

# Towards 2020

— Building the Legacy —





# About the Development of Towards 2020: Building the Legacy

In 2020, Tokyo will host the Olympic and Paralympic Games for a second time.

The Tokyo 1964 Games showed the world Japan's post-war recovery, and helped lead the country into the period of rapid economic growth that followed. While the Tokyo 2020 Games will undoubtedly contribute to economic growth, as a mature metropolis, we are seeking to create legacies befitting a mature society such as the realization of a more comfortable way of life that is truly fulfilling. We must also ensure that the Games lead to further progress for Tokyo and Japan.

Based on these concepts, we have compiled Tokyo Metropolitan Government initiatives aimed at creating valuable legacies to last beyond 2020 into "Towards 2020: Building the Legacy."

In this pamphlet, we clarify eight themes with a focus on the Tokyo 2020 Games legacy in areas such as competition venues and the Olympic Village, culture, education, the environment, economy, and support for recovery in the areas devastated by the 2011 Great East Japan Earthquake. In the year prior to the Tokyo 2020 Games, Japan will also host the first Rugby World Cup to be held in Asia. We will consider these two events as one entity, and while steadily advancing initiatives, we will continue to work ceaselessly to further refine plans.

Tokyo is also the first city in the world to host the Paralympic Games for a second time. The Paralympic Games have the power to bring about change within society such as the firm establishment of "normalization."

Without a successful Paralympic Games, there will be no success for the Tokyo 2020 Games. In the lead up to the Games, we will do our utmost to advance initiatives aimed at both tangible and intangible aspects, including improving accessibility throughout the city and instilling a barrier-free mindset, and create a Tokyo where both people with and without disabilities can live comfortably.

Furthermore, by holding the Games, Tokyo will act as a display window for Japan to show the world its diverse culture, advanced technologies such as those related to hydrogen energy, excellent technologies of small and medium-sized enterprises, and attractions of its cuisine, and contribute to the sustainable development of all of Japan and the world.

The key to the success of the 2020 Games will be to have as many Tokyo residents become involved with the Games as possible, and have them feel that this is *their* Games. I hope that you will learn a great deal about our initiatives for 2020 from this pamphlet. I look forward to working with everyone to make the Tokyo 2020 Games the best ever, and leave valuable legacies for Tokyo and Japan.

December 2015  
Governor of Tokyo



Yoichi Masuzoe









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## 3 Perspectives

### For Tokyo

Use the Tokyo 2020 Games as a catalyst to further cultivate Tokyo as a mature city and realize a truly fulfilling lifestyle for residents.

### For Japan

Involve the whole country to ensure that benefits reach all of Japan, revitalizing the economy and supporting the recovery of the areas affected by the 2011 earthquake.

### To the World

Tokyo will serve as a display window to promote all of Japan's attractions, including its advanced initiatives aimed at realizing a hydrogen society and cutting-edge technologies, and the strengths of Tokyo as a brand, as well as contribute to the sustainable development of the world. We will also promote city diplomacy, show the world the progress of recovery in the areas devastated in 2011 and convey gratitude for the support Japan received, and use the Games to deepen international exchange.



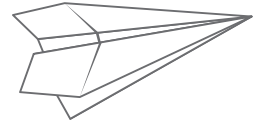
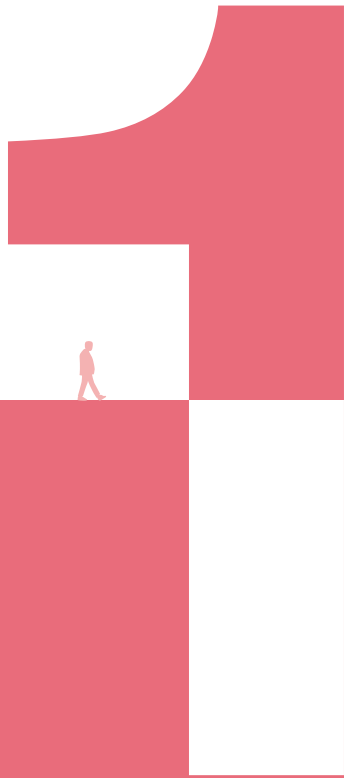
## The Second Paralympic Games

### Provide a livable city for all by holding the Paralympic Games

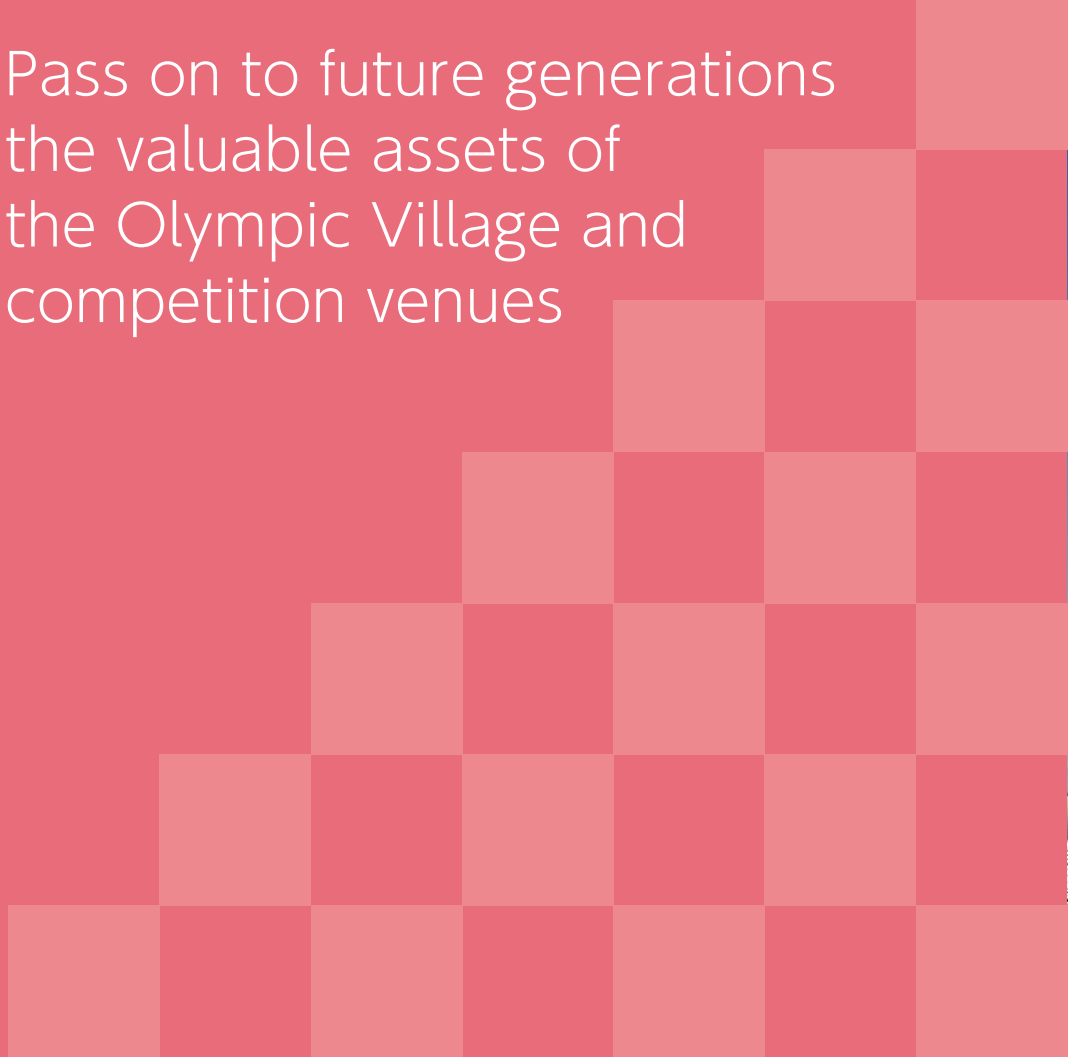
- As the first city to host the Paralympic Games twice, Tokyo must create solid legacies, including the realization of an inclusive society where people with and without disabilities accept and respect each other.
- The Paralympic Games will not be used solely as an opportunity to familiarize people with disabilities with sports, but also as a tool to firmly establish the concept of “normalization.” The Paralympic Games have the power to bring about change, leading to a society where people with disabilities can use their talents, choose their own path in life, and chase their dreams.
- Without a successful Paralympic Games, which hold such enormous potential, there will be no success for the Tokyo 2020 Games.
- In preparation for the Games, we will put forth every effort to advance initiatives aimed at both tangible and intangible aspects, including improving accessibility throughout the city and instilling a barrier-free mindset, to make Tokyo a livable city for all people with or without disabilities.







Pass on to future generations  
the valuable assets of  
the Olympic Village and  
competition venues



In preparation for the Tokyo 2020 Olympic and Paralympic Games, the Tokyo Metropolitan Government (TMG) is newly developing competition venues (new permanent venues and others) and the Olympic Village.

We will steadily develop these new venues ahead of the Games through strict progress management following a system of accountability. At the same time, we must also ensure that these venues are effectively used following the Games and passed on to future generations as valuable assets of the people of Tokyo.

In addition to serving as centers for sporting activities, the new permanent venues will be put to effective use for a variety of purposes, including cultural events and youth education, and valued by the people of Tokyo and Japan well after the Games. When renovating existing sports facilities, we aim to enhance functionality to enable more residents to comfortably enjoy sports, including upgrades to improve accessibility.

Following the Games, at the site of the Olympic Village we will create a community where a diverse range of people interact and one can comfortably enjoy a fulfilling city life, a place anyone would aspire to live.

Furthermore, we will improve transportation and access to the bay area which will host several competition venues and the Olympic Village.

We will also advance the creation of a barrier-free environment to enable the many athletes and spectators who come from around the world to enjoy the Games. And, we will make thorough preparations to ensure safety and security, and promote Tokyo as the world's safest city.



# 1 Using the Games as an opportunity to expand Tokyo's centers for sports



- The competition venues to be newly developed by the TMG (new permanent venues and others) will be steadily advanced through strict progress management and proper disclosure of information.
- For new permanent venues, we will compile facility management plans, incorporating the knowledge and expertise of the private sector to ensure effective post-Games use.
- By building Musashino Forest Sport Centre, we will develop a sports center in the Tama area that includes Tokyo Stadium, one of the Rugby World Cup 2019 venues.
- We will advance upgrades to the infrastructure aimed at realizing Sports City Tokyo, which will be formed by a combination of new competition venues and other sports facilities, including renovations to make existing sports facilities barrier-free and support for local sports facilities.

## Venues at the time of the Games

(3 new permanent venues for which the basic plans are complete)



Olympic Aquatics Centre



Ariake Arena



Sea Forest Waterway

\*Images of venues as of October 2015

Baseline  
Policies on  
Legacy Use of  
New Permanent  
Venues

- Bases for sports competitions
- For playing and watching sports
- Versatile spaces for culture, leisure, and events
- Link with nearby facilities in the area such as parks, the natural environment, and leisure spots
- Youth education



## 2 Making the site of the Olympic Village an attractive place for anyone to live



Near the center of Tokyo, surrounded by greenery and facing on to the sea, a new community will be born at the site of the Olympic Village

### Concept

Diverse interaction within a community that is comfortable to live in



Close to water and greenery, a city where peace and calm can be felt



A sustainable, eco-friendly city realized through the use of new technologies



- The features needed to draw a diverse range of people and create a dynamic city that offers comfortable living will be introduced.
- An environment that enables anyone to easily move about will be created through the use of uniform signage on roads and in the commercial block and barrier-free design.
- We will create a city open on to the sea with continuous greenery, blending elements such as roads, housing, and waterfront space into the landscape.
- More accessible and eco-friendly transportation methods will be introduced.
- We will establish a hydrogen station, advance studies on the introduction of next-generation fuel cells, create Japan's first full-fledged hydrogen supply system, and make the city a model for the realization of a "hydrogen society."
- Through the installation of fuel cells, storage batteries, and other systems, privately-owned condominiums will achieve a higher rate of energy self-sufficiency, creating a community that can function independently in times of disaster.
- We will make the city eco-friendly through efforts such as the introduction of energy management and installation of solar power systems.



## [Vision for the Olympic Village After the Games]

### Energy

#### Energy management



Energy management center



Solar power systems

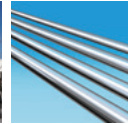


Storage battery facilities

#### Hydrogen supply system



Hydrogen station



Pipeline (image)

### Commercial block



Commercial facilities



Medical mall



Sports facilities



English language education facility

### Transportation



BRT



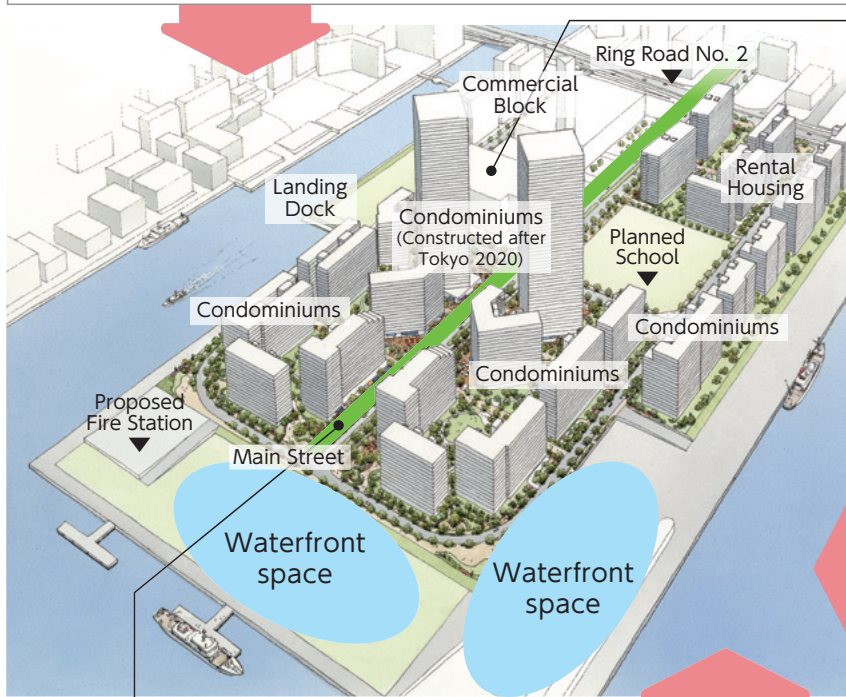
Landing dock



Multi-mobility station



Car and bike share facilities



### Along the main street



Cafés



Daycare facilities

### Residential block



Serviced apartments (furnished homes)



SOHO



Shared housing



Serviced senior apartments and nursing homes (fee-based)

\*Examples of facilities under consideration as of December 2015.

### 3 Improve transportation and access to the bay area

- Introduce a BRT system connecting the center of Tokyo and the waterfront city to meet transportation demand
- Improve the environment for cycling through the expansion of bike share systems and creation of recommended cycling routes
- Promote utilization of water transportation by building landing docks at the Olympic Village and Toyosu District and testing routes linking Haneda Airport with the city center and waterfront area. Vitality will also be created

along the water by creating areas of greenery and attracting businesses such as restaurants.



### 4 Promote upgrades to make facilities barrier-free ahead of the Games

- Promote upgrades to make metropolitan roads, metropolitan parks, and railway stations around competition venues barrier-free and burying utility lines along metropolitan roads
- Tokyo 2020 Accessibility Guidelines will be reflected in the TMG's development of

competition venues, and upgrades to venue access paths will be accelerated.

- We will also apply these accessibility guidelines in further promoting city planning based on the universal design concept.

### 5 Build crisis management systems that unite the public and private sectors

- To ensure the safety and security of everyone who comes to the Tokyo 2020 Games, we will investigate risks from the standpoints of public safety, cyber security, disaster response, and infectious diseases, compile procedures on handling each situation, and conduct practical drills.
- We will build crisis management systems that

unite the public and private sectors by strengthening cooperation between related organizations such as the central government and Tokyo 2020 Organising Committee, and clarifying the division of responsibilities.

- We will continue to apply these safety and security initiatives after the Games to enhance peace of mind for the people of Tokyo.







Have sports  
become a part of daily  
life and make Tokyo a city  
where everyone can lead  
fulfilling lives

Tokyo will be one of the first cities to face several issues shared by mature metropolises, including a super-aged society and population decline caused by a low birth rate.

In working to resolve these issues, we must further utilize the power of sports, which has a wide ranging effect in areas such as maintaining and promoting health, creating motivation in life, and revitalizing local communities.

Using the heightened interest in sports created by the Tokyo 2020 Games, we must prepare an environment that brings people, young and old, and those with and without disabilities, closer to sports, and realize a healthy lifestyle for the citizens of Tokyo.

To that end, working together with various entities, including the government, private sector, and local communities, to promote sports, Tokyo will maximize its resources to build an environment that provides residents convenient access to sports.

To ensure the success of the Paralympic Games, the TMG will also promptly raise awareness regarding disabled sports, and accelerate the creation of an environment to support disabled sports.

And, through sports, we will create a society where anyone can develop their potential, live active lives, and contribute to the dynamism of society.



## 1 Build a framework for collaboration among various entities to promote sports

### Build an environment to support the success of athletes

- Work with athletes and sports associations to discover, cultivate, and strengthen promising athletes
- Provide various forms of support, including in the area of finding employment, so that athletes can concentrate on training for their sport

### Promote initiatives to raise participation in some form of sport by Tokyoites to 70%

- Support the establishment of more local sports clubs and their activities to revitalize sports in the community
- Utilize the Sports Promotion Company Certification System and present best practices to promote sports initiatives at companies
- Coordinate with the Bureau of Social Welfare and Public Health to popularize exercise and physical activity that contributes to the prevention of lifestyle diseases and preventive care for the elderly

## 2 Maximize Tokyo's resources to make all of Tokyo a "sports field" and provide convenient access to sports

- Make full use of Tokyo's resources, including sports facilities and schools, to build an environment that offers easy access to sporting activities



Use roads, promenades, parks, etc. as walking, running, and cycling courses



Put sports facilities at schools to greater use



Use Tokyo 2020 Games competition venues and existing facilities



Popularize water sports that use Tokyo's natural environment

TOKYO



Promote healthy activity as a part of daily life such as using the stairs at work and in stations



### 3 To make the Paralympic Games a success, promptly raise awareness of disabled sports, and accelerate the creation of an environment to support disabled sports

#### Create a Paralympic Movement by promoting disabled sports

- Along with actively conveying the excitement of Paralympic sports and excellent performance of athletes through the media, promote disabled sports and the Paralympic Games in various scenes in cooperation with Paralympians and others

#### Upgrade facilities for disabled sports

- Renovate the Tokyo Metropolitan Sports Center for the Disabled to improve functionality and convenience
- Study the improvement of facilities from a broad perspective, including the use of existing facilities, taking into consideration the future advancement of disabled sports
- Promote the use of Tokyo Metropolitan Special Support Schools to serve as centers for disabled sports in the local community

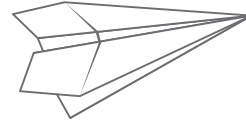
#### Discover and cultivate disabled sports athletes

- To discover and cultivate athletes, strengthen cooperation with sports associations, and support the enhancement of the talent of athletes with connections to Tokyo
- Provide support for sports associations that conduct training camps and practice matches in preparation for international tournaments
- Hold more International Paralympic Committee (IPC) approved tournaments in Tokyo to provide the opportunity for competition between athletes aiming for the Paralympics

#### Establish a Fund for the Promotion of Disabled Sports

- A 20 billion yen fund will be established to accelerate the promotion of disabled sports ahead of the Tokyo 2020 Games and create related post-Games legacies.

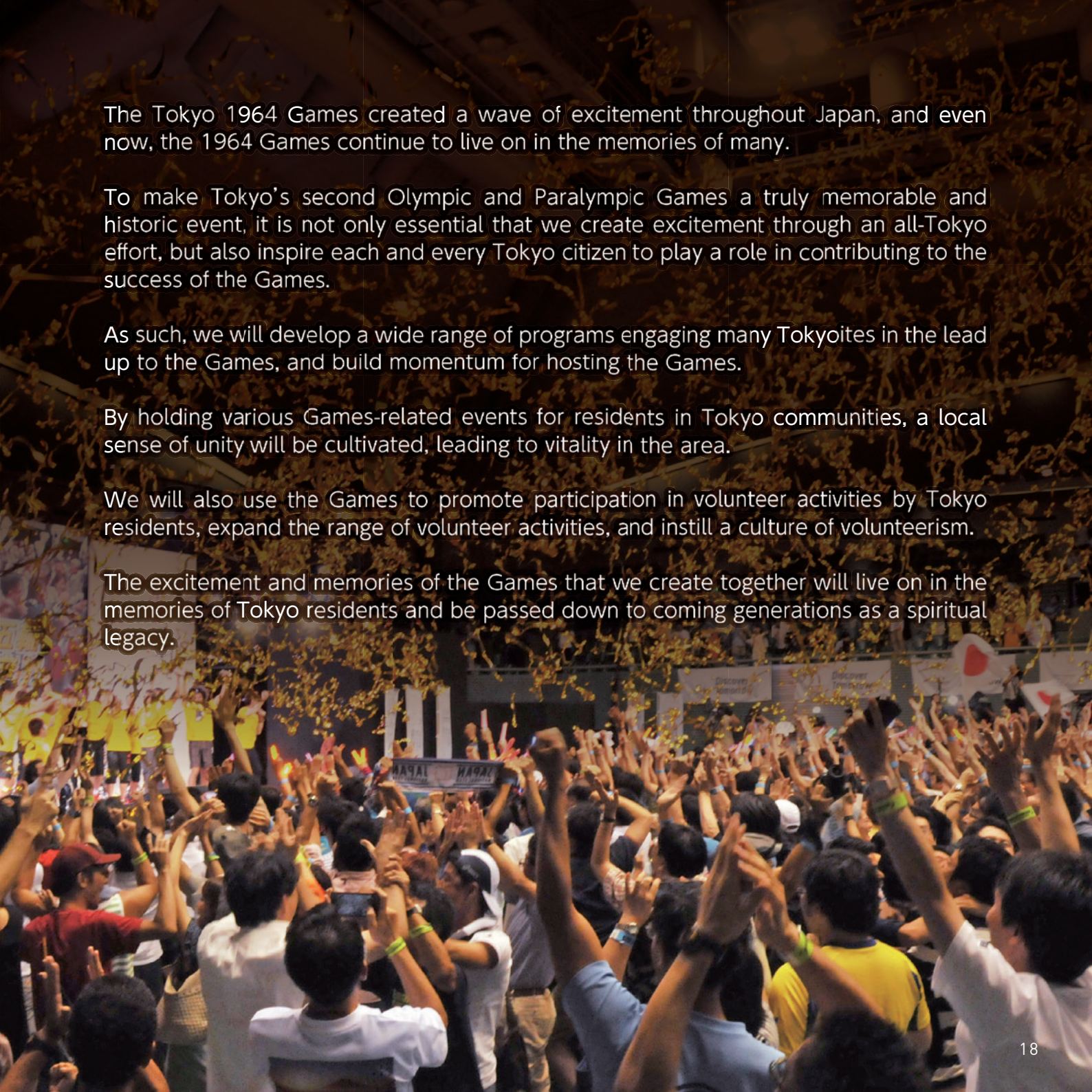




Generate irreplaceable  
excitement and memories of  
the 2020 Games with and for  
the citizens of Tokyo

3





The Tokyo 1964 Games created a wave of excitement throughout Japan, and even now, the 1964 Games continue to live on in the memories of many.

To make Tokyo's second Olympic and Paralympic Games a truly memorable and historic event, it is not only essential that we create excitement through an all-Tokyo effort, but also inspire each and every Tokyo citizen to play a role in contributing to the success of the Games.

As such, we will develop a wide range of programs engaging many Tokyoites in the lead up to the Games, and build momentum for hosting the Games.

By holding various Games-related events for residents in Tokyo communities, a local sense of unity will be cultivated, leading to vitality in the area.

We will also use the Games to promote participation in volunteer activities by Tokyo residents, expand the range of volunteer activities, and instill a culture of volunteerism.

The excitement and memories of the Games that we create together will live on in the memories of Tokyo residents and be passed down to coming generations as a spiritual legacy.



## 1 Generating excitement for the Games together



### Develop a wide range of programs that convey the attractions of the Olympics and Paralympics

- Working with the Tokyo 2020 Organising Committee and other related groups, develop a diverse program of events that Tokyoites can be a part of (countdown events, the unveiling of the Games mascot and official song, etc.) to be held in Tokyo and other locations
- Take the Olympic and Paralympic flags handed over to Tokyo at the Rio 2016 Games closing ceremony on tour to various locations
- Use state-of-the-art visual and audio technology to hold Live Site events to give the public a realistic sense of the excitement and emotion of the Games

### Cultivate a host city atmosphere throughout Tokyo

- Use methods to decorate the entire city such as city dressing, incorporating the Games emblem and other elements to create a welcoming atmosphere for visitors
- Involve as many Tokyo residents and communities as possible in the torch relay so that the excitement of the Games can be widely shared



## 2 Leading the Games to success through all-Tokyo efforts



### Opportunities for residents to participate throughout Tokyo

- Hold the NO LIMITS CHALLENGE Paralympic Sports Discovery Program event (hands-on Paralympic sports demonstrations and a panel exhibit, etc.) at locations across Tokyo, and generate excitement in the local community
- Conduct programs throughout Tokyo tailored to the specific needs of each area such as sending Olympians and Paralympians to the Tokyo islands



### Promotion of initiatives closely linked to local communities

- Support municipalities in Tokyo in ways such as providing information regarding hosting Pre-Games training camps, and work together to promote initiatives
- Support local initiatives and ensure that opportunities are provided to experience the attraction of the Games, become more familiar with sports, and learn about hospitality in local communities

### 3 Cultivate volunteers to support the Games and instill a culture of volunteerism



#### Cultivate volunteers to support the Tokyo 2020 Games

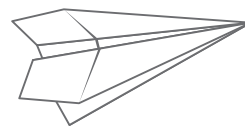
- Through the Tokyo Volunteerism Promotion Council, work with companies, neighborhood associations, schools, and others, and cultivate the volunteers who will support the Games
- Promote the development of human resources such as the OMOTENASHI TOKYO tourism volunteers to serve as key “city volunteers” during the Games
- Promote the creation of an environment that makes it easy for those with or without disabilities to volunteer. In preparation for the Paralympic Games, also provide training to volunteers on matters such as how to support those with disabilities
- Build on the base of volunteers trained for the Rugby World Cup 2019 for the Tokyo 2020 Games

#### Promotion of initiatives aimed at instilling a culture of volunteerism

- Create an environment that makes it easier for Tokyo residents interested in volunteer activities to participate through efforts such as compiling and distributing information on volunteering and increasing the number of volunteer coordinators
- Taking advantage of Tokyo’s concentration of many universities, companies, and non-profit organizations, establish links to their respective community to develop volunteer opportunities in those communities
- By creating incentives to volunteer such as giving recognition to excellent programs at companies and schools, we will promote initiatives aimed at instilling a culture of volunteerism.
- Aim for the percentage of Tokyoites active in volunteering to reach 40% in FY2024



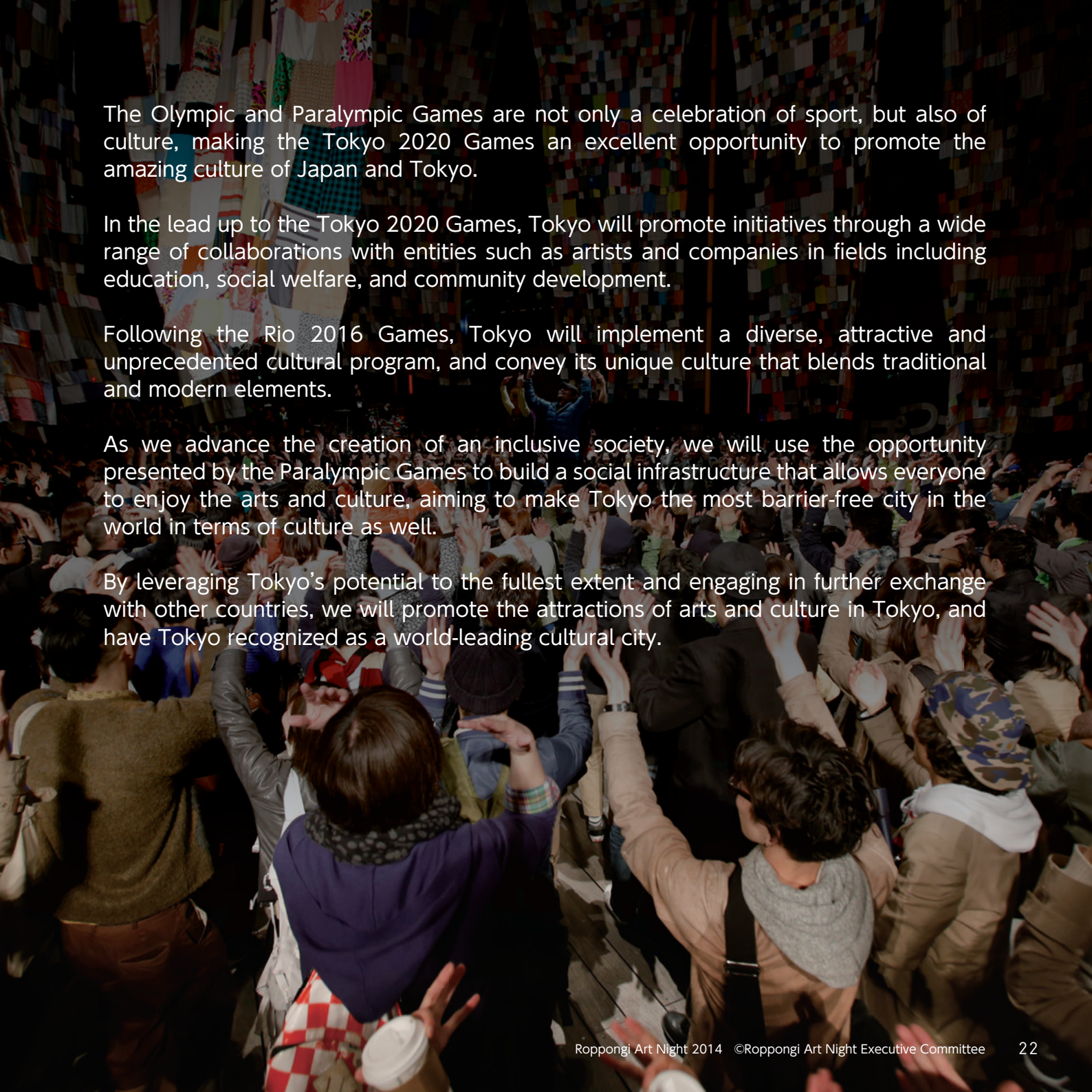




# 4

Realize a successful  
Cultural Olympiad and  
have Tokyo recognized  
as a world-leading  
cultural city





The Olympic and Paralympic Games are not only a celebration of sport, but also of culture, making the Tokyo 2020 Games an excellent opportunity to promote the amazing culture of Japan and Tokyo.

In the lead up to the Tokyo 2020 Games, Tokyo will promote initiatives through a wide range of collaborations with entities such as artists and companies in fields including education, social welfare, and community development.

Following the Rio 2016 Games, Tokyo will implement a diverse, attractive and unprecedented cultural program, and convey its unique culture that blends traditional and modern elements.

As we advance the creation of an inclusive society, we will use the opportunity presented by the Paralympic Games to build a social infrastructure that allows everyone to enjoy the arts and culture, aiming to make Tokyo the most barrier-free city in the world in terms of culture as well.

By leveraging Tokyo's potential to the fullest extent and engaging in further exchange with other countries, we will promote the attractions of arts and culture in Tokyo, and have Tokyo recognized as a world-leading cultural city.

# 1 Develop the best cultural program ever



## Implement a series of events leading into the Olympic cultural program

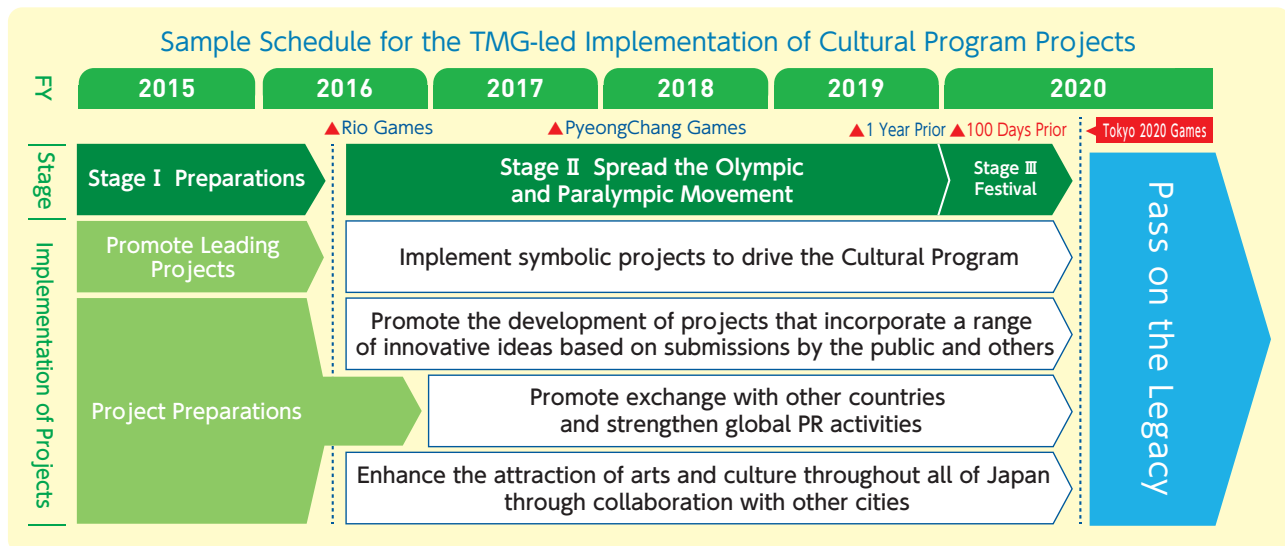
• Ahead of the Olympic cultural program, “leading projects” such as the Tokyo Caravan, which will bring together diverse artists and art forms in a variety of performances, including some outdoors, art programs for the disabled and traditional culture and performing arts experience programs will be implemented at various locations.

## Develop an unprecedented cultural program

• In addition to utilizing all sorts of spaces throughout the city, we will implement programs to allow everyone, including senior citizens and people with disabilities, to experience diverse forms of art and culture in their daily life.



Tokyo Caravan Photo: Yoshikazu INOUE



## 2 Create an environment where everyone can experience arts and culture



### Promote familiarization with Art Brut

- Promote familiarization with Art Brut at metropolitan cultural facilities, and work with local governments, universities, social welfare facilities, and NPOs to form bases for the creation, exchange, and exhibition of Art Brut

### Create places and opportunities for children and youth to actively engage in arts and culture

- Develop opportunities to experience the arts and culture at local facilities such as schools, children's centers, and community centers and hold workshops for children at metropolitan cultural facilities

A barrier-free city in terms of culture as well

### Improve the functions of cultural facilities

- Improve services for visitors, including barrier-free access, multilingual support, and extended hours, and promote the provision of info on exhibitions and performances on a portal site

### Support activities aimed at confronting social issues through art and culture

- Support art NPOs involved in activities such as preparing an environment to facilitate art and cultural activities of the disabled and senior citizens

## 3 Promote the attraction of arts and culture in Tokyo to the world



### Enhance the attraction of diverse cultural centers

- Promote the gathering of arts and cultural resources, and create centers for culture throughout Tokyo that utilize the local character of each area

### Strengthen global PR activities and exchanges

- Accept artists from Japan and abroad through an artist-in-residence program
- Promote cultural exchange with other countries through activities such as collaboration with overseas art and culture groups and facilities to hold exhibitions and support to international conferences in the field of arts and culture

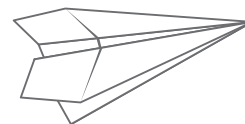
### Blend state-of-the-art technology and the arts and culture

- Expand opportunities for the display of new forms of artistic expression, including competitions, that use cutting edge technology

### Develop human resources to support the arts and culture

- Support the cultivation of artists that will be successful on the global stage by holding exhibitions for young artists and collaborating with programs to honor the arts in the private sector
- Promote the development of talent to support the arts and culture, including curators and art directors, and also create new markets for art and expand sales





# 5

Cultivate globally proficient talent through the Olympic and Paralympic education program and promote a society that embraces diversity



Through hosting the Tokyo 2020 Games, in addition to widely promoting Olympism, which is formed by mutual understanding based on the spirit of friendship, solidarity and fair play, it is essential that we cultivate globally proficient talent.

To achieve this, we will promote the Olympic and Paralympic education programs, and cultivate human resources capable of contributing to the international community and supporting the further growth of Tokyo and Japan. And, through the Games, we will create an invaluable physical and mental legacy within each and every child that will provide them with sustenance throughout their lives.

In order for Tokyo to solidify its presence as a truly global city and continue to grow well into the future, we must accept diverse cultures and create a society where all who live here can equally demonstrate their abilities.

The Tokyo 2020 Games, which will bring together many people from around the world, will serve as an opportunity for us to create an inclusive society where every member of society lives with a respect for the rights of others, regardless of age, disability, nationality, or cultural differences, and works together.



# 1 Cultivate talent for the future and create an inclusive society

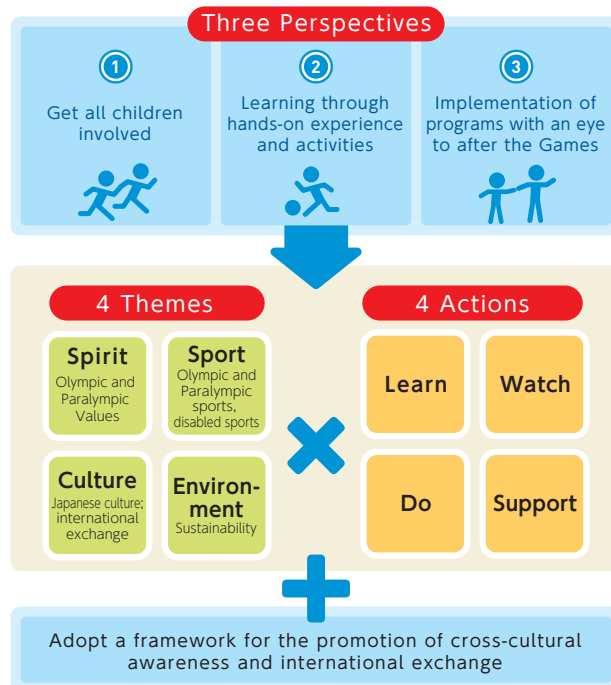
## Olympic and Paralympic Education

• In addition to teaching four themes, the Olympic Spirit and the three pillars of the Olympic Movement (sports, culture, the environment), diverse programs to be implemented at all schools in Tokyo will also incorporate four actions (learn, watch, do, support).

(The program will be called “Yoi Don!” in Japanese which means “Ready, set, go!” in English.)

## Nurture a respect for diversity and global awareness

• In working toward an inclusive society, through education, we will promote the acceptance of people with disabilities and the creation of a volunteer mindset, including consideration for others and the spirit of helping each other. In order to cultivate globally proficient talent, we will also promote cultural understanding and international exchange, and implement programs to enhance English skills and cultivate a sense of self awareness and pride in being Japanese.



## 2 Create an intercultural society where foreign residents can participate and be successful

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### Provide support for foreign businesses expanding to Tokyo

- By introducing various aspects of life in Tokyo to foreign nationals, including professionals considering starting a business here, we will support the expansion of foreign companies and those starting new lives in Tokyo.

### Create a more comfortable living environment in Tokyo for expats and their families

- Build an environment where foreign nationals can live their daily lives with reassurance by providing information such as living and disaster preparedness information collectively in multiple languages

### Promote programs that cultivate global awareness

- Work with private organizations to establish new opportunities for exchange. Promote the deepening of international exchange

### Collaborate with a range of organizations and groups to provide support

- Work with municipalities and others to promote various types of support for the lives of foreign nationals

## 3 Create a supportive, inclusive society for all people based on mutual respect

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### Promote city planning based on universal design

- Along with promoting measures to make railway stations, roads, and buildings barrier-free, we will use the Tokyo 2020 Accessibility Guidelines to further promote city planning that is friendly to everyone from the perspective of universal design.

### Promote a barrier-free mindset and barrier-free communication

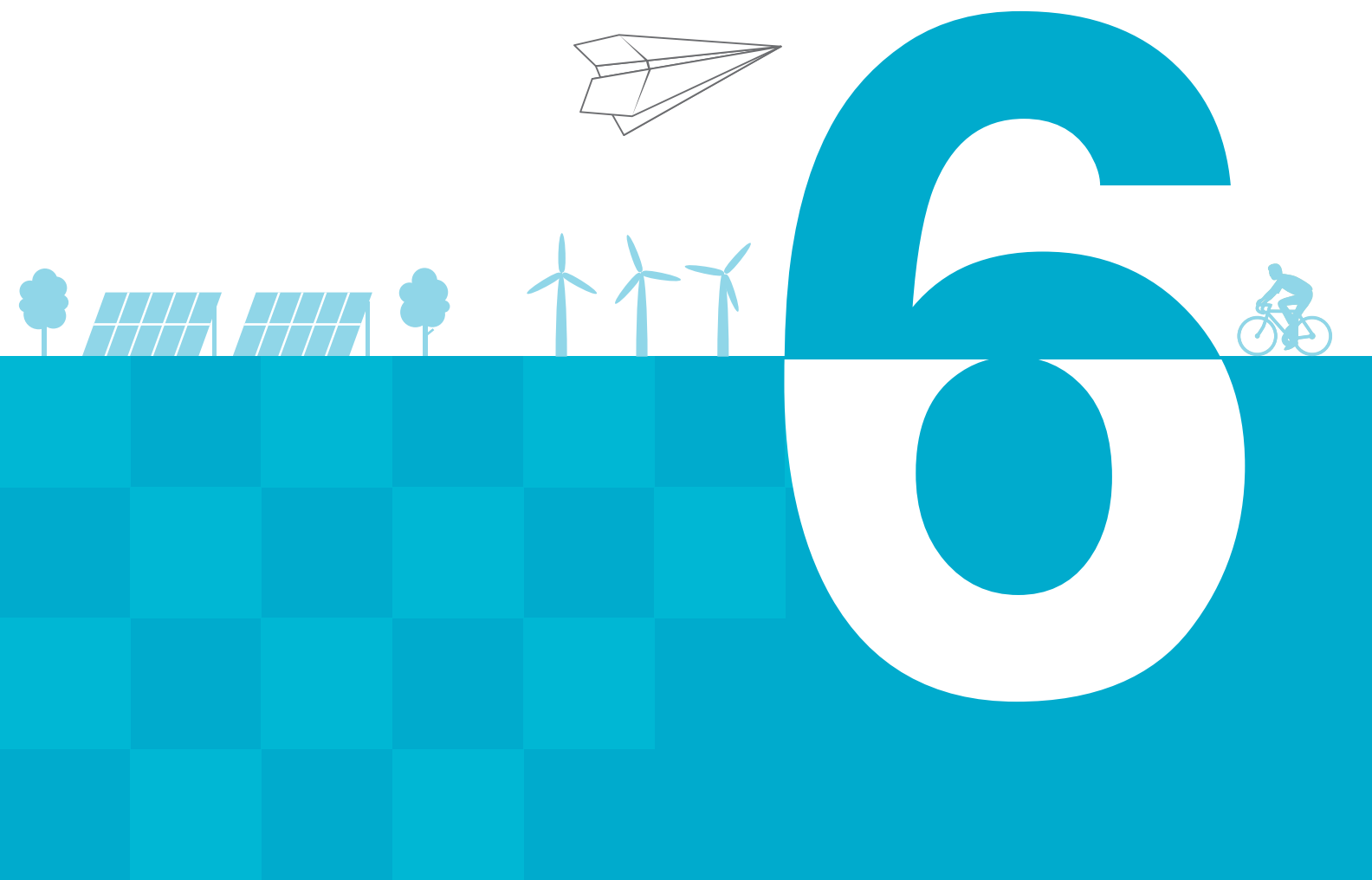
- Train Tokyo residents in sign language, including foreign sign languages. At the same time, by promoting the use of communication tools that feature ICT (Information Communication

Technology) such as remote sign language interpreting devices, raising awareness through various mediums, and promoting related education, we will advance the creation of a barrier-free mindset and barrier-free communication.

### Encourage the activities of people with disabilities in sports and the arts and culture

- Work to raise awareness and enthusiasm for disabled sports through promotional activities
- To support the activities of people with disabilities in arts and culture, we will conduct art exhibitions and art programs.





Leave a rich urban environment  
to future generations by holding a sustainable,  
eco-friendly Games

The Tokyo 2020 Games are an excellent opportunity for Tokyo to not only grow as a mature city, but also to propose a model for a sustainable eco-friendly city, and realize a rich urban environment.

For Japan, a country that lacks natural resources, to continue to grow at a sustainable pace, along with promoting the expansion of the use of renewable energy and measures aimed at energy efficiency, it is important that we promote the use of hydrogen energy, a low carbon energy source of the future that will contribute to measures to counter global warming.

We will use hydrogen energy at the Games, specifically, making the Olympic Village a model for a hydrogen society, and use the Games as an opportunity to spread the use of hydrogen, leaving a hydrogen society as a legacy for generations to come.

Furthermore, leading up to the Games, we will promote measures aimed at realizing a smart energy city that is low carbon emitting, disaster resilient, and comfortable all at once. We will also work on advanced measures in areas such as heat countermeasures and resource recycling to leave a rich urban environment for future generations.





# 1 Promote initiatives aimed at the realization of a hydrogen society

## Hydrogen energy – an eco-friendly energy source for the future

### 1. Reduce environmental impact

CO<sub>2</sub> is not emitted when hydrogen energy is used.

### 2. Diversify energy sources

Hydrogen can be produced from a variety of sources such as water and wood biomass.

### 3. Major economic impact on a wide range of industries

The hydrogen-related industry brings together Japan's advanced technologies, having a major ripple effect on the economy.

### 4. Effective source of emergency power

Fuel cell cars are capable of supplying power in an emergency.

- We will promote the use of hydrogen energy at the Tokyo 2020 Games to realize a hydrogen society. To make the Olympic Village a model for a hydrogen society, we will take steps such as constructing hydrogen pipelines to establish a hydrogen supply system at the Olympic Village.
- We will show the world the shape of a futuristic city in harmony with the environment and Japan's highly advanced technologies by pioneering the use of CO<sub>2</sub>-free hydrogen among other efforts.
- While steadily implementing safety measures, we aim to create eco-friendly, disaster resistant cities by incorporating hydrogen energy in city planning.
- As we work toward goals such as transforming Japan's energy structure and building a low carbon society through hydrogen's versatile uses, we will steadily advance initiatives from a long-term perspective.

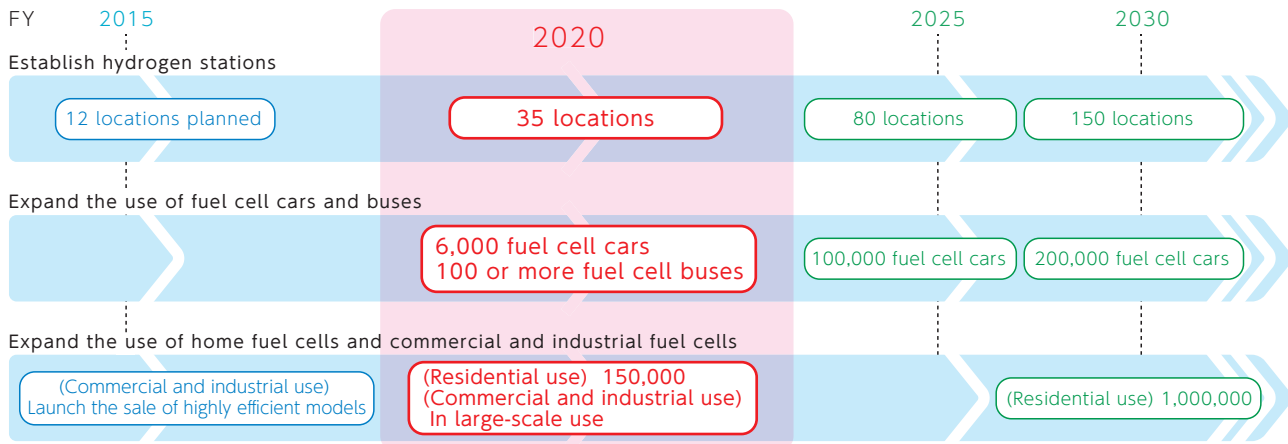
## Examples of initiatives

- We will encourage the establishment of more hydrogen stations through efforts such as providing support to related businesses and utilizing land associated with the TMG.
- We will promote the use of fuel cell buses by putting these vehicles into service on Toei Bus and the BRT system.
- We will promote the use of home fuel cells in apartment buildings and housing complexes and the development of highly efficient next generation fuel cells.
- Study using renewable energy produced in the Tohoku region and other areas to generate CO<sub>2</sub>-free hydrogen with the central government and related companies



## [Roadmap to expanding the use of hydrogen]

Steadily advance measures for the realization of a hydrogen society, use the Tokyo 2020 Games as an opportunity to expand use of hydrogen energy.



## 2 Promote environmental policies to realize a sustainable city

### Make competition venues energy efficient

- Proactively install solar power systems and geothermal heat pumps at competition venues aiming for optimal energy efficiency
- Control and reduce CO<sub>2</sub> emissions at each stage of the Games from venue construction to the processing of waste
- Support the introduction of next generation vehicles such as electric cars

### Implement measures against the summer heat for the Games and create a comfortable urban environment

- Promote the application of pavement materials that mitigate heat and the creation of “cool spots,” and improve the urban thermal environment
- Create areas of lush greenery and give consideration to the ecosystem around competition venues

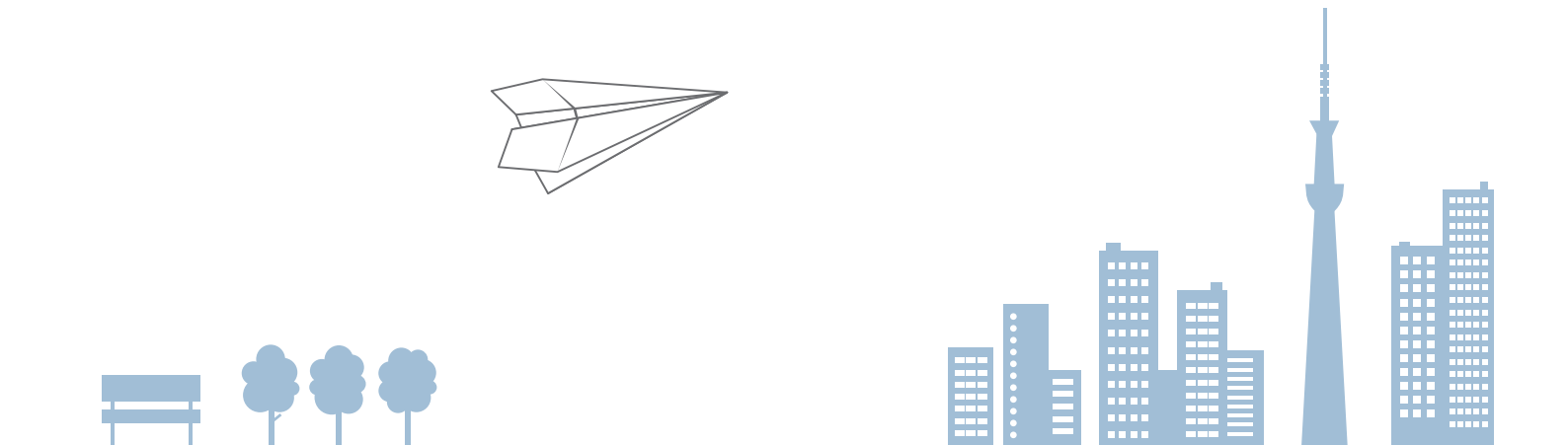
### Realize a sustainable, recycling-based society

- Thoroughly implement the 3R concept (reduce, reuse, recycle), including promoting measures to reduce food waste
- Along with promoting the use of recycled materials, promote the selection of recyclable products and raw materials, and aim to expand and firmly establish the practice of “sustainable procurement” even after the Games



Dry mist cooling system at Tokyo Stadium





7

Make the most of the economic effect of the Games to stimulate the economy of Tokyo and Japan

The Tokyo 2020 Games are expected to generate a huge economic impact, not only through the construction of competition venues, but also through Games-related events, and an increase in the number of inbound tourists to Tokyo.

In order to make the economic impact last beyond the Games, and turn it into a catalyst for the revitalization of Tokyo and Japan's economy, we must ensure that the impact is felt nationwide, including by small and medium-sized enterprises (SMEs) in Tokyo.

Using the opportunity presented by the Games, we will promote the creation of a global business environment and make Tokyo the most business-friendly city in the world, and contribute to sustainable economic growth for Japan.

An increase in the number of international tourists serves as an indicator of how truly open a city is to the world. On the occasion of the Games, we will make Tokyo a show window to display the diverse attractions of the city and all of Japan, and make it a city ready to welcome many visitors from abroad.

To achieve this, we will firmly establish Tokyo's brand image with an eye to the Games and beyond. And, by creating a welcoming environment to enhance comfort for foreign visitors during their stay and promoting initiatives that will attract tourists to areas throughout Japan, we will increase the number of international tourists and tourism consumption, developing the tourism business into a major industry.

Furthermore, to ensure the economic benefits of the Games are widely spread to the whole country, we will work to expand contract opportunities for SMEs related to the Games and support their expansion into overseas markets. We will also convey the attractions of domestically produced ingredients and other products, and increase demand for them.

Seizing this opportunity to be the focus of global attention, we will showcase the technologies of Tokyo and Japan to the world, and further raise Japan's presence in the field of science and technology.



## 1 Realize the world's most business-friendly city



### Create an international business environment

- Using heightened interest in Tokyo generated by the Games, we will promote initiatives such as the prompt development of global business centers, realization of the Tokyo Global Financial Center concept, creation of an environment where foreign companies can quickly start a business, and make Tokyo the world's best city to do business in where capital, talent, and information converge.



## 2 Make Tokyo one of the world's top tourist destinations



### Promote the TOKYO BRAND to the world

- Use the "&TOKYO" logo and slogan and TOKYO BRAND ambassadors to widely promote the TOKYO BRAND to the world
- Share the brand concept with Tokyo residents and private companies to cultivate enthusiasm for receiving foreign tourists with a sense of pride and fondness for Tokyo



### Collaborate with other areas of Japan to attract foreign tourists

- To attract foreign tourists regionally, advance the establishment of tourism routes to link Tokyo with other regions of Japan
- Team up with the central government and other local governments to jointly promote inbound tourism to Japan by conducting tours for the foreign press and participating in trade exhibitions and other events
- Introduce the diverse attractions of the entire country such as local festivals held throughout

Japan using websites that target international travelers

### Create an environment that offers foreign travelers a pleasant stay and *omotenashi* hospitality

- Advance initiatives such as the development of signage providing tourist information for pedestrians and improvement of free WiFi access so that foreign visitors to Tokyo can enjoy walking around the city
- Restore facilities such as Japan's first modern state guest house, the Enryokan, in Hamarikyu Gardens and utilize these facilities to welcome guests from abroad

### Promote tourism to the Tama area and Islands of Tokyo

- Use the strengths of private companies and support the development of tourism routes that stimulate the interest of international tourists
- Use various forms of media to widely promote the attractions of the Tama area and Islands of Tokyo domestically and abroad



### 3 Ensure the economic impact of the Games is spread to the whole country



#### Expand opportunities for small and medium-sized enterprises (SMEs)

- Establish a portal site that can also be used by SMEs throughout Japan, provide information on the different types of business to be generated by the Games, and work to expand business opportunities related to the Games
- Convey information on the needs of large companies to SMEs, and information on the products and services of SMEs to large companies, in order to promote business matching

#### Create new technologies, products, and services and promote them to the world

- Along with promoting the advancement of SMEs into growing fields such as medical devices, the environment, and robotics, we will provide funding to start a business, and work to prepare an environment in which the public and private sectors unite to support the establishment of businesses.
- Use the global attention focused on the Games to strongly promote Tokyo's industrial strengths to the world, including the excellent technologies, products, and services of SMEs

### 4 Promote domestically produced ingredients



- Advance initiatives aimed at offering meals made with ingredients grown in Tokyo and Japan at the Games, and the use of domestically grown trees and plants at Games-related facilities, and other locations
- Use the wide variety of opportunities created by the Games to promote domestically produced agricultural, forestry, and marine products
- Promote high added-value agricultural, forestry, and marine products and the creation of specialty brands, aiming to improve the business capabilities of producers

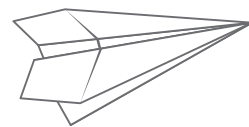


### 5 Promote the advanced technologies of Tokyo and Japan



- We will promote the advanced technologies of Tokyo and Japan to the world through the Games, including hydrogen energy technologies, Intelligent Transport Systems, automatic translation devices that use ICT technologies, and robotics, and apply these technologies to the realization of a hydrogen society and a Tokyo without traffic congestion, as well as toward responding to a super-aged society.





Use the Games to express  
gratitude to the world for  
its support following  
the 2011 Great East Japan  
Earthquake

8

During the bid for the Tokyo 2020 Games, which started in 2011, we advocated that sports would bring dreams and hope to the areas affected by the Great East Japan Earthquake.

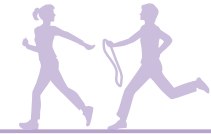
Through the incredible performances and all-out efforts given by the world's top athletes and the excitement generated by the events, the Olympic and Paralympic Games brighten spirits and give people courage to overcome difficulties.

Without the recovery of these areas there will be no success for the Tokyo 2020 Games. As we look toward the Games, which will take place almost a decade since the disaster, we will deliver vitality to these areas and show the world how the region has overcome a range of difficulties as it progresses toward a strong recovery.

The Games will not only bring great inspiration to these areas, but also pass on the strong bond formed between Tokyo and the recovering areas to the next generation.



# 1 Through the power of sport, we will deliver vitality and show the world how the region has progressed toward a strong recovery



## Deliver vitality to the affected areas

- Through sports exchanges such as the Tohoku-Tokyo 1,000-km Relay and the dispatch of athletes to the affected communities, we will deliver vitality to the area.
- In prefectures most affected by the disaster, we will set up Live Sites with large screen displays to offer live screening of the Games and hold various events, and bring the excitement and emotion of the Games to the people of the area.

## Convey the area's strong progress toward recovery to the world

- We will make a continuous visual record of events, including of interaction between medalists and local children, to show the world the area's strong progress toward recovery at various opportunities such as international sports events.
- Following the Rio 2016 Games, the Olympic and Paralympic flag tour will also be brought to the Tohoku area, and we will introduce the event to the world.



Tohoku-Tokyo 1,000-km Relay



Program to send athletes

## 2 Support for an early recovery



### Support for an early recovery in the affected areas

- Working to achieve as early a recovery as possible, Tokyo continues to dispatch Tokyo Metropolitan Government staff to the affected prefectures to support recovery amid expectations that recovery projects such as restoration of the infrastructure be carried out according to high standards.

### Programs to stop harmful rumors and keep the memory of the disaster from fading

- Tokyo is advancing programs to eradicate damage caused by harmful rumors about areas affected by the Great East Japan Earthquake, including its Fukushima-Tokyo campaign to promote products from Fukushima and tourism to the area.
- We are also ensuring that the memory of the disaster does not fade by holding events to convey the story of what happened when the disaster struck, the current status of recovery, and call for continued support.

### Exchanges with the affected areas through culture and education

- The TMG is implementing various art programs for people from the affected areas to participate in and interact with others in cooperation with groups such as NPOs and the Tokyo Caravan.
- The TMG is advancing projects that collaborate with the affected areas as part of its Olympic and Paralympic education programs.

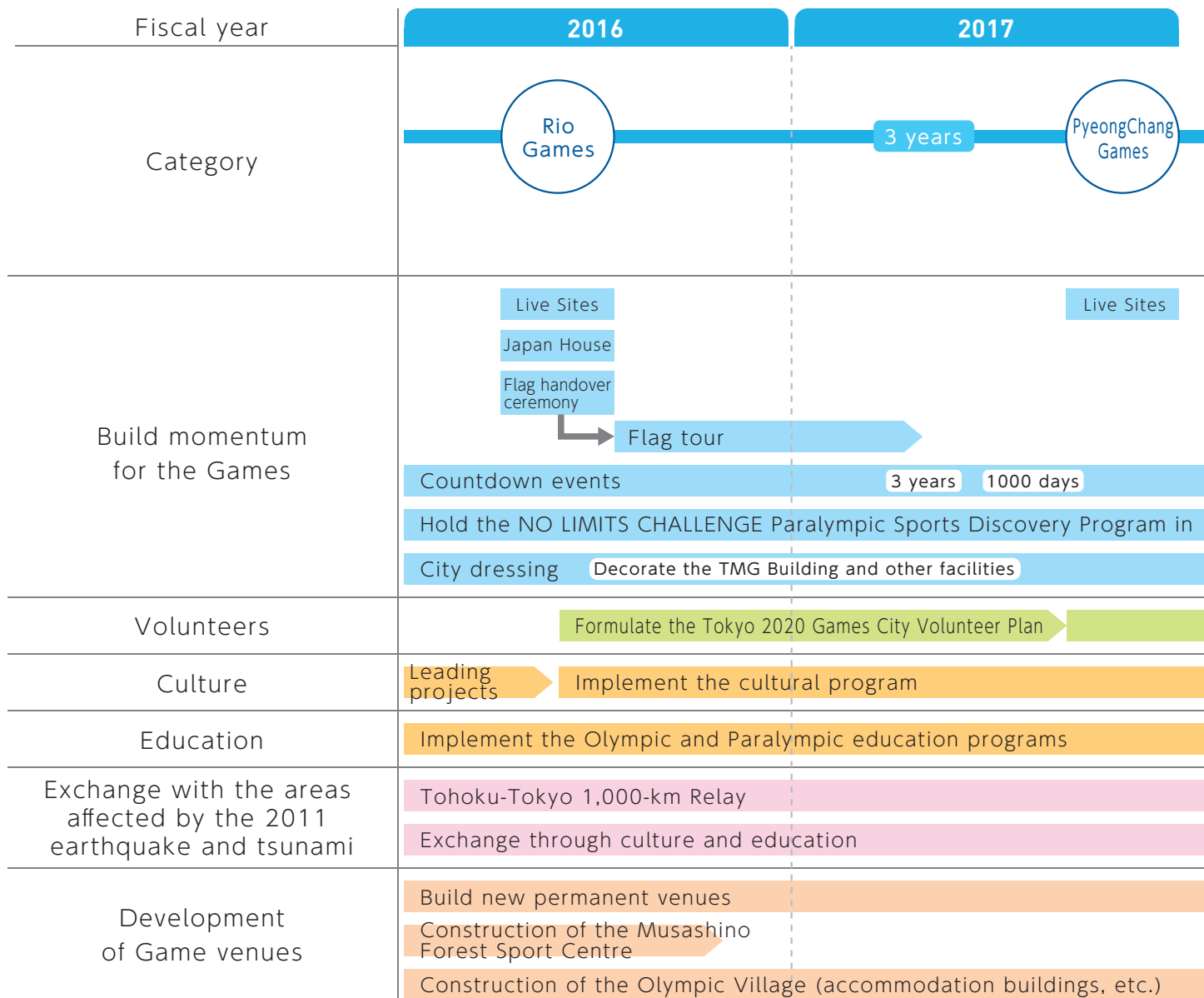


Program to support the affected areas through the arts  
(Fukushima Prefecture)





# Major Preparations Leading up to the Tokyo 2020 Games





# Legacy & TOKYO

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