

Towards 2020

— Building the Legacy —



Uni-Voice 🔍



Towards 2020

—Building the Legacy—

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

The Tokyo 1964 Games created a legacy that drove rapid economic growth, including the development of infrastructure such as the *shinkansen* high-speed railway line and metropolitan expressways. The Tokyo 2020 Games must create legacies that demonstrate Tokyo's maturity.

This revised edition of "Towards 2020: Building the Legacy," first formulated in FY2015, reflects subsequent changes and trends, including the Tokyo Metropolitan Government's (TMG) comprehensive four-year plan, which covers the period from FY2017 through FY2020 called, "New Tokyo. New Tomorrow. The Action Plan for 2020."

By clarifying how TMG initiatives relate to eight themes that focus on the Tokyo 2020 Games legacy, in areas including development of competition venues and the Athletes' Village, culture, education, the environment, economy, and recovery of the areas affected by major disasters in recent years, mainly the areas affected by the 2011 Great East Japan Earthquake, we will achieve the following.

- ◆ Steadily advance initiatives in the lead-up to 2020 aimed at creating a valuable legacy through the Games
- ◆ Create opportunities for all Tokyo residents to become involved with and participate in the Games

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 and other disasters.

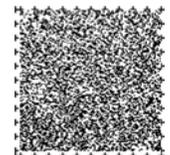
To the World

Tokyo will serve as a display window to promote all of Japan's attractions, including its initiatives aimed at realizing a city leading the world in environmental policies 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 by major disasters in recent years, 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 summer Paralympic Games twice, Tokyo must create solid legacies, including the realization of an inclusive society where people with and without impairments accept and respect each other.
- The Paralympic Games will not be used solely as an opportunity to familiarize people with impairments 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 impairments 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 impairments.



8 THEMES

THEME 1 TANGIBLE LEGACY

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

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THEME 2 SPORTING LEGACY

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

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THEME 3 SPIRITUAL LEGACY

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

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THEME 4 CULTURAL LEGACY

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

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THEME 5 SOCIAL LEGACY

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

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THEME 6 ENVIRONMENTAL LEGACY

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

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THEME 7 ECONOMIC LEGACY

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

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THEME 8 LEGACY AS LASTING BONDS

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

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Promoting "Towards 2020: Building the Legacy" initiatives in line with "New Tokyo. New Tomorrow. The Action Plan for 2020"

- The Action Plan for 2020, formulated by the TMG in December 2016, is a comprehensive four-year plan, which covers the period from FY2017 to FY2020. From the perspective of putting the citizens of Tokyo first, three "cities" of Tokyo—"Safe City," "Diversity" (Diverse City), and "Smart City"—will be realized to create the "New Tokyo." Penguins representing each of the three "cities" are shown below and throughout this pamphlet to illustrate which "city" an initiative corresponds to.

Examples of initiatives supporting the eight "Towards 2020: Building the Legacy" themes (shown inside the brackets) are listed below according to the corresponding Action Plan for 2020 "city" or group of policies.

Safe City "Tokyo: More safe, more secure, and more lively"

- ▶ Counterterrorism and disaster preparedness measures 【Theme 1】
 - Advancing the removal of utility poles
 - Building crisis management systems



Diverse City "Tokyo: Fulfilling and vibrant for all"

- ▶ Preparation of competition venues 【Theme 1】
- ▶ Steps to make the city more barrier free 【Theme 1 and 5】
- ▶ Promotion of sports for people with impairments 【Theme 2】
- ▶ Building momentum for the Games 【Theme 3】
- ▶ Promotion of volunteerism 【Theme 3】
- ▶ Olympic and Paralympic Education 【Theme 5】
- ▶ Support for the recovery of areas affected by disasters 【Theme 8】



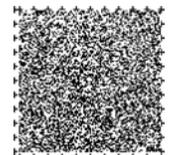
Smart City "Tokyo: Globally open, eco-friendly, and a global financial and economic center"

- ▶ Transportation network 【Theme 1】
- ▶ Cultural program 【Theme 4】
- ▶ Making Tokyo a smart energy city 【Theme 6】
- ▶ Promotion of the 3R concept 【Theme 6】
- ▶ Promotion of industry 【Theme 7】



Host City Tokyo Project

- To be implemented in the lead-up to the Games, the TMG-wide project will systemize priority programs, linking individual programs together to fully leverage the great synergistic effect generated.



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

- 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 ensure effective post-Games use, based on the facility management plan formulated in April 2017.
- A hub for sports in the Tama area which combines the Musashino Forest Sport Plaza, which opened in November 2017, and Tokyo Stadium, one of the Rugby World Cup 2019 venues, will be formed.
- We will advance upgrades to the infrastructure aimed at realizing the "Sports City Tokyo" concept, 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 municipal sports facilities.

Competition venues to be developed by the TMG



Olympic Aquatics Centre
*Image at the time of the Games (as of October 2015)



Sea Forest Waterway
*Image as of May 2016



Ariake Arena
*Image as of October 2015



Canoe Slalom Course
*Image as of May 2016



Seaside Park Hockey Stadium
*Image of facility after the Games (as of June 2016)



Dream Island Archery Field
*Image as of November 2017



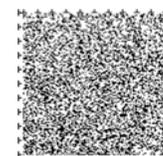
Musashino Forest Sport Plaza
*Photograph taken in April 2017



Ariake Tennis Park
*Image of facility after the Games (as of May 2017)

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 Athletes' 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 Athletes' Village



- 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 pure hydrogen type 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.



*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, and start service sequentially in line with the construction of Ring Road No. 2
- Promote bike-sharing by improving the environment for cycling
- Advance the development of recommended cycling routes that will enhance the convenience and comfort of users
- Promote utilization of water transportation by testing routes linking the city center, waterfront area, and Haneda
- 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
- The 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.



A sidewalk with barrier-free access



Platform doors at a station

5 Promote initiatives to enhance the safety and security



Advancing the removal of utility poles to create landscapes befitting a host city

- Advance the removal of utility poles along metropolitan roads near competition venues and in other locations
- Support the initiatives of Tokyo municipalities aimed at removing utility poles in areas such as around competition venues and other facilities



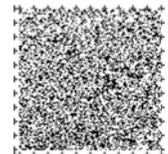
Before



After

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 the Tokyo 2020 Organising Committee, and clarifying the division of responsibilities.
- Through the establishment of an urban operations center during the Games, urban functions as the host city will be maintained, and smooth Games operations will be supported.
- We will continue to apply these safety and security initiatives after the Games to enhance peace of mind for the people of Tokyo.
- By holding tours of infrastructure facilities and other efforts, we will promote Tokyo's disaster preparedness and response capabilities to the world.



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



Diverse City

Build an environment to support the success of athletes

- Work with athletes and sports associations to discover, cultivate, and strengthen promising athletes
- Support athletes in finding employment by providing information and raising awareness among athletes and companies

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 TMG's Sports Promotion Company Certification System to certify companies that promote sports, compile best practices, and publicize this information
- Work with Tokyo municipalities, private groups, and others to popularize exercise and physical activity that contribute 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



Diverse City

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



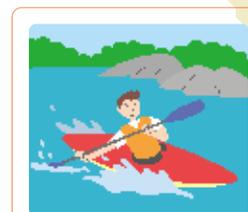
Use roads, promenades, parks, etc. as walking, running, and cycling courses



Put sports facilities at schools to greater use



Use Tokyo 2020 Games competition venues and existing facilities



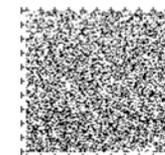
Popularize water sports that use Tokyo's natural environment



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



Project to Promote Radio Calisthenics (Tokyo Citizens' Plaza)



3 To make the Paralympic Games a success, promptly raise awareness and accelerate the creation of an environment to support sports for people with impairments



Diverse City

Create a Paralympic Movement by promoting sports for people with impairments

- Actively promote the excitement of sports for people with impairments, including Paralympic sports, and the achievements of athletes in the media through the TEAM BEYOND project to support para-sports and other efforts
- Promote sports for people with impairments and the Paralympic Games in various scenes in cooperation with Paralympians and others



Upgrade facilities for sports for people with impairments

- 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 sports for people with impairments
- Promote the use of Tokyo Metropolitan Special Needs Schools to serve as centers for sports for people with impairments in the local community

Discover, cultivate, and strengthen athletes of sports for people with impairments

- Work to discover, cultivate, and strengthen impaired athletes by supporting Paralympic hopefuls with ties to Tokyo through a certification system and other methods
- Promote the strengthening of sports associations and vitalization of sports
- Offer support for holding international sport federation approved competitions with the aim to provide more opportunities for impaired athletes to compete and enhance the event management capabilities of sports associations



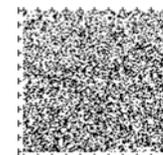
4 Promote measures to address passive smoking



Diverse City

Promote measures to address passive smoking

- Further promote measures to address passive smoking, not only as the host city of the 2020 Games, but also from the perspective of ensuring the health of the people of Tokyo



1 Generating excitement for the Games together



Diverse City

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 Tokyo 2020 Medal Project, the unveiling of the Games mascot, etc.) to be held in Tokyo and other locations

Cultivate a host city atmosphere throughout Tokyo

- Decorate the city in a uniform design using methods such as city dressing to create a festive mood. And, raise excitement by installing large displays featuring the Olympic and Paralympic symbols, which will become part of the post-Games legacy
- Involve as many Tokyo residents and communities as possible in the torch relay so that the excitement of the Games can be widely shared
- Through sports-related activities such as radio calisthenics and the TEAM BEYOND para-sports support project, boost excitement for the Games
- Promote the participation of a wide range of people in Games-related events utilizing the Tokyo 2020 Participation Program



Flag Tour (Ogasawara-mura)

2 Leading the Games to success through all-Tokyo efforts



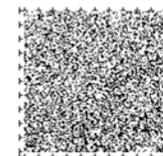
Diverse City

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



Diverse City

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 to serve as key “City Volunteers” during the Games, such those participating in the TMG’s tourism volunteer program
- Create an environment where many Tokyo residents can participate in the Games as volunteers regardless of age, gender, impairment, etc.
- A portion of City Volunteers will be recruited ahead of schedule in FY2017, enabling them to also serve at Rugby World Cup 2019™, and then carry on that experience to the Tokyo 2020 Games the following year.

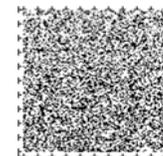
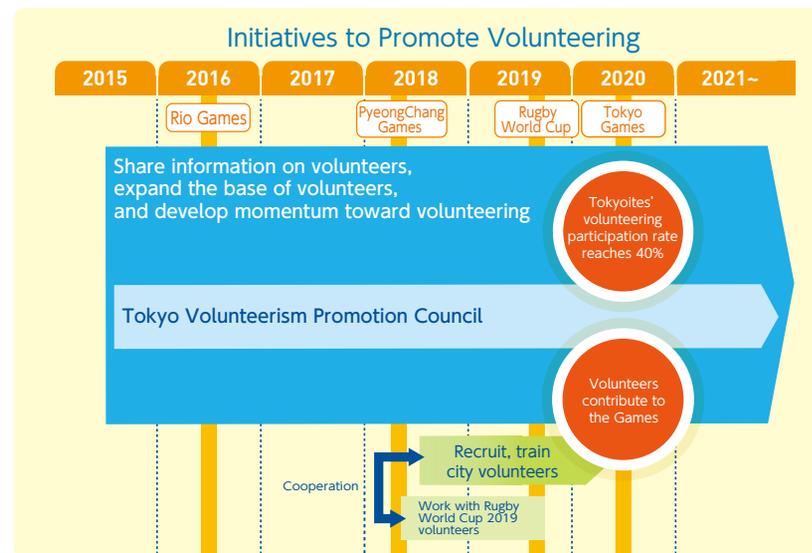


Volunteers assist tourists

of the 2020 Games with and for the citizens of Tokyo

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
- 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 with the aim for the percentage of Tokyoites active in volunteering to reach 40% in FY2020.



1 Develop a diverse cultural program to promote the attraction of Tokyo



Smart City

Develop an unprecedented cultural program

- The cultural program, called Tokyo Tokyo FESTIVAL, will be held over a six-month period starting in April 2020, as the culmination of cultural events leading up to the Games.
- In preparation for 2020, the Road to Tokyo Tokyo FESTIVAL will be held to promote the cultural program across Japan and abroad and enhance its reach.
- In addition to utilizing all sorts of spaces throughout the city, we will implement programs to allow everyone, including senior citizens and people with impairments, to experience diverse forms of arts and culture in their daily life.

■ Tokyo Tokyo FESTIVAL

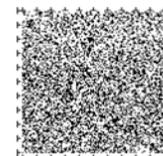
Tokyo Tokyo
FESTIVAL

■ Road to Tokyo Tokyo FESTIVAL

Road to Tokyo Tokyo
FESTIVAL

Tokyo Tokyo FESTIVAL Initiatives and Programs

Category	Initiatives and Programs
Branding and Promotion Strategy	<ul style="list-style-type: none"> · To strengthen recognition and build excitement for the Tokyo Tokyo FESTIVAL, designate the period in the lead-up to 2020 as the Road to Tokyo Tokyo FESTIVAL, promoting the Tokyo Tokyo FESTIVAL in Japan and abroad and enhancing its reach
Roll out new symbolic programs	<ul style="list-style-type: none"> · Tokyo Tokyo FESTIVAL Public Call for Project Proposals · Make spaces available to the citizens of Tokyo for creative expression, utilizing various existing venues · TANDEM Paris-Tokyo 2018, etc. · Develop new projects as centerpieces in line with the branding and promotion strategy
Implement subsidies for the private sector, etc.	<ul style="list-style-type: none"> · Steadily support private sector cultural activities using already existing subsidy programs · Support the "creation of original content from Tokyo" to make the Tokyo Cultural Program multitiered through the expansion of Tokyo Cultural Program subsidies
Initiatives to serve as the foundation for the Tokyo Cultural Program	<ul style="list-style-type: none"> · Hold exhibitions and performances at metropolitan cultural facilities, hold large-scale opera performances in collaboration with the national government and areas outside of Tokyo, and enhance the Tokyo Caravan and TURN initiatives · Promote initiatives to serve as the foundation for arts and culture in Tokyo, including those that enhance the appeal of hubs for art and culture, collaborations with tourism promotions, and initiatives to promote understanding with respect to diversity



2 Create an environment where everyone can experience arts and culture



Smart City

Promote familiarization with Art Brut and other forms of art

- Promote forms of art such as Art Brut in collaboration with municipalities, schools, welfare facilities, NPOs and local stakeholders at locations including bases for art exhibition and exchange to be established in Shibuya

Support activities aimed at confronting social issues through arts and culture

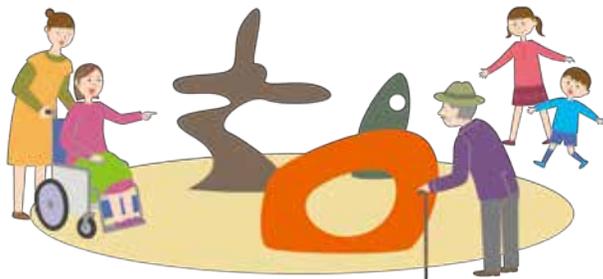
- Support art NPOs involved in activities such as preparing an environment to facilitate art and cultural activities for those with impairments and senior citizens

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

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

Improve the functions of cultural facilities

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



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



Smart City

Enhance the attraction of diverse cultural centers

- Contribute to enhancing the appeal of cultural centers by promoting programs that consolidate arts and cultural resources and leverage the features of an area

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

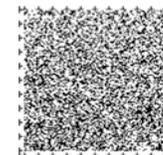
- Expand opportunities for the display of new forms of artistic expression, including competitions that use cutting-edge technology

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

Develop human resources to support the arts and culture

- Support the cultivation of artists that will be active on the global stage by holding exhibitions for young artists
- Promote the development of talent to support the arts and culture, including curators and art directors



1 Cultivate talent for the future and create an inclusive society

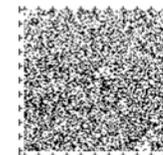
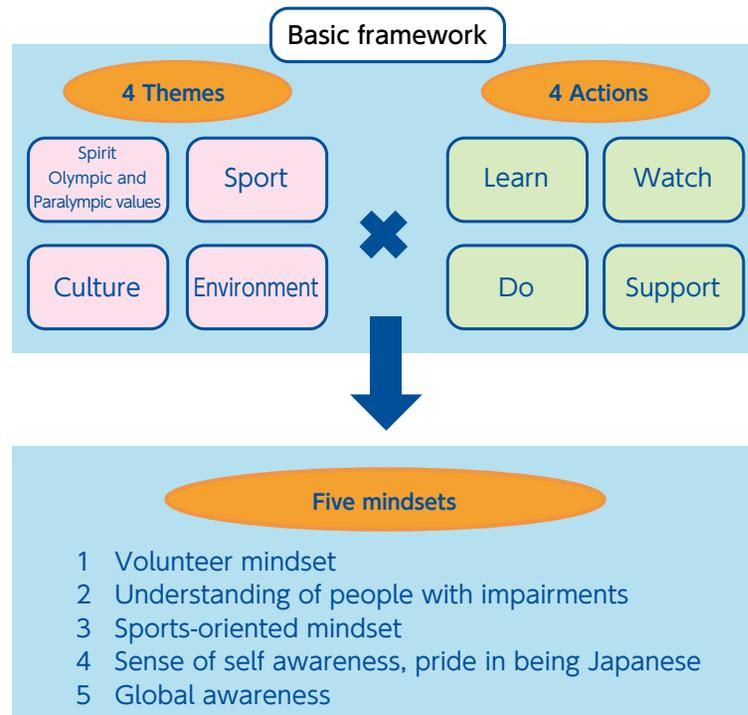


Olympic and Paralympic Education

- To cultivate five qualities, a volunteer mindset, understanding of people with impairments, a sports-oriented mindset, a sense of self awareness and pride in being Japanese, and global awareness, we will promote four projects—Tokyo Youth Volunteer, Smile Project, Dream and Future Project, and Global Friendship Project.
- We will support initiatives that specifically cultivate a volunteer mindset, understanding of people with impairments, and global awareness, which are advanced by schools independently on a continuous basis, so these qualities become of the Games.

Nurture a respect for diversity and global awareness

- In working toward an inclusive society, through education, we will promote the acceptance of people with impairments and the creation of a volunteer spirit, 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 Promote initiatives to realize the spirit of the Olympic Charter



Diverse City

Create a society with widespread awareness of human rights

- Ensure that the principles of the Olympic Charter extend throughout all Tokyo communities, and work toward a shared awareness of human rights issues
- To cultivate awareness for the respect of human rights, hold Human Rights Festa Tokyo, a large-scale educational event, as well as enhance the distribution of information by bolstering the functions of the Tokyo Metropolitan Human Rights Plaza as a base for education

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



Diverse City Smart City

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

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

Promote programs that cultivate global awareness

- Cooperate with private organizations and others to 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

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



Diverse City



Smart City

Promote city planning based on universal design

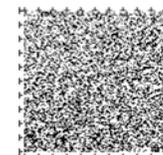
- Along with promoting measures to make railway stations, roads, and buildings barrier-free, we will use the Tokyo 2020 Accessibility Guidelines to further promote city planning that is friendly to everyone from the perspective of the universal design.

Promote a barrier-free mindset and barrier-free communication

- Support education and other efforts that encourage a barrier-free mindset
- Train Tokyo residents in sign languages, including foreign sign languages
- Promote the use of communication tools that feature ICT such as remote sign language interpreting devices
- Use a variety of promotional mediums to educate and raise awareness

Encourage the activities of people with impairments in sports and the arts and culture

- Work to raise awareness and enthusiasm for sports for people with impairments through promotional activities
- To support the activities of people with impairments in arts and culture, we will hold art exhibitions and establish a subsidy program for arts and culture.



1 Using the Games as an opportunity to become a world-leading smart energy city



Promote energy saving measures

- At competition venues and other locations, use LED lighting and other technology with the aim to achieve optimal energy efficiency
- Support the introduction of next generation vehicles such as electric cars
- Continue to implement initiatives aimed at reducing CO₂ emissions in Tokyo such as the Tokyo Cap-and-Trade Program

Promote the introduction of renewable energy

- Proactively install solar power systems and geothermal heat pumps at competition venues aiming to reduce CO₂ emissions



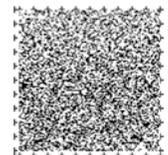
generations by holding a sustainable, eco-friendly Games.

Expand the use of hydrogen energy

- Establish a hydrogen supply system at the Athletes' Village to make the area a model for a hydrogen society
- Promote initiatives to realize a hydrogen society, such as encouraging the establishment of more hydrogen stations and promoting the use of fuel cell vehicles and buses



Fuel cell bus



2 Using the opportunity presented by the Games to create a comfortable city that is cool and clean



Smart City

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 areas" and "cool spots," and improve the urban thermal environment
- Create areas of lush greenery and give consideration to the ecosystem around the competition venues
- Make effective use of water resources through methods such as utilizing rainwater at the competition venues
- Ensure that ample shade is created by trees along metropolitan roads to block the sun's strong summer rays by implementing measures such as systematic pruning
- Work to cultivate enthusiasm for measures to counter the heat such as *uchimizu*, a Japanese tradition where water is sprinkled on to streets to cool them off



Dry mist cooling system at Tokyo Stadium

Realize a sustainable, recycling-based society

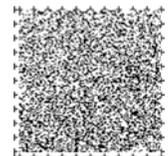
- Thoroughly implement the 3R concept (reduce, reuse, recycle), including promoting measures to reduce food waste
- Promote the use of recycled materials by supporting the Tokyo 2020 Organising Committee's "Tokyo 2020 Medal Project : Towards an Innovative Future for All"
- Study the transfer and reuse of temporary equipment and interior materials used at the Athletes' Village during the Games at other public facilities, etc. and further promote more 3R initiatives in cooperation with the Tokyo 2020 Organising Committee, making full use of widely recruited ideas



Collection box supporting Medal Project

Promote city-level exchange related to environmental measures

- Promote the sharing of knowledge with other cities, including cities in Asia, through initiatives such as city-level exchanges and international conferences in the areas of climate change, waste, air pollution and others



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—a city where capital, talent, and information converge.

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



Promote the diverse attractions of Tokyo to the world

- Use the "Tokyo Tokyo Old meets New" logo and slogan to effectively promote the attractions of Tokyo to the world

Tokyo Tokyo Old meets New

Collaborate with other areas of Japan to attract foreign tourists

- Promote inbound tourism to Japan through regional initiatives such as the establishment of tourism routes linking Tokyo and other areas of Japan and teaming up with other local governments to conduct joint promotions
- Introduce the diverse attractions of the entire country to foreign tourists through 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 Wi-Fi access so that foreign visitors to Tokyo can enjoy walking around the city
- Strengthen and promote multilingual support such as automatic translation technologies that use ICT

Promote tourism to the Tama area and Tokyo islands

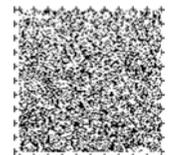
- Use the strengths of private companies and support the development of tourist routes that stimulate interests of international tourists
- Use various forms of media to widely promote the attractions of the Tama area and Tokyo islands at home and abroad



The Mount Mitake Rock Garden (ome-shi)



Motomachi Hamano-yu (o-shima)



3 Ensure the economic impact of the Games is spread in the whole country



Smart City

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

- Support the expansion of business opportunities related to the Games for SMEs in Tokyo and throughout Japan utilizing the Business Chance Navi 2020 portal site, which provides a range of information, including information on tender opportunities generated by 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

- Promote the advancement of SMEs into growing fields such as health care, environment, energy and crisis management
- Provide funding to start a business, and work to prepare an environment in which the public and private sectors unite to give start-up support
- 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



Smart City

- Advance initiatives aimed at offering meals made with ingredients grown in Tokyo and Japan at the Games, and using domestically grown trees and plants at the Games-related facilities, and other locations
- Use the Games as an opportunity 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



Smart City

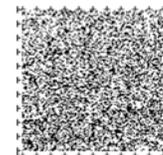
- Through the Games, we will promote the advanced technologies of Tokyo and Japan to the world in areas such as hydrogen energy, Intelligent Transport Systems such as automated driving systems, automatic translation technologies that use ICT, robotics, and para-sport equipment, and apply these technologies to the realization of a hydrogen society and a Tokyo without traffic congestion, as well as toward responding to a super-aged society.

6 Enhance the productivity of society as a whole through the promotion of work style reform



Diverse City

- To expand the use of telework, distribute information and hold seminars for small and medium-sized enterprises (SMEs) at the Tokyo Telework Promotion Center
- Ahead of the Tokyo 2020 Games, which will gather people from all over the world, implement measures to make commuting to work more comfortable by working with companies to promote staggered work times and commuting during off-peak hours through efforts such as the "Flex Time Biz" campaign



1 Through the power of sport, we will deliver vitality to the affected areas 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 affected communities, we will deliver vitality to the areas.
- In prefectures most affected by the disasters, we will set up Live Sites to offer live screenings of the Games and hold various events, and bring the excitement and emotion of the Games to the people.
- We will convey information on hosting Pre-Games Training Camps to prefectures most affected by the disasters.



Tokyo 2020 Live Site in 2016 -From Rio to Tokyo - (Miyagi Prefecture)

Convey the areas' strong progress toward recovery to the world

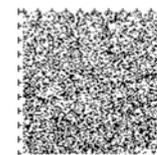
- We will make a continuous visual record of events, including interaction between medalists and local children, to show the world the areas' strong progress toward recovery at various opportunities such as international sports events.
- Show the world the Olympic and Paralympic Flag Tour as it travels across the country, including in areas affected by the disasters



Tohoku-Tokyo 1,000-km Relay



Program to send athletes



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 TMG staff to the affected prefectures to support recovery when requested while recovery projects such as restoration of the infrastructure are carried out.

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

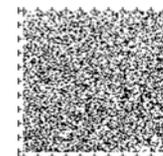
- Tokyo is advancing programs to eradicate damage caused by harmful rumors about the areas affected by the Great East Japan Earthquake, including its Fukushima-Tokyo campaign to promote products from Fukushima and tourism to the area.
- We are also ensuring that the memory of the disasters does not fade by conveying the situation in the areas when the disasters struck and the current status of recovery, holding events to call for continued support, and preserving the memory of the disasters and showing the areas' progress toward recovery through the Internet.

Exchanges with the affected areas through education and culture

- 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.
- The TMG is advancing projects that collaborate with the affected areas as part of its Olympic and Paralympic education programs.

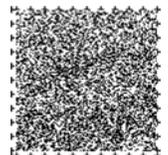
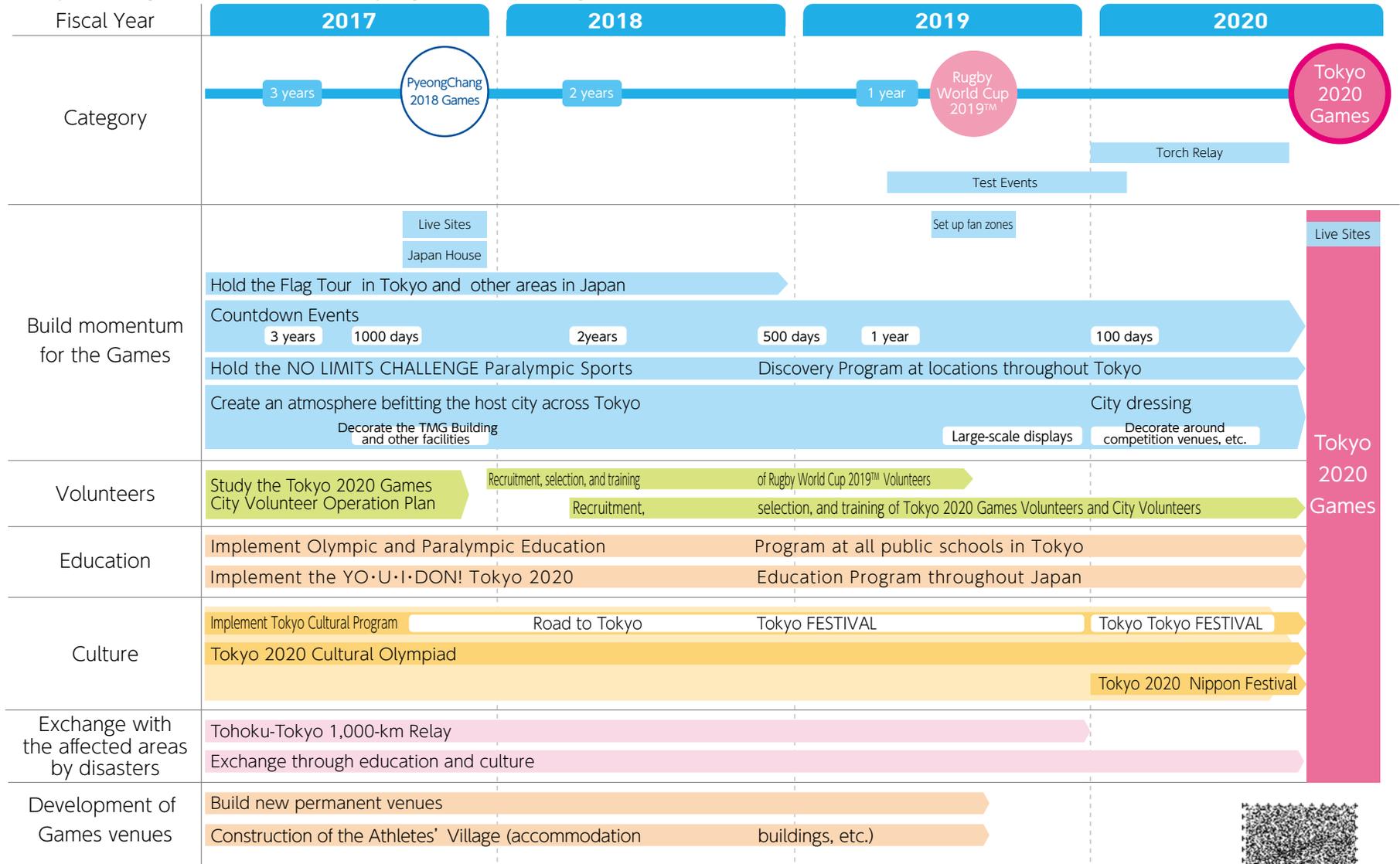


Program to support the affected areas through the arts (Fukushima Prefecture)



Major Preparations Leading up to the Tokyo

2020 Games





Print No.29 (83)

Towards 2020 —Building the Legacy—

Published January 2018
<https://www.2020games.metro.tokyo.jp/taikaijunbi/torikumi/legacy/index.html>

Edited and Published by:
Coordination Section, General Coordination Division,
Bureau of Olympic and Paralympic Games Tokyo 2020 Preparation,
Tokyo Metropolitan Government
2-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-8001 Japan

Tel: +81-3-5320-7809

Printed by:

Notoura Ltd.

2-2-3, Shiomi, Koto-ku, Tokyo 135-0052

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