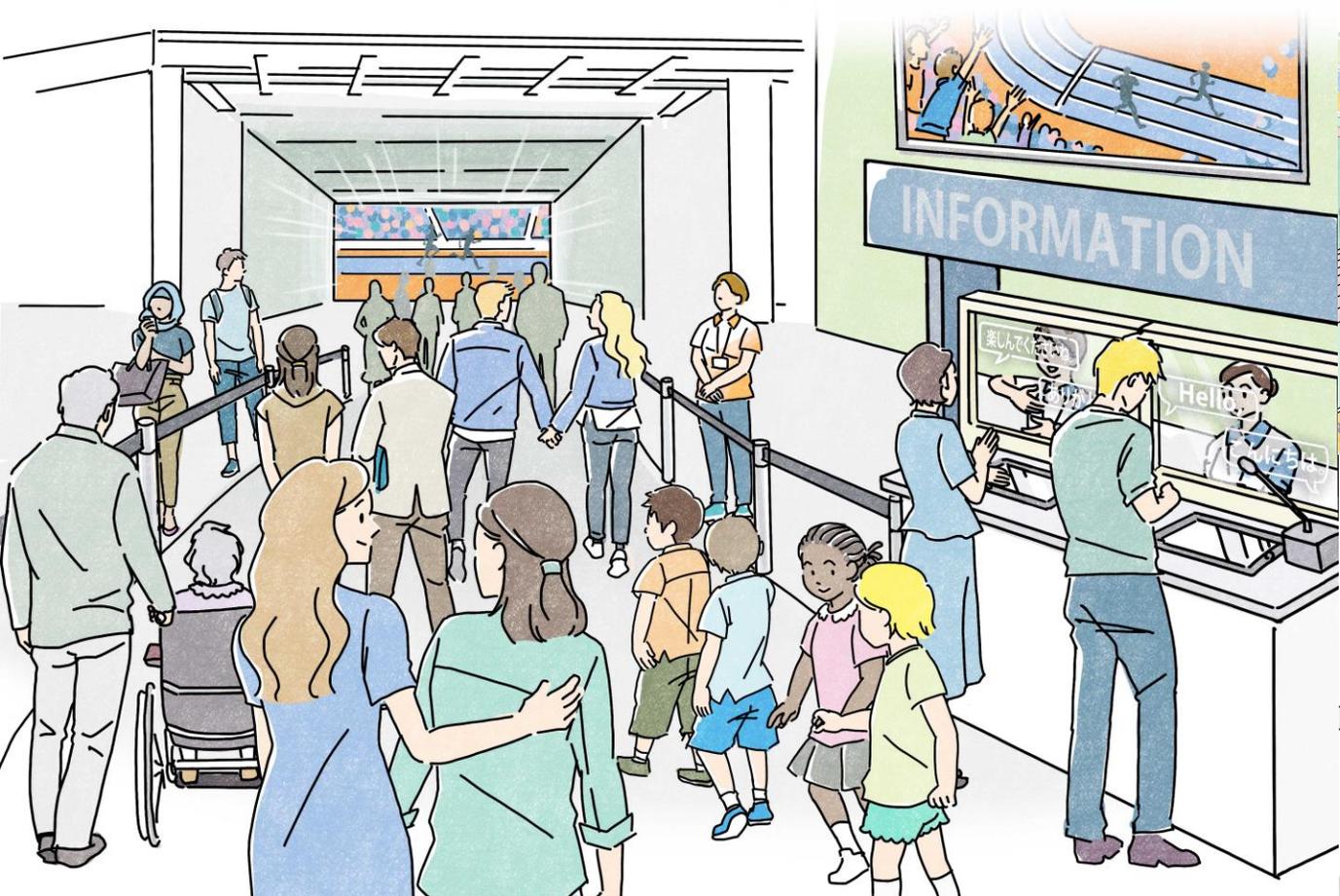




VISION 2025 ACTION BOOK

World Athletics Championships · Deaflympics VISION 2025 ACTION BOOK



Forward

Two international sports events will be held in Tokyo in 2025.

Top athletes will participate in the World Athletics Championships, showcasing the highest level of athletics. The Deaflympics is an international multi-sports event for deaf athletes.

The excitement and emotions of the athletes' performances will bring hopes and dreams to children who will lead the next generation, the sport movement through both events will improve the wellness of both Tokyo and Japanese people, and interaction with various people will build the foundation of a society that recognizes and respects each other's differences.

Supporting these international sporting events that bring significant value, we will open up a new future for Tokyo with the power of sport.

Based on these perspectives, the vision that the Tokyo Metropolitan Government aims to achieve was summarized as Vision 2025 in February last year, and we have set the goal of contributing to the realization of "Tokyo, an inclusive city where everyone can shine."

Aiming for the goals of the Vision 2025, this Action Book outlines the direction and key content that will be addressed through both events.

With the ideology of TOKYO FORWARD 2025, we will further develop the legacy of the Tokyo 2020 Games for 2025 and do our best to work toward a bright and shining future.

January 26, 2024 Governor of Tokyo

小池百合子



As a track athlete, I am running for children's future.

Getting results is important.

The World Athletics are being held in my hometown of Tokyo.

I want to make it a tournament that many children will watch.

Abdul Hakim Sanibrown (athletics/sprinter)



©UDN SPORTS

I'm looking forward to creating a new page of history with everyone in Tokyo in 2025.

I also hope that I can inspire everyone in some small way.

Haruka Kitaguchi (athletics/javelin thrower)



I wouldn't be here without everyone's cheer and support. The Deaflympics will be held for the first time in Japan.

I want to show my gratitude by achieving results in a full stadium in Tokyo. I hope that you'll cheer for me.

Ryo Okura (deaf karate athlete)



I hope that the Tokyo 2025 Deaflympics will be an opportunity for people to learn more about deaf sports and understand those with hearing disabilities better.

I'll do my best to involve the audience and work together as one to get a gold medal.

Let's make it happen together!

Takuya Okada (deaf soccer athlete)



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Road to 2025



Vision 2025

Based on the Future Tokyo: Tokyo's Long-Term Strategy, A basic policy outlining the Tokyo Metropolitan Government's vision through both events.

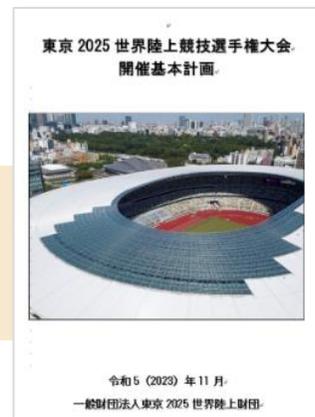
Uniting people with universal communication

Bringing the world's people together

Giving children brighter hopes and futures

Leaving a sustainable society to the future

Moving forward with every one of us



Developed by the The Local Organising Committee of World Athletics Championships Tokyo 25



Developed by the Japanese Federation of the Deaf (general incorporated foundation), Tokyo Metropolitan Government and Tokyo Sport Benefits Corporation (public interest incorporated foundation)

The Games Foundation Plan

World Athletics Championships Tokyo 25 (WCH Tokyo 25)

- ◆ Delivering hopes and dreams to many people
- ◆ Provides a model for future international sporting events

Tokyo 2025 Deaflympics

- ◆ Connect people and society through the brilliance and values of deaf sports
- ◆ Bridge the TOKYO 2025 DEAFLYMPICS to the world and the future
- ◆ Realize an inclusive society where “everyone can make the most of their individuality and exert their abilities”

Tokyo, an inclusive city where everyone can shine



Vision 2025 Action Book (this book)

A policy of initiatives for 2025, outlining the direction and key content of initiatives for the Tokyo Metropolitan Government's vision through both events



- ◆ An athletics championship with top athletes from around the world

WCH Tokyo 25

Period: 13 – 21 September 2025 (9 days)

Venue: Japan National Stadium, etc.

- ◆ An international multi-sports event for deaf athletes

Tokyo 2025 Deaflympics

Period: 15 – 26 November 2025 (12 days)

Venue: Mainly at stadiums in Tokyo

(Some events will be held in Fukushima and Shizuoka)

Basic Concept

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

With Tokyo 2020, it was incredible to follow. It is amazing because you can start changing society by changing the mindset of people.

Andrew Parsons
(President of the International Paralympic Committee)



Using the Tokyo 2020 Games as an opportunity for major progress in making Tokyo barrier-free

Tips

What sort of year will 2025 be?

2025 is an important year in various aspects. For example, 2025 is positioned as the halfway point for the United Nations' SDGs Decade of Action. For Japan as well, the social structure is expected to transform significantly in 2025, with about one-third of the population over 65 years of age, and about one in five people will be over 75 years old. Both events will attract the top athletes and deaf athletes from around the world. Through sport, the universal culture of humans, which can be enjoyed regardless of disability, age, sex, or nationality, we will continue to promote initiatives such as health promotion, progress toward an inclusive society, and sustainability, bridging to the future.

Sports



10

Project — improved wellness with both events

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



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

Uniting people with universal communication — Promotion of universal communication

Action

- 1) Important information, effective communication
- 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
- 4) Promoting Tokyo's charm to the world

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

Action

- 5) 2025 for kids
- 6) 2025 with kids

Leaving a sustainable society to the future — Sustainability efforts

Action

- 7) Protect everyone's environment together
- 8) Create a future together

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

Action

- 9) Make it together 2025
- 10) Know, enjoy, cheer on the athletes!



A cafe where you can experience communication using digital technology



Promoting Tokyo at the World Athletics Championships Budapest 23

Harness the power of sport to accelerate progress toward achieving “Tokyo, an inclusive city where everyone can shine”

Favorite* Sport Project

- ◆ Holding the World Athletics and Deaflympics is the perfect opportunity to increase interest in sport and **reaffirm the value of sport** such as the joy of physical exercise
- ◆ Seizing this opportunity, **create opportunities to become familiar with various sports** from the perspectives of “see, watch, support” with all of Tokyo as the playing field
- ◆ While experiencing the appeal of sport, carry out support so that **residents can discover the joy of sport that matches each person's preferences and characteristics (favorite sport)**



Through each person's ongoing involvement in sport, **promote the health, longevity and wellness of Tokyo residents,** such as achieving mental and physical health and a vibrant lifestyle



WCH
Tokyo 25

Deaflympics

- ◆ Utilize the WCH Tokyo 25 and Deaflympics to allow each person to discover their favorite sport

Point

- The project has a unified name, and all kinds of event information will be disseminated centrally
- Use digital technology and barrier-free access to allow everyone to enjoy sports, regardless of disabilities
- Work actively with other sporting event organizers and maximize usage in existing government projects as well



*Favorite: Used to mean “I like it so much that I want to recommend it to other people”

3 initiatives to support the discovery and implementation of My Favorite Sport

Become healthy with your favorite sport

1 Tokyo Sports Doc

Have people learn about their own physical fitness and health condition through the physical fitness test and provide exercise guidance and exercise plans according to each

individual's aptitude



Realizing the joy of sport once you try it

2 Let's play it!

Work with professional sports teams and municipalities to have people enjoy their first competition experience, and support their participation



Giving children the opportunity to try various sports

3 Kids athlete program

Support children's growth through sport, such as interaction with top athletes in athletics and children's (parent and child) athletics workshops.



Other related initiatives

Sports experiences unique to Tokyo

- Provision of attractive sporting content that can be enjoyed by many people by effectively utilizing Tokyo's resources, such as holding the Tokyo Marathon and various cycling events (GRAND CYCLE TOKYO)



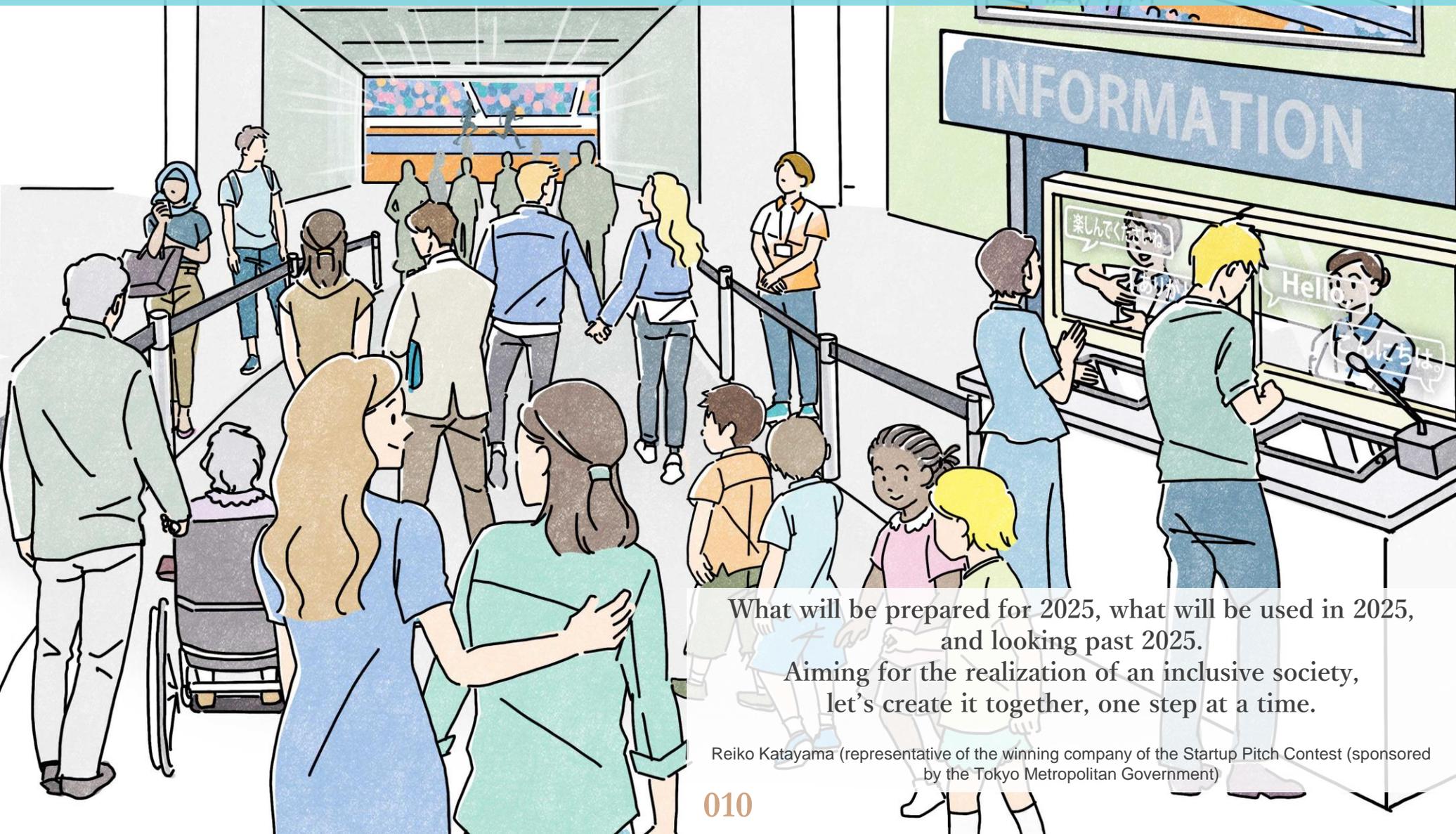
©Tokyo Marathon Foundation

So that everyone can enjoy sport

- Utilize barrier-free courses and apps to promote daily walking for those with disabilities
- As part of the parasports support project, hold tournaments that everyone can participate in, regardless of disability



Uniting people with universal communication



What will be prepared for 2025, what will be used in 2025,
and looking past 2025.

Aiming for the realization of an inclusive society,
let's create it together, one step at a time.

Reiko Katayama (representative of the winning company of the Startup Pitch Contest (sponsored
by the Tokyo Metropolitan Government))

Tokyo - where people connect with anyone, anytime, anywhere

In addition to utilizing various evolving technologies in both events, we will promote initiatives for a society where everyone can live comfortably, such as having accessibility facilities at Tokyo Metropolitan Government sports facilities.

In addition, we will also have universal communication technology instilled in society through new technology development in collaboration with private corporations, promotion of technology use in municipalities, and dissemination both domestically and overseas.



Action 1 Important information, effective communication

In addition to utilizing various evolving technologies in both events, including the technology used in the Tokyo 2020 Games, we will promote initiatives for a society where everyone can live comfortably, such as having accessibility facilities at Tokyo Metropolitan Government sports facilities.

P.12

Action 2 Pioneering Tokyo's future with digital

To have universal communication technology permeate into society, we will carry out initiatives such as new technology development in collaboration with private corporations, using various opportunities to demonstrate technologies and promote their utilization, and dissemination both domestically and overseas.

P.13

Action 1 Important information, effective communication

Overview of initiatives

In addition to utilizing various evolving technologies in both events, including the technology used in the Tokyo 2020 Games, we will promote initiatives for a society where everyone can live comfortably, such as having accessibility facilities at metropolitan sports facilities and the like.



International sign language
"Thank you"

Details of initiatives

◆ Information assurance in the event

- Use visions and signage for information and notices at competition venues and display 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 language, and support smooth communication between athletes and officials.

◆ Toward a society where everyone can live comfortably

- Establish accessibility facilities such as group hearing aid equipment in Tokyo Metropolitan Government sport facilities and the like, and consider using new information tools with Hibiya Park as a case study, such as introducing speech recognition systems to support customer service at metropolitan parks
- With the aim of developing stations that can be easily used by everyone, create mechanisms to promote the introduction of advanced technologies and carry out the dissemination of easy-to-understand information for Tokyo residents, such as support for the introduction of universal communication technology
- To improve the convenience of life for hearing impaired persons, carry out initiatives for smartphone use support, as well as the expanded installation of door open/close indicator lights in Toei subway cars
- PR at international welfare equipment exhibitions, etc., and promote the dissemination of barrier-free information on public facilities in Tokyo, as well as the spread of sign language and remote sign language support in the Tokyo Metropolitan Government Building and other facilities

Schedule

	2023	2024	2025
Information assurance in the event	Review and preparation to improve information assurance Personnel training for international sign language		Use various methods and technologies to run both events
Toward a society where everyone can live comfortably	Survey about the use of advanced technology in stations	Case study in Hibiya Park Support for the deployment of UC technology in stations Consideration of further mechanisms and information dissemination	Implementation of smartphone use support programs in Tokyo municipalities Development of accessibility facilities in Tokyo Metropolitan Government sport facilities and the like, promotion at welfare equipment expos, dissemination of barrier-free information, etc.

Post-event legacy

- Use both events as a model to ensure information assurance in future sporting events
- Accelerate progress to realize a society where a variety of information is easily received by everyone

Action 2 Pioneering Tokyo's future with digital

Overview of initiatives

Introduce digital UC (universal communication) technology in society through new UC technology development in collaboration with private corporations, using various opportunities to demonstrate technologies and promote their utilization, and dissemination both domestically and overseas



Examples of UC technology (Speech is translated or converted to text and displayed on a transparent display in real time)

Details of initiatives

◆ New technology development in collaboration with private corporations

- Collaborate with the winning company of the Startup Pitch Contest and develop technology for the onomatopoeic display of competition sounds
- For the Nishi-Shinjuku Advanced Services Implementation Industry-Government-Academia Consortium, develop technology that displays the content of speech on smart glass

◆ Use various opportunities to demonstrate technologies and promote their utilization

- Implementation of Miru Cafe (a cafe where language is made visible with digital technology) two years before the Tokyo 2025 Deaflympics, and demonstration of smart glass services for those who are deaf or hard of hearing
- Introduction of UC technology at the Tokyo Metropolitan Government Building and Toei subway station counter
- Support for the deployment of UC equipment in municipalities and stations

◆ Domestic and international dissemination

- Widely disseminate information using UC technology in both events
- Exhibit and promote technology in Deaflympics Square, the base for Tokyo residents and Japanese people to experience the event and interact with Deaflympic athletes



Technology that displays competition sounds as onomatopoeic sounds

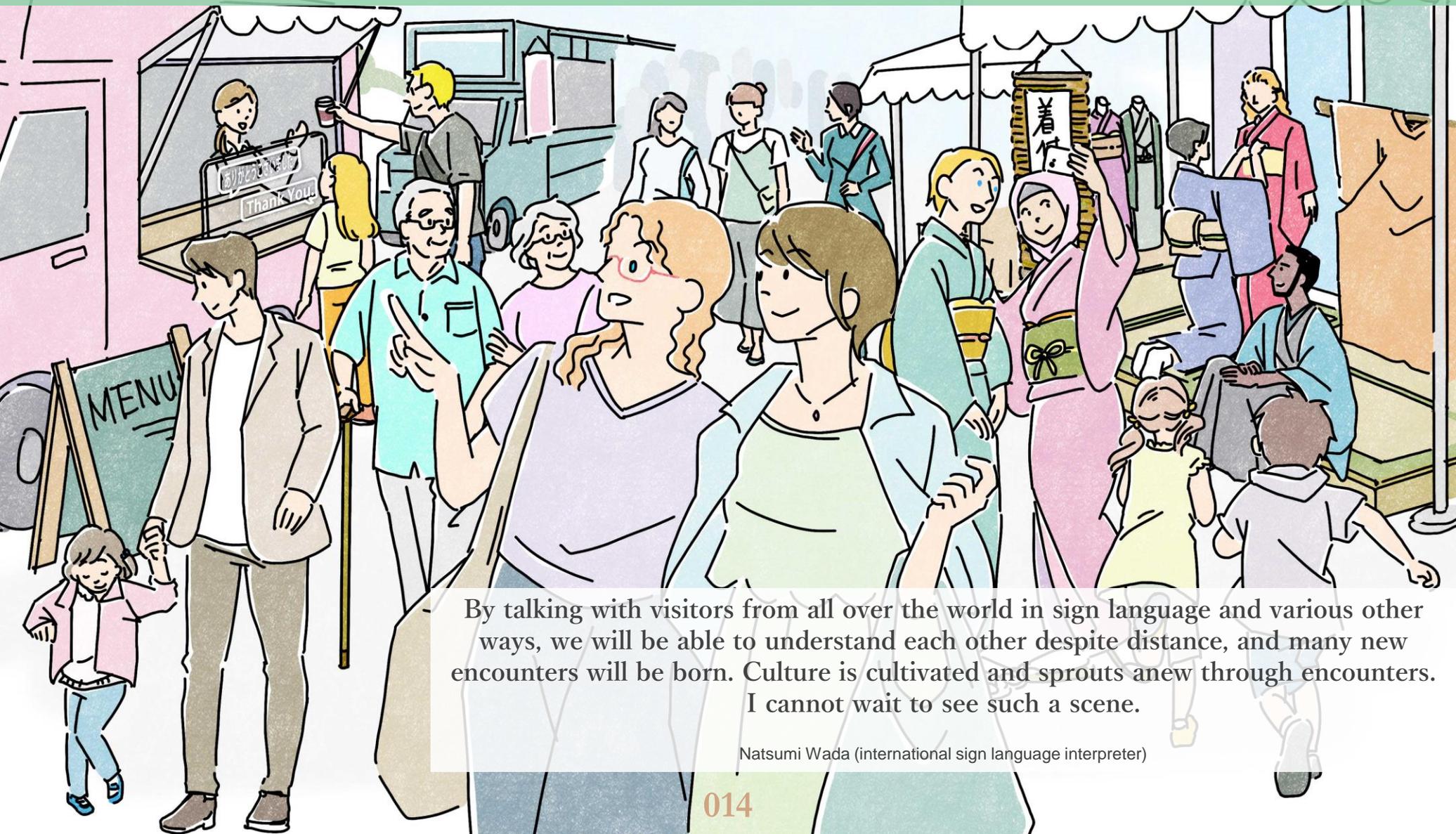
Schedule

	2023	2024	2025
Technology development	Technology development in collaboration with private corporations		Use/promotion of developed technologies
Demonstration/ PR of technology	Demonstration and promotion of technology used in events		
	Introduction of UC technology at Tokyo Metropolitan Government Building counters Support for the deployment of UC equipment in municipalities		
Dissemination of the usage status during the event	Use and dissemination in competition venues and Deaflympics Square		

Post-event 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

Bringing the world's people together



By talking with visitors from all over the world in sign language and various other ways, we will be able to understand each other despite distance, and many new encounters will be born. Culture is cultivated and sprouts anew through encounters. I cannot wait to see such a scene.

Natsumi Wada (international sign language interpreter)

Tokyo – the destination of all

We will convey Tokyo's diverse appeal through the development of new cultural programs that pass on and expand on the legacy of the Tokyo 2020 Games as well as promotions taking advantage of both events that attract significant national and international attention.



Action 3 Providing first hand arts and culture experience

While developing three art projects, we will promote the creation of an environment where everyone has access to arts and culture for 2025, when both events will be held.

P.16

Action 4 Promoting Tokyo's charm to the world

We will utilize Tokyo ingredients and local traditional crafts in tournament-related events and seize various opportunities to promote Tokyo, such as one year before both events are held.

P.17

Action 3 Providing first hand arts and culture experience

Overview of initiatives

The Tokyo 2020 Games cultural program has left a legacy of creating an environment where more people have access to art and culture. Create new initiatives that continue and further develop this legacy and make progress for promoting the appeal of Tokyo's arts and culture and realizing an inclusive society while setting the mood for both events



Image of an art project

Details of initiatives

◆ Develop three art projects for 2025

- Hold events 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 by having intense performances of the highlights of various festivals
- Create a stage with the theme of “music for the deaf and hard of hearing.”

In addition, record the creation process while building mutual understanding between those who can hear and who cannot, and disseminate this as a model case of collaboration

- A stage performance by the staff and cast from the opening ceremony of the Tokyo 2020 Paralympics of their hopes for a society where diverse individuals can live side by side

◆ Improved accessibility to arts and culture

- To create an environment where everyone has access to arts and culture, promote the introduction of tools to support the viewing of performances and having programs with information assurance
- Establishment of a subsidy program to cover the cost of providing accessibility support at private cultural facilities. 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 subsidized projects

Schedule

	2023	2024	2025
Art projects	Consideration of project content (The festival event is scheduled for September and others for November)	Adjustment and promotion of implementation content	Holding events ●
Improved accessibility	Consideration of project content	Creating an environment that supports viewing Commencement of subsidy related programs Dissemination of the content and results of initiatives	

Post-event legacy

- Increase the number of people who are familiar with arts and culture, build up practice cases of cultural activities for those with and without disabilities
- Increase the provision of accessibility support throughout society, accumulate knowledge of and promote human resource development, and lay out the groundwork for ongoing initiatives

Action 4 Promoting Tokyo's charm to the world

Overview of initiatives

Seizing the opportunity of the domestic and international focus on both events, effectively communicate Tokyo's diverse attractions such as food and traditional culture



Details of initiatives

◆ Promotion of tournament-related events

- At WCH Tokyo 25 briefings for domestic and international media and athlete team leader seminars for the Tokyo 2025 Deaflympics (a meeting one year before the event where the team leader of each country's athletic team participates), promote Tokyo ingredients, traditional crafts of Tokyo, and Tokyo's tourist attractions

◆ Promotion of Tokyo on various occasions

- Disseminate Tokyo's appeal at World Athletics Championships Budapest 23 (WCH Budapest 23)
- Create a dedicated page for both events on the website Japan Sports Journey, with sightseeing information and sporting experience information around venues in Japan where international sporting events are held
- Use the opportunity of one year before the event to place advertisements in online media and in-flight magazines, disseminate tourism information tailored for visiting spectators, and develop media tours to coincide with the events



Promotion at the WCH Budapest 23



Image of providing Tokyo ingredients

Schedule

	2023	2024	2025
Promoting Tokyo's charm	<ul style="list-style-type: none">● Promotion at the WCH Budapest 23Promotion at media briefings and the athlete team leader seminars ●Expansion of advertising in in-flight magazines (One year before both events) ●	<ul style="list-style-type: none">Japan Sports Journey Dedicated page for both events	<ul style="list-style-type: none">City promotion during the event ●

Post-event legacy

- Disseminate Tokyo's diverse appeal through both events, expand demand for Tokyo ingredients and traditional crafts of Tokyo, contribute to an increase in the number of visitors

Giving children brighter hopes and futures



My current dream is run faster.
It may sound very simple, but it is very difficult.
The more you master it, the more years it will take to become even 0.1
seconds faster.
I want to battle it out, win and get a medal in this wonderful diverse place.

Hayato Kakitsu (deaf athletics, junior athlete)

Toward a next-generation Tokyo full of hopes and dreams

Many children will learn through the event. To support their growth, we will develop various initiatives such as providing opportunities to learn in school, as well as having children participate by playing an important role in the event.



Action 5 2025 for kids

We will engage in initiatives that convey to children the significance of the event, its appeal and the joy of sports, such as creating a dedicated homepage for both events using illustrations, and provide learning opportunities in school education in a variety of scenes, including schools for the deaf.

P.20

Action 6 2025 with kids

Children will have the opportunity to participate in roles that are important for the event and will be an active part of it, including creating the design of the event logo and emblem that will be the symbol of the event, as well as being escort kids when the athletes enter the stadium.

P.21

Action 5 2025 for kids

Overview of initiatives

Develop various initiatives so that children can learn many things through the event and be supported in their growth, such as enriched content for tournament-related events and sporting events, as well as learning opportunities by inviting deaf athletes to schools



Dedicated website for both events

Details of initiatives

◆ Conveying the appeal of sport to children

- Develop initiatives so that everyone - including children – can experience the charm of both events, through the dedicated website with illustrations and stamps for social media as well as experience/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

◆ Learning in school

- Invite deaf athletes to schools for the deaf and carry out tournament experiences and lectures
- Looking ahead to communicating with people who are deaf or hard of hearing overseas and participating as an athlete or volunteer during the Tokyo 2025 Deaflympics, implement special classes for gaining for communication skills such as international sign language at schools the deaf.
- Have competition equipment in place to carry out parasports at schools for the blind and deaf sports at schools for the deaf
- Create video teaching materials about understanding people who are deaf or hard of hearing and the Deaflympics to disseminate in public schools in Tokyo
- Introduce programs related to both events for the “smiles and learning experience activity project” that provides experiential opportunities as desired by schools

Schedule

	2023	2024	2025
Initiatives through the events	Event dedicated website, experience/hands-on content for tournament-related events		
Initiatives through schools	Tournament experience/lectures/special classes at schools for the deaf		
	Creation of video teaching materials	Use in schools (~2026)	
	Implement	Experience activity projects Enrichment (Includes tournament related events)	

Post-event legacy

- Through the event, children who will lead the next generation will learn about the joy of sport, the importance of respecting each other regardless of disabilities, and about diversity, and grow up healthy

Action 6 2025 with kids

Overview of initiatives

A diverse range of children will participate in important roles for the event and be an active part of it, including creating the design of the event logo and emblem that will become the symbol of the event for both events, as well as being escort kids when the athletes enter the stadium



(left)
Tokyo 2025 Deaflympics
Tournament emblem

(right)
WCH Tokyo 25
Public Submission for the Logo
Design/Selection Committee
Members
©2023 The Local Organising
Committee of World Athletics
Championships Tokyo 25)

Details of initiatives

◆ An event created with children

- The logo concept for the WCH Tokyo 25 will reflect the thoughts and feelings of junior athletes, and there will be a public call for designs based on that concept. In addition, the event emblem for the Tokyo 2025 Deaflympics will be designed by students of Tsukuba University of Technology, the only national university for people who are deaf or hard of hearing in Japan, and initiatives will be developed for children to participate in the creation of the event symbol, such as having it selected by vote by junior high and high school students in Tokyo
- Initiatives for both events will be considered while listening to the opinions of children

◆ 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
- Create opportunities for children in Tokyo and affected areas to watch events at the venue
- Have extensive involvement of children and young people, such as being escort kids when athletes enter the stadium, and giving children a role in the medal ceremony



Tokyo 2025 Deaflympics
Event emblem voting group work
presentation event

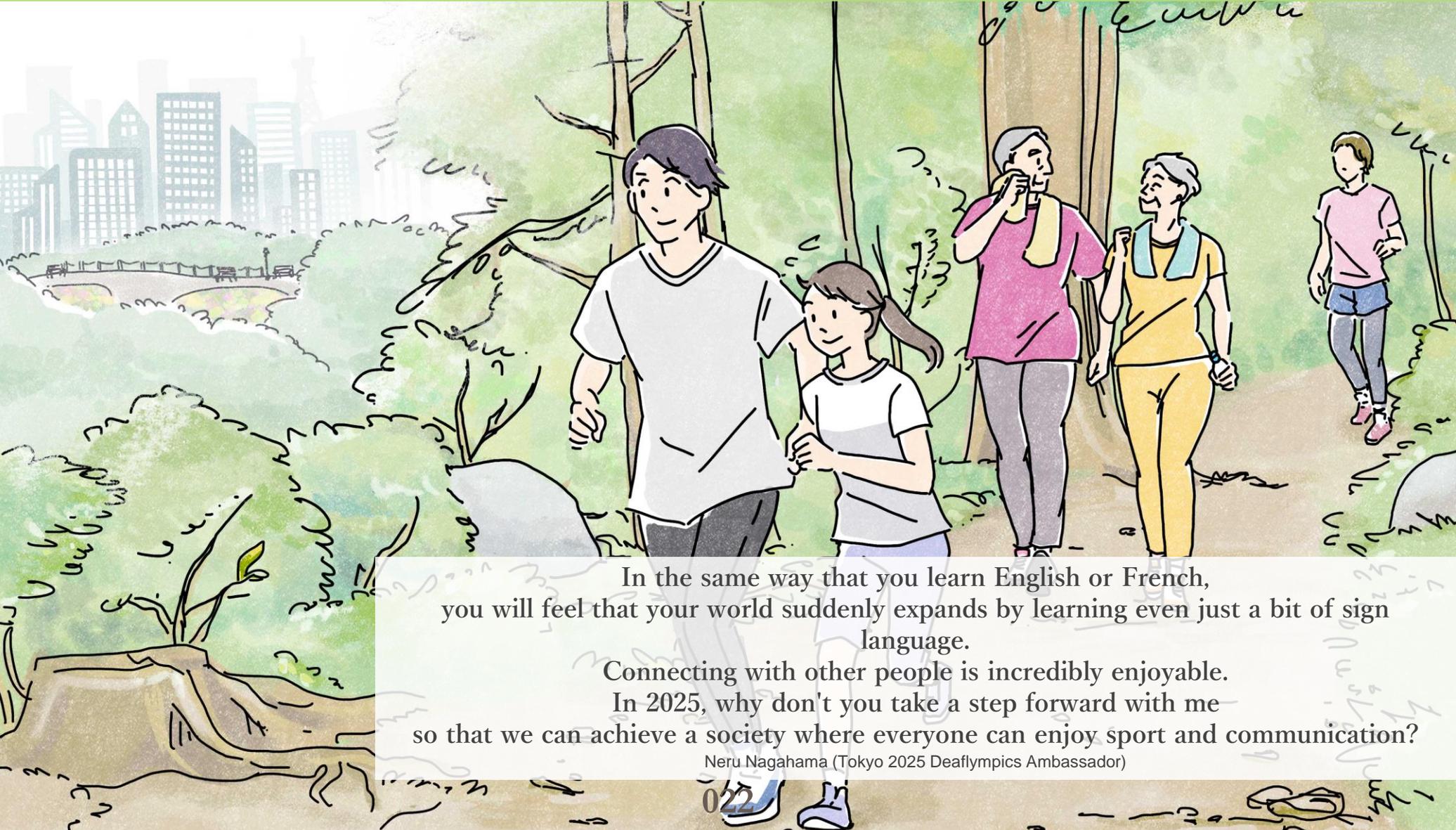
Schedule

	2023	2024	2025
Various participation		<ul style="list-style-type: none"> ● Logo unveiled (scheduled for May) 	
		<ul style="list-style-type: none"> ● Logo Submission/Selected by the Selection Committee ● Determination of Deaflympics event emblem 	
		<ul style="list-style-type: none"> → Messages from children to athletes at tournament-related events 	
			<ul style="list-style-type: none"> ● Participation during the event (Having children watch events at the venue, etc.)

Post-event legacy

- By having 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 tomorrow's Tokyo

Leaving a sustainable society to the future



In the same way that you learn English or French, you will feel that your world suddenly expands by learning even just a bit of sign language.

Connecting with other people is incredibly enjoyable.

In 2025, why don't you take a step forward with me so that we can achieve a society where everyone can enjoy sport and communication?

Neru Nagahama (Tokyo 2025 Deaflympics Ambassador)



To a city where we can enjoy many international sporting events

As both events are events that connect to the future, we will develop a wide range of initiatives such as realizing an eco and compact event, effective dissemination for an inclusive society, and networking events with diverse people, so that the events can become a model for future international sporting events.



Action 7 Protect everyone's environment together

To achieve environmentally-friendly eco and compact events, we will strive for thorough energy conservation and reduction of single-use plastics, and widely disseminate these initiatives within Japan and overseas.

We will also promote heat countermeasures for the events.

P.24

Action 8 Create a future together

Aiming for the realization of an inclusive society where everyone recognizes and respects each other's differences, regardless of nationality or whether you have a disability, we will disseminate information through our Tokyo 2025 Deaflympics Ambassadors and develop events where everyone can participate, regardless of whether you have a disability or not.

P.25

Action 7 Protect everyone's environment together

Overview of initiatives

To achieve environmentally-friendly eco and compact events, we will strive for thorough energy conservation and reduction of single-use plastics, and widely disseminate these initiatives with Japan and overseas. Promote heat countermeasures for the events based on survey results on heat conditions



Details of initiatives

◆ Consideration to the environment

- Engage in energy conservation, use renewable energy, promote the 3Rs (reduce, reuse, recycle), reduce single-use plastics and food waste
- Maximize existing facilities and goods, and lease or rent even if new procurement is required
- Widely disseminate across Japan and overseas about symbolic efforts for the events

◆ Heat countermeasures

- Consider necessary measures for preventing spectators from getting heat stroke at roadside events and promote heat countermeasures for the events



Schedule

	2023	2024	2025
Environment ally friendly	→ Consideration/adjustment of detailed content for each measure		Thoroughness and dissemination of measures for the event
Heat countermeasures	→ Survey implementation/ Plan creation/ Coordination with officials, etc.		Promote heat countermeasures for the events

Post-event legacy

- Link event initiatives and dissemination to raising awareness and building momentum about consideration for the environment, and accelerate progress toward a sustainable society
- Accumulate knowledge and expertise through various initiatives in large-scale events

Action 8 Create a future together

Overview of initiatives

Aiming for the realization of an inclusive society where everyone recognizes and respects each other's differences, regardless of nationality or whether you have a disability, develop a wide range of effective initiatives, based on barrier-free initiatives from both a hard and soft perspective implemented during the Tokyo 2020 Games and the current situation



Tokyo 2025 Deaflympics Ambassadors
(From left: Neru Nagahama, Ikumi Kawamata, KIKI, Nobuharu Asahara)

Details of initiatives

◆ Spreading the importance of an inclusive society

- While appointing people with an understanding of deaf sports and sign language as Tokyo 2025 Deaflympics Ambassadors, introduce the activities of deaf athletes and social activities of people who are deaf or hard of hearing
- So that a wide range of generations including children can become familiar with sign language, create videos to introduce sign language words and a Deaflympics learning handbook
- Poster contests about barrier-free mindsets and initiatives that register and collaborate with companies that are involved in barrier-free mindsets as support companies
- Manage 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 having a disability of not
- Hold events at retail facilities where families and young people gather to raise awareness about understanding people with disabilities, and collaborate with metropolitan universities to implement attitude surveys for an inclusive society

Schedule

	2023	2024	2025
Dissemination about an inclusive society	→ Ambassadors, dedicated website		
	→ Creation and use of handbooks, etc. Various initiatives about a barrier-free mindset Operate the Intercultural Portal Site		
Networking events, etc.	● Miru Cafe	● Initiative one year before the event	
		● Networking event with athletes	→ Awareness-raising events, attitude surveys, etc.

Post-event legacy

- In addition to being exposed to the thoughts and feelings of diverse people and learning about different lifestyles and cultures, mutual understanding will be furthered through actual interaction, accelerating progress toward the realization of an inclusive society

Moving forward with every one of us



Our work with a smile will become a wonderful memory for the many participants.

And it will lead to a huge sense of achievement for us volunteers. I hope you can enjoy the opportunity to interact with athletes from around the world, their supporters and spectators, by volunteering with us.

Shunji Nishino (Tokyo 2020 Games City Cast/Field Cast)

Tokyo, a city connected through sports

Spectators' cheers and the hospitality of the volunteers are important elements of the event.

So that many Tokyo residents and Japanese people can participate in the event, we will carry out initiatives to liven up the event and create a system for volunteers, working together to achieve a event that belongs to everyone.



Action 9 Make it together 2025

While passing on and developing the volunteer culture that spread through the Tokyo 2020 Games into these two events, we will further develop initiatives and mechanisms to develop the event with various people.

P.28

Action 10 Know, enjoy, cheer on the athletes!

So that many Tokyo residents and Japanese people can participate in the event, we will develop initiatives to liven up the event and sport while collaborating with various entities and events to widely develop initiatives that will increase everyone's interest in the event.

P.29

Action 9 Make it together 2025

Overview of initiatives

While passing on and developing the volunteer culture that spread through the Tokyo 2020 Games into these two events, we will work together with various people to achieve an event that belongs to everyone, including athletes, those with disabilities, children and companies.



Details of initiatives

◆ 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 event volunteers, regardless of disability, age or nationality

◆ 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 symbols of the logo and emblem with diverse people, such as children and related parties
- Appoint people with an understanding of deaf sports and sign language as Tokyo 2025 Deaflympics Ambassadors
- Use the latest technology to have persons with severe disabilities participate in the event as well
- Create an environment where it is easy for many people to participate through promotion of donations and crowdfunding

Schedule

	2023	2024	2025
Volunteer-related initiatives	Holding events managed by VLN Volunteer activities by diverse people ●		
Create an event with diverse people	Support of deaf athletes Dissemination from ambassadors and the dedicated website ● Design announcement (scheduled for May) Contest/selection of World Athletics logo design ● Determination of Deaflympics event emblem		

Post-event legacy

- Through the development of the volunteer culture that spread in the Tokyo 2020 Games, we have made further progress in creating a society where each individual supports each other
- Contribute to the promotion of deaf sports through the spread of deaf sports and improvements in the competition level
- Further penetration of the donation culture into society through the event

Action 10 Know, enjoy, cheer on the athletes!

Overview of initiatives

So that many Tokyo residents and Japanese people can participate in the event, we will convey the history, characteristics, and appeal of the event in an easy-to-understand way while collaborating with various entities and events to widely develop initiatives that will increase everyone's interest in the event



Collaboration in an event sponsored by the municipality

Details of initiatives

◆ Celebration through events and sport

- Seize opportunities such as the milestone of one year prior to the event, when attention is most directed at the event, and develop various publicity and momentum-building events
- Implement initiatives where you can experience the characteristics of the event and its appeal, through interaction between the athletes and children, as well as Deaflympics competition experiences
- Using various PR tools such as the event dedicated homepage and the event logo, disseminate the significance and appeal of the event and use it to enhance the excitement of the event
- In light of the growing interest in sports after the Tokyo 2020 Games, renovate facilities such as the Tokyo Metropolitan Park Athletic Field so that more people can easily become familiar with sports

◆ Various collaborations

- Collaborate with SusHi Tech Tokyo 2024, municipalities, and related organizations to widely disseminate the event's appeal
- In the Roundtable Meeting for the Promotion of Parasports and Barrier-Free (Para Roundtable), members of the roundtable (Para Support Ambassadors) exchange opinions with the theme of both events, and disseminate information to a wide range of audiences through participation in tournament-related events

Schedule

	2023	2024	2025
Increase the excitement of events and sport	Initiative one year before the event ●	Dissemination using PR tools	Facility renovation of Tokyo Metropolitan Park Athletic Field, etc.
Various collaborations		● Dissemination at SusHi Tech Tokyo 2024	Collaboration with municipalities (as needed)
			Holding a Para Roundtable, Dissemination by Para Support Ambassadors

Post-event legacy

- Increase the number of people with an interest in sport, carry out ongoing support and exercise, contribute to health promotion
- Further progress in the promotion of parasports including the Deaflympics and a wide range of barrier-free accessibility

Topic

Experience universal communication and promote understanding of an inclusive society

Miru Cafe

Miru Cafe is a cafe that visualizes language using digital technology, connecting everyone, regardless of whether or not they can hear. It was opened for a limited time in Harajuku, Tokyo, as an initiative two years before the opening ceremony of the Tokyo 2025 Deaflympics.

The cafe uses various kinds of digital technologies, such as technology that shows speech on a display in real time and technology that converts sign language into text.

As well as having more than 4,000 people visit the cafe, we received positive feedback from visitors that it was a very friendly environment for both those who can hear and who cannot.



みるカフェ

MIRU CAFE



Communication using transparent displays

Topic

WCH Tokyo 25/Tokyo 2025 Deaflympics
A symbol mark to symbolize both events

Creating the event logo and emblem with children

This is the second occasion for Tokyo to hold the **WCH Tokyo 25**, the first time in 34 years. The thoughts and feelings of junior track and field athletes will be reflected in the logo design concept for this event. “We want to create new history with everyone...” With this in mind, we have called for logo designs and logo selection committee members from the public. The logo will be unveiled in May 2024. Please look forward to seeing what sort of design it will be!

The event emblem for the **Tokyo 2025 Deaflympics** was designed by students of Tsukuba University of Technology, a national university for those who are deaf or hard of hearing in Japan, and the winning design was selected by vote by junior high and high school students in Tokyo.

The emblem has the theme of “circle,” to symbolize connections between people. It represents a “hand,” which is a typical symbol of the Deaf community, and people are expected to “touch” competitions and topics through the Deaflympics; the “touch” will lead to mutual exchanges and community connections like a “circle”; the “flower” is a symbol of the future that will bloom as the circle expands. The petals of the cherry blossom are used as a motif.



WCH Tokyo 25
Public Submission for the Logo Design/Selection Committee Members
(©2023 The Local Organising Committee of World Athletics Championships Tokyo 25)



Tokyo 2025 Deaflympics Tournament emblem

(Reference) Basic information about the event

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 Championship
- About 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

WCH Tokyo 25

Period: 13 - 21 September 2025 (9 days)

Number of events: 49

Participating athletes: Approximately 2,000 from 210 countries and regions

Competition venue: Japan National Stadium, Tokyo

(marathon and race walk will 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

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

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)

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



Vision 2025 Action Book



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The background of the entire page is a light cream color, decorated with numerous small, colorful triangles in shades of teal, purple, yellow, red, and green, scattered across the surface.

*TOKYO
FORWARD
2025*

世界陸上 デフリンピック