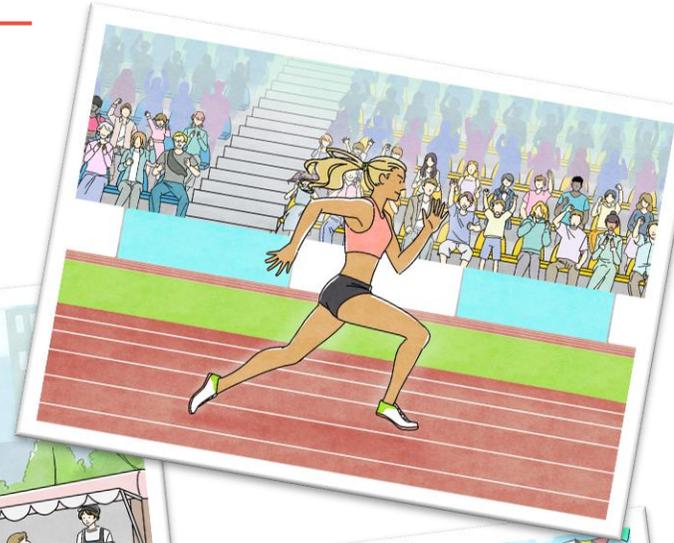


VISION 2025

ACTION BOOK Version up

World Athletics Championships/Deaflympics
Vision 2025 Action Book Version up



Forward

Despite the COVID-19 pandemic, the Tokyo 2020 Olympic and Paralympic Games were held safely and with peace of mind in 2021, thanks to the cooperation of many people worldwide. The event shared with everyone the wonders of sports once more and demonstrated the path to a sustainable society.

Many invaluable legacies have been created, including establishing a volunteer culture.

Sport, particularly international sporting events where athletes from around the world come together, has the power to make society better and brighter.

The World Athletics Championships and the Deaflympics, the two international sporting events to be held in Tokyo in 2025, will firmly inherit the legacy of the Tokyo 2020 Games while accelerating our progress toward a bright future.

In February of the year before last, the Tokyo Metropolitan Government summarized its future vision in “Vision 2025” and set a goal of contributing to the realization of “Tokyo, an inclusive city where everyone can shine.”

In January of last year, we formulated an Action Book to guide our efforts.

With both events just around the corner, the content of this Action Book has been enhanced to systematically present the initiatives that will be undertaken in both competitions and the legacy that will be created in the process.

Under the ideology of TOKYO FORWARD 2025, and looking to both the success of the events and to the future beyond that, we will do our utmost to work together with all of you.

January 31, 2025 Governor of Tokyo

小池百合子



Basic information about the event

World Athletics Championships (WCH)

- 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 Championship
- About 1 billion people watch the event worldwide, with about 3,000 volunteers
- Tokyo will be hosting for the first time since 1991. This is the third time hosting in Japan, including the Osaka event in 2007.

World Athletics Championships Tokyo 25 (WCH Tokyo 25)

Period: 13 - 21 September 2025 (9 days)

Number of events: 49

Participating athletes: Approximately 2,000 from 200 countries and regions

Competition venue: Japan National Stadium, Tokyo

(Marathon and race walking to be held in the Tokyo metropolitan area)

Bidding organization: Japan Association of Athletics Federation

(public interest incorporated foundation)

Championships managing organization: The Local Organising Committee of

World Athletics Championships Tokyo 25 (public interest incorporated foundation)



WCH Tokyo 25 Logo

Deaflympics

- Organized by the International Committee of Sports for the Deaf (ICSD) and held every four years. An international multi-sports event 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

25th Summer Deaflympics Tokyo 2025 (TOKYO 2025 DEAFLYMPICS)

Period: 15 - 26 November 2025 (12 days)

Number of events: 21 events (athletics, swimming, etc.)

Participating athletes: Approximately 3,000 from 70 - 80 countries and regions

Competition venue: Mainly stadiums in Tokyo (soccer will be in Fukushima and cycling in Shizuoka)

Bidding organization: Japanese Federation of the Deaf (general incorporated foundation)

event managing organization: Japanese Federation of the Deaf (general incorporated foundation), Tokyo Sport Benefits Corporation (public interest incorporated foundation)



TOKYO 2025 DEAFLYMPICS Emblem

What both events will bring

World Athletics Championships

An athletics championship with top athletes from around the world



©Photo Kishimoto

- ◆ Thrilling competition at the world's highest level delivers the **happiness and enjoyment of sport.**
- ◆ The World Athletics, watched by approximately 1 billion people, is a **chance to disseminate the host city's appeal to the world.**

Deaflympics

An international multi-sports event for deaf athletes



©Japanese Federation of the Deaf

- ◆ Conveys the **wonder of sports for everyone**, regardless of whether they have a disability or not
- ◆ Accelerates the pace toward a **society that recognizes people's differences and respects them**

Connect the irreplaceable legacy that was born during the Tokyo 2020 Games **to the future**



Progress toward becoming an environmentally advanced city



Further root of volunteer culture

As both events possess significant value, **link them to a new vitality of Tokyo**



Promotion of universal communication



Disseminating Tokyo's charm through the events



Taking the WCH/Deaflympics as a chance for Tokyo to step up, **we will carve out a future using the power of sport.**

Road to 2025



Vision 2025

A basic policy (five pillars) that summarizes Tokyo's vision through both events, based on the Tokyo Metropolitan Government's long-term strategy



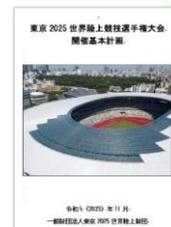
Action Book

Aimed at the realization of Vision 2025, guidelines outlining the direction and main contents of initiatives



Updated version
(this document)

2022



2023

The Games Foundation Plan

A plan outlining the policy for each event and the way of thinking behind event organization.

2024

◆ WCH Tokyo 25

Period: 13 - 21 September 2025
Venue: Japan National Stadium, others

◆ TOKYO 2025 DEAFLYMPICS

Period: 15 - 26 November 2025
Venue: Mainly stadiums in Tokyo
(Some events will be in Fukushima/Shizuoka.)

2025

Tokyo, an inclusive city where everyone can shine

Guidelines for specific initiatives

3

Concepts

- ◆ Continue and develop **the legacy of the Tokyo 2020 Games**
- ◆ Promote **improved wellness and social change** by bringing both events together
- ◆ Create **a new legacy** for Tokyo with 2025 as an opportunity

Sports Project — improved wellness with both events

From P.11

Reaffirming the value of sport - development of the Favorite Sport Project

+ 10

Actions — Using both events as the driving force for social change

From P.15

Uniting people with universal communication — Promotion of universal communication

Action 1 Important information, effective communication

Action 2 Pioneering Tokyo's future with digital

Bringing the world's people together — Disseminating Tokyo's charm

Action 3 Providing first hand arts and culture experience

Action 4 Promoting Tokyo's charm to the world

Giving children brighter hopes and futures — Children's participation in the event

Action 5 2025 for kids

Action 6 2025 with kids

Leaving a sustainable society to the future — Sustainability efforts

Action 7 Protect everyone's environment together

Action 8 Create a future together

Moving forward with every one of us — Join forces to shape the event together

Action 9 Make it together 2025

Action 10 Know, enjoy, cheer on the athletes!



A baton passed on from the Tokyo 2020 Games

2020



Great progress in Tokyo's barrier-free access, in both hard and soft aspects

- Development of platform gates at train stations
- Promotion of a barrier-free mindset



Development of sustainable initiatives such as manufacturing medals from urban mining (small appliances)



Light and Sound Installation "Coded Field" (2019)
©Photo provided by Rhizomatiks

Tokyo Tokyo FESTIVAL (Tokyo Metropolitan Government cultural program)
About 160,000 developed over five years, with about 39 million participants



"Anyone, anytime, anywhere"
Promotion of universal communication at public facilities and stations

From P.16



Use of next-generation solar cells and SAF (sustainable aviation fuel), promotion of bottle to bottle cycles

From P.34



TOKYO FORWARD 2025
As a cultural program, three art projects will be newly developed

From P.22

2020

2025



The event mascot was decided by a vote of elementary school students across Japan.



Children's participation in the creation of the event symbols, such as the logos, emblems, and medal design for both events.

From P.30



A significant turning point where volunteer culture took root in Japan



About 6,000 people will participate in both events as volunteers

From P.40



Growing sports momentum through the Tokyo 2020 Games



We will increase interest in sports even further, thanks to the Favorite Sport Project

From P.12

Contents

General remarks 002 – 010

Sports Project

Favorite Sport Project 011

10 Actions

Uniting people with universal communication 015

Action 1 Important information, effective communication

Action 2 Pioneering Tokyo's future with digital

Bringing the world's people together 021

Action 3 Providing first hand arts and culture experience

Action 4 Promoting Tokyo's charm to the world

Giving children brighter hopes and futures 027

Action 5 2025 for kids

Action 6 2025 with kids

Leaving a sustainable society to the future 033

Action 7 Protect everyone's environment together

Action 8 Create a future together

Moving forward with every one of us 039

Action 9 Make it together 2025

Action 10 Know, enjoy, cheer on the athletes!

Favorite Sport Project



Favorite Sport Project

Vision (legacy)

- Promote the health, longevity and wellness of Tokyo residents by enabling them to discover the joy of sport and continuously participate in it, such as achieving mental and physical health and a vibrant lifestyle



Project overview

- ◆ Taking the opportunity of the WCH/Deaflympics to create opportunities to become familiar with various sports from the perspective of “Doing, Watching, Supporting, Cheering on.”
- ◆ Supporting the discovery of the joy of sport that matches each person's preferences and characteristics (favorite sport)



Favorite Sport Project official logo

- Image of the project objective as “discovering your favorite sport out of various sports”
- Centered on Yuriito, the Tokyo Sports Promotion Ambassador, it comprises illustrations of various sports (18 sports including para sports)

More details about the project can be found here.



The event calendar on the website has information about initiatives and events held by the Tokyo Metropolitan Government, local municipalities, and related organizations.

Favorite Sport Project

Three initiatives to support the discovery and implementation of each person's favorite sport

Providing children with diverse sporting experiences!

1. Kids athlete program

Support the growth of children through opportunities of experiencing sport, such as interactions with athletes and sport classes for children (children and parents)



Staying healthy with sport!

2. Healthy long life program

Promotion of good health, prevention of frailty through sport and friendship building, with exercise guidance based on a physical fitness test, and gatherings for senior residents



Discover the enjoyment of sport!

3. Let's enjoy sports !

Be involved in sport and recreation through various opportunities such as all kinds of events and trial sessions, watching sport, and volunteering, and experience the enjoyment.



introducing of initiative: Tokyo Sports Dock (healthy long life program)

- Providing opportunities for health promotion, such as feedback on physical fitness, body composition measurement results and your physical strength age through an app, and health advice based on the results
- Support so that senior residents can incorporate sport into their lifestyle and remain healthy



Topic

Diverse ways of participating in sport

“Doing, Watching, Supporting, Cheering on”

There are various ways to participate in sports.

“**Doing**” sports, such as baseball, running, or a recreational walk.

“**Watching**” athletes or friends playing sports, locally or on TV.

“**Supporting**” sports as a volunteer, referee, or coach.

“**Cheering on**” sports is a participation method that serves as a gateway to "Doing," "Watching," and "Supporting."

In the Favorite Sport Project, by creating opportunities to participate in sports in various ways, Tokyo residents will be able to discover the joy of sport that matches their individual preferences and characteristics (favorite sport), and sport will support their sense of fulfillment and happiness!





Uniting people with universal communication

Promotion of universal communication



Action 1 Important information, effective communication

Action 2 Pioneering Tokyo's future with digital

Action 1 Important information, effective communication

Vision (legacy)



- Use both events as a model to ensure information guarantee in future sporting events
 - Guidance for event venues is easier to understand, and information is communicated quickly and accurately
 - Information guarantee for each event is improved thanks to the use of ever evolving technology
- Accelerate progress to realize a society where everyone can easily receive the necessary information
 - Information barrier-free initiatives have made progress at sporting facilities, parks and stations
 - Improved lifestyle convenience for people with disabilities through various types of support



Efforts (actions)

- ◆ Utilize various technology in the events that will ensure information guarantee, including the technology used in the Tokyo 2020 Games
- ◆ Promote initiatives for a society that is easy for everyone to live in, such as improving accessibility for Deaflympics sporting venues (managed by the Tokyo Metropolitan Government)



Examples of improved accessibility
(Light alarm installation)

Action 1 Important information, effective communication

Details of main initiatives, achievements and schedule

◆ Information guarantee for both events

- Use displays and signage for information and notices at competition venues and present information in an easy-to-understand way, such as using plain Japanese.
- Utilize technology such as simultaneous multilingual translation used in the Tokyo 2020 Games for both events, make efforts to train personnel in International Sign, and support smooth communication between athletes and staff.

◆ Toward a society where everyone can live comfortably

- Establish accessibility facilities such as group hearing aid equipment in TOKYO 2025 DEAFLYMPICS sporting venues (managed by the Tokyo Metropolitan Government) and, using Hibiya Park as a case study, consider introducing new information tools, such as speech recognition systems, to support customer services at metropolitan parks.
- Promote the dissemination of “easy Japanese” that can be understood by anyone, including foreigners, children, the elderly, and people with disabilities, through events, glossaries, and illustration collections.
- With the aim of developing train stations that are easy to use for everyone, support the introduction of universal communication (UC) technology such as voice-to-text services, create mechanisms to promote the introduction of advanced technologies, and carry out the dissemination of easy-to-understand information for Tokyo residents.
- To improve the convenience of life for those who are deaf or hard of hearing, carry out initiatives for smartphone use support, as well as the expanded installation of door open/close indicator lights in Toei Subway cars.
- Demonstrate smart services that support those with disabilities in leaving the house, such as using smartphone apps that support communication for travel or at one’s destination.
- Promote the spread of sign language, remote sign language support at the Tokyo Metropolitan Government Building and other facilities, and PR activities at international assistive product exhibitions, and expand the dissemination of barrier-free information on facilities in Tokyo.

	2023 (achievements)	2024 (expected)	2025 (planned)
Information guarantee for both events	<p>Considerations and preparations for improving information guarantee at both events</p> <p>Training of human resources proficient in International Sign for the Deaflympics (subsidize class fees)</p> <p>2023: 172 people</p>		<p>Smooth event management</p> <ul style="list-style-type: none"> - Technology use at all competition venues - International Sign personnel in action
Toward a society where everyone can live comfortably		<p>Improve accessibility in Deaflympics sporting venues (managed by the Tokyo Metropolitan Government)</p> <p>Train stations supporting UC technology introduction 2024: 6 companies, 175 stations</p> <p>Demonstration of smart services 2024: Twice (Nishishinjuku) 2025: Once (Nishishinjuku and new area)</p>	<p>Deaflympics held (expand the introduction of UC technology at train stations)</p>

Action 2 Pioneering Tokyo's future with digital

Vision (legacy)



- UC technology is recognized for its usefulness and future potential, and companies are becoming more active in technological development.
- Technology enabling everyone to communicate easily regardless of nationality or disability becomes widespread.

Examples of UC technology

- Display tablets with multilingual simultaneous translation
- Smart glasses that display subtitles in various languages in real time of what is being said



Efforts (actions)

- ◆ UC technology development in collaboration with private enterprises
- ◆ Use various opportunities to demonstrate technologies and promote their utilization
- ◆ Domestic and international dissemination through technology use at both events



Technology that displays event sounds as onomatopoeic sounds

Action 2 Pioneering Tokyo's future with digital

Details of main initiatives, achievements and schedule

◆ New technology development in collaboration with private enterprises

- Collaborate with the winning company of the Startup Pitch Contest to develop technology for the onomatopoeic display of event sounds, and leverage various technological solutions for watching the TOKYO 2025 DEAFLYMPICS
- For the Nishi-Shinjuku Advanced Services Implementation Industry-Government-Academia Consortium, develop technology that displays the content of speech on smart glasses

◆ Use various opportunities to demonstrate technologies and promote their utilization

- Implementation of Miru Cafe (a cafe where language is visualized with digital technology) and displays at exhibitions
- Demonstration of smart glasses services for those who are deaf or hard of hearing, as well as for foreign tourists
- Introduction of UC technology at the Tokyo Metropolitan Government Building and Toei Subway station counters
- Support for the deployment of UC equipment in municipalities and train stations

◆ Domestic and international dissemination

- Use UC technology at all events venues for both events, and disseminate this widely
- For the TOKYO 2025 DEAFLYMPICS, have an exhibition and PR zone where visitors can experience a variety of technologies, including startups that develop cutting-edge technologies and who are aiming to solve social issues at Deaflympics Square, a base for many people to enjoy themselves and where various functions such as operation, transportation, and interaction with athletes will be concentrated.

	2023 (achievements)	2024 (expected)	2025 (planned)
Technology development in collaboration with companies	Technology development in collaboration with startups		Use of various technologies at the Deaflympics
Technology demonstration and use promotion	Introduction of UC technology (support)	Tokyo Metropolitan Government-owned facility support windows 2024: 41 facilities Municipalities 2024: 6 municipalities	(Introduction (support) to new facilities)
Dissemination within Japan and overseas			- UC technology use at all competition venues - Exhibit and promote technology at Deaflympics Square

Topic

Support smooth communication with digital technology

Universal communication technology

Universal communication technology supports communication between all kinds of people.

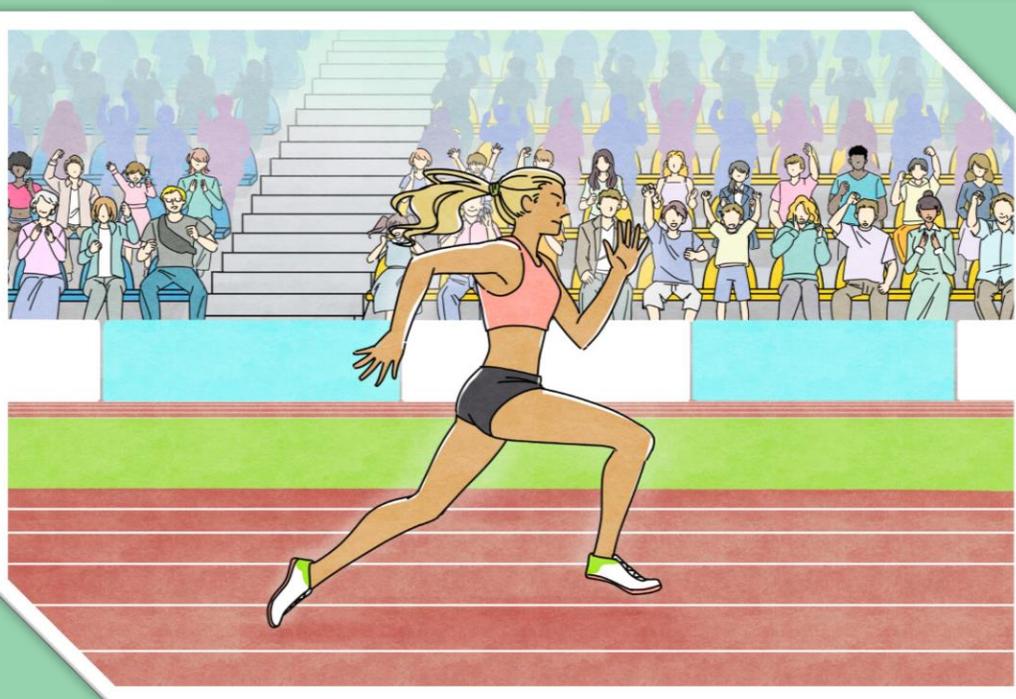
For example, **displays that convert spoken language into various languages or text in real time** support communication for foreign tourists visiting Japan and those who are deaf or hard of hearing. These technologies have been implemented in recent years and are being installed in various places, such as general support counters at Tokyo Metropolitan Government buildings. Filled with such technology, Tokyo will become a place where you can connect to anyone, anytime, anywhere. By seizing the events as an opportunity, we will accelerate progress to realize such a society.





Bringing the world's people together

Disseminating Tokyo's charm



Action 3 Providing first hand arts and culture experience

Action 4 Promoting Tokyo's charm to the world

Action 3 Providing first hand arts and culture experience

Vision (legacy)



- Increase the number of people who are familiar with arts and culture, and build up practical examples of cultural activities for those with and without disabilities
- Increase the provision of accessibility support for those who are deaf or hard of hearing, as well as foreign nationals, throughout society, promote the accumulation of knowledge and human resource development, and lay out the groundwork for ongoing initiatives
 - Viewing tours with Japanese Sign Language interpretation and audio guides, simple Japanese, etc.



Examples of viewing support
Concert with a sign language navigator

Efforts (actions)

- ◆ Passing down of cultural programs from the Tokyo 2020 Games/expansion of newly developed art projects
- ◆ Implementation of initiatives for improved accessibility to arts and cultures, so that they can be enjoyed by everyone



Action 3 Providing first hand arts and culture experience

Details of main initiatives, achievements and schedule

◆ Three art projects TOKYO FORWARD 2025 Cultural Program

- Hold Tokyo Wasshoi, an event with the theme of “festival,” as an initiative that allows everyone to freely enjoy and participate in art and culture. Create a sense of unity through intense performances that feature the highlights of various festivals.
- The deaf and the hearing encounter each other in: "Breathe Move Don't Be Silent" A stage work depicting the encounters of both deaf and non-deaf people, with the aim of social recognition of deaf people and deaf culture, and building a common understanding between deaf and non-deaf people. In addition, the process of creation through mutual understanding between those who can hear and who cannot is documented and disseminated as a model case of collaboration.
- TRAIN TRAIN TRAIN: A performance created by the cast and staff of the opening ceremony of the Tokyo 2020 Paralympics, as well as new friends

◆ Improved accessibility to arts and culture

- Promote the introduction of tools to support the viewing of performances and expand programs with information guarantee
- In 2024, establishment of a subsidy program to cover the cost of providing accessibility support at private cultural facilities (viewing support subsidy program for Tokyo arts and culture), and implementation of training programs for the development of human resources who can support viewing experiences using sign language. In addition, implementation of courses about how to provide accessibility support and consultation support in collaboration with professional associations.
- Dissemination of the content and results of initiatives for metropolitan cultural facilities and subsidy projects

◆ Cultural dissemination at facilities related to the event

- Provision of opportunities of cultural experiences in which you can feel Japanese tradition during the event, aimed at athletes and staff

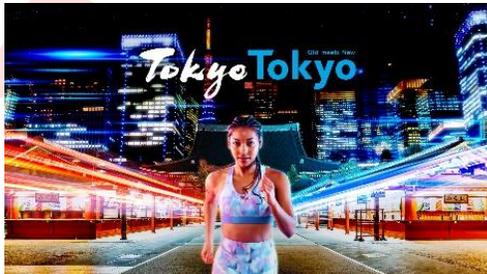
	2023 (achievements)	2024 (expected)	2025 (planned)
Art projects	Consideration of project content 14 Sep. Tokyo Wasshoi pre-event • 22 Sep. TRAIN TRAIN TRAIN production announcement "Breathe Move Don't Be Silent" Public workshop	Adjustment and promotion of implementation content	• Event dates (Tokyo Wasshoi is scheduled to be held in September, and the others in November)
Improved accessibility	Consideration of project details	Environmental improvement of metropolitan cultural facilities and cultural projects, Tokyo arts and culture viewing support subsidy program, etc.	
Cultural dissemination at facilities related to the event		Consideration of project content	Development of various cultural initiatives, such as related events during the tournament and Deaflympics Square

Action 4 Promoting Tokyo's charm to the world

Vision (legacy)



- Effective dissemination of the diverse appeal of Tokyo, such as food, Edo history, culture, nightlife, and anime, contributing to an increase in the number of visitors
- Dissemination of the diverse technology possessed by Tokyo's startups, contributing to their growth



Efforts (actions)

- ◆ Grasping the opportunity of domestic and international attention of holding both events, promote Tokyo in a variety of scenes related to the events
- ◆ Use startup technology in both events and disseminate this both domestically and internationally



Promotion of Tokyo at WCH Budapest 23

Action 4 Promoting Tokyo's charm to the world

Details of main initiatives, achievements and schedule

◆ Promotion of Tokyo in a variety of scenes

- At the Chef de Mission Seminar for the TOKYO 2025 DEAFLYMPICS (a meeting one year prior to the event attended by the leaders of each country's athletic team), carry out PR through serving ingredients from Tokyo, offering traditional crafts of Tokyo as gifts, and introducing Tokyo's tourist attractions
- Develop various initiatives, such as using Tokyo Tokyo, the icon for promoting Tokyo's charm domestically and internationally, placing advertisements inside the event venue of WCH Tokyo 25 (National Stadium), decorating the nearest stations to the main venues of both events as well as airports and stations that enable effective tourism promotion, and providing novelty gifts to event staff
- Implement metropolitan sightseeing tours and cultural experience programs targeting event staff, and develop initiatives such as introducing and providing Tokyo ingredients and island products, as well as disseminating the appeal of Tokyo's diverse public bathhouses
- Promotion through diverse media, such as dedicated websites, online advertisements, in-flight magazines, and social media
- For WCH Tokyo 25, as well as incorporating the elements of Tokyo into the event logo and main color, and dissemination of the Tokyo Brand in various scenes through the championship, such as having a course that allows you to feel Tokyo's appeal, history and culture in the marathon and race walking

◆ Use of startup technology

- Expanding initiatives such as the use of technology that displays sounds effects of event sounds for the TOKYO 2025 DEAFLYMPICS, and having an exhibition/PR zone at Deaflympics Square where you can experience startup technology, as well as developing initiatives that contribute to startup growth, such as using startup technology in event operation of WCH Tokyo 25.

	2023 (achievements)	2024 (expected)	2025 (planned)
Tokyo promotion	<ul style="list-style-type: none"> ● Promotion at WCH Budapest 23 Expansion of advertising in in-flight magazines (one year prior to both events) ● PR At the Chef de Mission Seminar ● for the TOKYO 2025 DEAFLYMPICS 	PR through the dedicated website →	Initiatives focused on the time of the event <ul style="list-style-type: none"> - Placement of advertisements in the National Stadium - Decoration of train stations near the main venues - Promotion of sightseeing and food to event staff and athletes
Use startup technology		Use at WCH →	Open recruitment, selection, and use of technology → Dissemination of the usage status → Exhibition/promotion at Deaflympics Square ●

Topic

Pass down and expand the cultural program of the Tokyo 2020 Games

TOKYO FORWARD 2025 Cultural Program

The cultural program of the Tokyo 2020 Games Labeled the Tokyo Tokyo FESTIVAL, the Tokyo Metropolitan Government developed about 160,000 diverse programs over a five-year period. About 39 million people from around the world participated, leaving a legacy, such as creating an environment where more people can become familiar with arts and culture.

In 2025, when the WCH and Deaflympics will be held, **three art programs** will be developed as a new cultural program inheriting and passing this legacy on. As well as disseminating the charm of Tokyo's art and culture, we will enliven both events from a cultural perspective!

Tokyo Wasshoi



A performance event by festival groups and traditional performing arts groups in Tokyo. They will perform along Gyoko-dori in front of Tokyo Station from September 12 to 14, 2025.

Three full days packed with a great gathering of Tokyo's festivals!

"Don't shut up, move, breathe." A stage work depicting the encounters of both deaf and non-deaf people.



Pursuing music for deaf people and music for non-deaf people, this is the first stage production in Japan to be performed with an original story in Japanese Sign Language and Japanese, where people with different languages and cultures encounter each other in the creative process. Performed at Tokyo Bunka Kaikan on November 29, 2025

TRAIN TRAIN TRAIN



A new performance by the cast and staff of the Tokyo 2020 Paralympics opening ceremony. A girl in a wheelchair has an adventure in a mysterious steam locomotive, woven through physical expression, music, and words. Performed at the Tokyo Metropolitan Theatre in November 2025



Giving children brighter hopes and futures

Children's participation in the event



Action 5 2025 for kids

Action 6 2025 with kids

Action 5 2025 for kids

Vision (legacy)



- Through the event, children will learn the joy of sports, the importance of recognizing and respecting each other's differences regardless of whether they have a disability or not, and diversity, and grow up healthy and happy.



Efforts (actions)

- ◆ Have a variety of tournament-related events and sporting events targeting children
- ◆ Provide learning opportunities in various scenes in school education about understanding hearing impediments and Deaflympic education, using the event as an opportunity



Action 5 2025 for kids

Details of main initiatives, achievements and schedule

◆ Conveying the appeal of sport to children

- Develop initiatives so that everyone – including children – can experience the appeal of both events, through the dedicated website with illustrations and stamps for social media as well as experiential/hands-on content at tournament-related events.
- Hold events where children can experience various sports, such as meet and greets with athletes and athletics workshops for children
- During WCH Tokyo 25, implement athletics classes and sports experiences for children at the National Stadium
- Create and distribute booklets of “Let’s learn! Deaflympics,” learning content about the Deaflympics, and “Sports Drills” (provisional name), a booklet that introduces athletic events and training for improvement, to elementary school 4th to 6th-year students.

◆ Learning in school

- Invite deaf athletes to schools for the deaf and carry out sports experiences and lectures
- Focusing on communication with people from overseas who are deaf or hard of hearing and participation as volunteers at the TOKYO 2025 DEAFLYMPICS, implement special classes for gaining communication skills, such as International Sign at schools for the deaf
- Ensure that competition equipment is in place to carry out parasports at schools for the blind and deaf sports at schools for the deaf
- Create video teaching materials about hearing impediments and the Deaflympics and disseminate these to public schools in Tokyo, and display digital signage at public facilities
- Introduce programs related to both events to the “smiles and learning experience activity project” that provides experiential opportunities requested by schools
- Improve and enhance each facility by installing barrier-free restrooms and repairing physical education equipment to promote the use of metropolitan special needs schools as a parasports base in the community

	2023 (achievements)	2024 (expected)	2025 (planned)
Initiatives through the events	Distribution of Let’s learn! Deaflympics • Event dedicated website, experiential/hands-on content for tournament-related events		• Distribution of Sports Drills (provisional name) • Athletic class, etc., at the National Stadium (during the event)
Initiatives through schools	Sports experience, lectures, and special classes at schools for the deaf		
	Creation of video teaching materials	Distribution to public schools in Tokyo (up to 2026), posting of digital signage	
	(implement)	Experience activity project	(enhance) *including event-related matters

Action 6 2025 with kids

Vision (legacy)



- By playing an important role at the event and sharing a special moment with athletes, children will gain confidence and courage through the unique experience of the event, creating the future of Tokyo



Efforts (actions)

- ◆ Reflect children's opinions in the design of the event logo and the like, which are the symbols of the event, and initiatives throughout the event
- ◆ Diverse children participate in various scenes through the event, and are active as part of the event



Official mascot for WCH Tokyo 2025 (reflect children's opinions in the design, and have a vote for the naming)



Voting for the medal design of the TOKYO 2025 DEAFLYMPICS

Action 6 2025 with kids

Details of main initiatives, achievements and schedule

◆ An event created with children

- The event logo, emblem, official mascot, and medal design, which are the symbols of the event, were created alongside various people, such as athletes, people with disabilities, and children
- Initiatives for the event were considered while listening to the opinions of children
- Workshops were held for elementary and junior high school students with the theme of WCH Tokyo 25 “Initiatives to convey feelings of cheer to athletes” and “initiatives for participation in event operation” included listening to the opinions of children, and these were reflected in initiatives related to the event.

◆ Making the event exciting with children

- Messages written by children at tournament-related events are delivered to the athletes and used to create excitement at the venue
- Invite children from Tokyo and the disaster-stricken areas (Iwate, Miyagi, Fukushima, and Ishikawa prefectures) to watch the games and to deliver the wonders of sports, dreams, and hopes to children through actually viewing the event at the venue
- In the TOKYO 2025 DEAFLYMPICS, encourage extensive involvement of children and young people, such as through serving as escorts when athletes enter the stadium and playing a role in the medal ceremony, and in WCH Tokyo 25, provide children with opportunities to experience event operation

	2023 (achievements)	2024 (expected)	2025 (planned)
Children's participation in the event	<p>WCH logo Submission/Selection by the Selection Committee</p> <p>Taking into account the opinions of children for the mascot design of WCH</p> <ul style="list-style-type: none"> • Determination of the event emblem for the Deaflympics <p>Voting for the medal design of the Deaflympics</p> <p>Holding WCH workshops for children</p>	<ul style="list-style-type: none"> • Logo unveiled (total of 269 entries) <p>• Design announcement in January, naming announcement in February (public appeal)</p> <ul style="list-style-type: none"> • Design announcement (total of 80,543 votes) <p>Collection of messages from children to the event</p> <p>Participation during both events</p>	<p>Participation during both events (watching events, etc.)</p>

Topic

Children's messages reach the athletes

Medal design

A medal is proof of the athlete's victory. We want to create this medal with children... With this in mind, we are promoting initiatives to reflect children's ideas in the design.

For **WCH Tokyo 25**, interviews with junior athletes are conducted prior to design production, and young athletes who will lead the next generation participate in the design selection committee. The finished design will be announced in June 2025. Please look forward to it!

For the **TOKYO 2025 DEAFLYMPICS**, a vote was carried out to choose the most appropriate design for the event from three candidates from nationwide elementary, junior high, and high schools. After more than 80,000 votes, the children selected a design that incorporates an origami crane, symbolizing that "we will all spread our wings together," hoping for an event in which the athletes actively spread their wings (see right image). The design on the reverse side, where several lines intermingle, represents the connection with people around the world.



**TOKYO 2025
DEAFLYMPICS
Winning medal**



Leaving a sustainable society to the future

Sustainability efforts



Action 7 Protect everyone's environment together

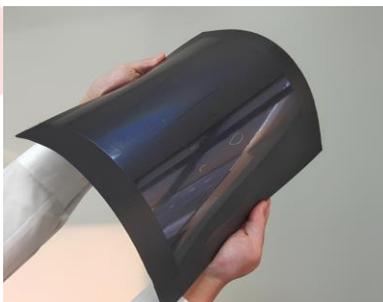
Action 8 Create a future together

Action 7 Protect everyone's environment together

Vision (legacy)



- Awareness and momentum for environmental consideration through both events have increased, accelerating progress toward a sustainable society
 - Heightened awareness about energy conservation, use of renewable energy, promotion of 3Rs, and reduction of single-use plastics
- Accumulation of know-how and knowledge through initiatives such as heat prevention measures during the event



Next-generation solar cells



Recycle waste cooking oil into aviation fuel



Reusable bottle

Efforts (actions)

- ◆ Making efforts for energy conservation and reducing single-use plastics in both events, and dissemination of these efforts both domestically and internationally
- ◆ Promote heat prevention measures for WCH Tokyo 25



Image of rest areas for heat prevention

Action 7 Protect everyone's environment together

Details of main initiatives, achievements and schedule

◆ Consideration for the environment

- Engage in energy conservation, promote the 3Rs (reduce, reuse, recycle), and reduce food waste
- Use renewable energy in both events, and demonstrate advanced technology and carry out PR by having park lights surrounding the National Stadium equipped with next-generation solar cells
- For both events, while recommending the use of reusable bottles, engage in efforts to reduce single-use plastics and advanced resource circulation, such as collaborating with business operators in WCH Tokyo 25 to implement closed-loop recycling of PET bottles (bottle to bottle)
- Seizing the opportunity of WCH Tokyo 25, work with local governments to expand the campaign to collect waste cooking oil. The SAF (sustainable aviation fuel) produced from the collected oil will be used for aircraft when athletes are traveling, which will reduce CO2 emissions associated with travel, and effectively promote SAF
- Maximize use of existing facilities and goods, and lease or rent if new procurement is required
- Use wood from Tama for the medal cases for both events
- For the TOKYO 2025 DEAFLYMPICS, use renewable materials to produce podiums and medal trays for the awards ceremony, effectively communicating “ethical consumption” that considers people, society, and the environment.
- Widely disseminate symbolic efforts for the events across Japan and overseas

◆ Heat countermeasures

- Promote heat stroke prevention at WCH Tokyo 25 by investigating and implementing necessary measures to prevent heat stroke among spectators at road races, such as setting up rest areas and raising public awareness about heat stroke prevention

	2023 (achievements)	2024 (expected)	2025 (planned)
Consideration for the environment	Consideration and adjustment of details related to various environmental initiatives	Development support for park lights equipped with next-generation solar cells	Implementation of various initiatives Use during event Continued installation Campaign for collecting waste cooking oil (in collaboration with WCH) ● Use during event
Heat countermeasures		Research and study of necessary measures	Setting up and operation of rest areas to be used during event (13 areas planned)

Action 8 Create a future together

Vision (legacy)



- In addition to learning about diverse values and culture, mutual understanding will be furthered through actual interaction, accelerating progress toward the realization of an inclusive society
 - Promoting understanding of disabilities and creating an environment where foreign residents can live comfortably.



Character for the promotion of understanding disability
(Tokyo Metropolitan Government)

Sokedachi-kun



Tokyo Intercultural Portal Site

Efforts (actions)

- ◆ Through events and content related to the tournament, actively disseminate the importance of an inclusive society
- ◆ Seizing the opportunity of the tournaments, expand interventional events with diverse people, as well as awareness-raising events about understanding disability



Sign Yell, a new cheering style captured with one's vision

Action 8 Create a future together

Details of main initiatives, achievements and schedule

◆ Spreading the importance of an inclusive society

- Appoint people with an understanding of deaf sports and sign language as TOKYO 2025 DEAFLYMPICS Ambassadors, and introduce the activities of deaf athletes and social activities of people who are deaf or hard of hearing
- So that people of all ages, including children, can become familiar with sign language, create a video to introduce sign language words, "Sign Language☆Deaflympics!", and Deaflympics learning content, "Let's learn! Deaflympics"
- Develop Sign Yell, a new cheering style captured with vision with those who deaf or hard of hearing, and utilize it for cheering during the event
- Poster competitions about the barrier-free mindset and initiatives designed to register companies embracing the barrier-free mindset as support companies and collaborate with them
- Carry out information dissemination and public awareness about simple Japanese that is easy to understand, and expand initiatives for the operation of the Tokyo Intercultural Portal Site, which disseminates useful information for foreign residents living in Tokyo

◆ Expansion of networking events

- Develop initiatives that everyone can participate in, such as Miru Cafe, or meet and greets with athletes for enjoying sports together, regardless of disability
- Hold events at retail facilities where families and young people gather to raise awareness and understanding about people with disabilities, raise public awareness through video and social media about support for those with disabilities, and register/announce companies who endorse the idea of an inclusive society

	2023 (achievements)	2024 (expected)	2025 (planned)
Dissemination about an inclusive society	<ul style="list-style-type: none"> • Release of Let's learn! Deaflympics • Release of "Sign Language☆Deaflympics!" <p>A public awareness forum about simple Japanese 2023: 210 viewers (live streaming) Collaboration with companies who support a barrier-free mindset 2023: 543</p>	<p>Ambassadors, dedicated website</p> <p>Release of Sign Yell</p>	<p>• Use for cheering during the event</p>
Networking events, etc.	<ul style="list-style-type: none"> • Miru Cafe 	<ul style="list-style-type: none"> • Miru Cafe (in collaboration with universities) <p>Educational events about understanding disability (twice a year in each ward and city)</p>	

Topic

Toward a sustainable society

Use of advanced technology in the event

Next-generation solar cells and SAF will be used during the event. Both of these are advanced technologies that are expected to spread in the future as we aim for a sustainable society.

Next-generation solar cells are Japanese-born solar cells that are thin, light, and flexible. A key feature is that they can be installed in places that were previously difficult. In the events, we plan to use park lights around the National Stadium to demonstrate their use, aiming for practical implementation.

SAF (sustainable aviation fuel) is a type of aviation fuel that is sustainable. A campaign to collect waste cooking oil is scheduled to be held during WCH Tokyo 25 to widely publicize this fuel, which is made from waste cooking oil and other materials and is expected to reduce CO2 emissions compared to conventional fossil fuels.

Household oil will be reborn as fuel for aircraft!



Lights using next-generation solar cells (image)

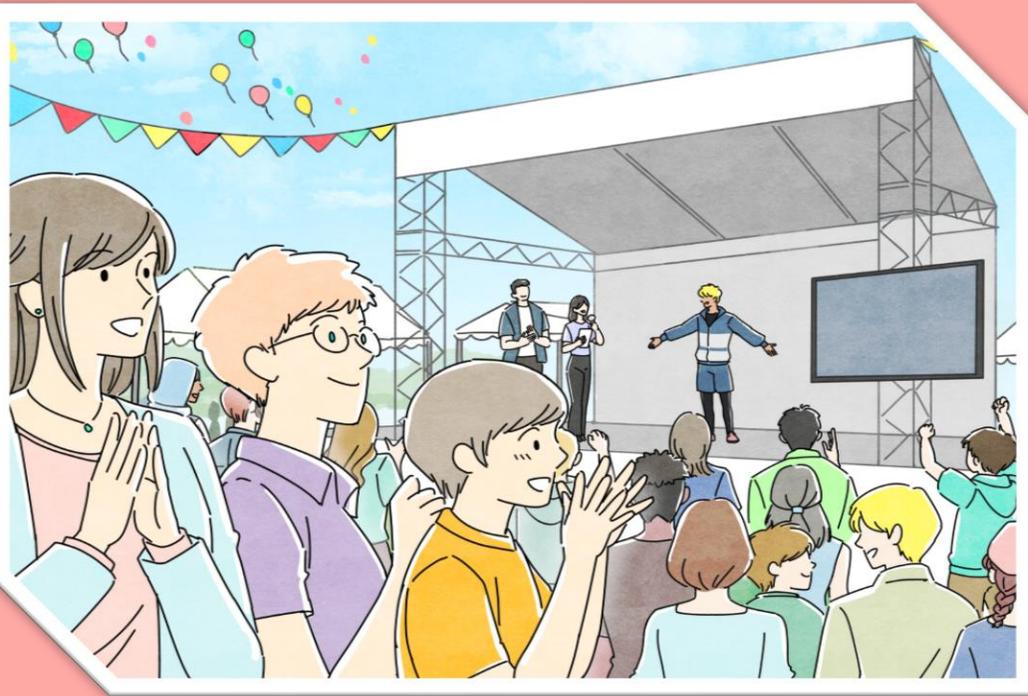


Recycle waste cooking oil as aviation fuel



Moving forward with every one of us

Join forces to shape the event together



Action 9 Make it together 2025

Action 10 Know, enjoy, cheer on the athletes!

Action 9 Make it together 2025

Vision (legacy)



- The volunteer culture that spread in the Tokyo 2020 Games further takes root, and we make further progress in creating a society where everyone supports one another
- An increased recognition and improvement in competitive sporting level through the TOKYO 2025 DEAFLYMPICS, contributing to the promotion of deaf sports
- Further penetration of the donation culture into society through the event



©Japanese Federation of the Deaf

Efforts (actions)

- ◆ Provide opportunities where diverse people can be active as volunteers in both events
- ◆ Hold the events in collaboration with various people, including persons concerned, such as athletes and those with disabilities, as well as children and companies



Image of an avatar robot (remote operation through a tablet)

Action 9 Make it together 2025

Details of main initiatives, achievements and schedule

◆ Passing on and developing the volunteer culture

- Through the Tokyo Volunteer Legacy Network (VLN), provide content that appeals to a wide range of people and opportunities for volunteers to interact and connect with each other
- Provide opportunities where diverse people can be active as volunteers in both events, regardless of disability, age or nationality. Approximately 6,000 people will participate in both events as volunteers

◆ Creating an event with diverse people

- Support the activities of deaf athletes and deaf athletic organizations, encouraging success at the event
- Disseminate the efforts of the people behind the event and the social activities of people who are deaf or hard of hearing on the dedicated website for both events
- Create the event logo, emblem, official mascot, and medal design, which are symbols of the event, with diverse people, such as athletes, people with disabilities, and children
- Appoint people with an understanding of deaf sports and sign language as TOKYO 2025 DEAFLYMPICS Ambassadors
- Persons with severe disabilities who have difficulty going to the venue can participate in the competition through an avatar robot that can be operated remotely
- Create an environment of donations and promote the participation of many people

	2023 (achievements)	2024 (expected)	2025 (planned)
Volunteer related initiatives		Holding events managed by VLN	
		Recruitment of volunteers for each event ●	● Diverse people participate as volunteers
Create an event with diverse people		Support deaf athletes and deaf competition organizations	
			Use avatar robots in both events ●

Action 10 Know, enjoy, cheer on the athletes!

Vision (legacy)



- An increase in people who are interested in sport thanks to both events
 - Contribute to ongoing support, exercise and health promotion
- Further progress in the promotion of parasports, including deaf sports, and a wide range of barrier-free accessibility features
 - Renovation of the Tokyo Metropolitan Government Sports Facilities and the Tokyo Metropolitan Park Athletic Field



Efforts (actions)

- ◆ Using various opportunities and media, convey in an easy-to-understand manner the appeal and features of both events
- ◆ Collaborating with various entities and events to widely develop initiatives that will increase everyone's interest in WHC and the Deaflympics



Events in collaboration with municipalities

Action 10 Know, enjoy, cheer on the athletes!

Details of main initiatives, achievements and schedule

◆ Celebration through events and sport

- Seize the opportunity of milestones that attract attention to the tournaments, such as 100 days before they begin, and develop various publicity and momentum-building events
- Implement initiatives where people can experience the characteristics of the events and their appeal, through interaction between the athletes and children, as well as sports experiences
- Using various PR tools such as the dedicated homepages and logos of the events, disseminate the significance and appeal of the events and use them to build excitement for the events
- In light of the growing interest in sports after the Tokyo 2020 Games, renovate the Tokyo Metropolitan Government Sports Facilities and the Tokyo Metropolitan Park Athletic Field so that more people can easily become familiar with sports
- Hold sporting events that demonstrate the synergistic effect of both tournaments, such as holding athletic classes for children during WCH Tokyo 25 (National Stadium), events to stimulate interest in sports and promote the attractiveness of the Tokyo metropolitan area (Meiji Park and National Stadium exterior, etc.), and parasport experience and meet-and-greet events during the Tokyo 2025 Deaflympic (Komazawa Olympic Park)

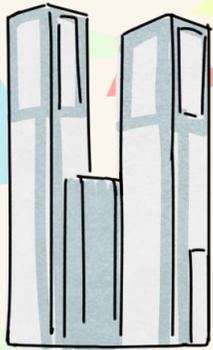
◆ Various collaborations

- Collaborate with municipalities and related organizations to widely disseminate the events' appeal
- In the Roundtable Meeting for the Promotion of Parasports and Barrier-Free (Para Roundtable), members of the roundtable (Para Support Ambassadors) exchange opinions on the theme of both events, and disseminate information to a wide range of audiences through participation in tournament-related events

	2023 (achievements)	2024 (expected)	2025 (planned)
Increase the excitement of events and sport	Initiatives two years before the event ● Degree of recognition of the Deaflympics (Tokyo) 2023: 14.8% - Renovation of the Tokyo Metropolitan Government Sports Facilities and the Tokyo Metropolitan Park Athletic Field Sporting facility improvement assistance in municipalities 2023: 28	Initiatives one year before the event ● 2024: 39.0% (preliminary figures)	● Initiatives for milestones of each event
Various collaborations	Have booths for both events at events held by municipalities and related organizations 2023: 108 times	2024: 90 times (results as of the end of December)	

TOKYO FORWARD 2025 Event guide

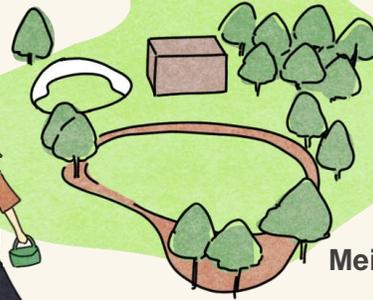
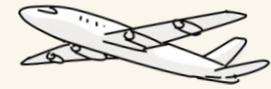
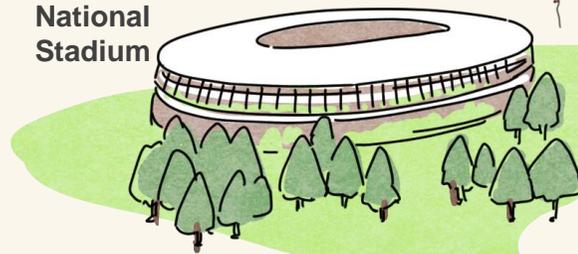
World Athletics Championships Tokyo 25 period (September 2025)



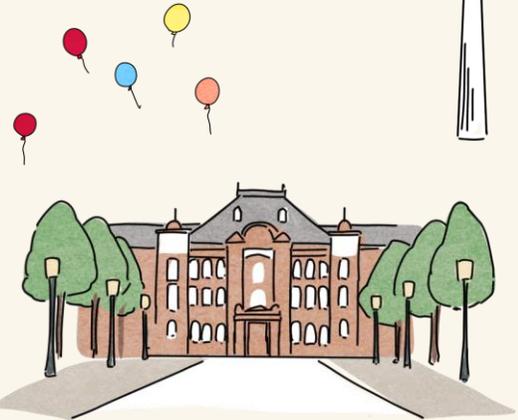
Tokyo
Metropolitan
Government
Office



National
Stadium



Meiji Park



Gyoko-dori



Tokyo Metropolitan Government Office

An exhibition about the World Athletics and the Deaflympics is scheduled to be held at the observation deck.

In particular, from the period just prior to WCH Tokyo 25 until the final day of the event, we plan to exhibit clothing and shoes donated by athletes.

National Stadium and surrounding area

The National Stadium was the main stadium of the Tokyo 2020 Games. All events for WCH Tokyo 25 will be held here, where the world's top athletes will compete in heated battles. In addition, events are scheduled to be held around the National Stadium and the adjacent Meiji Park during the tournament to raise interest in sports and convey Tokyo's diverse appeal.

We look forward to seeing you there!

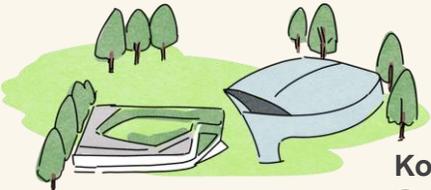
Gyoko-dori

Gyoko-dori is the street in front of Tokyo Station, the gateway to Tokyo. Gyoko-dori is part of the marathon course at the WCH Tokyo 25, and for three days from September 12 to 14, the performance event Tokyo Wasshoi, featuring Tokyo festival groups, will be held here.

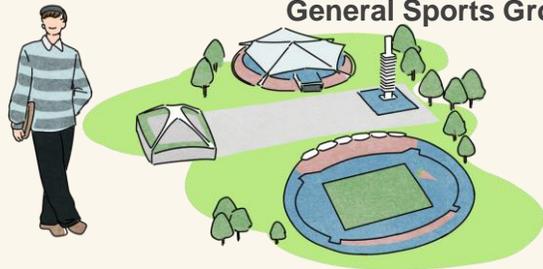
TOKYO FORWARD 2025 Event guide

TOKYO 2025 DEAFLYMPICS Tournament period (November 2025)

Musashino Forest Sport Plaza



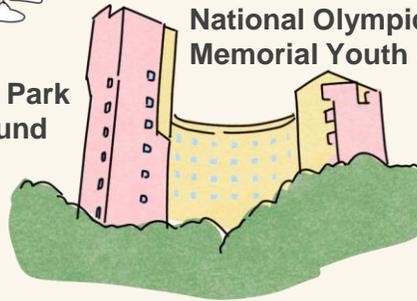
Komazawa Olympic Park
General Sports Ground



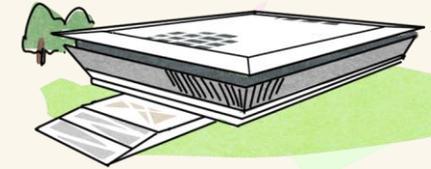
Tokyo Metropolitan Gymnasium



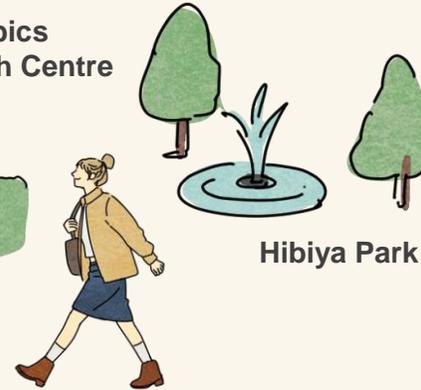
National Olympics
Memorial Youth Centre



Tokyo Aquatics Centre



Hibiya Park



Komazawa Olympic Park General Sports Ground

The competition venue for athletics, handball, and volleyball. Events will be held during the tournament, such as sporting experiences for a wide range of sports, including deaf sports, and meet-and-greet with athletes.

National Olympics Memorial Youth Centre

Deaflympics Square will be a base for many people to enjoy the event by consolidating various functions such as operation, transportation, and interaction among athletes. We will develop programs where you can experience advanced UC technology, arts, and culture.

Competition venue (Tokyo Metropolitan Gymnasium and others)

All 21 events will be held at 19 venues. The key venues will utilize UC technology to create an environment everyone can enjoy, regardless of whether they can hear. We look forward to seeing you there!

Hibiya Park and the surrounding area

Hibiya Park is filled with greenery and is surrounded by office buildings and retail facilities. In and around this park, which is also the site of orienteering events, UC technology is being introduced as a result of the tournaments.

Scan here for a list of
competition venues!



Vision 2025 Action Book Version up



Published in January 2025

Editing/publishing: Sports Events General Coordination Section,
International Sports Projects Division, BUREAU OF CITIZENS,
CULTURE AND SPORTS, Tokyo Metropolitan Government

2-8-1 Nishi Shinjuku, Shinjuku ku, Tokyo 163-8001

Phone: +81-3-5388-3850

E-mail: S1120907@section.metro.tokyo.jp

