

Tokyo's Master Plan for Sports Promotion

Overview

Becoming
a Tokyo
Where Sports
Is Enjoyed
by All



TOKYO
METROPOLITAN
GOVERNMENT

March 2025

1 The what and the why of the plan

This plan lays out the vision that the Tokyo Metropolitan Government should aim for from the perspective of sports promotion, and the basic policy and direction of policy implementation to make that vision a reality.

Behind the plan's formulation

- ▶ The Olympic and Paralympic Games Tokyo 2020, held in 2021, left Tokyo with various legacies.
- ▶ In addition, the COVID-19 pandemic also generated changes in the sports environment and lifestyles.
- ▶ This plan was formulated to reflect changes in the circumstances surrounding sports, including the low birth rate, aging population and the situation of sports engagement, climate change, and the progress of digitalization.

Plan period

- ▶ The plan's period covers six years from FY 2025 through FY 2030.
- ▶ The plan will lead to the further promotion of sports by ensuring the success of the World Athletics Championships and Deaflympics to be held in Tokyo in 2025, and beyond that, the Nenrinpic, a national health and welfare festival that celebrates sports and culture, with older adults taking center stage, which will be held in Tokyo in FY 2028.

2 What does "sports" cover?

In this plan, "sports" is a comprehensive term that covers not only competitive sports, but also physical activities that are conducted with a purpose.

Not only do sports indicate competitive activities in which players compete to win and/or break records, but also a wide range of activities, from physical activities for health to activities for play and enjoyment.



3 How is sports good for us?

Participating in sports has “intrinsic value,” such as “enjoyment” and “pleasure,” and “extrinsic value” such as helping make society more dynamic.

Initiatives to have all people benefit from the values of sports will lead to enhancing well-being and solving various social challenges.

Extrinsic value of sports

Lifelong enjoyment of sports for healthy, fulfilling lives

Sports help boost mutual understanding and connections



Enhancing the **wellbeing** of each individual

Sports build sustainable societies, passing the baton to the future

Sports are accessible to all, making local communities and the economy more dynamic

4 Involvement in sports

Ways to be involved in sports including “doing,” “watching,” and “supporting.” “Cheering on” athletes is also a first step to sports participation.

Doing

sports

Other than competitive sports, physical activities that have a purpose



Cheering on

sports

Cheering on sports could be the first step to “doing,” “watching,” and “supporting” sports

Watching

sports

Watching sports directly at the event venue, or on TV, the internet, and other media



Supporting

sports

Includes sports volunteers, match referees, instructors, and operation of events



Fundamental Concept / Future Visions / Four

Fundamental Concept

Realize a Tokyo where sports are enjoyed by all, enhance

Future Visions

Vision 1

Citizens lead happy, healthy lives through encountering, enjoying, and developing with favorite sports from a young age.

Vision 2

New connections and mutual understanding are fostered through sports with the advancement of technology.

Four Policy Pillars

Health and Happiness Shining through sports

Policy 1

Facilitate “the first step” toward involvement in sports

Policy 2

Promote sports for different stages of life

Policy 3

Support the dynamic activities of athletes with connections to Tokyo

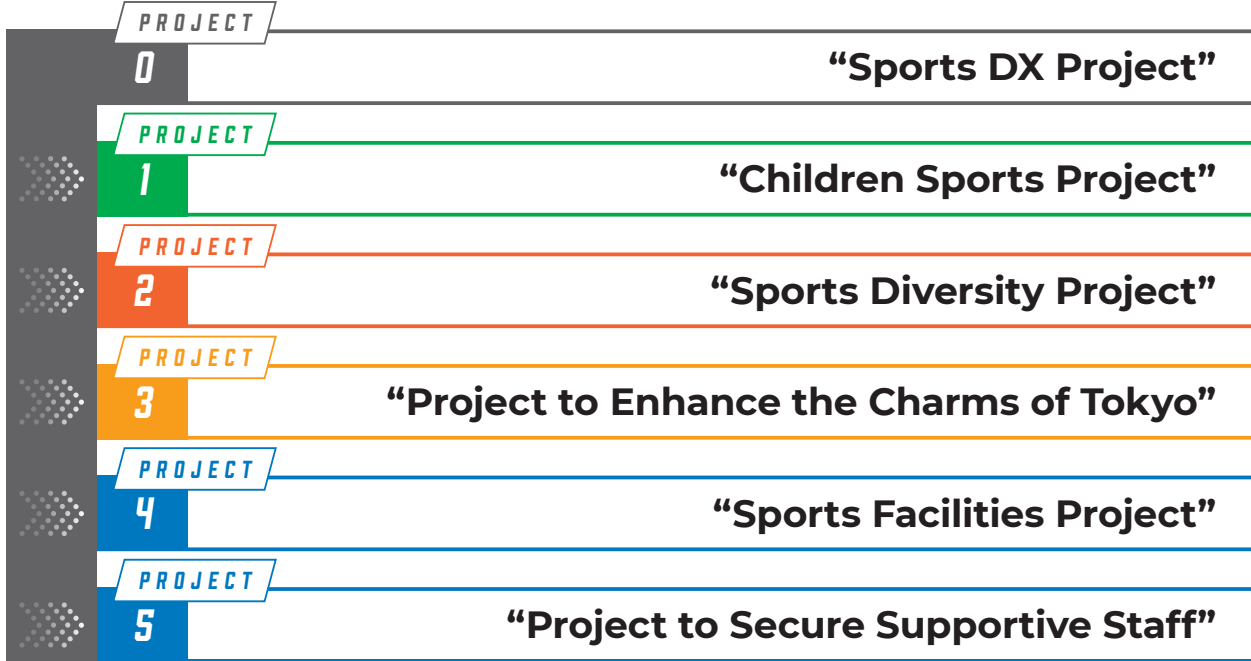
An Inclusive Society Building connections through sports

Ensure that people can enjoy and shine through Para sports

Promote barrier-free measures and the societal adoption of technologies for universal communication

Connect diverse groups of people through sports, with sports

Priority Policy Themes



Policy Pillars / Six Priority Policy Themes

the well-being of individuals, and transform society

Vision 3

Tokyo becomes the world's most appealing city and its city of choice, bustling with athletes and spectators from across the globe.

Local Community Revitalization

Generating dynamism through sports

Hold sporting events across Tokyo to boost urban dynamism

Support sports in local communities

Share the appeal and excitement of sports

Vision 4

Society becomes one where people can enjoy sports throughout their lives in safe, secure, and dependable settings.

Sustainability of Sports

Supporting sports

Develop and maintain an environment for sports that generates diverse values, and operate eco-friendly facilities and competitions

Collaborate with many different societal actors to expand and enhance the range of people involved with sports

Realize safe and secure sports, and dependable sporting competitions

to enhance the power of sports

for children to grow along with sports

for sports brimming with diversity

to lead the world through the power of sports

to realize an environment for the enjoyment of sports

for the creation of a scheme to support sports

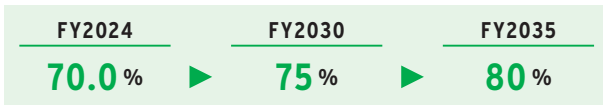
Shining through sports

Anticipated Policy Outcomes

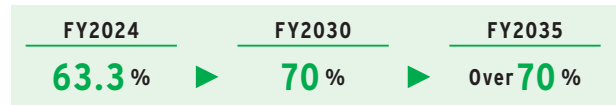
Sports become a familiar fixture in everyone's lives through increased opportunities to enjoy sports.

People can enjoy sports that match their circumstances or capabilities for a lifetime of health and happiness.

Percentage of Tokyo residents aged 18 and over who feel happiness through sports

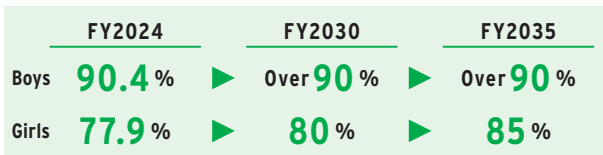


Sports participation rate among Tokyo residents aged 18 and over*

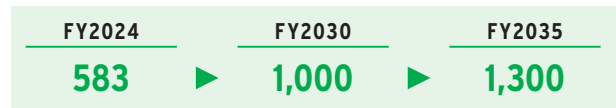


* "Sports participation rate" refers to the percentage of people who participate in sports at least once a week.

Percentage of second-year junior high school students who "enjoy" or "somewhat enjoy" doing sports



Number of companies certified by the Tokyo Metropolitan Government as "sports-friendly companies"



Policy 1

Facilitate "the first step" toward involvement in sports

Generate interest in playing sports, create and provide opportunities to get involved with sports

Specific measures

Host sporting events that anyone can casually join, with the aim of expanding locations for sports throughout Tokyo



Operate a dedicated portal site that provides information about Para sports events in Tokyo, barrier-free facilities, and more, for people with disabilities and other groups



Policy 2

Promote sports for different stages of life

Promote sports among children, the working-age generation, and older adults

Specific measures

Certify companies and other organizations that are taking measures to encourage sports activities among employees as "sports-friendly companies"



Support sports-related events across Tokyo targeted at older adults, with the aim of increasing the sports participation rate of seniors, etc.



Policy 3

Support the dynamic activities of athletes with connections to Tokyo

Implement measures aimed at raising the competitiveness of athletes

Specific measures

Support junior high school students with outstanding athletic abilities in becoming top athletes



Implement a program to identify promising athletes in order to secure future Para sports athletes



Building connections through sports

Anticipated Policy Outcomes

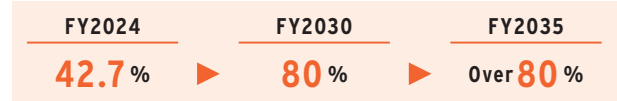
New connections and mutual understanding are fostered among people, regardless of differences such as gender, nationality, or whether or not they have a disability.

New technologies are harnessed to create environments where sports can be enjoyed by all.

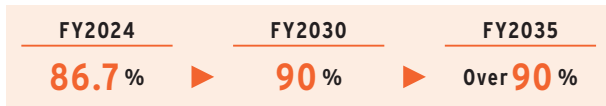
Sports participation rate of Tokyo residents aged 18 and over who have a disability



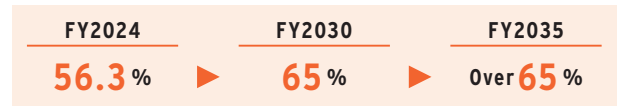
Percentage of Tokyo residents aged 18 and over with an interest in Para sports



Percentage of older adults who feel fulfilled through sports



Sports participation rate of women in their 20s, 30s, and 40s who live in Tokyo



Policy 1

Ensure that people can enjoy and shine through Para sports

Promote public understanding and awareness of Para sports, enhance opportunities, secure human resources to support Para sports, boost athletes' competitiveness

Specific measures

Advance projects to familiarize people with Para sports, to increase the number of fans and supporters



Run Para sports workshops that anyone can join, making use of physical education facilities of Tokyo metropolitan schools for special needs education



Policy 2

Promote barrier-free measures and the societal adoption of technologies for universal communication

Develop environments for sports that can be freely enjoyed by all in line with universal design principles, support the development of sports-related technologies and markets

Specific measures

Promote the implementation of universal design and other principles in the renovation of sports facilities and other buildings



Use the opportunity presented by the World Athletics Championships Tokyo 25 and the TOKYO 2025 DEAFLYMPICS to encourage the use of technologies for universal communication



Policy 3

Connect diverse groups of people through sports, with sports

Create opportunities for people to enjoy sports that match their capabilities regardless of differences like gender or age, run sports exchanges with areas impacted by major earthquakes, promote international sports exchanges

Specific measures

Hold friendly competitions as a way to foster connections between seniors and their communities



Implement sports exchanges between children in Tokyo and children in areas impacted by major earthquakes



Local Community Revitalization

Generating dynamism through sports

Anticipated Policy Outcomes

The active hosting and supporting of sporting competitions allow many people to experience the enjoyment and excitement of sports.

Tokyo becomes the world's most appealing city and its city of choice, bustling with athletes and spectators visiting from across the globe.

Percentage of Tokyo residents aged 18 and over who have spectated a sporting event in the past year

FY2024	FY2030	FY2035
30.0 %	50 %	Over 50 %

Percentage of Tokyo residents aged 18 and over who have participated in a sporting event or competition in the past year

FY2024	FY2030	FY2035
21.0 %	30 %	35 %

Percentage of Tokyo residents aged 18 and over who have a sports team or athlete they root for

FY2024	FY2030	FY2035
40.6 %	50 %	60 %

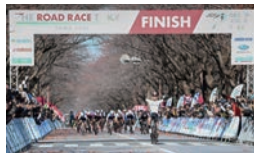
Policy 1

Hold sporting events across Tokyo to boost urban dynamism

Promote measures for the World Athletics Championships Tokyo 25 and the TOKYO 2025 DEAFLYMPICS, international sports competitions, and the upcoming Nenrinpic in Tokyo; hold the Tokyo Marathon and other sporting events

Specific measures

Promote various cycling-related events, etc.



Hold local community events to cheer on Tokyo Marathon runners, such as performances along the marathon course



Policy 2

Support sports in local communities

Promote sports activities in local communities, recognize individuals and groups that have contributed to local community revitalization

Specific measures

Provide subsidies for sports-promotion projects being implemented by municipalities



Recognize individuals and groups who have made remarkable contributions to the promotion and advancement of sports and recreation



Policy 3

Share the appeal and excitement of sports

Promote the appeal of sports, create opportunities to watch sports

Specific measures

Share information about sporting events in Tokyo, ways to spectate and support competitions, sports facilities, government initiatives, and more



Collaborate with event organizers to invite Tokyo residents to major sporting competitions, matches organized by professional sports teams, etc.



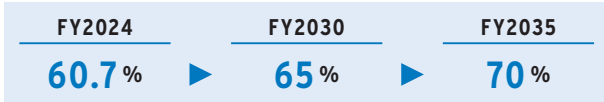
Supporting sports

Anticipated Policy Outcomes

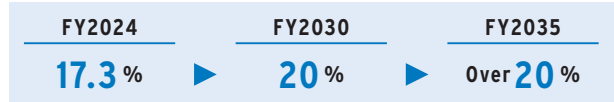
A sustainable foundation for sports is realized, reinforcing the activities of individuals supporting local sports.

Contributions are made to shaping a sustainable society where people can enjoy sports throughout their lives in safe, secure, and dependable settings.

Percentage of Tokyo residents aged 18 and over who are satisfied with the role of Tokyo metropolitan sports facilities



Percentage of Tokyo residents aged 18 and over who have engaged in activities to support sports in the past year



* "Activities to support sports" refer to activities that support people who engage in sports, such as teaching sports, volunteering, or overseeing children's sports.

Number of sports instructors



* The combined number of sports instructors officially recognized by the Japan Sport Association, the National Recreation Association of Japan, and the Japan Para-Sports Association.

Policy 1

Develop and maintain an environment for sports that generates diverse values, and operate eco-friendly facilities and competitions

Develop and operate metropolitan-owned sports facilities, develop environments for sports in Tokyo, operate eco-friendly facilities and competitions

Specific measures

Harness the strengths of metropolitan-owned sports facilities to provide diverse values that include sports and entertainment



Promote measures to reduce the environmental footprint of metropolitan-owned sports facilities, seeking to realize a sustainable environment for sports



Policy 2

Collaborate with many different societal actors to expand and enhance the range of people involved with sports

Secure, nurture, and promote the activities of human resources supporting sports; build a foundation that supports a diversity of sports; promote sports activities in local communities; promote sports activities in partnership with private companies

Specific measures

Support activities aimed at reinforcing the organizational foundation of athletic associations and other groups to enhance their operational capabilities



Implement measures to connect private companies and others who wish to support Para sports with athletes and athletic organizations



Policy 3

Realize safe and secure sports, and dependable sporting competitions

Promote measures for the prevention of accidents in sports, implement heat countermeasures, strengthen sports integrity, ensure the governance of competitions

Specific measures

Support sports-related organizations with the purchase of equipment, etc. to counter heat, taking into account the characteristics of the relevant sport and area



Promote measures aimed at guaranteeing sports integrity



PROJECT

0

“Sports DX Project” to enhance the power of sports

Enhance health through sports and raise the competitive strength of athletes

- In collaboration with companies in Tokyo and other organizations, promote the enhancement of health through the use of data on physical strength and body composition
- Support the enhancement of competitive strength of athletes through data analysis and utilization



Create opportunities for anyone to access and enjoy sports

- Taking the opportunity of the World Athletics Championships Tokyo 25, implement a virtual run where individuals can participate when they wish and from where they wish on the course of their choice
- Conduct a survey on the use of esports and verify its effects through interactive events, etc.



PROJECT

1

“Children Sports Project” for children to grow along with sports

Cultivate affinity for sports from the toddler age

- Develop the habit of regular physical activity from a young age by spreading and raising awareness among parents and guardians of toddlers about the benefits of physical activity
- Ensure that daycare workers and teachers have a solid understanding of easily accessible sports, such as their rules, and how to enjoy them



Respond to individual qualities and needs, including overcoming weaknesses and enhancing competitiveness

- While responding to new demands, implement measures to raise the competitiveness of junior athletes, including discovering and training athletes.
- Curb declining interest in sports such as by providing support for overcoming weaknesses that also consider changes in the situation with the advancement of a child's age.



PROJECT

2

“Sports Diversity Project” for sports brimming with diversity

Enjoyment of sports by all, regardless of age or gender

- As esports are gaining popularity among older adults due to reasons such as preventing frailty, this will be included as a competitive event in the Tokyo Senior Community Exchange Meeting
- Change the perception of sports to a positive one by disseminating information on events for women and through collaboration with other fields



Promote initiatives for the enjoyment of Para sports, regardless of whether the individual has a disability or not

- In addition to regular sports facilities, use close-by facilities such as those of the Tokyo metropolitan schools for special needs education and welfare facilities to enhance places for sports activities
- Increase boccia events to facilitate exchanges between people with and without disabilities through competition in Para sports



PROJECT

3

“Project to Enhance the Charms of Tokyo” to lead the world through the power of sports

Raise enthusiasm for international sporting events and create various new values in Tokyo

- Through the World Athletics Championships Tokyo 25 and the TOKYO 2025 DEAFLYMPICS, create opportunities to enjoy sports, provide opportunities for participation by children, and promote information accessibility and other initiatives
- Have the Tokyo Marathon, which will be held for the 20th time in 2027, grow into a marathon of the world’s highest standards



Support the bidding activities and holding of various sporting events, and the preparation and operation of international sporting events

- Support groups that are aiming to hold international sporting events in Tokyo in their bidding activities and the holding of the event
- Use the legacy of international events held in Tokyo to shape schemes for providing support to sports associations and other organizations that need assistance in preparing and operating international sporting events



PROJECT

4

“Sports Facilities Project” to realize an environment for the enjoyment of sports

Promote the further use of metropolitan sports facilities by fully leveraging their features and capabilities

- Exhibit their strengths as venues where people can easily view top level competitions, and as centers for strengthening and enhancing competitiveness
- Create places where urban sports, popular among young people, and ice sports can easily be enjoyed.



Implement programs that can be enjoyed by all, and promote the multipurpose use of facilities

- Go beyond sports to promote their wide-ranging utilization, including use as entertainment and unique venues
- Strengthen the information provision capabilities of the concierge desk (general consultation desk) concerning the use of metropolitan sports facilities



PROJECT

5

“Project to Secure Supportive Staff” for the creation of a scheme to support sports

Promote sustainable community sports by securing new supportive staff

- Establish a stakeholders meeting to discuss matters such as securing new supportive staff for sports
- Support local sports clubs in having instructors acquire qualifications



Expand opportunities for volunteer activities and connect this to securing supportive staff

- Further promote the use of the Tokyo Volunteer Legacy Network and the Tokyo Para Sports & Support (TOKYO S&S) for the continuation and expansion of volunteer activities for the World Athletics Championships Tokyo 25 and the TOKYO 2025 DEAFLYMPICS
- Promote the dissemination of information for deepening volunteer activities





TOKYO
METROPOLITAN
GOVERNMENT

Published: March 2025

Planning and Coordination Section,
Comprehensive Sports Promotion Division,
Bureau of Citizens, Culture and Sports
Tokyo Metropolitan Government
2-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Phone: +81-3-5388-2219
URL: <http://www.sports-tokyo-info.metro.tokyo.lg.jp>

* Use of the names and photographs related to Tokyo Marathon requires prior submission of the request to use such properties (licensing process) to Tokyo Marathon Foundation.

