

- At the Tokyo Volunteer Activities Promotion Council, various entities gather to foster the momentum of participation in volunteer activities.
- Based on the Volunteer Strategy for the Tokyo 2020 Games, we recruit, train and manage our City Cast integrally with the Field Cast (Games volunteers\*) managed by the Tokyo 2020 Organising Committee.
- We implemented a general training program common to both City Cast and Field Cast members to impart basic information essential to volunteers serving at the Games, such as the outline of the Games, the mindset required of a volunteer, the importance of understanding the value of diversity, and measures against infections.
- In diversity training, we demonstrated and explained how to support spectators with special needs, such as people with visual impairments and wheelchair users, enabling City Cast members to learn methods of support tailored to the characteristics of each type of impairment and situation and

provide appropriate service on site.

- After the postponement of the Tokyo 2020 Games, as part of our measures to prevent the spread of infection, we have been fully utilizing online training, which can be received repeatedly whenever and wherever desired by trainees.

<General training for City Cast>[1]



<Online City Cast training>[2]



- We develop an environment where many Tokyo residents can participate in the Games as volunteers regardless of age, gender, impairment, etc., through smooth cooperation with each related organization and the steady development of various volunteers.
- Through the website (Tokyo Metropolitan Volunteerism Navigation), we foster the momentum of participation by transmitting volunteer information on the Games and information on past Games as well as posting information on volunteers who are currently active.

- We fostered the momentum of participation and a sense of unity in Games volunteers\* and city volunteers through naming that created a sense of solidarity and matching uniform designs.

<City Cast >[3]



- We held symposiums to convey the importance, worth, and fun of volunteering at the Olympic and Paralympic Games, and promoted the formation of an environment where people can participate in volunteer activities regardless of whether or not they have an impairment.
- We strive to build the momentum of participation by hosting exchange sessions where City Cast and Field Cast members can get together and share their anticipations and aspirations for volunteer activities.
- Volunteers at the Rugby World Cup 2019™ who wish to continue volunteer activities are offered the opportunity to serve as City Cast so that they can build on their experience and know-how.
- We aim to foster the momentum of participation and expand our volunteer

---

[1][2][3] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

base by encouraging people of all generations including families to experience volunteering at the Tokyo 2020 Games.

- In collaboration with municipalities, companies, organizations, etc., we have developed 54,000 Foreign Hospitality Language Volunteers. We will continue with our efforts by hosting follow-up seminars and the like to promote further momentum for these volunteers.
- We nurture volunteer leaders who will be at the core of tourism volunteers and act as instructors, so as to raise the level of tourism volunteers as a whole.
- Targeting junior and senior high school students, the younger generation who will lead the next generation, we will provide lectures to learn how to serve foreign tourists and how to show "hospitality" unique to Tokyo, so as to nurture the "OMOTENASHI (hospitality) Ambassadors", candidates for tourism volunteers.
- We aim to support municipal projects by issuing subsidies to partially fund the expenses for projects pertaining to the training of municipal volunteers serving in local communities during the Tokyo 2020 Games, and volunteer management during the Games period, among others.

## ② Promotion of efforts to establish volunteer culture

- We establish the spirit of hospitality as a volunteer culture, including volunteering for sports competitions.
- To expand the volunteer base and invigorate volunteer organizations by keeping up the momentum fostered among volunteers who served at the Tokyo 2020 Games, we provide information related to volunteer activities, share volunteer experiences and management know-how, and implement a push strategy in communications based on our platform system.

< "Volunteer Legacy Network" image ><sup>[4]</sup>



- Based on the "Guidelines for Promoting the Formation of Mutual Assistance Society in Tokyo", we develop projects to promote the

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

formation of a mutual assistance society, such as establishment of an awarding system for social contribution.

- In collaboration with the Tokyo Voluntary Action Center, we support Tokyo residents' volunteer activities and promote cooperation and collaboration with municipalities and CSR divisions of companies.
  - To support volunteering by Tokyo residents, we launched the Tokyo Volunteer Portal, a comprehensive portal website where collective and diverse information on volunteer activities can be viewed.
  - We promote mutual assistance in the “new normal” daily life by offering opportunities to participate in volunteering at home through a special section in the portal website.
  - In order to promote volunteer activities at universities, we created case studies to learn from specific cases and episodes about the history until the establishment of the Volunteer Center and advanced initiatives at other universities.
  - 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 implement Olympic and Paralympic Education at all public schools in Tokyo to foster a volunteer mindset among students, help them understand people with impairments, and promote international understanding, while also developing the program into a permanent educational activity to continue beyond the Games.
  - We implement the Olympic and Paralympic Education Awards, so as to recognize outstanding efforts at each school, improve motivation and promote dissemination.
  - We establish a system to promote proactive volunteer activities by junior and senior high school students in order to cultivate the spirit of community service and charity.
  - Based on the Volunteer Declaration set forth by students at the Volunteer Summit where all metropolitan high school students attended, we organized a volunteer support team at each school to encourage ongoing volunteering activities after the Olympic and Paralympic Games and foster a volunteer mindset among students so that they can spontaneously participate in a wide range of social contribution activities in their local
-

communities and companies after they graduate.

- We recruit "TOKYO SECURITY WATCH" members from among citizens and companies participating in crime prevention volunteer activities, so as to secure the safety and security not only in daily life but also during the Games in cooperation with public and private entities.
- In anticipation of the Games, we supported the development of a volunteer leave system with the aim of fostering the momentum of participation and expanding the spread of volunteer participation in companies.

**(5) Benefits**

Many Tokyo residents participating in the Tokyo 2020 Games as volunteers will gain a one-of-a-kind experience. In addition, by maintaining the heightened momentum for volunteering, we can help a volunteer culture take root and achieve a society of mutual assistance.

**4. Facts and figures**

Expansion of the spread of, training, and utilization of volunteers (training of city volunteers)	<ul style="list-style-type: none"> <li>• Recruitment of city volunteers for the Tokyo 2020 Games was implemented (36,649 applicants) [Reference] 204,680 applicants for Games volunteers</li> <li>• Decision of the names of volunteers for the Tokyo 2020 Games (Games Volunteer: Field Cast City Volunteer: City Cast)</li> <li>• Interviews and briefings for City Cast was implemented (31,597 participants)</li> <li>• General training for City Cast was implemented</li> <li>• Applicants from volunteers for Rugby World Cup 2019™ were recommended to the Organizing Committee (1,060 applicants)</li> <li>• Volunteer training for the Rugby World Cup 2019™ was implemented</li> <li>• Jointly managed volunteers at the Rugby World Cup 2019™ with the RWC Organizing Committee (Of some 2,400 volunteers, 1,069 will serve as City Cast)</li> </ul>
Expansion of the	About 54,000 people in total

spread of, training, and utilization of volunteers (training of hospitality language volunteers for foreigners)	
Expansion of the spread of, training, and utilization of volunteers (utilization of tourism volunteers)	2,637 volunteers registered (as of April 1, 2020)
Expansion of the spread of, training, and utilization of volunteers (training of OMOTENASHI (hospitality) ambassador)	Number of OMOTENASHI (hospitality) ambassador appointed: 1,103 people in total
Rate of active volunteers	27.5% (investigated in October 2018) [Reference] 22.9% (investigated in October 2016) At the “Study Group to Promote the Creation of a Mutual-help Society,” which is comprised of experts, intermediate support organization staff, and others, we discussed possible new mechanisms to encourage a volunteer culture to take root in the wake of the Tokyo 2020 Games, in addition to existing initiatives

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

## 5. Explanation of Terms

Rate of active volunteers	The ratio of those aged 10 years or older who have participated in activities for promoting the welfare of individuals and organizations in their local community with providing their own labor, skills and time without aiming for compensation in the past year
City volunteer (City)	Volunteers who guide spectators and others at major



Cast)	stations and around the competition venues at the Tokyo 2020 Games, among other tasks. TMG is responsible for recruitment, training, management, etc.
Games volunteer (Field Cast)	Volunteers who support management of the Games, including spectator service, competition management support, and media support, at the Tokyo 2020 Games. The Organizing Committee is responsible for recruitment, training, management, etc.
CSR	An abbreviation for Corporate Social Responsibility. An approach presupposing that expansive corporate responsibilities should cover stakeholders who have an interest in the corporate in addition to financial and legal responsibilities.

## 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
- Volunteering Strategy for the Tokyo 2020 Games