

Chapter 2 Preparation for the Tokyo 2020 Olympics and Paralympics

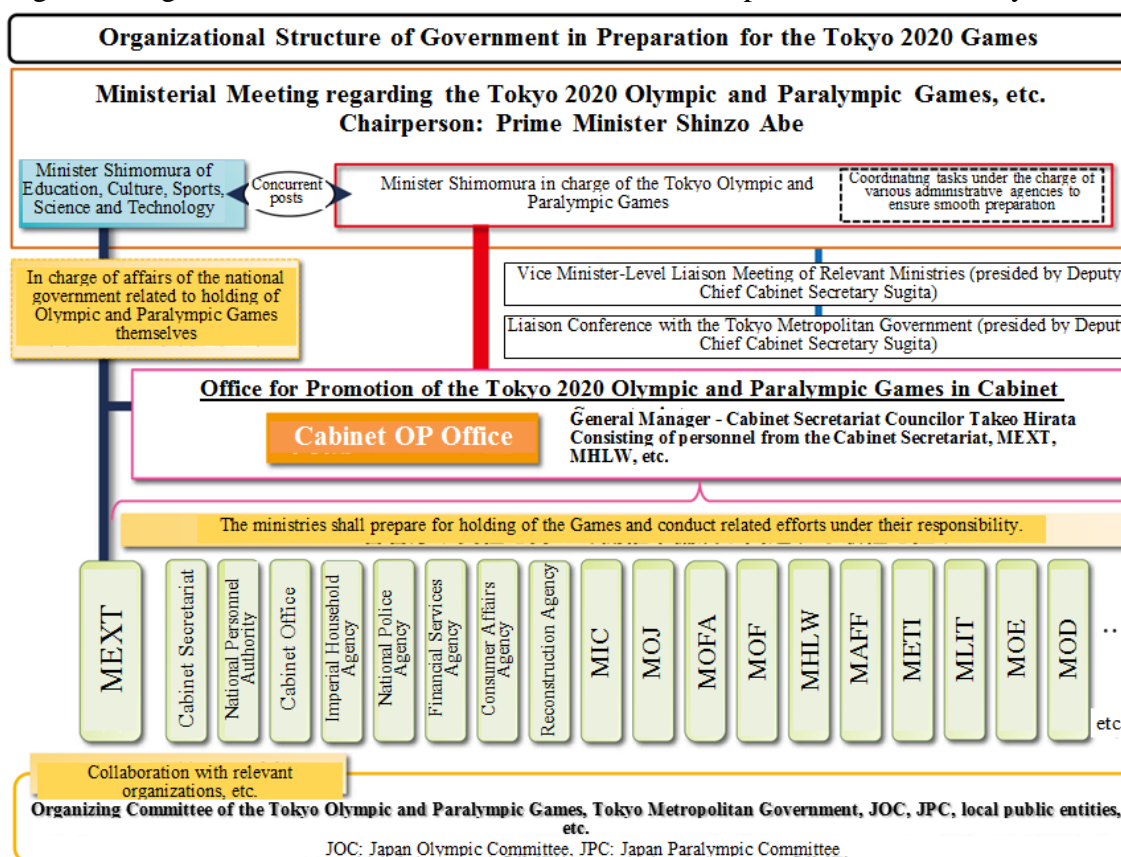
The International Olympic Committee (hereinafter referred to as “IOC”) session held in September 2013 chose Tokyo as the host city for the 2020 Olympic and Paralympic Games (hereinafter referred to as “Tokyo 2020 Games”). The holding of the Olympic and Paralympic sports competition is expected not only to contribute to international friendship and sports promotion but also to give a strong impetus to all of Japan. In particular, the realization of a cohesive society using the holding of Paralympics as an opportunity is a very important issue for Japan which is facing the coming of an unprecedented aging society.

Section 1 Actions from Decision on Bid for the Tokyo 2020 Games to the Present

After Tokyo was chosen as the host city at the IOC general meeting in Buenos Aires, Argentina (September 7, 2013), preparations for the Tokyo 2020 Games started in Japan. Six days later on September 13, Prime Minister Abe appointed Minister of Education, Culture, Sports, Science and Technology Shimomura as Minister in charge of the Tokyo Olympic and Paralympic Games (hereinafter referred to as “Minister in Charge”).

For the holding of the Tokyo 2020 Games, relevant measures are under the jurisdiction of different ministries and agencies. Therefore, the “Office for Promotion of Tokyo 2020 Olympic and Paralympic Games” (Cabinet OP Office) was founded in the Cabinet Secretariat on October 4, 2013 to contribute to smooth preparation for the Tokyo 2020 Games and coordinate clerical affairs under the jurisdiction of different administrative agencies (Figure 5).

■ Figure 5 Organizational Structure of Government in Preparation for the Tokyo 2020



On April 22, 2014, the “Ministerial Meeting Regarding the Tokyo 2020 Olympic and Paralympic Games, etc.” chaired by Prime Minister Abe and consisting of all the ministers took place. The Ministerial Meeting was held to discuss important matters and provide liaison and coordination to contribute to smooth preparation for the Tokyo 2020 Games while paying attention to integrated preparation for Rugby World Cup 2019 to be held in Japan in the previous year. In the first Ministerial Meeting, the “Matters for which Actions of the National Government Are Expected for Smooth Preparation Such as Promotion of Basic Plan for Holding Games” (hereinafter referred to as “Matters for which Actions of the National Government Are Expected”) were identified, and Minister in Charge Shimomura requested the ministers to make efforts focused on them. Actions of the national government are expected for eight items: 1. Security and Safety, 2. Restoration and Regional Invigoration, 3. Transportation, 4. Receptions of Tourists from Abroad, 5. Barrier-free Designs, 6. Sports, 7. Culture and Environment, and 8. Other. The Ministerial Meeting was held three times in FY2014; each time, the progress statuses of these eight items were reported. (For details, see the website of the Prime Minister’s Official Residence ([http:// www.kantei.go.jp/jp/singi/tokyo2020/pdf/dai3-siryou.pdf](http://www.kantei.go.jp/jp/singi/tokyo2020/pdf/dai3-siryou.pdf).)

As the plan that formed the basis of preparation for holding of the Games in the future, the Organising Committee of the Tokyo Olympic and Paralympic Games (hereinafter referred to as the “Organising Committee”) established the Basic Plan for Holding the Games and submitted it to the IOC and IPC (International Paralympic Committee) at the end of February 2015. In the future, the Organising Committee shall take the lead in examining specific actions to be taken using the above Basic Plan for Holding the Games as the starting point. The Plan consists of seven chapters and has the following contents as the main part:

Chapter 1 stipulates the vision of the Games based on three basic concepts: “Personal Best for Everyone,” “Diversity and Harmony,” and “Succession to the Future” (Figure 6) and describes also the development of Paralympic movements and the realization of a cohesive society. The Basic Plan also emphasizes that Tokyo, the first city to hold Paralympic Games for the second time, wishes to contribute to further development of the Paralympic movements (Figure 7). Chapter 4 describes various functions that provide support to the Games: Principal goals, principal tasks, and roles.

■ Figure 6 Vision of Games

Sport has the power to change the world and our future.
The Tokyo 1964 Games completely transformed Japan. The Tokyo 2020 Games, as the most innovative in history, will bring positive reform to the world by building on three core concepts:
“Striving for your personal best (Achieving Personal Best)”
“Accepting one another (Unity in Diversity)”
“Passing on Legacy for the future (Connecting to Tomorrow)”

■ Figure 7 Tokyo 2020 Games Foundation Plan (Excerpt)

1.2 Tokyo 2020 Approach to the Paralympic Games

The aforementioned Games vision presents the basic concepts of both the Olympic and Paralympic Games, and is a central pillar of the Games Foundation Plan.

The success of the Paralympic Games is critical to the realisation of “Unity in Diversity,” one of the concepts of the Games vision. It is not exaggeration to say that the national and international evaluation of the entire Tokyo 2020 Tokyo Games will be dependent on the evaluation of the Paralympic Games. Here is the approach that Tokyo 2020 Organising Committee is going to take toward the success of the Paralympic Games:

The term “Paralympic” was used for the first time in the previous Tokyo Games in 1964. The present Games format is rooted in the Tokyo 1964 Games in which the Olympic venues were utilised and non-wheelchair athletes participated for the first time. The Tokyo 1964 Games encouraged participation of persons with an impairment in Japan in social activities and created a foundation for the development of a social activity enabling system.

Tokyo will become the first city to host the Paralympic Games for a second time, and there are high expectations that the Tokyo 2020 Games will contribute to further development of the Paralympic Movement.

It is important to recognize that the Paralympic Games are a distinctive event with their own values, offering unique opportunities to the Host City and country. The delivery of the successful Paralympic Games will require a good understanding of the Paralympic clients’ distinct needs and focus on the planning of the relevant specific elements. Tokyo 2020 Organising Committee will adopt strategic approaches, particularly focusing on, for example, the following:

(1) Operations of the Organisation Focusing on the Paralympic Games

Tokyo 2020 Organising Committee has been working to create an organisation, from the organising committee’s establishment, which focuses on the Paralympic Games in every aspect of the planning and preparation through to Games operations, such as appointing persons involved in the Paralympic Games to key posts. The preparation of the Paralympic Games has been done effectively and efficiently in parallel with that of the Olympic Games, such as by considering different characteristics of athletes and accessibility from cross-organisational perspectives. Thus Tokyo 2020 is minimising the venue and facility overlay works during the transition period from the Olympic Games to the Paralympic Games.

(2) Raising Awareness about Paralympic Sport

Engagement with the Paralympic Games will be enhanced in order to raise awareness about Paralympic sport and para-athletes. Tokyo 2020 Organising Committee will promote the efforts to broaden the appeals of Paralympic sport and para-athletes, such as by providing opportunities to watch and experience each sport or to interact with Paralympians prior to the Games, in collaboration and cooperation with the JPC, NFs, the Tokyo Metropolitan Government and the Government of Japan, and seek to expand the fan base of each sport.

Watching sport at the Paralympic Games will be an once-in-a-lifetime event for many people. Tokyo 2020 Organising Committee will actively publicise the opportunities to watch Paralympic sport and to experience sport prior to the Games, and will increase media exposure of the Paralympics to rouse enthusiasm among more and more people who want to experience the attraction of Paralympic sport at the venues.

(3) Setting the Atmosphere for the Games

In order to enable para-athletes to aim to achieve their personal best in the best possible environment, it is vital that spectators contribute to creating a great atmosphere at the Games. For ticketing, accurate sales forecasts will be generated for each sport, based on analysis of the previous Games as well as research and demand forecasting through the NFs, IFs and NPCs. The ticketing system will be designed to be accessible to all including persons with an impairment. Along with spectacular sports presentation, services that match the characteristics and needs of spectators of the Paralympic Games in every aspect of Games operations will be provided, so that every ticket holder will feel comfortable visiting the venues and will enjoy an unforgettable experience through watching the Games in vibrant venues where spectators and athletes unite.

(4) Enhancement of the Brand Value of the Paralympic Games

The success of the Paralympic Games, through their spectacular moments of the sports presentation and ceremonies shared by athletes, spectators and other persons involved in the same arena as well as by the rest of the world through images, will contribute to the enhancement of the brand value of the Paralympic Games. Furthermore, Tokyo 2020 Organising Committee expects that broadening the significance of the Paralympic Games as well as the appeals of each sport at various stages of the planning phase in cooperation with Marketing Partners and media, will lead to enhancement of the Partners' engagement as well as a deeper understanding of the Paralympic Games from the general public and all stakeholders involved and as a result, will enhance the Tokyo 2020 Paralympic Games brand value.

Tokyo 2020 Organising Committee will make the most of the achievements and experience accumulated during and after the Tokyo 1964 Games, and collaborate with various persons involved in the Games, including spectators to realise further development of the Paralympic Movement through the efforts toward the Tokyo 2020 Games. Tokyo 2020 Organising Committee will expand the effect of the Paralympic Movement globally, and contribute to the realisation of a cohesive, vibrant society where everyone can enjoy sport for a lifetime in their local community.

The Basic Plan contains many items such as “transportation,” “security,” “immigration control,” and “culture” for which the roles of the government are expected so that the ministries and agencies must accelerate their efforts on them. Chapter 6 defines five pillars for carrying out specific actions required to sustain the legacy of the Games: “Sports and Health,” “Urban Development and Sustainability,” “Culture and Education,” “Economy and Technology,” and “Restoration, All-Japan Efforts, and Message to the World” (Figure 8). Specific actions from 2016 to 2020 and the legacy after 2020 shall be put together as an “Action and Legacy Plan” by the middle of 2016. The national government shall actively participate in the examination of the “Action and Legacy Plan” (Figure 9).