

Towards 2020

Create spaces that encourage people to play, watch, and support sports

- Hold sporting events that encourage local participation, giving people more opportunities to engage in athletic activities
- In addition to making use of competition venues and existing sports facilities, have people use roads, sidewalks, and parks as walking, jogging, and cycling courses
- Offer wraparound support for local sports clubs so that everyone has a way to participate in sports in their own neighborhoods
 - ▶ **Number of local sports clubs established: 144** (at the end of FY2020)
- Establish tie-ups with Tokyo universities and companies so that people can make use of their athletic facilities as well
- Recognize companies that encourage athletics under the TMG's Sports Promotion Company Certification System and popularize the initiative
 - ▶ **Certified companies: 319** (at the end of FY2020)
- Create opportunities for people to compete in elite sporting events to drum up support for international competition
- Provide opportunities for people get involved in various sporting events as volunteers



Tokyo Walk

Sports implementation rate of Tokyo residents



Note: Percentage of Tokyo residents who engage in sports at least once a week

Create an environment that supports athletes

- Recruit/select outstanding junior high school performers and help them to become elite athletes through appropriate competition
- Certify Tokyo athletes who are expected to participate in the Olympic and Paralympic Games, etc. as "Athletes Certified as Tokyo Athletes", offer financial support for their training
 - ▶ **Certified athletes: 1,034** (at the end of FY2020)
- Help athletes find jobs (leading seminars for companies or athletes, for example)
- Support athletic training specifically tailored to female athletes, promoting sports integrity in athletic leagues



Promotion of the measures against second-hand smoke

- Enact the "Tokyo Metropolitan Ordinance to Prevent Exposure to Second-Hand Smoke" (Full enforced in April 2020)
 - Tokyo has established its own anti-smoking rules, banning indoor smoking at schools and preventing the establishment of outdoor smoking venues as well as banning smoking at most eateries that have employees
 - The city also set up a hotline and online chat to answer questions and educate people about the new laws



Beyond 2020

The sight of athletes competing in the Tokyo 2020 Games will create a legacy for the capital, turning the entire city into an athletic playground where anyone can enjoy sports



Make Tokyo a "sports field" where sports are integrated into daily life

- ◆ Support promotion of sports in local communities
 - ◆ Use urban spaces in a way that is unique to Tokyo
- ◆ Make the most of the new, attractive features of Tokyo sporting venues
 - ◆ Turn familiar locations into sporting venues

Bring the sports implementation rate of Tokyo residents to 70%, making it one of the most active cities in the world (by 2030)

● Make the most of Tokyo's resources
● Actively promote digitization

Make Tokyo into a "sports field" where people can play, watch, and support sports everywhere throughout the city

- ◆ Make sports more familiar through interactive sporting events
 - ◆ Use sports to facilitate collaboration with universities and the private sector
 - ◆ Use athletes to foster a trend towards athletic participation
- ◆ Offer more far-reaching support for sporting activities

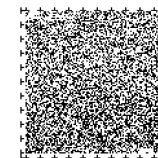
Create fresh value and new draws that hinge on sports

Encourage wellness through sports in local communities



Use digitization to devise ways for people to continue enjoying sports

- Bring in innovative ideas and cutting-edge technologies from startups and other tech players
- Use augmented reality and other technologies to provide virtual sporting opportunities



Towards 2020

Create a Paralympic Movement

● **“Team Beyond”, a project to support parasports**

- Encourage companies and other organizations to support parasports by publicizing them and holding events that support widespread participation of registered members and others

▶ **Members: More than 1.3 million individuals and companies (2020)**

● **The Tokyo Paralympic Experience Program "NO LIMITS CHALLENGE"**

- Provide opportunities for people to experience the magic of the Paralympics throughout the city, including Paralympic competition experiences, panel displays on the events, athlete talk shows, and more

▶ **Implement in all Tokyo municipalities by the end of FY2019**

▶ **Nearly 46,000 people came out during the two-day No Limits Special 2020 event**

● **Widely publicize the magic of parasports**

- Widely promote the magic of parasports and the importance of barrier-free design by hosting the Roundtable Meeting on the Success of the Tokyo 2020 Paralympic Games and the Promotion of Barrier-free Environment among para athletes, academic experts, and leaders in various fields, using them as ambassadors for parasports and barrier-free initiatives



Team Beyond members cheering on



No Limits Challenge Experience

Energize and promote parasports by securing opportunities, developing supporters, and boosting competitive strength

- Renovate the Tokyo Metropolitan Sports Centers for People with Impairments, adding lanes to indoor pools, building family changing rooms, and otherwise improving functionality and convenience
- Promote the use of gymnasiums at municipal schools for students with special needs as local centers for parasports
- Create an official certification program for parasport coaches and encourage them to build their personal networks
- Educate people and spread the word about parasports with training sessions hosted by organizations capable of leading seminars and promoting athletics for people with impairments
- Hold competition experiences and follow up afterwards to identify and develop athletes who will lead the next generation of parasports
- Certify athletes who are expected to participate in the Paralympic Games, etc. as "Athletes Certified as Tokyo Athletes", and support their activities



Adding pool lanes (Tokyo Metropolitan Tama Sports Center for People with Impairments (Tama))



Scouting program for next-generation para athletes

Beyond 2020

Make parasports a popular activity that anyone can enjoy, making Tokyo a place where people can get involved in them all over the city



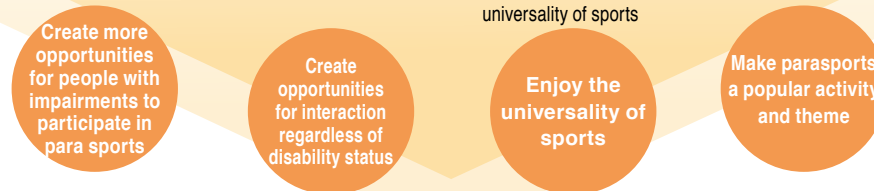
Use parasports to promote social inclusion

- Promote initiatives that people can enjoy anytime, anywhere regardless of disability status

Develop and pass on the Paralympic Movement



- Create more local activity opportunities and venues
- Add and enhance barrier-free spaces
- Increase the quantity and quality of the people who support parasports
- Create more opportunities for volunteers to interact and learn
- Develop a broader base of fans and supporters
- Create more and better opportunities to watch competitions to build popular support
- Create experiential opportunities to enjoy the universality of sports
- Create ongoing exposure for para athletes active in international competition to make them a familiar presence
- Encourage more people with impairments to get involved in parasports



Use parasports to promote social inclusion



Increase the sports implementation rate of Tokyo residents with impairments to 50% (by 2030)

Increase the percentage of Tokyo residents interested in parasports to 80% (by 2030)

