

# Strategy



## Successful Tokyo 2020 Games

We will build the best environment for both athletes and spectators. We will enhance our city's tangible and intangible assets to deliver the greatest Olympic and Paralympic Games ever.

What we must not forget in this process is our vision for Tokyo after the Games. Seizing the opportunities presented by the Tokyo 2020 Games, we will turn Tokyo into a city where all can enjoy sports.





## Approach

# 01

### Make thorough preparations and create a lasting legacy

We will provide a Games where athletes can reach their greatest potential. A safe and secure Games where spectators can enjoy competitions in comfort.

All of Tokyo will unite to create a groundswell for the best Games ever, and the venues for Tokyo 2020 will be used by many citizens long after the Games as precious and enduring legacies.

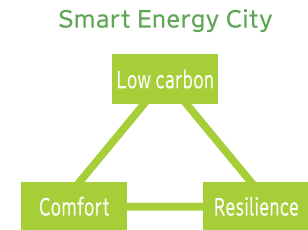
# Tokyo in the Future

## ▶ Athletes First

We have an environment that allows athletes to put forth their best performance. Event venues and facilities will continue to be loved as valuable assets of the people of Tokyo and Japan. And, work to establish a mixed-use development where people can interact and live comfortably is set to start at the site of the Olympic Village.

## ▶ Eco-Friendly Games

We are employing energy-efficient technologies and the use of hydrogen energy, including fuel cell vehicles, in the Olympic Village with the aim to realize a smart energy city model. At venues for outdoor events such as the marathon, we are taking sophisticated measures against the summer heat.



## ▶ Energizing the Atmosphere for the Games

The entire city has an energized atmosphere through our united efforts to raise awareness about the Games and events, including city dressing, the use of city decoration to give the city a uniform look for the Games.



## ▶ Enhancement of Crisis Management Systems

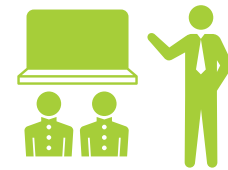
An emergency image transmission system which uses privately-owned security cameras is operating, and other such systems, including a system that detects cyber-attacks, are in operation.





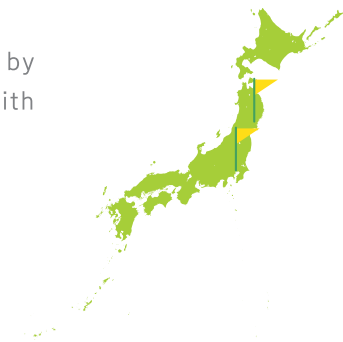
### ► Culture and Education

We are implementing an innovative cultural program that uses the city itself as the stage. Regarding education, Olympic and Paralympic values have been instilled in young people through educational programs at all public schools and many private schools.



### ► Supporting Recovery from the 2011 Earthquake

There are a number of ongoing programs to support recovery in the region affected by the 2011 Great East Japan Earthquake through sports, including sports exchanges with the children of Tokyo and sending athletes to the affected regions.





## Approach 02

### Create an elegant, barrier-free city

Tokyo will become a very attractive, barrier-free city. To achieve this, we must construct an environment where everyone can move about with ease, while also cultivating a spirit of consideration for others.

A cityscape in harmony with our history and cultural heritage will be left for future generations.

# Tokyo in the Future

## ▶ Making Roads and Railway Stations Barrier Free

Everyone can move about safely, smoothly, and with peace of mind thanks to great progress in making the areas around Olympic venues, transportation facilities, and public spaces barrier free.

	Target year	Target level
Barrier-free design of areas around Games venues and sightseeing spots	2020	completed
Installation of platform gates at all 78 stations operated by JR & private railways used by 100,000 people or more on a daily basis	FY2023	almost completed



## ▶ Removal of Barriers in Society

An environment where anyone can access the information they need exists through our support toward various efforts taken by the municipalities, such as the creation of community barrier-free maps. Additionally, by raising awareness of universal design in schools and in the community, a spirit of consideration for others has been fostered, and participation in society by the disabled has been promoted.



## ▶ Creating a Cityscape Befitting the Capital

We have a beautiful, elegant cityscape where our historical and cultural resources are in symbiosis with newly created cityscapes. In areas around Olympic venues, utility lines have been moved underground.







## Approach 03

### Ensure comfort and safety for international visitors

We anticipate that international visitors to Tokyo will continue to increase as we head toward the 2020 Games. To ensure their comfort and safety, Tokyo will provide multilingual support to meet their basic needs and expand efforts to enable their smooth actions in the event of an accident or emergency.



# Tokyo in the Future

- ▶ Installation of digital signage for pedestrians

FY2019  
about **100**



- ▶ A multilingual medical support system

2020  
all **14**  
metropolitan hospitals



## ▶ Multilingual Support

Through the use of new technologies such as digital signage and translation apps, information in multiple languages is provided at transportation facilities, restaurants, and hotels. Information on emergencies and evacuation routes is also available.

## ▶ Easy-to-Understand Signage

Digital signage is placed near Olympic venues to display information, including routes to guide people to their destination. On roads and in sightseeing areas, easy-to-understand signage that includes English and/or pictograms has been installed.

## ▶ Health Care Environment

Progress has been made in offering medical information and treatment in multiple languages, resulting in a more substantial environment for foreign visitors to receive medical care with peace of mind.





## Approach

# 04

### Cultivate top athletes and build a city of sports

The Tokyo 2020 Games provides an unparalleled opportunity to further invigorate sports in Japan. We aim to have over 100 athletes from Tokyo competing in the Games.

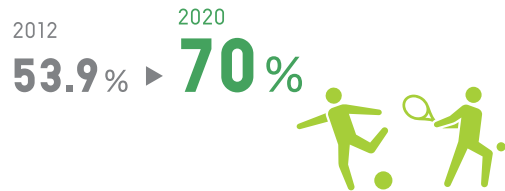
And, with a world-leading 70 percent of residents participating in some form of sport, we will be a city where everyone including people with disabilities enjoys sports.

# Tokyo in the Future

## ▶ Sports for Everyone

Sports are now a part of everyday life. An environment where residents can easily enjoy sports such as walking and cycling exists. A variety of tournaments and events are being held at facilities that were used for the 2020 Games. Community sports clubs have also been established in municipalities throughout Tokyo, offering a place for families to enjoy sports together or for individuals to exercise after work.

▶ Tokyoites participating in some form of sport



▶ Walking paths along the rivers



▶ Cycling routes in marine parks



## ▶ Promoting Sports for the Disabled

Awareness of disabled sports has progressed, and we are expanding opportunities for people with disabilities to enjoy sports. Tokyo metropolitan schools for special needs education have substantial educational programs and club activities that incorporate sports. We are also training sports instructors for the disabled.

	Target year	Target level
Metropolitan schools for special needs education designated for promotion of disabled sports	FY2017	30
Districts in Tokyo with community sport leaders eligible to coach disabled sports	FY2020	59





# Key Terms to Understand Strategy 1

## ▶ Tokyo's own media center

Approach 01

Tokyo will establish its own media center apart from the International Broadcast Centre (IBC)/Main Press Centre (MPC) set up by the Tokyo 2020 Organising Committee. From this press center, we will convey the attractions of Tokyo to the world.

## ▶ Thorough security measures

Approach 01

Tokyo will fully prepare for scenarios such as a terrorist attack or a natural disaster in the waterfront area. Institutions such as disaster management agencies and medical institutions will collaborate for heightened alert status, and units such as the Fire Rescue Task Forces of the Tokyo Fire Department will build up their vigilance from the land, sea, and air.

## ▶ Environmental measures and measures against heat

Approach 01

In the construction of Olympic facilities, a blend of comfort and energy efficiency will be achieved through the introduction of solar power generation and use of materials with high levels of insulation. Additionally, solar heat blocking pavements and water-retaining pavements for metropolitan roads, including the marathon course, will be adopted to mitigate heat.

## ▶ Olympic and Paralympic educational programs

Approach 01

In addition to promoting education that utilizes Tokyo's own supplementary materials at public and private schools, a volunteer mindset will also be cultivated to support the delivery of the Games.

▶ **Promoting the barrier-free concept** Approach 02

By fiscal 2024, another approx. 90 km of metropolitan roads that link railway stations to other public facilities will be made barrier free. In addition, at stations used by 3,000 people or more on a daily basis, one direct route between the entrance/exit of the station and platform levels will be secured.

▶ **Removing language barriers** Approach 03

Tokyo will promote the development of multilingual support at transit hubs such as major railway stations and stations that offer direct airport access, as well as the active use of advanced technology.

▶ **Preservation of historic scenery** Approach 02

The restoration of historic structures such as the traditional tea houses in Hama-rikyu Gardens and the Karamon Gate in Koishikawa Korakuen Gardens will be advanced, and this heritage will be passed down to the next generations.

▶ **Discovering and cultivating top athletes** Approach 04

Promising athletes from Tokyo will be discovered and cultivated for the Tokyo 2020 Games and other future competitions, with the goal of 100 athletes for the Olympics and 25 athletes for the Paralympic Games. Their success will inspire dreams and hopes in children, leading to increased participation in sports. Initiatives will also be promoted to have these athletes use their experiences to benefit local sports.