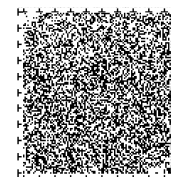




Vision 2025

Sports Open New Fields

Tokyo, an inclusive city where everyone can shine



Forward

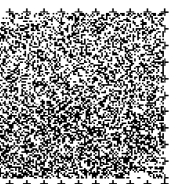
Two international sports events will be organized in Tokyo in 2025.
Top athletes will participate in the World Athletics Championships, showcasing the highest level of athletics.
The Deaflympics is an international all-round sports competition for deaf athletes.

The excitement and emotions of the athletes' performances.
The dreams and hopes nurtured through sports.
A circle created by people with diverse backgrounds working together.

In light of the significant values these international sports events have,
Tokyo believes that three factors are important.
Ensuring proper governance, creating a legacy, and providing opportunities for residents to participate.

Having both events embody fairness, the backbone of sports,
we will build Tokyo's future through the power of sports.
From this standpoint, this brochure outlines the vision that Tokyo aims for.

After hosting the Tokyo 2020 Games, the next sports field for Tokyo
is contributing to the realization of "Tokyo, an inclusive city where everyone can shine."
Toward a prosperous future, we will create new landscapes in Tokyo.



Realizing an inclusive society, achieving a sustainable society,
and enjoying sports through cutting-edge technology.

The Tokyo 2020 Games built a significant legacy.

Now, Tokyo stands at a new starting line.

With the concept of **TOKYO FORWARD**,
we will work together to create a new future through sports.

KOIKE Yuriko, Governor of Tokyo

(from the opening remarks at the Tokyo 2020 Games One Year Anniversary Ceremony)

I am confident that the World Athletics Championship will be a shining light for Japan
in 2025, by bringing world-class athletics back to the people in Tokyo and building
compelling legacy projects for future generations.

Sebastian Coe

(World Athletics President)

I truly look forward to seeing the Deaflympics in Tokyo.

I hope it will be a great opportunity for people
to know deaf athletes and to interact with each other.

Ádám Kósa

(President of the International Committee of Sports for the Deaf)



World Athletics Championships Oregon 22 (United States)



Samsun Deaflympics 2017 (Turkey)

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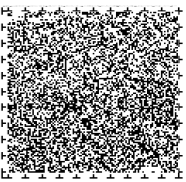
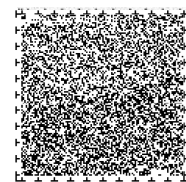
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Tokyo - the gateway to bridge everyone through sports



World Athletics Championships

- Organized by World Athletics (WA), held every two years
- The first Championships was held in 1983 in Helsinki, Finland
- The 2025 event will be the 20th Championships
- Approximately 1 billion people watch the event worldwide, with about 3,000 volunteers
- Tokyo will be hosting for the first time since 1991
It will be the third time for Japan to host, including the 2007 Osaka event

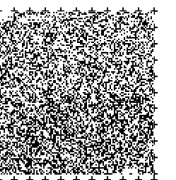
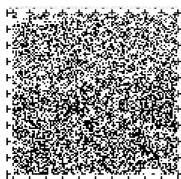
2 0 2 5	Bidding organization	: Japan Association of Athletics Federations
	Schedule	: September 13-21, 2025 (nine days)
	Number of events	: 49 (24 men; 24 women; one mixed)
	Competition venue	: Japan National Stadium, Tokyo (marathon and race walk to be held in the Tokyo Metropolitan area)
	No. of athletes	: Approximately 2,000 from 210 countries and territories

Events in 2025

Deaflympics

- Organized by the International Committee of Sports for the Deaf (ICSD) and held every four years
An international all-round sports competition for deaf athletes
- The first Deaflympics was held in 1924 in Paris, France
- The 2025 event will commemorate 100 years of the Deaflympics. It will be the first time for Japan to host
- In addition to sign language, information is communicated visually in ways such as starting lights and flags

2 0 2 5	Bidding organization	: Japanese Federation of the Deaf
	Schedule	: November 15-26, 2025 (12 days)
	Number of sports	: 21 (athletics, badminton, basketball, etc.) Japanese Federation of the Deaf website https://www.jfd.or.jp/deaflympics2025
	Competition venue	: Mainly in Tokyo. Football is scheduled to be held in Fukushima Prefecture, and cycling in Shizuoka Prefecture
	No. of athletes	: Approximately 3,000 from 70-80 countries and territories



Basic Concept

1 Uniting people with universal communication

Promote universal communication - anyone, anytime, anywhere.



2 Bringing the world's people together

Strengthen the relationships with the world - people know more about Tokyo.



3 Giving children brighter hopes and futures

Inspire the next generations through hopes and dreams - children cultivate new horizons.



Five Pillars

4 Leaving a sustainable society to the future

Advance sustainability initiatives and aim to bridge the Events to the future.



5 Moving forward with every one of us

Everyone works together, shining and creating bonds through sports.

Sports open new fields and build Tokyo, an inclusive city where everyone can shine

1 Uniting people with universal communication

Tokyo - where people connect with anyone, anytime, anywhere

Promote universal communication



Sport has the amazing power to bring people together.
By coming together,
people can express more than they can.

スポーツには人を結び付ける
すばらしい力がある。
そして団結することで
自分たちの力以上のものを
表現することができる。

Oksana Masters
(Para cross-country skiing and para biathlon athlete)

The World Athletics Championships and Deaflympics are opportunities for communication and new encounters,
with people from around the world coming to Tokyo.
In addition to promoting sign language, we will also utilize constantly evolving digital technology to produce new forms of communication.

Use of digital technology

Using exhibitions and events, we will promote the development of technology
which convert sign language and audio into text through AI, and its
dissemination in society.

Enhancement of information accessibility

To ensure that everybody is able to access the same information, we will
communicate information in various methods, including signage and QR codes.
We will promote and expand the use of sign language.

Communication that everyone can understand

We will use plain Japanese so that everyone can communicate easily.

【Various technologies are being developed】



○Example of voice display
Displaying audio as text on a
transparent display in many languages



International sign language
“Thank you”



○ Example of QR navigation system
By using the shikAI app to scan the QR codes
placed on the braille blocks in the station, you
can receive voice guidance to navigate
towards your destination.

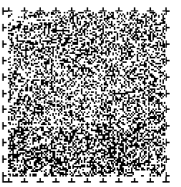
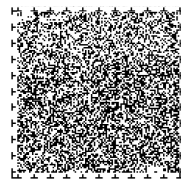
Tips

Sport in world languages

English	: Sport
French	: Sport
Chinese (simplified)	: 运动
Chinese (traditional)	: 運動
Korean	: 스포츠
Thai	: กีฬา
German	: Sport
Italian	: Sport
Spanish	: Deporte

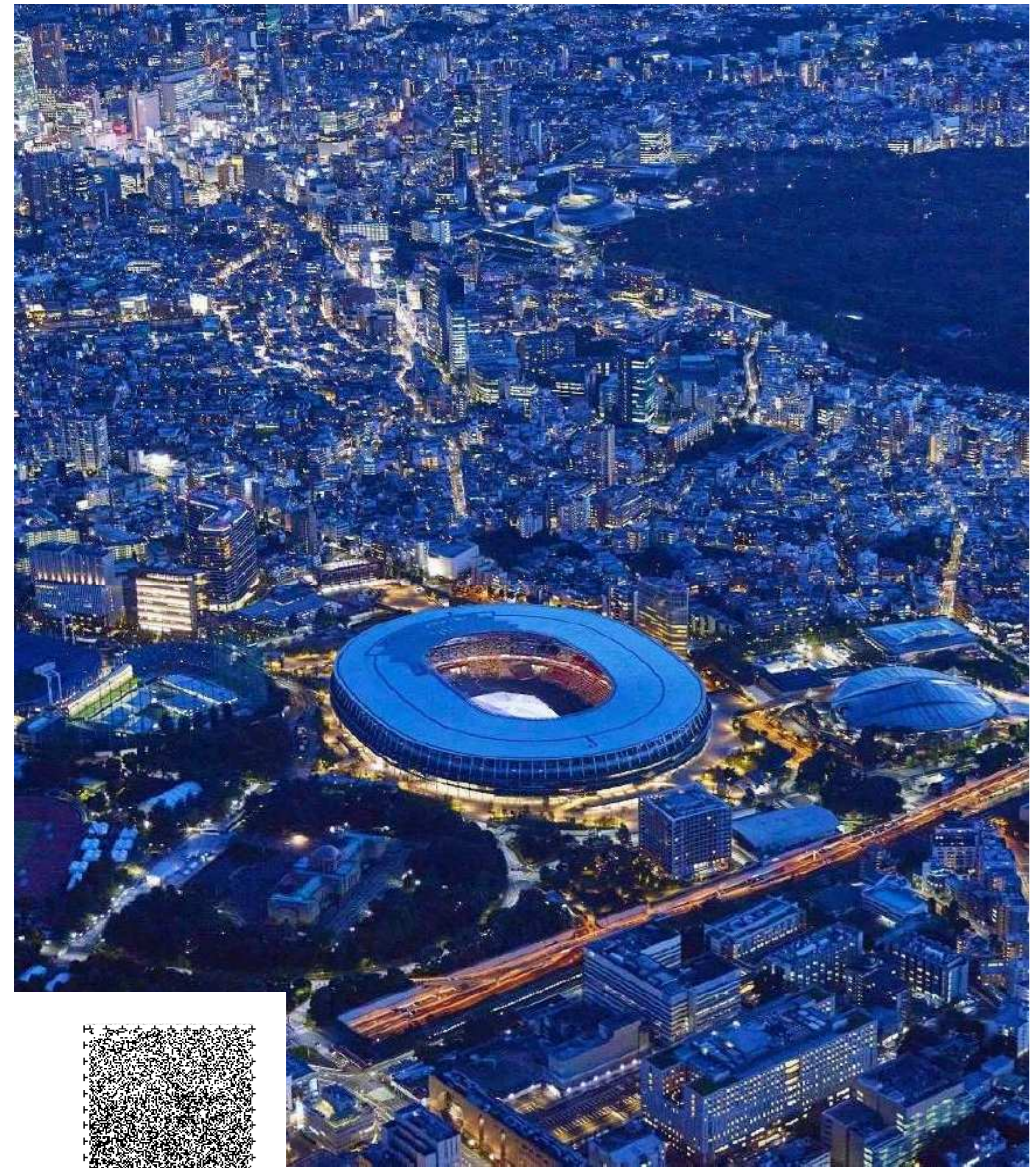


Technology using words and sign language
to express sound information
such as announcements and train
departures and arrivals on station platforms.



2 Bringing the world's people together

Tokyo - the destination of all
Strengthen relationships with the world by communicating the city of Tokyo, where old meets new



世界が夢中な東京へ。 Tokyo Tokyo Old meets New

Tokyo breathes with the tradition of four hundred years since the Edo period.
It's a city that never stops and embraces the future.
Tradition and innovation meet and evolve to create new value here in Tokyo.
Old meets New It's the energy and excitement of Tokyo.
Experience the surprises that start here.

江戸から続く400年の伝統が、今も息づく街、東京。
常に進化を止めず、未来に向かって革新し続ける街、東京。
伝統と革新、2つの東京は出会い、ひとつにとけ合い、
今日も新しい価値を生み出していく。
Old meets New、それが東京の活力、面白さ。
東京が世界に届けるたくさんのサプライズは、
すべてここから生まれる。

Activities enjoyed by international tourists during their stay in Tokyo

- 1st Enjoying Japanese food
- 2nd Shopping for everyday items, etc.
- 3rd Exploring skyscrapers, etc.
- 4th Shopping for clothes and accessories
- 5th Visiting traditional architecture

*Survey by the Tokyo Metropolitan Government Bureau of Industrial and Labor Affairs

Tips

Tokyo - the destination of all

Strengthen relationships with the world by communicating the city of Tokyo, where old meets new

Tokyo, a city bursting with energy where different cultures are born.
The heart of hospitality, arts and culture, food and tourism.
Visitors experience Tokyo's charm, and the ties between Tokyo and the world will be enhanced.

City-wide hospitality

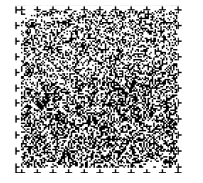
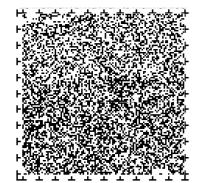
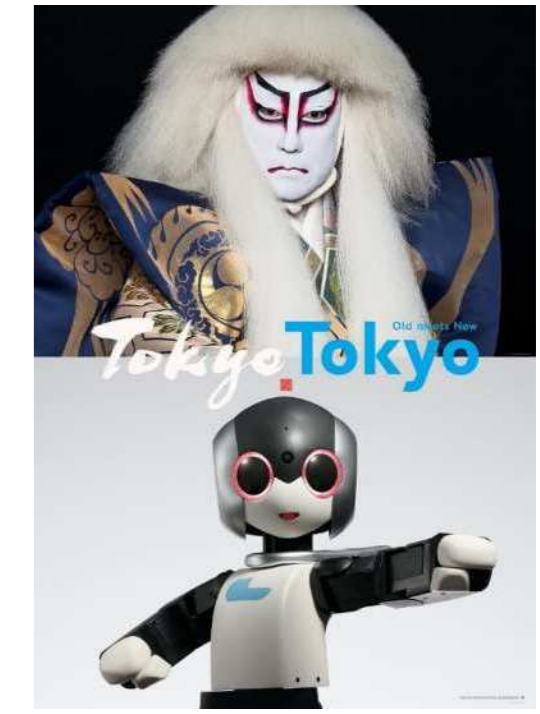
Well-equipped competition venues and a well-developed transportation network will welcome visitors.
The spirit of hospitality will be demonstrated by volunteers and staff members.

Arts and culture

We will develop our cultural program, where everyone can experience the excellence of arts and culture.

Charms of Tokyo

We will introduce tasty food ingredients from Tokyo at events-related opportunities.
We will also communicate attractive sightseeing spots in the city.



3 Giving children brighter hopes and futures

Tokyo - the city of hopes and dreams for the next generations

Encourage children to learn from sports and understand diverse values



ひとつしか
 ないたからもの
 ぼくじしん
 デフサイエイ玉造 珠宇

”Myself, the only treasure I have“
 Haiku by deaf swimmer TAMATSUKURI Shu
 a third grader at elementary school,
 (2020 Tokyo *yukari* Para-athlete)

Voices of Tokyo high-school students who participated in sport programs

- (After watching a Japan-America softball game and interacting with the teams)
- I want to improve based on what I learnt from the game.
 - My dream got even bigger after interacting with athletes.

Tips

Athletes who challenge themselves to their limits inspire children, sometimes even changing their lives. We will support children who will create tomorrow, so that they can nurture their hopes and dreams, learn and grow through the sports events in 2025.

Expansion of horizons through experiences unique to the events in 2025

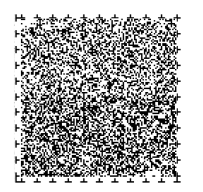
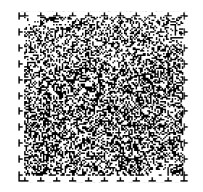
We will provide children with first-hand opportunities for enjoying the events on-site in the venue. We will also organize tours for exploring the back of the house areas of the competition venues.

Cultivation of confidence and courage by being a part of the Events

Children will play an important role, such as being escort kids and medal presenters.

Enjoyment of sports

Taking event-related opportunities, we will organize sports initiations and develop programs for parent-child participation. Top athletes will visit schools and interact with kids.



4 Leaving a sustainable society to the future

Tokyo - the hub of international sporting events Bridge the World Athletics Championships and the Deaflympics in 2025 to the future

Transforming our world: the 2030 Agenda for Sustainable Development
Department of Economic and Social Affairs (un.org)37.

Sport is also an important enabler of sustainable development.

スポーツもまた、持続可能な開発における重要な鍵となるものである。

(Adopted at the 70th Session of the United Nations General Assembly on September 25, 2015)

Source: United Nations Information Centre, Ministry of Foreign Affairs homepage

Climate change, biodiversity of the sea and land, gender equality, and elimination of inequalities between people and countries – these are important issues faced by the world today.

Across the globe, people are making efforts to achieve Sustainable Development Goals (SDGs).

Through sports events in 2025, we will contribute to building a society which values mutual differences and respect.

Importance of an inclusive society

In various places including at schools and event-related forums, we will create opportunities to promote respect for human rights and diversity.

Creation of a simple delivery model

The event schedule will be compact, prioritizing the competitions. We will use existing facilities and materials to the maximum.

Consideration to the environment

We will promote energy saving, renewable energy use and the 3 Rs (reduce, reuse, recycle).



Tips

Towards the 'Future Tokyo' in 2030



5 Moving forward with every one of us



World Athletics Championships Oregon 22 (United States)

“It was through the support of so many people and organizations that this truly was the Best of all Worlds, and we couldn’t be prouder of the success of these World Championships.”

こんなに多くの方々と団体からのサポートを得て、本当に世界のベストが実現できました。この世界陸上の成功をこの上なく誇りに思います。

Sarah Massey

(CEO of the World Athletics Championships Oregon22)

*Reflecting on the World Athletics Championships Oregon 22 tournament

The many memories we made together are such gracious and in the past days I thought back were we laughed, cried, discussed, fought, worked, analyzed, ate, drove and celebrated together.

共に創った多くの記憶は本当に素敵で、思い返すと皆で笑い、泣き、議論し、戦い、働き、分析し、食べ、移動し、祝いました。

Katrin Neudolt

(Chair of the Athletes Commission, International Committee of Sports for the Deaf)

*Reflecting on the Caxias do Sul 2021 Deaflympics



Samsun Deaflympics 2017 (Turkey)

Tokyo - the gateway to bridge everyone through sports

Be the city where everyone can enjoy sports equally

With 2025 in sight, when people around the world will meet in Tokyo, everyone will play together and create “our own event”
– relationships between people will be enhanced.

Diverse perspectives and viewpoints of people involved

We will create an environment which ensures that top athletes can focus on competitions. Those with and without disabilities will discuss the operational plans together. Deaf people and children will participate to create the Deaflympics materials.

Development of the best of the world events

Regardless of nationality or age, people will be active in on-site operations, website article writing and venue decoration. Using the latest technologies, we will provide opportunities for those with severe disabilities to participate together.

Stories shedding a light on people

Through the website, we will communicate the efforts of people supporting the events. We will increase the opportunities for athletes and children, regardless of disabilities, to enjoy sports together.

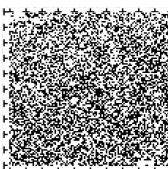


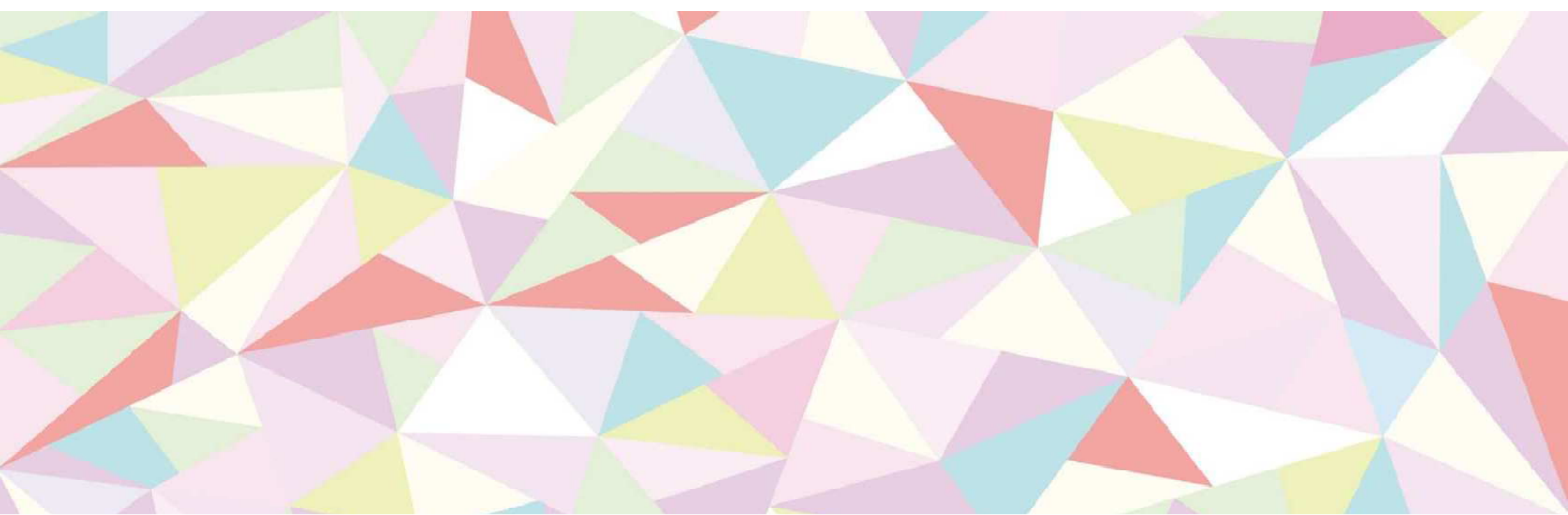
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TOKYO FORWARD 2025
世界陸上 デフリンピック

