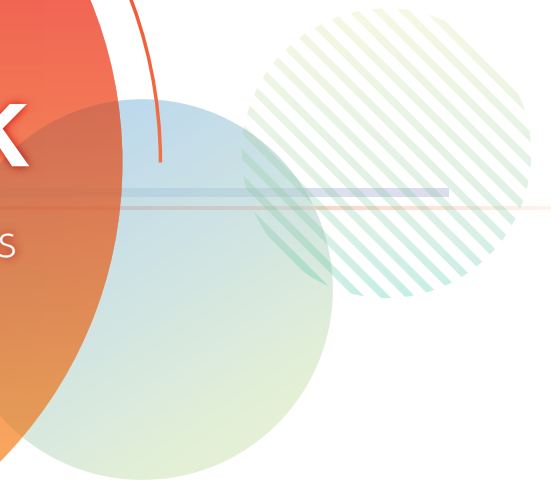
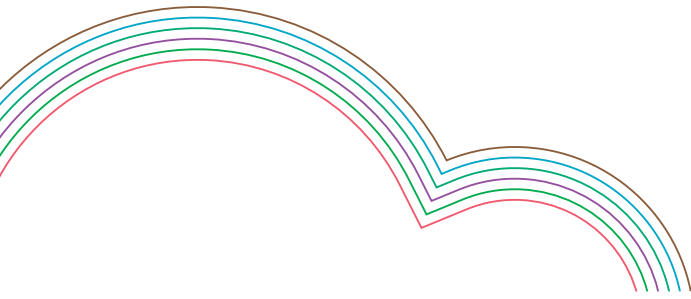




VISION 2025 LEGACY BOOK

World Athletics Championships
and Deaflympics





Introduction

Last year, the World Athletics Championships Tokyo 25 and the TOKYO 2025 DEAFLYMPICS once again showed us the infinite power of sports.

Venues filled to capacity with many spectators, including children. Athletes dynamically responding to the cheers of spectators amid an unprecedented sense of unity, allowing everyone to experience the joy and excitement of sports firsthand. Such scenes that were not possible at the Olympic and Paralympic Games Tokyo 2020, which were held without spectators due to the COVID-19 pandemic, were finally realized.

Furthermore, the sight of people connected by sports, regardless of disability, nationality, or gender, has accelerated our progress toward an inclusive society of mutual recognition and respect.

In preparation for the World Athletics Championships and the Deaflympics, the Tokyo Metropolitan Government compiled Vision 2025 in February 2023. Formulated taking into account the significant value created by international sporting events, the vision outlined the future for Tokyo to pursue through these events, setting forth the overarching goal of contributing to the realization of an inclusive city where everyone can shine. To guide these efforts, the Vision 2025 Action Book was released in January 2024, followed by the Vision 2025 Action Book Version up in January 2025. While presenting initiatives to be implemented through these sporting events and the legacies to be born from them, we have actively advanced efforts.

As time has passed since the completion of the events, this document outlines how various initiatives set forth in the action books have produced results through the actual holding of the events and how these initiatives will be carried forward as a legacy for the future of Tokyo.

While continuing to refine the legacies created by the Tokyo 2020 Games, the World Athletics Championships, and the Deaflympics, we will further accelerate our efforts to shape Tokyo's future through the “power of sport,” with the aim to make Tokyo an inclusive city where everyone can shine.

KOIKE Yuriko
Governor of Tokyo
January 30, 2026



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World Athletics Championships Tokyo 25 by Numbers

193 countries and regions
+ Refugee Team
1,992 athletes

31.7 %
Highest per minute viewership:
Men's 4x100 m relay

79 countries
Approx. **860**
media representatives
Accredited Media

Approx. **620,000**
spectators
At the Venue

79.77 M
Cum. Viewers for 9 days of
the event (TBS)

Approx. **13 M**
Website accesses
(World Athletics Website)

Over **700 M**
Increase of **700,000**
followers
No. of video views and followers
(World Athletics social media account)

100th Anniversary

TOKYO 2025 DEAFLYMPICS by Numbers

79 countries and regions
Approx. **2,800**
athletes

*As of December 2025

100th Anniversary

Special Commemorative Event
Held in Japan for the first time

2,481 media organizations
3,976 people

No. of media coverage at all venues

Approx. **330,000**
people

Total attendance at competition
venues/Deaflympics Square

62 records

New Deaflympic record

*As of December 2025

51 medals

No. of medals won by Japanese
athletes (highest ever)

Approx. **3.24 M**
views

No. of video views of events
*As of 3 pm, November 27, 2025

[Powerful rock music]

♪ロックで力強い音楽♪

[Powerful rock music]

♪ロックで力強い音楽♪

[Powerful rock music]

♪ロックで力強い音楽♪

The Path to the Hosting of Both Events



World Athletics Championships Tokyo 25

- July 2022 Tokyo selected as host city
- July 2023 Framework agreement concluded between the WCH Tokyo 25 LOC and the Tokyo Metropolitan Government
- November 2023 Master Plan established by the WCH Tokyo 25 LOC
- September 2025 WCH Tokyo 25 held



25th Summer Deaflympics Tokyo 2025

- September 2022 Tokyo selected as host city
- March 2023 Basic agreement on the preparation and operation of the event concluded between the Japanese Federation of the Deaf and the Tokyo Metropolitan Government
- November 2023 The Games Foundation Plan established by the Japanese Federation of the Deaf, the Tokyo Metropolitan Government, and the Tokyo Sport Benefits Corporation
- November 2025 TOKYO 2025 DEAFLYMPICS held

vision2025

VISION2025

Initiatives and Outcomes of the Two Events

Using both events, which bring great value, as a catalyst for Tokyo's next step, shaping the future through the power of sport.

Value of both events



WORLD ATHLETICS
CHAMPIONSHIPS
T O K Y O 2 5

WCH Tokyo 25 logo

World Athletics Championships

An athletics championship with top athletes from around the world

- Thrilling competition at the world's highest level, delivering the happiness and enjoyment of sport
- The WCH, watched by approx. 1 billion people, provides an opportunity to share the appeal of the host city with the world



TOKYO 2025
25TH SUMMER DEAFLYMPICS

TOKYO 2025
DEAFLYMPICS
Games Emblem

Deaflympics

An international multi-sports event for deaf athletes

- Conveys the wonder of sports for everyone regardless of whether they have a disability
- Accelerates the pace toward a society that recognizes and respects people's differences

The aims of both events were outlined in "Vision 2025," and an "Action Book" was developed as a concrete set of guidelines to promote various initiatives towards achieving this vision

● Vision 2025 (FY 2022)



- A basic policy summarizing Tokyo's vision through both events, based on the Tokyo Metropolitan Government's long-term strategy
- Implemented to contribute to the realization of "Tokyo, an inclusive city where everyone can shine," and to establish the main content of the five pillars

● Action Book (FY 2023/FY 2024)



- Specific guidelines for the realization of Vision 2025
- Sets out the "Three Concepts" and "Sports Project + 10 Actions" (p.9)

Tokyo, an inclusive city where everyone can shine

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



Progress towards becoming an environmentally advanced city





Further embedding a culture of volunteering

SportsProject — Improved wellness through both events —

+

➤ Reaffirming the value of sport  Development of the Favorite Sport Project

10 Actions — Using both events as drivers for social change —

➤ Uniting people with Universal Communication		Action 1 Important information, effective communication		Action 2 Pioneering Tokyo's future with digital
➤ Bringing the world's people together		Action 3 Providing first hand arts and culture experience		Action 4 Promoting Tokyo's charm to the world
➤ Giving children brighter hopes and futures		Action 5 2025 for Kids		Action 6 2025 with Kids
➤ Leaving a sustainable society to the future		Action 7 Protect everyone's environment together		Action 8 Create a future together
➤ Moving forward with every one of us		Action 9 Make it together 2025		Action 10 Know, enjoy, and cheer on the athletes!

Reaffirming the Value of Sport

Favorite Sport Project



Project overview

- Taking the opportunity of the WCH and the Deaflympics to create opportunities to become familiar with various sports from the perspectives 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 variety sports"
- Centered on Yuriito, the Tokyo Sports Promotion Ambassador, it comprises illustrations of various sports(18 sports including para sports)

No. of Participants

No. of participants in the Favorite Sport Project* **approx. 3 M people**

Participation in various sports is expected to rise from the excitement built up by the WCH and Deaflympics

Contribute to the realization of physical and mental health and vibrant lives by discovering the joy of sport and continuing to participate.

*No. of participants in sporting events organized by the Tokyo Metropolitan Government and related organizations (total from April 2024 to November 2025)

*Includes attendance at the WCH and Deaflympics (WCH: approx. 620,000; Deaflympics: approx. 330,000)

*Users of the Tokyo Metropolitan Government Sports Facilities rental services not included

*Regarding the names of the events: From this page, the "WCH Tokyo 25" will be referred to as the "WCH," and the "25th Summer Deaflympics Tokyo 2025" will be referred to as the "Deaflympics."

TOWARD2025 (Initiatives and Results)

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

➤ Providing children with diverse sporting experiences!

■ 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)

Example of Initiative

◎World athletic championship Hands-On Experience Workshop

An athletics class was held for elementary school students in Tokyo to experience the real atmosphere of the National Stadium and receive instruction in track and field from athletes



1/1000th Marathon (42.195 m run)

◎TOKYO FORWARD 2025 Children's Sports Experience Classes

Experience classes were held for children, both hearing and deaf, to enjoy sports together with athletes



Deaf soccer experience class with FC Tokyo

➤ Staying healthy with sport!

■ 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

Example of Initiative

◎Health Promotion through Sports Program

Conducting fitness tests such as grip strength and repetitive side jump interest in health and encourage continued participation in sports



Tokyo Sports Dock 2024 - Exhibition booth

◎Senior Health & Sports Festival

A sporting tournament featuring 10 sports held for Tokyo residents aged 59 and older, with the aim of promoting health and fostering interaction among seniors



Gateball Tournament

➤ Discover the enjoyment of sport!

■ 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

Example of Initiative

◎Sports Festa

A program of various sporting experiences, including para sports and recreational sports, held at the Tokyo Metropolitan Gymnasium and other facilities throughout Tokyo



Table tennis experience

◎BEYOND STADIUM

Experience events were held, including para-athlete talk events, where children could enjoy themselves while deepening their understanding of para-sports



Para-sports Experience (Wheelchair basketball)

Topic

➤ A new way of cheering to encourage participation in sports

There are three ways of participating in sport, “Doing,” “Watching,” and “Supporting,” but **“Cheering on” could be said to be another way of getting involved in sport.**

A new form of cheering was born at the TOKYO 2025 DEAFLYMPICS. Generally, cheering at sporting events has relied on voices and sound. In deaf sports, however, opportunities for spectators to express their support have been limited. In response, the Tokyo Metropolitan Government, working together with deaf people and athletes, **developed a new form of visual cheering called “Cheer Signs”**, based on Japanese Sign Language.

“Cheer Signs” is a new way to cheer that allows everyone, whether deaf or hearing, to convey their feelings to deaf athletes. This was used at events for many spectators, regardless of nationality or disability, to cheer for athletes with Cheer Signs, bringing the entire crowd together in excitement. This events also added another form of support, in addition to Cheer Signs, utilizing digital technologies to **introduce a way of watching that allows spectators to experience competition sounds through visuals and vibrations**, expanding the ways that sport could be enjoyed.

The Tokyo Metropolitan Government will continue to create opportunities for participation in sports in the forms of “Doing,” “Watching,” “Supporting,” and “Cheering on,” and will promote involvement in sports suited to each individual, so that Tokyo residents can enhance their well-being through sports.



Basic Elements of Cheer Signs

Cheer Signs involves the combination of multiple movements based on Japanese Sign Language and consists of the following basic elements.

- Go!
- You can do it!
- Grab the Medal!

Scan for a video on the basic elements ▶



* “Go!” and “You can do it!” etc. are just names that have been given to certain movements, and do not directly indicate meanings in Japanese Sign Language.

Uniting people with Universal Communication

Taking the opportunity of both events, which attracted many athletes and spectators from overseas, efforts were made to improve Information & Communication Accessibility environments across Tokyo and to promote Universal Communication through digital technology, to realize “Tokyo - where people connect with anyone, anytime, anywhere.”

- Action 1 – Important information, effective communication
- Action 2 – Pioneering Tokyo’s future with digital





Progress towards an Information Barrier-free Society

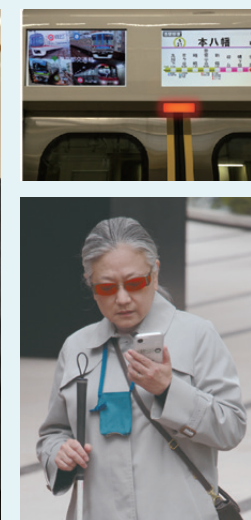
Initiatives were implemented to enhance Information & Communication Accessibility at the events toward the realization of a society in which everyone can easily access the information they need, and environmental improvements were made at public facilities to foster social momentum for the improvement of accessibility. As a result of the events, to which diverse people had gathered and interest in Information & Communication Accessibility increased, the use of Universal Communication technologies spread to various facilities, leading to progress in information barrier-free environments across Tokyo.



Enhanced Information & Communication Accessibility at events

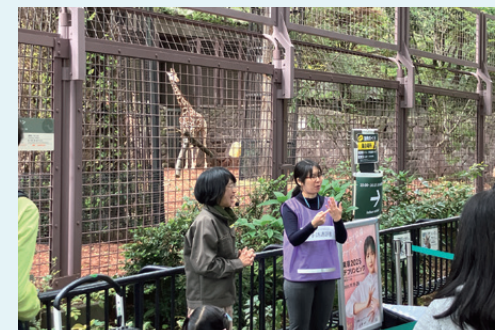


Promotion of Information & Communication Accessibility across Tokyo



Enhanced Information & Communication Accessibility at both events through digital technologies and sign language

Promoted the development of an environment that is easy for everyone to use, such as with the installation of Information & Communication Accessibility equipment at sports facilities, parks, and train stations, etc.



Increased the momentum towards improved accessibility through a campaign in cooperation with various facilities and organizations

TOWARD2025 (Initiatives and Results)

Information & Communication Accessibility for both events

Use of Universal Communication technologies

- Multilingual text guidance using transparent displays and tablets was implemented at all venues for both events, as well as multilingual text display of in-venue announcements and competition information on venue screens and spectator smartphones



©Tokyo Sport Benefits Corporation

Production and use of the “Universal Chat Board”

- A tool called the Universal Chat Board was produced, enabling communication by pointing. This was distributed not only at competition venues, but also to hotels and restaurants, etc., for use in communication in various situations



Development of International Sign human resources for the Deaflympics

- Looking ahead to the Deaflympics and subsequent activities, the Tokyo Metropolitan Government implemented International Sign Promotion Program to expand the base of International Sign users in Tokyo. Subsidies were provided for International Sign training course fees to **172 people in FY 2023 and 144 people in FY 2024**. In addition, International Sign Experience Sessions were held for subsidy recipients and others, providing opportunities to communicate with people from overseas using International Sign and to further develop their skills
 - ➔ Subsidy recipients etc. were active as International Sign interpreters or volunteers at the Deaflympics
- Sign language training and training to understanding deaf culture, etc. were conducted for all volunteer participants at the Deaflympics
- Approximately half of the volunteers used sign language in their activities. In addition, Universal Communication devices were used, depending on the activity location, to achieve smooth communication with various people, regardless of whether deaf or hearing

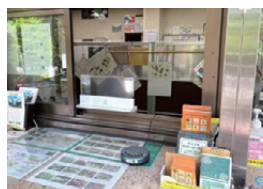


©Tokyo Sport Benefits Corporation

Information & Communication Accessibility in the city

Development of environments in public facilities, etc.

- Accessibility equipment, including flashlights, illuminated exit guidance signs, and group hearing aid equipment, were installed at all six Tokyo Metropolitan Government Sports Facilities (venues for nine sports) that served as venues for the Deaflympics
- In the Toei Subway system, Universal Communication technologies were introduced at stations, and the installation of in-car door open/close indicator lights was expanded
- A case study for Information & Communication Accessibility in Tokyo Metropolitan parks was conducted, with Universal Communication technology introduced at Hibiya Park, a Deaflympics competition venue
- A demonstration was implemented of smart services using smartphone apps to support communication for people with disabilities and others, and studies on the usefulness and potential application of the apps were promoted
- Remote sign language interpretation using digital technology was implemented at Tokyo Metropolitan facilities to enhance Information & Communication Accessibility for deaf people



Deployment of “All Welcome TOKYO ~ Deaf Special ~”

- With the opportunity of many deaf athletes and spectators gathering in Tokyo from Japan and overseas, the All Welcome TOKYO - Deaf Special - was implemented at Tokyo Metropolitan facilities and private facilities in collaboration with various organizations to welcome deaf people. Through initiatives such as facility introductions using videos with sign language interpretation and guidance using Universal Communication technologies like transparent displays and tablets showing audio with multilingual subtitles, accessibility in Tokyo was improved and social momentum toward the realization of an inclusive society was fostered



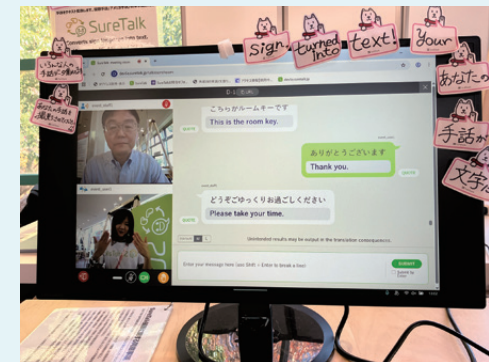
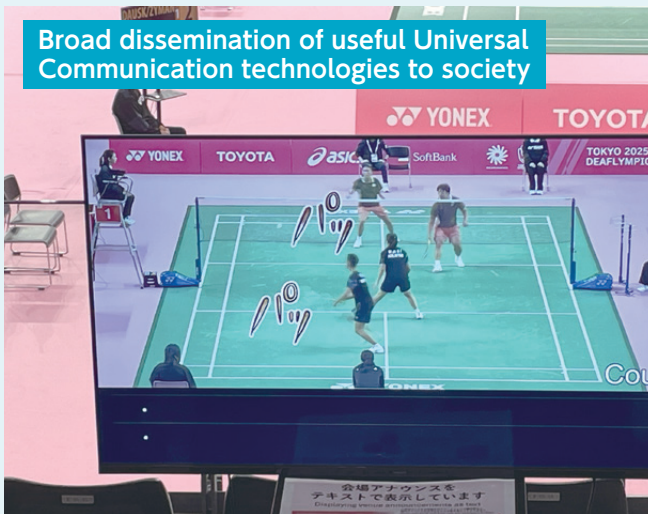
(Major examples of initiatives at collaborating facilities)

Ueno Zoological Gardens	Implementation of Animal Explanatory Guides with Japanese Sign Language Interpretation and screening of Facility Introduction Videos with Sign Language Interpretation
All stations of Tokyo Metro Co., Ltd.	“Mieru Announce” (a service that converts station announcements into multilingual text on customer smartphones) installed at all stations
Tokyo Midtown Hibiya	Transparent displays at information counters and tablets utilized at 27 retail and dining outlets
Accommodation for athletes, etc.	Tablets, Universal Chat Boards, and remote sign language interpretation services used at front desks, etc.



Accelerating the Spread of New Communication Technologies

To promote Universal Communication using digital technologies, Universal Communication technologies were utilized in various settings, including the events, to showcase their effectiveness, while their introduction at Tokyo Metropolitan facilities and railway stations was advanced. As a result, social recognition of Universal Communication technology has increased, and its implementation throughout the city has progressed, thereby promoting the social dissemination of Universal Communication technology.



Universal Communication technologies were showcased at the events, exhibitions, and other venues, raising awareness and enabling many people to experience their usefulness firsthand

The use of Universal Communication technology was advanced at Tokyo Metropolitan facilities, and utilization was promoted at ward, city, town, and village facilities and railway stations, etc.

TOWARD2025 (Initiatives and Results)

Promoting the Utility of Universal Communication Technology

Development and utilization of new technologies in collaboration with private companies, etc.

- A startup pitch contest was held on the theme of “Realizing competition venues where people can see and feel sound.” Technological development was promoted in collaboration with winning companies and others
- Various technologies, including newly developed ones, were demonstrated at various competition
- During the Deaflympics, the latest technologies were utilized to provide a new competition watching experience in which everyone could “see” and “feel” sound



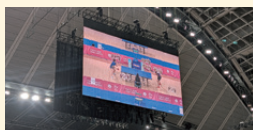
Showcasing technologies and providing hands-on experiences across diverse occasions

- Technologies were exhibited at Japan’s largest comprehensive digital innovation exhibition, “CEATEC,” and Asia’s largest global innovation conference, “SusHi Tech Tokyo,” to showcase their capabilities
- Experiential content on various digital technologies was deployed at events to build momentum
- The concept café, “Miru Cafe” was held for two consecutive years, utilizing digital technology where everyone can connect regardless of whether deaf or hearing
- “Miru Tech” was held at “Deaflympics Square,” the base of exchange for athletes and others during the Deaflympics, where Universal Communication technologies etc. could be experienced in collaboration with startups. Approximately 36,000 people attended
- Promoted the development of technology to convert International Sign and American Sign Language into multilingual text displays which were utilized at hotels accommodating athletes, etc.
- Technology to display spoken content etc. as subtitles on smart glasses was developed under the “Nishi-Shinjuku Advanced Service Implementation Industry-Academia-Government Consortium” and this was demonstrated at the Tokyo Metropolitan Government Building Observatories, etc.



New ways of watching competitions that everyone can enjoy (Deaflympics)

Displaying competition sounds for table tennis and badminton as onomatopoeia on large screens and other displays



Displaying competition commentary as subtitles on smart glasses while watching competitions



Experiencing the sounds of competition such as from judo throwing techniques, etc., through vibrations from wearable devices



Promoting the Social Implementation of Universal Communication Technology

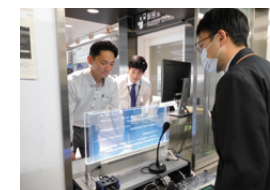
Utilization at Tokyo Metropolitan facilities, etc.

- Displays that show audio information in multiple languages were installed at Tokyo Metropolitan facilities including the Tokyo Metropolitan Government Building. This was introduced at 38 facilities in FY 2024 and expanded to 110 facilities in FY 2025
- Universal Communication technology was introduced at 15 Toei Subway stations including Tochomae Station, Kokuritsu-kyogijo Station and Roppongi Station



Support for introduction to public facilities, etc.

- The introduction of Universal Communication technology at ward, city, town and village facilities and railway stations was supported. It was newly introduced by six municipalities (18 locations) and six railway companies (172 stations) (FY 2024)



Voice



Staff member, The Nippon Foundation
TOKYO 2025 Deaflympics Ambassadors

KAWAMATA Ikumi

Responsible for the coordination of support projects for deaf people in Asia at The Nippon Foundation. Devoted herself to sign language PR and spreading the appeal of the Deaflympics as an event ambassador. Served as the MC in International Sign at the Deaflympics opening and closing ceremonies

▶ Connections that help people realize that “diversity is our strength”

In my activities, I have sought to convey not only the wonder of the event but also that being deaf or hard of hearing is not something “pitiful” or “lost.” Rather, it offers perspectives that can only be recognized when you are deaf or hard of hearing, and ways in which you can contribute to society,” and “that such people can enjoy in the same way with ingenuity,” and that “diversity is our strength.”

I carried out these activities while striving to introduce not only the inconveniences but also the fun of sign language and the Deaflympics through positive approaches. During outreach classes at elementary schools, my heart was warmed by the children approaching me as just another person, asking questions such as “what’s your favorite color” and energetically welcoming me using newly learned sign language or gestures, rather than perceiving me in terms of attributes such as “the deaf” or “deaf people”.

Also, at the event, progress was made in live streaming with sign language interpretation and in the introduction of Universal Communication, alongside various improvements to accessibility. This became an opportunity through PR of the event and sign language throughout the city for society to naturally notice the existence of deaf and hard of hearing people, reducing psychological barriers and giving a sense of pride in being accepted as a member of society.

Sport has the power to share emotions beyond differences in language and culture. Throughout the Deaflympics, various efforts were incorporated to enable the participation of diverse individuals, creating an opportunity for a large number of people to notice deaf sports, deaf and hard of hearing people, sign language, and the social challenges that still remain.

It is my hope that through these initiatives, we will further advance a society throughout Japan in which everyone, regardless of whether deaf or hearing, can pursue their dreams.



Representative Director, HOGAKU Inc.

KATAYAMA Reiko

Producer of the “Miruoto” Universal Communication technology used at the events. Won first prize at the startup pitch event “UPGRADE with TOKYO” on the theme of “realizing competition venues where sound can be seen and felt,” and in collaboration with the Tokyo Metropolitan Government, promoted the development of technologies for the Deaflympics, etc.

▶ Possibilities of Universal Communication technologies spread through the event

In the past, I once heard from a friend who is deaf people, “when I watch sports, I don’t understand why everyone is getting excited.” We can often see captions or a sign language interpreter on TV news, but life doesn’t just happen on TV.

“It may not be necessary, but it’s inconvenient without it.” I began to realize the importance of Information & Communication Accessibility in entertainment. and I began working on the development of Universal Communication technologies that visualize the sounds of sports watching.

Repeated demonstrations were conducted at various locations such as competitions and other events for utilization at the Deaflympics. A showcase set up for demonstration with a table tennis table caught the eyes of many people, with some who experienced it explaining “I wanted to see what kind of sounds I was making.” Many people have been able to experience this technology through such demonstrations.

At the actual event, “Miruoto” (Sound Visualization) was implemented for table tennis and badminton, allowing the sounds of ball hits, cheers and applause to be visualized. Being able to see firsthand how the enjoyment of watching and the sense of unity at the venue expanded through sound visualization gave a conviction that “that Information & Communication Accessibility isn’t just a minimum consideration but can expand the experience itself.” Also, this was covered by many media outlets during the event, and the sense that there were people who need Universal Communication technology and that solutions do exist were conveyed to society through various media.

There are many people who have information right in front of them but cannot access it. It is my hope that there will be social changes that allow such people to access information more easily, and I will continue to work to overcome the challenges in this field.

Bringing the world's people together

With the opportunity of both events, which attracted many people from around the world to Tokyo and drew global attention, the diverse charms of Tokyo were promoted to the world, with the aim of establishing “Tokyo - destination for all”

- Action 3 – Providing first hand arts and culture experience
- Action 4 – Promoting Tokyo's charm to the world





Progress toward creating an environment where everyone can enjoy arts and culture

Cultural programs were implemented in conjunction with both events, along with initiatives to improve accessibility to arts and culture. The charms of Tokyo arts and culture were shared with diverse people, including visitors to the events, and progress was made in creating an environment where everyone, regardless of nationality or disability, can enjoy arts and culture.



Approx. 113,000 people participated in the Japanese Festival "omatsuri" (Tokyo Wasshoi) cultural program



Promoted an environment where everyone can enjoy arts and culture

Edo-Tokyo Open Air Architectural Museum overall tactile model
Photo: NAKAJIMA Yusuke



Many people, from Japan and overseas, experienced arts and culture and felt its charm firsthand



©Tokyo Sport Benefits Corporation



Information & Communication Accessibility was expanded at all Tokyo Metropolitan cultural facilities and subsidies were provided for private cultural projects, helping to create an environment where everyone can enjoy arts and culture

TOWARD2025 (Initiatives and Outcomes)

Sharing the appeal of Tokyo's arts and culture

“TOKYO FORWARD 2025 Cultural Program”

• Three art projects were implemented, inheriting and developing the legacy of the cultural program of the Tokyo 2020 Games. These projects promoted the appeal of Tokyo's arts and culture, enlivened the events, and accelerated progress toward the realization of an inclusive society

Japanese Festival "omatsuri" (Tokyo Wasshoi) → Voice (p.24)

Performances were presented, highlighting the best of Tokyo's many beloved festivals. Festival experiences were provided for anyone, regardless of age, nationality, or disability, to easily participate in and enjoy arts and culture, creating a sense of unity. Approximately 113,000 people participated



“Breathe Move Don't Be Silent”

An original story was created and performed based on the exchange process between deaf and hearing people from different linguistic and cultural backgrounds. The creative process was also documented and shared



Photo: Kato Hajime, Kawashima Ayami

“TRAIN TRAIN TRAIN”

A team including cast and staff from the Tokyo 2020 Paralympics opening ceremony shone in a new stage performance, including diverse individuals with disabilities. Accessibility measures were also enhanced so that everyone could enjoy the work



Photo: Miyagawa Maiko

Promotion of Edo culture

- The streets along the WCH marathon course were decorated with Ukiyo-e flags
- PR videos using Ukiyo-e were shown on large screens inside the WCH competition venue (Japan National Stadium)
- During the period of the WCH, stage performances evoking the charms of Edo were held in the outer areas of the National Stadium
- A Photo panel of Edo Tokyo was installed inside the Deaflympics Square, and lanterns with the Edo Tokyo logo were placed within the Lantern Recognition area



©WCH Tokyo 25



Art and cultural appreciation experiences at event-related facilities

- Opportunities to experience and appreciate Edo and Tokyo arts and culture were provided to event officials and others, effectively promoting Tokyo's charm to the world



©Tokyo Sport Benefits Corporation

Voices of participants in art and cultural appreciation experiences at event-related facilities

The tea ceremony experience calmed my mind, and the feeling of concentration where time seemed to stop was similar to sports. I love Japan, and I was happy to come to Tokyo, and after the competition it made me feel happy to wear a beautiful kimono.



©Tokyo Sport Benefits Corporation

Promoted an environment where everyone can enjoy arts and culture

Environmental improvements at Tokyo Metropolitan cultural facilities and cultural projects

- Initiatives to support viewing, such as the introduction of tools to assist appreciation and the expansion of programs with that Information & Communication Accessibility, were implemented at all 10 Tokyo Metropolitan cultural facilities (and one closed facility)
- A training program was launched in FY 2024 to develop personnel capable of supporting appreciation experiences using sign language



Tokyo Metropolitan Teien Art Museum Sawakel-Touch and Chat Appreciation Event Photo: Okura Hideki (Kurome Photo Studio)



Support by private organizations, etc. for initiatives to improve accessibility

- A subsidy program was established in FY 2024 to provide viewing support at private cultural facilities, etc., which provided subsidies to 47 organizations and 62 projects. These subsidies were further expanded in FY 2025, including the creation of a new momentum-building category in conjunction with the holding of both events
- Lectures on know-how for the provision of viewing support were held, and consultation services were offered



“All Welcome TOKYO”

- A campaign was launched during the period around the holding of both events, with the aim of further raising momentum for improved accessibility. Starting from arts and culture, various entities were collaborated with to increase opportunities for appreciation and participation, providing viewing support and sharing information together



Voices of users of viewing support

I usually had to give up going to see my favorite actor's stage performances because there were no subtitles, or I couldn't enjoy it because I didn't understand the content. Using subtitles made it possible to laugh and be moved at the same times as other audience members, which made me happy.



Promoting and Establishing the “Tokyo Brand” Worldwide

The diverse charms of Tokyo were showcased through various aspects of the events, while providing its unique “Omotenashi” hospitality to athletes, officials, and many other visitors. Promotion was conducted effectively, utilizing both events, establishing the Tokyo brand worldwide and attracting global attention.

Used both events to effectively promote Tokyo



Advertisements using “Tokyo Tokyo” were displayed at competition venues, and locations where spectators could feel Tokyo's charm were set as part of the marathon course, etc., enabling effective promotion through television broadcasts and others



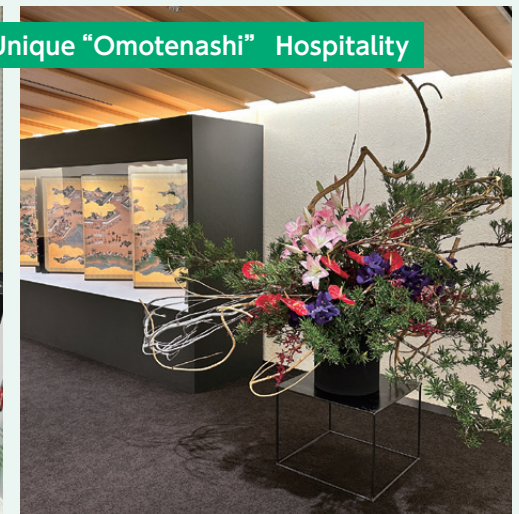
©WCH Tokyo 25



Showcased Tokyo's Charm through Unique “Omotenashi” Hospitality



©Tokyo Sport Benefits Corporation



Overseas athletes, event officials, and media, etc. were welcomed with the diverse charms of Tokyo such as food, tourism, and traditional culture. Tokyo's charm was promoted to many visitors

TOWARD2025 (Initiatives and Outcomes)

Promoting Tokyo's Diverse Charms

Promoting Tokyo in various settings

- Advertisements using the Tokyo Tokyo logo were displayed at WCH venues and other locations
- A special page for both events was newly established on the Tokyo Metropolitan Government's tourism PR site, "Japan Sports Journey"
- Overseas promotion was conducted through various media, such as online advertisements, in-flight magazines, and social media
- The Tokyo Metropolitan Government Building, etc. were lit up on themes about the events
- The "Tsunaguruma," a future float combining Japanese tradition with cutting-edge technology, was utilized at both events



Showcasing Tokyo's Diverse Charms across both events

- "Edo Purple" was adopted as the main color for the WCH, expressing "Tokyo-ness," "elegance," and "diversity"
- Courses were set for the WCH marathon and race walking to allow spectators to feel Tokyo's charm—its history and culture—at locations such as Tokyo Station and Meiji Jingu Gaien
- The technical capabilities of startups were promoted through collaborations for heat measures at the WCH
- The KK Line (former Tokyo Expressway) running through the city center was used as the venue for the World Athletic festival on the eve of the event and as the marathon course for the Deaflympics. Effective PR was conducted toward the realization of the KK Line revitalization policy as a "Tokyo tourist hub attracting global attention"



Revitalization of the KK Line (former Tokyo Expressway)

The approximately 2 km-long automobile-only road (KK Line) in central Tokyo saw its role significantly diminished with the development of a new central loop route for the Shuto Expressway (Shin-Kyobashi Connecting Road). Going forward, the KK Line will be revitalized as a symbol of walkable urban development, aiming to become a globally recognized tourism hub.

Tokyo's Unique "Omotenashi" Hospitality

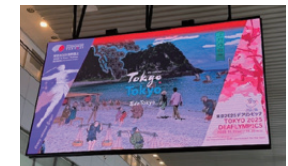
"Omotenashi" Hospitality for Event Officials

- Tours of Tokyo's tourist attractions were conducted for overseas athletes, officials, and media
- Initiatives allowing experiences of Japanese culture, such as kimono dressing and origami workshops, were implemented
- At the WCH, "guinomi" sake cups featuring the Tokyo Tokyo logo were presented as supplementary prizes to medalists
- Tokyo-produced ingredients were served at meetings, etc., attended by WCH officials and dignitaries from various countries. In addition, tastings of "TOKYO ISLANDS SPIRITS" (TOKYO SHIMAZAKE) and specialty products were offered to introduce the island regions
- Tokyo-produced ingredients were served, and Tokyo Metropolitan traditional crafts and Tokyo Tokyo goods were presented at meetings attended by the leaders of each country's athletic team for the Deaflympics
- Stainless steel bottles featuring the Tokyo Tokyo logo were presented to approximately 6,000 Deaflympic athletes and other participants as commemorative gifts for the event
- Sento tenugui (bathhouse hand towels) and other items were distributed as gifts to athletes, officials, media, and volunteers at both events, to promote Tokyo's appeals



"Omotenashi" Hospitality throughout the city

- Designs were created combining Tokyo Tokyo with key visuals of both events, and decorations were applied to stations near major venues, airports, and railway stations with strong PR effect
- During the period of the WCH, events were held around the National Stadium to enliven the WCH. The charm of Edo and Tokyo were promoted to people visiting the WCH from Japan and overseas
- PR booths were set up at competition venues and cultural event sites, introducing Tokyo's diverse charms, including tourist information and anime culture
- Financial aid was provided for Tourist-Friendly Sento (public baths) that offer supports such as multilingual services to establish systems for accepting foreign visitors. Aside from that, leaflets with discounted bath tickets were distributed at competition venues and other locations, PR was conducted at event-related facilities, and finally, the use of Sento by domestic and international tourists was promoted



Voice



Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture)
Program Director, Project Division, Project Department

YUKAWA Setsuko

Co-hosted Japanese Festival "omatsuri" (Tokyo Wasshoi) with the Tokyo Metropolitan Government. Collaborated with related organizations to coordinate performance requests with festival and performing arts groups and managed overall project operations

Three days in front of Tokyo Station, enlivening the WCH with the power of arts and culture

Japanese Festival "omatsuri" (Tokyo Wasshoi) was held from Friday, September 12 to Sunday, September 14 on Gyoko-dori Avenue which connects Tokyo Station with the Imperial Palace. This project aimed to: (1) promote the charm of Tokyo's arts and culture, (2) accelerate progress toward an inclusive society, and (3) enliven the WCH with the power of arts and culture. Programs were developed to transcend age, nationality, and disability, allowing everyone to experience and interact with festivals, arts and culture, and Edo culture that showcase Tokyo's unique characteristics and diversity.

In addition to various festivals and performances of traditional performing arts, booths were set up for people to casually interact with traditional culture and to experience Edo culture. Real-time subtitle displays for performances and explanations by sign language interpreters were provided, creating a space that everyone could enjoy.

Because the venue was in front of Tokyo Station, many people who usually have few opportunities to experience arts and culture were able to participate, attracting approximately 113,000 people over the three days. A wide range of generations, from children to the elderly, were able to participate, as well as many foreign tourists. Also, thanks to information shared and spread through media reports and social media, we feel that the appeal of arts and culture were able to reach even those who could not visit the venue.

Many comments were received from participants, including "It was great to see various festivals in front of Tokyo Station," and "I became interested in traditional performing arts I had never seen before," and we realized that this project had been a valuable opportunity for people to learn about Tokyo's diverse arts and culture.

Through this project, we saw how participation from a wide range of people transcending countries and generations, and initiatives responding to diverse needs, were important for broadening the base of arts and culture, and we reaffirmed the importance of cultural diversity and inclusion. Going forward, we will continue promoting the charm of Tokyo's diverse arts and culture domestically and internationally and utilize it for cultural promotion and regional revitalization.

Topic

Spreading Tokyo's charm through international athletes

During the events, many international athletes enjoyed their stay in Tokyo and shared their experiences on social media platforms. Beyond the competitions, they shared the charms they discovered in daily life, such as cityscapes, food, and interactions with residents, through photos and words. Some examples are introduced here.

Armand Duplantis Sweden - Men's Pole Vault

Won the gold medal and set a new world record at the WCH Tokyo 25. Approx. 1.6 million Instagram followers*

"I've really enjoyed my time in Japan so far. It has the best food I've had in my whole entire life. I always loved Asian food but mostly Japanese, lots of good sushi and meat. Eating a lot of really good food is helpful"

(Source: Press conference after setting a new world record, September 15, 2025)

"Arigato Tokyo"

▶ Posted photos of watching Grand Sumo matches and enjoying Japanese food, etc.

Recorded 342,000 likes*

(Source: Instagram @mondo_Duplantis, posted September 19, 2025)

Tara Davis-Woodhall United States - Women's Long Jump

Won the gold medal at the WCH Tokyo 25. Approx. 915,000 Instagram followers*

"Exploring Tokyo together" "Rich because I've seen it with my own eyes"

▶ Posted videos of enjoying tourist spots around Shibuya, etc.

Recorded 796,000 views and 35,000 likes*

(Source: Instagram @thewoodhalls, posted September 10, 2025)

Sanaa Barnes United States - Women's High Jump

"The food is delicious, the people are really friendly, and the city is surprisingly quiet for the biggest city in the world"

▶ Posted videos showing the airport upon arrival in Japan, streets, and "Edo Tokyo" welcome banners.

(Source: Instagram @louverturebarnes01, posted September 15, 2025)

*As of January 18, 2026

Giving children brighter hopes and future

The sight of athletes challenging their limits can be a powerful source of inspiration for children to change their lives. A wide range of opportunities were created for children to participate in the events so that the children who will shape tomorrow could encounter dreams and hopes through these events, learn from them and grow.

- Action 5 – 2025 for Kids
- Action 6 – 2025 with Kids





Handing Down the Wonder of Sports to the Next Generation

Many children were provided with sporting experiences and learning opportunities unique to international competition. Through such special experiences, children were able to discover the fun and wonder of sports, nurturing a love of sports, while also gaining opportunities to learn about and reflect on what it means to live in an inclusive society.



Fostered a love for sports in children through diverse initiatives



Created a wide range of experience opportunities unique to international competition
Delivered the fun and wonder of sports to many children



Created opportunities to learn about and think about an inclusive society



Deepened understanding of diversity and an inclusive society

TOWARD2025 (Initiatives and Outcomes)

▶ Creating opportunities to experience and become familiar with sport

■ **“Sports Drills” booklet introducing athletics sports, etc.**

• A “Sports Drills” booklet was produced introducing highlights of the WCH, explanations of athletics sports, and training suggestions for children to enjoy while working on them. It was published on the website and approximately 340,000 copies were distributed to all 4th to 6th graders at elementary schools in Tokyo



■ **Baton Project**

• Relay batons (sets of 8) were donated to approximately 1,400 elementary schools across Tokyo to help make the WCH “an event that delivers dreams to children”
• At the kick-off event, athletes presented the batons and special lessons were conducted



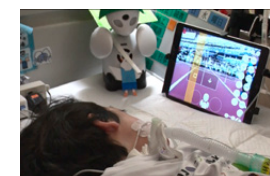
■ **Special children’s page created on the special website**

• On the “TOKYO FORWARD 2025” special website for both events, interviews with athletes and deaf people active in society were summarized in an easy-to-understand way for children and posted



■ **Unique international competition sports experiences**

- During the period of the WCH, the experiential program World athletic championship Hands-On Experience Workshop was held at the National Stadium where children experienced an authentic atmosphere while receiving instruction in track and field. Approximately 3,000 children from 62 Tokyo schools participated
- In addition to the above program, National stadium Special tour were conducted before the WCH, including short-distance running on the track. A total of approximately 7,000 children from 92 schools in Tokyo participated
- Remote running experiences at National Stadium were provided through avatar robot operation for children with disabilities who have trouble getting to the venue. These children also interacted with elementary school students participating in the World athletic championship Hands-On Experience Workshop
- Virtual runs were held using a running app, allowing participants to run courses they choose at their desired times from anywhere in the country and creating opportunities for parents and children to enjoy sports during summer vacation. 1,047 people participated



Children whose interest in sports grew through both events and related initiatives

➔ **76.5%** (TMG Children’s Monitor Survey)



Voices of children who participated in World athletic championship Hands-On Experience Workshop

It was amazing to run where truly incredible athletes run. It was really easy to run and much more fun than usual!

▶ Providing opportunities to think about an inclusive society

■ **“Let’s learn! Deaflympics” learning handbook**

• A comic style learning handbook was produced to enable children to learn about the Deaflympics and sign language. The handbook was published on the website, and in FY 2024 approximately 340,000 copies were distributed to all 4th to 6th graders at elementary schools in Tokyo, and in FY 2025 approximately 130,000 copies were distributed to new 4th graders
• On milestones such as 500 days before the event, special lessons were conducted by deaf athletes and others at elementary schools in Tokyo, using the handbook



■ **Exchange events with deaf athletes**

• Experience classes were held where children and athletes enjoyed sports together, regardless of whether deaf or hearing



■ **WCH and Deaflympics school experience**

- Video teaching materials on deaf and hard of hearing and the Deaflympics were created and distributed to public schools in Tokyo. They were displayed on digital signage at public facilities and also released on video streaming services
- Schools for the Deaf invited deaf athletes for hands-on-competition experiences, lectures, and special lessons
- The “Smiles and Learning Experience Activity Project” provided programs related to both events, which were implemented by willing schools





Fostering the Dreams and Confidence of Children through Participation in Events

A wide range of initiatives were implemented to enable children to participate in the events, making both events irreplaceable memories and experiences for children. By creating and enlivening both events together with children, the organizers were able to share many dreams and hopes and foster the children's confidence.



Many children took part in creating the events



Many children were given opportunities to watch competitions

Approximately 99,000 children (including chaperones) were invited across both events



The opinions of children were reflected in event operations



Irreplaceable experiences fostered confidence in children



The sight of athletes challenging their limits inspired dreams and hopes in children



TOWARD2025 (Initiatives and Outcomes)

▶ Children's participation in the events

■ Reflecting the opinions of children in the creation of the events

WCH

- Opinions of junior athletes from junior high and high school were reflected in the event logo and medal design. A logo creation experience project was also held for children in conjunction with the design selection
- Workshops were held with elementary school students for the development of the mascot design, and the mascot was actually developed with reference to illustrations drawn by the children. Online voting to name the mascots was also held
- Besides, "Children's Workshop" was held to understand the real opinions and needs of children ahead of the event. Opinions from elementary and junior high school students were developed and reflected in event initiatives

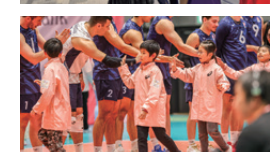
Deaflympics

- For the event emblem, design proposals were created by students from Tsukuba University of Technology (Japan's only higher education institution for students with hearing or visual disabilities), and the final design was chosen by a vote of Tokyo junior high and high school students
- The medal design was decided by a vote by elementary, junior high and high school students nationwide. More than 80,000 votes were received from across the country



■ Involvement in Event Operations

- A "Child Reporters Program" was held for both events, in which junior high and high school students acted as reporters, interviewed athletes and officials, covered events, and disseminated the content → **Voice(p.31)**
- At the WCH, 57 junior high school students from surrounding wards served as "Backstage Navigators," escorting medalists backstage during medal ceremonies for various sports
- At the Deaflympics, students from Schools for the Deaf in Tokyo and disaster-stricken areas served as escort kids and high-five kids during athlete entrances, and as tray bearers during medal ceremonies. A total of 289 children participated



📌 Kids' Athletics (WCH)

A World Athletics program that encourages children worldwide to become more active, develop skills and confidence, and enjoy sports throughout their lives through the power and movement of track and field. The WCH Tokyo 25 was designated as an event that delivers dreams to children.



▶ Delivering dreams and hope to children

■ Competition watching invitations

- Approximately 49,000 children (including chaperones) were invited to watch competitions at the WCH, and approximately 50,000 at the Deaflympics, to deliver the wonder of sports, as well as dreams and hope, through the excitement of watching events live at the venue
- Children (including chaperones) from disaster-stricken areas (Iwate, Miyagi, Fukushima, and Ishikawa Prefectures) were also invited: 131 for the WCH and 136 for the Deaflympics
- For the Deaflympics, support was provided to wards, cities, towns and villages that planned and implemented watching events for 3- to 5-year-old children in Tokyo. 537 children watched from four municipalities

■ Support Messages

- Messages collected from children, etc. at related events were delivered to athletes of both events and used to decorate the venue. Approximately 30,000 messages of support were collected



TOKYO 2025 DEAFLYMPICS OFFICIAL MASCOT, Yuriito

Voices of children who participated in competition watching (Deaflympics)

- I thought it was just normal to cheer out loud, and this was my first time doing visible cheering like with cheering boards and Cheer Signs for deaf athletes. It was really interesting.
- I want to learn more about sign language and Cheer Signs so I can communicate better with deaf people.

Voices of children who participated in competition watch (WCH)

- I was surprised by the atmosphere and the sheer size of the venue. I also thought it was amazing how the athlete's feelings came through.
- The lively performances of athletes who were giving their all left a strong impression which was different from watching on TV. Through the WCH I feel I was able to feel a little closer to sports than before.



WCH Tokyo 25 Official Mascot "Riku One"

Voice



Principal, Tokyo Metropolitan Katsushika School for the Deaf
(Chair, Tokyo Metropolitan Association of Principals of Schools for the Deaf)

HIMENO Shigeko

Actively participated in initiatives related to the Deaflympics and provided operational support for the event. Helped create the event

▶ Learning from the event, connected to the future

More than just a vote—expanding learning through medal design voting

One of the memorable initiatives connected to the event was the “Deaflympics Medal Design Voting.” Voting was conducted at our school in October 2024 (prior to the event) with the aims of deepening understanding of deaf and hard of hearing and raising children’s interest in the event and deaf sports. We used ICT devices for the voting, gave the children the opportunity to actually touch medals from past events, and set aside time for group work to exchange opinions. Through such measures, we transformed the voting from a simple “selection of the medal design” into an opportunity for independent learning.

Through this initiative, children increased their interest in the event and para sports, while nurturing independent and collaborative learning attitudes and the ability to understand diversity. Many children commented, “I want to know more about the Deaflympics,” and “It was fun to share my opinion with everyone,” and we felt that we achieved significant outcomes in line with the aim of linking selection activity to children’s growth.

Connections with society that nurtured pride and confidence

Looking back, it was because of the event that we were able to connect with society beyond the boundaries of the school. Through this opportunity, the children nurtured a sense of pride in their own culture and language (sign language). At the deaf and hard of hearing awareness event in which our school participated, the children actively shared their culture and ways of communication with visitors, thoughtfully devising how best to convey them, and it was deeply impressive to see their confidence grow in the process.

“deafness is not an ‘inconvenience,’ but part of the diversity that enriches society.” Through the event and related initiatives, not only the children but also we as educators came to reaffirm this once again. Having the opportunity, through spectating and operational support, to witness deaf athletes from around the world performing on the global stage at close range was an exceptionally valuable experience that helped bring about these realizations.



Deaflympics medal design voting



High-five kids

Capabilities nurtured through the event as a foundation for opening the future

Through the event and related initiatives, the children nurtured independence, a spirit of collaboration, an understanding of diversity, communication skills, and more. Their growth and transformation were profoundly meaningful for a school for the Deaf. Children who had often felt barriers in communication came to share their culture through their own efforts, transforming these experiences into deep confidence, which remained powerfully in our hearts. The sight of deaf people succeeding on the world stage, which the children witnessed through sport, will surely become a foundation that supports them in living with strength in the years ahead.

It is our hope that, drawing on what they have learned from this experience, the children will come to face their identities as deaf and hard of hearing individuals and realize that deaf and hard of hearing is a valuable difference that allows people of diverse backgrounds to respect one another. The many lessons gained through this event will become a meaningful step toward opening the future for children who will help shape an inclusive society. We hope that, in their future school lives and in their participation in society, they will continue to express themselves openly, deepen their understanding of one another’s differences, and walk forward together with others.

Implemented initiatives

- Learning International Sign
- Appeared in the “Let’s Cheer Together! TOKYO 2025 DEAFLYMPICS” video teaching materia
- Participation in a commemorative event 500 days before the Deaflympic
- Voting on Deaflympics medal design
- Participation in the Deaflympics medal design announcement event
- Participation in a deaf and hard of hearing awareness event in collaboration with FC Tokyo
- Participation in cleaning activities inspired by the Deaflympics
- Operational support and cheering/watching at the Deaflympics (escort kids, high-five kids, tray bearers, Cheer Signs, etc.)

Voice



[WCH] Child Reporters Program
Tokyo Junior High and High School Student
Website Production Member

HARADA Honoka (2nd-year high school student)

Conducted interviews at the 109th Japan National Championships, which also served as the selection event for the WCH. Shared the appeals of the WCH Tokyo 25

▶ The effort of supporting others learned through the event

As a member of Child Reporters at the Japan National Championships, I interviewed Ms. ARIMORI Yuko, President of the Japan Association of Athletics Federations, as well as other event officials. Through these interviews, I encountered not only the excitement of the competition and the athletes' performances, but also the many efforts that support the event.

What I realized through the interviews was that "a single event is made possible by the efforts of many people." Each official fulfilled their role with dedication, and I came to understand that the event could not succeed without those those efforts. By observing venue setup, interpretation, and the work of volunteers, I experienced firsthand the invisible efforts that support an event and learned the importance of the unseen work behind visible results.

Ms. Arimori's words left a particularly strong impression on me, "The athletes are rivals, but they respect one another and strive to grow together." The spirit of world-class athletes treats their competitors not as enemies but as companions aiming for the same goal, encouraging and elevating each other, and this made me strongly wish to become that kind of person and to value such an attitude.

In my future school life, including events and committee activities, I want to pay attention not only to people who stand in the spotlight, but also to the efforts of those who support them. I also hope to value working together as a team toward a shared goal and to become someone who can look around and act thoughtfully in any situation.



[Deaflympics] Child Reporters Program
Tokyo Junior High and High School Student
Website Production Member

OIYAMA Hayato (3rd-year junior high school student)

Watched the first match of the Japan women's volleyball team as a member of Child Reporters. Deepened an understanding of an inclusive society by interviewing one of the athletes, Ms. Haseyama, after the match

▶ Encountering "deaf" people through spectating and reporting

As a member of Child Reporters, I watched a match of the Japan women's national volleyball team. It was my first time watching deaf sports, but I was very impressed to see many people cheering with Cheer Signs during the match. When the Japan team won, I felt as if my own cheering had reached them, and I was truly happy.

After the match, I interviewed one of the Japan team athletes, Ms. Haseyama. Because we spoke through a sign language interpreter, I felt anxious about being able to communicate, but I was able to connect through hand movements and facial expressions. What I heard in the interview, "the path to becoming a professional is opened up by pursuing what you love," moved me deeply.

Through this experience, I learned that, aside from not being able to hear, deaf people are no different from us. Sign language uses not only the hands but also the mouth and the whole body, and I realized that there are many similarities in how people devote themselves to sports and in their everyday lives. Before this, I did not know much about deaf and hard of hearing, and I vaguely thought of deaf people as being different from me, but I am truly glad that I learned that this is not true.

I am sure I will meet a lot of different people in the future, and I hope to make use of what I learned here and work to understand and interact with others in daily life.

[See the actual article here](#)

Topic

Actual coverage and interviews were written up as articles and were published on the official website of the WCH



WORLD ATHLETICS CHAMPIONSHIPS TOKYO 2025

ホーム ニュース タイムテーブル/リザルト 選手大会 ティケット 動画配信 出場選手 学芸部 大会概要 ゲーム 財団

レポート 2025.07.08

中高生が有森裕子さん・小山直城選手を直接取材！

Sports Interview Yoko Asano and Naoki Koyama to highlight the WCH Tokyo 2025

マラソンメダリスト・有森裕子さん マラソン日本代表・小山直城選手に中高生が取材 — 東京2025世界陸上の魅力を発信

東京2025世界陸上財団は、東京都が進める「中高生Webサイト（仮称）」の取組に連携し、中高生による東京2025世界陸上報道の取材を実施しました。

取材に参加したのは、中学生12名。彼らは、国立競技場で行われた第109回日本陸上競技選手権大会、東京都で開催中の「東京2025世界陸上ワールドアスレティクス・ミュージアム（MOWA）」を訪れ、有森裕子さんや小山直城選手らに直接インタビューを行い、東京2025世界陸上の魅力を伝いました。

この記事では、中高生が東京2025世界陸上の注目ポイントや大会準備の裏側を取材した様子をお届けします。

・[山形県 \(山形\) ぎっしり色出しはこちらから！](#)

取材に参加した中高生メンバー
 ・2025年7月5日（土）第109回日本陸上競技選手権大会・国立競技場
 ・2025年7月6日（日）東京2025世界陸上ワールドアスレティクス・ミュージアム（MOWA）・東京都庁

りっせん記者（中学3年生）、オイヤン記者（中学3年生）、こうしん記者（中学3年生）、まきき記者（中学3年生）、しずな記者（高2年生）、のんのん記者（高2年生）

世界陸上はトップ・オブ・トップの戦い マラソンメダリスト 有森 裕子さん



日本陸上競技選手権大会が開催されている国立競技場に伺い、有森裕子さんにインタビューを実施しました。有森さんは、1991年の世界陸上東京大会などに出場されており、日本陸上競技連盟の会長に就任した今年、再び東京で世界陸上が開催されることに対する思いを語りました。

りっせん記者：1991年の世界陸上東京大会出場時の思いを聞かせてください。

有森さん：1991年の世界陸上は私にとって初の日本代表戦でした。世界から集まった選手たちは終わった後に握手やハグをして自分が負けても勝った選手に“おめでとう”を言っていました。世界で戦う選手は敵というより同志。ライバルではあってもスポーツを通して自分を前進させてくれる、そういう存在なんだと教えてもらった大会であるとともに、1つの競技で競うことを通じて人間として大事な繋がりができる、その大切さを教わった大会でした。

オイヤン記者：世界陸上は陸上選手にとってどんな大会だと思いますか？

有森さん：世界陸上は記録によって出場できる枠が決まっているので、出場できない国もある。まさに世界のトップ・オブ・トップの戦いで、本当の意味で陸上の世界一を決める大会です。

しずな記者：アスリートとして、陸上競技のどの部分に魅力を感じていますか？

有森さん：私はスポーツが生きることにもたらすエネルギーに興味がありました。高校から陸上部に入って一生懸命競技を頑張る中で、自分自身がどんどん変わっていきました。陸上というものが生きる力を促してくれると実感しました。

Leaving a sustainable society to the future

Both events advanced initiatives that promoted sustainability and aimed to realize an inclusive society, serving as models for future international events and demonstrating what it means to create "events that contribute to a sustainable society for future generations."

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





Accelerating Steps towards a Sustainable Society through the Events

Advanced technologies were utilized to promote decarbonization and the 3Rs, ensuring both events were environmentally friendly, and these initiatives were widely communicated. Sustainable event operations with low environmental impact were advanced, while also promoting the adoption of advanced technologies and encouraging behavioral change among Tokyo residents, thereby accelerating progress toward a sustainable society through the event.



For both events, initiatives such as energy conservation, 3R (reduce, reuse, recycle), and renewable energy utilization were promoted



Effectively promoted the adoption of advanced environmental technologies such as sustainable aviation fuel (SAF) and next-generation solar cells ("Air Solar")

TOWARD2025 (Initiatives and Outcomes)

▶ Environmentally friendly event operations

■ Initiatives at WCH

- To realize a sustainable event, the WCH Tokyo 25 Sustainability Plan was formulated, promoting initiatives to reduce environmental impact, such as energy conservation, the 3Rs, and the use of renewable energy
- Low-emission vehicles, such as fuel cell vehicles (FCVs), were utilized for the transportation of event officials and athletes
- 100% biofuel was used for temporary generators for broadcasters. A total of 60,397 liters was consumed, one of the largest scales of 100% biofuel in Japan
- “Tokyo Trees”, wood grown in the Tama region of Tokyo were used for the medal cases for sustainability



■ Initiatives at the Deaflympics

- Environmentally friendly event operations were set as a goal in the basic hosting plan, and initiatives for decarbonization and the 3Rs were promoted
- The podium and medal trays used in the award ceremonies were made from recyclable materials. Tokyo Trees were utilized for medal cases
- Goods made from environmentally friendly materials were distributed to participants in children's watching initiatives and to volunteers to promote and raise awareness of “Ethical Consumption,” which considers people, society, and the environment, and to encourage ethical behavior. By distributing personal water bottles and similar items to volunteers, the initiative also contributed to the reduction of plastic use at the event
- At Deaflympics Square, electricity was generated by “Air Solar” next-generation solar cells as lighting for lanterns in the Athletes Interaction Area



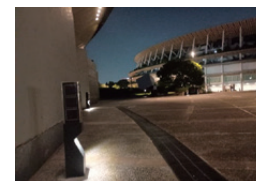
Obtained highest evaluation of sustainability standard [WCH]

Under the ABW standard set by World Athletics (WA) for evaluating event sustainability, WCH Tokyo 25 obtained the highest Platinum level for the first time as a WCH. The high evaluation was given for the utilization of advanced environmental technologies such as SAF and Air Solar, the participation of children in the events, safeguarding initiatives (p. 37), among others.

▶ Promoting the adoption of advanced environmental technologies

■ Used cooking oil collection campaign for sustainable aviation fuel (SAF)

- Taking the WCH as an opportunity, a campaign was implemented in collaboration with wards, cities, towns and villages, to collect used cooking oil, the raw material for sustainable aviation fuel (SAF) from households. Collection points were set up at approximately 80 locations in Tokyo, and broad participation by Tokyo residents was encouraged through PR activities featuring the athletes, resulting in the collection of approximately 11,300 liters of used cooking oil, which is the equivalent amount required for a one-way flight from Haneda to New York. This contributed to a reduction of CO2 emissions associated with the transportation of athletes and others while also promoting awareness of SAF and encouraging behavioral change among Tokyo residents



■ Utilization and promotion of “Air Solar” next-generation solar cells

- To promote the adoption and social implementation of “Air Solar,” a next-generation solar cell developed in Japan and characterized by being thin, lightweight, and flexible, garden lights equipped with Air Solar were installed around the National Stadium, supporting both practical use and public awareness



■ Promotion of advanced environmental technologies

- Videos on SAF, Air Solar, biofuel, and bottle-to-bottle were produced for the WCH and were distributed using athletes and others as PR



▶ Heat measures at the WCH

- Rest areas equipped with cool air systems were installed around the National Stadium and along roadside competition courses, goods for heat measures were distributed, and mist crew patrols were conducted to thoroughly prevent heatstroke among visitors
- Utilized “umbrella hats” from the Tokyo 2020 Games, which were worn by staff and lent to visitors
- Collaboration with startups to utilize the latest technologies





Accelerating Steps toward the Realization of an Inclusive Society

Through the events, the importance of diversity was communicated, and initiatives were implemented to enable people of all backgrounds to enjoy sports together and interact, toward the realization of an inclusive society in which people recognize and respect one another's differences. Understanding of diversity and an inclusive society was expanded, and mutual understanding among people was fostered through sports, thereby accelerating progress toward an inclusive society through the events.



Created opportunities to encounter sign language and deaf culture through initiatives to build momentum for the events



New connections and mutual understanding were fostered as diverse people created the events together and enjoyed sports



TOWARD2025 (Initiatives and Outcomes)

▶ Promoting understanding of diversity and an inclusive society

■ Dissemination through event PR

- On the “TOKYO FORWARD 2025” special website, 74 individuals, including athletes and deaf people active in society, were introduced in an interview format
- People with an understanding of deaf sports and sign language were appointed as “TOKYO 2025 DEAFLYMPICS Ambassadors” and their messages were communicated through event PR
- Programs related to deaf sports and sign language were implemented at momentum-building events
- The dance music “SHUWA SHUWA ☆ Deaflympics !” was produced with the aim of providing an opportunity to encounter sign language words. Celebrities danced to it and the videos were widely shared through social media



■ Promotion of awareness-raising initiatives using the events as an opportunity

- Awareness-raising events were conducted, and introductory learning booklets on sign language were produced and distributed to promote understanding of deaf and hard of hearing and sign language
- Training sessions related programs were held to develop sign language interpreters and Tokyo residents capable of using sign language. From FY 2025, specialized training was implemented to promote the improvement of sign language response capabilities in the fields of medicine, sports and arts/culture
- Awareness-raising events related to understanding disability were implemented at commercial facilities where families and young people gather, promoting understanding among a wide range of people
- Effective dissemination and awareness-raising were conducted through poster competitions and sharing information on the website, toward the promotion of understanding of the concept of a barrier-free mindset
- Events and case study collections were created and distributed to promote “Plain Japanese,” that is easy for many people to understand and convey



■ Initiatives related to diversity at the WCH

- Diverse personnel were hired as staff, and codes of conduct were set out prohibiting discrimination and requiring respect for human rights and individuality
- A safeguarding policy was formulated to ensure that everyone involved in track and field, including athletes, staff, and volunteers could participate in the event safely and positively. Awareness-raising activities were conducted to prevent abuse and harassment directed at athletes and others, including defamation and sexual harassment through the taking or use of photos and videos

▶ Promotion of exchange through sports

■ Development of visual cheering through “Cheer Signs”

- “Cheer Signs” were developed in collaboration with deaf people and deaf athletes so that anyone, regardless of whether deaf or hearing their support visually. They were widely promoted through various opportunities, including their use at the Japan Deaf Men’s National Soccer Team exhibition match and at the WCH
- During the Deaflympics, many spectators cheered for the athletes using Cheer Signs



■ Exchange among people through the events and sports

- The “SPORTS FUN PARK” event was held to increase interest in the Deaflympics and deaf sports, offering opportunities to interact with athletes and experience deaf sports firsthand. Booths providing information useful for spectating and cheering were also exhibited. A total of approximately 140,000 people visited over three days
- During the Deaflympics, diverse programs that people could enjoy together were held at “Deaflympics Square,” an exchange base for athletes and others, including content to deepen understanding of deaf sports and deaf culture. 57,168 people visited
- People of diverse backgrounds, regardless of disability, age and nationality were active as volunteers
- The opening and closing ceremonies of the Deaflympics were held based on the concept of “Let’s Enjoy Communication,” with the themes of sharing deaf culture, showcasing the charm of Tokyo and Japan, and realizing an inclusive society. Diverse participants, including children and persons with disabilities, took part and performed



Comment from President Ishibashi of the Japanese Federation of the Deaf

The greatest legacy of the TOKYO 2025 DEAFLYMPICS was the realization of an inclusive society in which “everyone can express their individuality and fully realize their abilities.” The operation of the event in which deaf and hearing people worked together on equal terms is truly a model of an inclusive society.



Voice



Tama City
Environment Department
Director, Resource Circulation Promotion
Section

HOSHINO Masaharu

Promoted initiatives for waste reduction and resource recycling based on the “Tama City Basic Plan for General Waste Management”

➤ Expanding resource circulation using the events as an opportunity — In collaboration with the “Household Oil Collection Campaign” —

Using the WCH as an opportunity, our city launched a used cooking oil collection project in collaboration with the Tokyo Metropolitan Government’s “Household Oil Collection Campaign,” with the aim of creating an environment in which residents can easily participate in environmentally friendly activities.

Public and sports facilities around stations in the city were designated as collection points, and awareness-raising activities were carried out, including publicity on the city website and the distribution of campaign badges featuring the WCH mascot at events, so that many residents could learn about the initiative.

Thanks to these efforts, a very large amount of used cooking oil has been collected. With the aging of the population, many residents have brought unused cooking oil received as mid-year or year-end gifts, still unopened.

The fact that used cooking oil from households can be recycled into aviation fuel appears to have had a strong impact on residents. Implementing this initiative in line with the growing momentum surrounding the WCH was also effective in raising awareness of resource circulation.

Going forward, we plan to continue collecting used cooking oil at the city event “Eco Festa Tama,” while also introducing initiatives by private businesses. Through these ongoing efforts, we will continue to promote a low-environmental-impact, circular community.



Sign Language Artist

NISHIWAKI Shogo

Led the production of the new “Cheer Signs” form of cheering for deaf athletes

➤ The power of “Cheer Signs” in connecting people beyond countries and culture

I created “Cheer Signs” with the hope of conveying to many people the appeal of the expressions and culture that emerge from the deaf community. Athletes shared comments such as “This was an experience unlike any before” and “I felt a strong connection with the spectators,” while those cheering responded, “It felt as if I were competing together with them,” and “There was a wonderful sense of unity in the venue.”

These new experiences, sensations, and emotions were made possible by Cheer Signs, and I feel they represented a significant step forward. Seeing spectators become excited spontaneously, even without an organized cheering section, and watching this spread across social media, was deeply moving. Accepted by many people regardless of country or culture, Cheer Signs revealed a powerful ability to unite people, as well as the potential of deaf power.

Through the event, attention toward deaf athletes increased, which I believe contributed to an improvement in their social standing. For deaf and hard of hearing children, the new possibility of becoming an athlete has emerged. Cheer Signs have also begun to be used naturally in everyday life within the deaf community—for example, to encourage someone who feels nervous before going on stage—thereby contributing to the vitality of the community. In addition, roles that were previously often carried out by hearing people are increasingly being taken on by deaf people and hard of hearing people themselves as active participants. This change represents progress toward an inclusive society, and through the Deaflympics, I strongly feel that deaf culture and sign language have steadily permeated society as a whole.

I believe that a truly inclusive society will be realized when deaf people and hard of hearing people also take on roles within society and shape it together with hearing people. I hope for the spread of a society in which people support one another beyond differences.

As both an expressive artist and a member of the community, I will continue to consider what I can do and take action toward realizing this vision.

Moving forward with every one of us

To share the value brought by both events with many Tokyo residents and people across Japan, and to maximize its impact, a variety of initiatives were implemented to encourage broad participation from diverse groups.

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





Created Events Together with Many People

Initiatives and mechanisms were promoted to encourage the participation and collaboration of diverse groups, beginning with volunteer initiatives that inherited and further developed the legacy of the Tokyo 2020 Games, to create the events together with many Tokyo residents and people across Japan. Many Tokyo residents and organizations became involved in the events, worked together in creating them, and contributed to the further establishment of a volunteer culture as well as the creation of new connections.



The events were supported by many volunteers

©Tokyo Sport Benefits Corporation

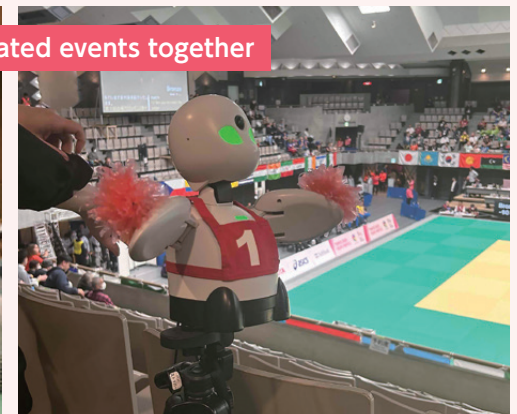


© WCH Tokyo 25



Various people participated and created events together

Children and students participated in the creation of logos and emblems



People unable to visit the venues participated remotely using digital technology

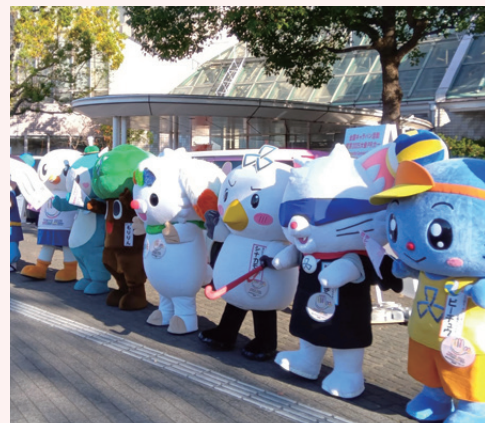


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© WCH Tokyo 25

Recruitment was conducted utilizing the legacy of the Tokyo 2020 Games, and approximately 6,000 people participated as volunteers in both events. Diverse people supported the events as volunteers



Collaboration with municipalities nationwide to enliven the events



©Tokyo Sport Benefits Corporation

Events created together with many people and companies

TOWARD2025 (Initiatives and Outcomes)

▶ Further establishment of volunteer culture

■ Building momentum for volunteers

- Volunteer recruitment information and event-related information were disseminated through the Tokyo Volunteer Legacy Network (VLN) portal site, which was opened with the opportunity of the Tokyo 2020 Games
- Volunteers at both events were encouraged to register with VLN, and volunteer information was provided through VLN to promote continued activity after the events

■ Providing opportunities for the activation of diverse volunteers

- Opportunities were created for people of diverse backgrounds, regardless of disability, age and nationality, to be active as volunteers
- 2,858 people participated at the WCH and 2,959 at the Deaflympics, carrying out a wide range of activities such as guiding athletes and visitors at competition venues and conducting ID checks. Many foreign volunteers and volunteers capable of responding in sign language also participated, supporting smooth communication with visitors at the events. Through this collaboration, diverse volunteers helped ensure the success of the events (Applications: 8,276 for the WCH, 18,903 for the Deaflympics)



➔ **98% of WCH volunteers and 96% of Deaflympics volunteers looked forward to continuing their volunteer efforts after the events**

(based on questionnaire surveys conducted at the end of each event's activities)



Voices of volunteer participants

Deaf and hearing people were able to work together cooperatively. The teamwork was wonderful and it was a very fulfilling experience.

▶ Participation by people of diverse backgrounds

■ Participation by people with disabilities and others unable to attend in person

- People with disabilities and others who found it difficult to attend in person were able to participate remotely in activities such as watching competitions, experiencing sports, and interacting with visitors on site by operating tablet devices from welfare or medical facilities using avatar robots



■ Participation of Tokyo residents in the creation of event logos, medal design, and related elements

- Various people, including athletes, people with disabilities, and children, participated in the creation of event symbols such as the event logos, event emblems, official mascots, and medal designs



■ Establishment of an environment for donations and sponsorship

- For the Deaflympics, an environment for donations and sponsorship was established to enable broader participation by individuals and companies in creating the event together. A total of 1,563 donations and 160 sponsors were received
- To promote the acquisition of sponsors and strengthen collaboration, exchange meetings for sponsoring companies and organizations were held (three times in total)



■ Building momentum for the events in collaboration with municipalities and related organizations

- PR booths were exhibited at more than 300 events familiar to Tokyo residents between FY 2023 and FY 2025 in collaboration with wards, cities, towns, and villages in Tokyo, and information was disseminated through municipal newsletters
- Support was provided for municipal sporting events and related initiatives that contributed to building momentum for the events, fostering a unified sense of anticipation across Tokyo through close cooperation with each municipality
- The "TOKYO 2025 DEAFLYMPICS Support Team" was formed with characters from municipalities nationwide, and 176 characters participating in building momentum for the event and cheering on deaf athletes in various locations
- A Countdown Tour was implemented for the Deaflympics in collaboration with host municipalities. Countdown momentum was built with origami cranes containing messages of support which toured all host municipalities, further enlivening momentum in each area
- A national caravan activity was implemented in all 47 prefectures with opportunities to see, learn about and experience the Deaflympics and sign language, promoting nationwide awareness and building momentum





Realization of Tokyo as a Sporting Field, Driven by the Events

A wide range of initiatives were implemented to build momentum for the events and for sport more broadly, so that many Tokyo residents and people across Japan would take an interest in the events, enjoy them together, and contribute to their success. By promoting broad participation among Tokyo residents, the appeal of sport was conveyed to many people through the events, the promotion of deaf sports was advanced, and the foundation of sports was further expanded.



Everyone enjoyed the events and shared the wonder of sports

Various promotional activities and events were held to mark milestones for the events



Interest in the events was heightened, and many Tokyo residents and people across Japan came together to celebrate and energize them

➤ Approximately 620,000 people visited the WCH and approximately 330,000 people visited the Deaflympics



Interest in a wide range of sports was generated through the events

Capturing the growing momentum for sport, opportunities to engage with sport were created through a variety of events



Support was provided for the activities of athletes and sporting organizations in the lead-up to the Deaflympics, helping to advance their performance at the Games. For the first time in history, Japanese athletes competed in every sport

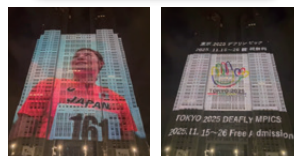


TOWARD2025 (Initiatives and Outcomes)

➤ Enlivening the Events Together

■ Event promotion through diverse media

- The significance and appeal of both events were effectively communicated through the special website “TOKYO FORWARD 2025.” The official “TOKYO FORWARD 2025” Instagram account, linked with the website, further conveyed the appeal of the events, while the TMG’s official sports X account provided timely information on event-related activities
- PR was implemented around milestones such as one year before the events and in the final lead-up period, utilizing a wide range of including feature articles in Tokyo Metropolitan Government News, projection mapping on the TMG Building, transportation advertisements, social media, and magazines
- The “Roundtable Meeting for the Promotion of Parasports and Barrier-Free” conducted an exchange of opinions on the themes of both events, and information was disseminated to a wide range of people through members (Para Support Ambassadors)



■ Holding activities to build momentum for both events

- Momentum-building activities were held to mark milestones that everyone could enjoy, including competition experiences with athletes and TOKYO 2025 Deaflympics Ambassadors, to build anticipation for both events
- During the period of the WCH, activities were held around the venues to enliven the event, create the vibrancy unique to an international competition

Major events and attendance (Total)



WCH Tokyo 25
1 Year To Go!

Approx. 14,000 people



TOKYO 2025 DEAFLYMPICS
1 Year To Go!

Approx. 17,000 people



TOKYO FORWARD
2025 for WCH

More than 100,000 people

➔ Awareness in Tokyo rose from 14.8% in FY 2023 to 39.0% in FY 2024, and reached 73.1% after the event (FY 2025) through collaboration with relevant organizations such as wards, cities, towns and villages in Tokyo to build momentum for the Deaflympics

➤ Building momentum for sport using the events as an opportunity

■ Creating opportunities to engage with a wide variety of sports

- At various events held in conjunction with both events, diverse programs were offered, such as sports experiences that anyone could easily enjoy, talk shows with athletes, and athlete interaction opportunities. During the events, public viewings were also implemented utilizing special needs schools
- On the day before the WCH opening, various running experience events were held on the KK Line (former Tokyo Expressway), where running is not normally permitted, with 2,283 people participating
- A 100 m exhibition race was implemented during the period of the WCH. Athletes from masters (average age of 86) to Paralympic athletes, Deaflympic athletes, and junior high school students gathered from around the country and performed in front of a large audience at the National Stadium, sharing emotion and excitement



■ Promotion of deaf sports

- Support was provided for intensive training camps and awareness-raising activities conducted in Tokyo by deaf sports federations affiliated with the Japanese Paralympic Committee (JPC) and related organizations. Support was provided for 21 organizations between FY 2023 and FY 2025
- Support was provided to athletes with ties to Tokyo who were aiming to compete in the Deaflympics, and they were certified as “Tokyo Para Athletes/Tokyo Deaf Athletes.” 99 athletes were certified between FY 2022 and FY 2025, and 61 competed in the event
- For four sports (handball, shooting, taekwondo, wrestling) where athlete identification and development had not advanced due to the absence of National Deaf Sports Federations, etc., tryouts were implemented the year before the event to identify promising athletes nationwide. 10 of these participants competed in the Deaflympics. This was the first time Japanese athletes had competed in these sports, and Japanese athletes were able to compete in all sports for the first time in history
- The “Tokyo-Associated Deaf Athlete Support Website” was opened ahead of the event, introducing 84 competing athletes with ties to Tokyo. In addition to personal messages, competition schedules and results were posted in a timely manner to promote cheering for athletes
- For the five sports in which TOKYO-Associated Deaf Athletes were expected to compete live coverage with commentary and sign language interpretation was broadcast and streamed on cable TV (CATV) and YouTube, in addition to the official event streaming, for preliminary schedule



Voice



Deaf Athlete (Athletics)

YAMADA Maki

Won three medals at the TOKYO 2025 DEAFLYMPICS—gold in the 400 m and 4 × 400 m relay, and silver in the 200 m

▶ Steps toward an Inclusive Society Advanced by the Deaflympics

When the hosting of the Deaflympics was first decided, public awareness was extremely low, and there was a strong sense of concern that it might become “an event that reached no one.” As the Deaflympics were to be held in Japan, we wanted people across the country to learn about deaf athletes. With this in mind, we worked to build momentum and carry out PR activities in the lead-up to the event.

The Deaflympics attracted three times as many spectators as anticipated. Many were encountering deaf sports for the first time. The “Cheer Signs” that we were involved in developing also created a sense of unity throughout the venue as a new “visible cheering culture.”

The greatest value brought by this event was the advancement of the understanding of “invisible disabilities” one step further. Through the Deaflympics, many people encountered the daily lives of deaf people for the first time, increasing momentum for understanding what it is to not be able to hear, and I feel that this has changed attitudes towards communication. At the venues, communication through sign language, writing, and gestures took place naturally, and opportunities to see sign language used in the city also increased. For me personally, the many times that people said “thank you” to me in sign language during my activities left a particularly strong impression, and I realized that this was beginning to be accepted as a “common language.”

An inclusive society is not created through special initiatives, but through the small attitudes of each individual. I hope not to end as merely the “face” of this event, but to continue sharing its message with society in the years ahead.



President, Japan Association of Athletics Federations

ARIMORI Yuko

Council Member, World Athletics

▶ The value of sport shown by the “Mother of Sports”

I believe that sports have elements that nurture the “power to live,” within people and society to thrive—living better, healthier, and in peace. Through the WCH Tokyo 25, I have once again realized the true value of this power.

In today’s world, where technology and AI continue to evolve, I feel that the WCH Tokyo 25 reaffirmed the value of the fundamental acts created by the “raw human body.” I believe that track and field or the “Mother of Sports,” in which people compete in fundamental movements such as running, jumping, throwing and walking, delivers the possibilities of the body and the wonder of movement, together with emotion. In fact, many people who watched the competitions for the first time shared comments such as, “It made me want to try moving my own body a little more.”

Through this event, I strongly felt the social significance and the “potential for further growth” of athletics as the “Mother of Sports.” Moving forward, it is important not only to “conduct” and “showcase” competitions but also to understand the multi-faceted meaning of sports and carry out activities based on that perspective. This is what I have felt most deeply after experiencing the WCH Tokyo 2025.

Legacy

TOKYO FORWARD 2025

Legacy Created by Both Events

World Athletics Championships

4th-6th grade elementary school students in Tokyo
Total of 154 schools, approx. 10,000 children
Experienced running on the National Stadium track

Approx. 49,000 children (incl. chaperones)
Invited to watch at the National Stadium

4th-6th grade elementary school students in Tokyo
Approx. 340,000
Booklets introducing athletics and training for improvement produced and distributed

2,858 volunteers
Supported the event

Approx. 11,300L
Used cooking oil (SAF raw material) collected through the campaign

In the event's history
Highest Evaluation
Standard for the evaluation of event sustainability as set by WA

Deaflympics

73.1%
Deaflympics awareness rose sharply from 14.8% in 2023

Approx. 50,000 children (incl. chaperones)
Invited to the venue

4th-6th grade elementary school students in Tokyo
Approx. 470,000
Booklets for learning about the Deaflympics and sign language produced and distributed
*Distributed over 2 years

2,959 volunteers
Including deaf and hearing people

6 companies, 172 stations
Universal Communication technology introduced at railway stations

160 sponsors
Created the event together

Legacy

The diverse initiatives through both events brought significant outcomes to Tokyo, which will be carried forward as a legacy shaping future sports policies

Children feel the “power of sport”

Children and many Tokyo residents engaged with sports through the events nurturing hopes and dreams and feeling the fun and wonder of sports



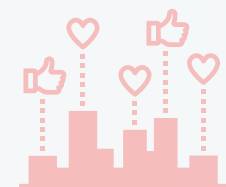
Accelerated progress toward an inclusive society in which people connect through new technologies and mutual understanding

Understanding of social barriers and of an inclusive society was advanced through the events and the progress toward a barrier-free society was further advanced. Steps toward an inclusive society in which people care for one another and where everyone can live with peace of mind were accelerated



A new model for future international sporting events

In collaboration with the Local Organising Committee and each bureau in the metropolitan government, various initiatives were promoted by making use of the experience of the Tokyo 2020 Games, showing a new model for future sporting events



Legacy

Children feel the “power of sport”

Children and many Tokyo residents interacted with and experienced sports through the events, nurturing hopes and dreams and feeling the fun and value of sports.



Irreplaceable experiences

- Children were invited to watch competition and were delivered the value of sports, dreams and hopes
- Opportunities were provided for children to get interested in sports, through track and field experiences at the National Stadium and interactions with athletes
- During the WCH, junior high school students who placed in national competitions performed exhibition races in the venue filled with a large audience before the start of competition, sharing in the emotion and excitement of the event

Participation in events

- Children participated in event operations through medal ceremonies and as escort kids
- Various people including children participated in the creation of the event logo and mascot



Learning and understanding

- A booklet introducing explanations of athletics and training for improvement was produced and distributed
- A learning handbook that enables children to learn about the Deaflympics and sign language was produced in a comic format and distributed
- Experience classes were implemented in which children, both deaf and hearing, could enjoy sports together with athletes, providing opportunities to think about an inclusive society



Topic Award for children’s participation initiatives [WCH] (first in event history)

A certificate of commendation was presented to the Tokyo Metropolitan Government, The Local Organising Committee of World Athletics Championships Tokyo 25 and the Japan Association of Athletics Federations by World Athletics (WA) for initiatives involving children’s participation in WCH.

Comment by WA President Coe

“One of the purposes of the WCHs is to leave a lasting legacy. We are grateful for the opportunities given to children to experience the event and to draw dreams for the future.”



Direction of future initiatives

Dreams and hopes are nurtured when children are given opportunities to experience the appeal of sport and feel its power, fostering a love of physical activity and helping to build a society filled with children who love sports

- Provide children with multifaceted opportunities to participate in sports, cultivating a love of sport
- Enrich opportunities for sound physical and mental development through interaction with athletes and sports experiences
- Provide irreplaceable experiences such as watching, participating in, and interacting at sporting events



Legacy

Accelerated progress toward an inclusive society in which people connect through new technologies and mutual understanding

Understanding of social barriers and an inclusive society deepened through the events, and progress toward a barrier-free society was further advanced. These efforts accelerated the steps toward an inclusive society in which people care for one another, and everyone can live with peace of mind.



Technology utilization and environmental improvement

- Universal Communication technology was installed not only at the venues but also throughout the city at public facilities, stations, and hotels
- New experiences were provided during the Deaflympics in collaboration with startups, such as the visualization of sound
- Opportunities were provided for many people to experience Universal Communication technology from the pre-event momentum-building activities through the event period, allowing them to experience its usefulness firsthand



Raising Awareness

- A learning handbook that enables children to learn about the Deaflympics and sign language was produced in a comic format and distributed
- “Cheer Signs,” a form of cheering that anyone, whether deaf or hearing, can express visually, was developed for the event
- Experiential content such as sign language experiences was implemented at momentum-building activities, in line with event milestones
- Campaigns were implemented in collaboration with various facilities and organizations including cultural facilities, raising momentum for improved accessibility
- International Sign personnel were developed for the Deaflympics
- Sign language training and training to understanding deaf culture, etc. were conducted for event volunteers
- Content to deepen understanding of deaf sports and deaf culture, and Universal Communication technology experiences were implemented at Deaflympics Square
- Sponsors who aligned with the TOKYO 2025 DEAFLYMPICS philosophy were gathered, and connections were created among companies through exchange meetings, etc.

Direction of future initiatives

Further accelerate steps toward an inclusive society with understanding and respect where everyone, regardless of disability, age, gender or nationality can enjoy sports

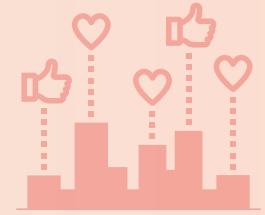
- Actively utilize Universal Communication technology at the Asian Games, Nenrinpic (National Health and Welfare Festival), supported events, and other sporting events
- Deploy Universal Communication technology to the Tokyo Metropolitan Government facilities and implement support for introduction to public facilities toward the implementation of the technology
- Expand the connections made at the Deaflympics (sponsors, etc.) to para-sports



Legacy

A new model for future international sporting events

In collaboration with the Local Organising Committee and each bureau in the Tokyo Metropolitan Government, various initiatives were promoted making maximum use of the experience of the Tokyo 2020 Games, showing a new model for future sporting events.



Event operations

- Staff who experienced the Tokyo 2020 Games were dispatched to the Local Organising Committee, leveraging the inherited and accumulated experience and operational know-how
- Initiatives in collaboration with the Tokyo Metropolitan Government were reflected from the basic hosting plan stage (contributing to Tokyo's development and ensuring the participation of Tokyo residents)
- Governance was ensured by utilizing the Tokyo Metropolitan Government's guidelines and expert meetings
- Thorough promotion of information disclosure
- External experts participated in the appointment of officers and contract procurement meetings, and materials and minutes summaries were disclosed

Addressing TMG's Policy Priorities

- Beyond the framework of sporting events, Projects across different bureau were fostered to address the policy priorities of the Tokyo Metropolitan Government
 - ➔ Tourism promotion, PR of Tokyo Tokyo and Edo Tokyo, collaboration with arts and culture, environmental considerations (SAF and Air Solar), ethical consumption, utilization of startups, etc.

Competition venues

- Utilization of Tokyo Metropolitan Government Sports Facilities (Enhancement of barrier-free measures and Information & Communication Accessibility, etc.)
- Utilization of locations embodying the unique charm of Tokyo (e.g. marathon at the TOKYO 2025 DEAFLYMPICS)

Participation of residents

- Initiatives enabling many people, including children, to participate in the events were implemented from before the events
- Provided children with a once-in-a-lifetime experience, including the opportunity to watch the events on-site
- Many Tokyo residents also participated as volunteers and contributed to the success of the event



Ripple effects nationwide

- Training camps for the WCH and Deaflympics were again held at municipalities that hosted pre-camps for the Tokyo 2020 Games, deepening exchanges with local areas [WCH] Chiba Prefecture: Netherlands, Misato City: Greece, Fukuoka City: Sweden, Norway, etc. [Deaflympics] Kanagawa Prefecture: Portugal, Hamamatsu City: Brazil, etc.
- Nationwide caravan activities to see, learn about, and experience the Deaflympics and sign language were implemented building momentum in all 47 prefectures



Comment by Adam Kosa, President of the International Committee of Sports for the Deaf (ICSD)

The TOKYO 2025 DEAFLYMPICS was a high-level event in terms of competition as well as preparation and setup. At ICSD we were fully satisfied with this event. We have also received comments from many competition officials saying that it was a wonderful event. (Press conference, November 26, 2025)



Direction of future initiatives

Leverage the legacy of both events to enhance future sporting event operations and to drive urban growth through the “power of sport”

- Utilize the strengths of sports and make contributions toward the solving of various metropolitan government issues in collaboration with the policies of each bureau within the Tokyo Metropolitan Government
- Effective utilization of Tokyo's inherited and accumulated resources, including know-how, experience, and facilities, tailored to the scale and characteristics of the events
- Disseminate the Tokyo brand and charm, and enhance the urban presence of Tokyo through international sporting events



Tokyo 2020 Games



**2025
WCH and Deaflympics**



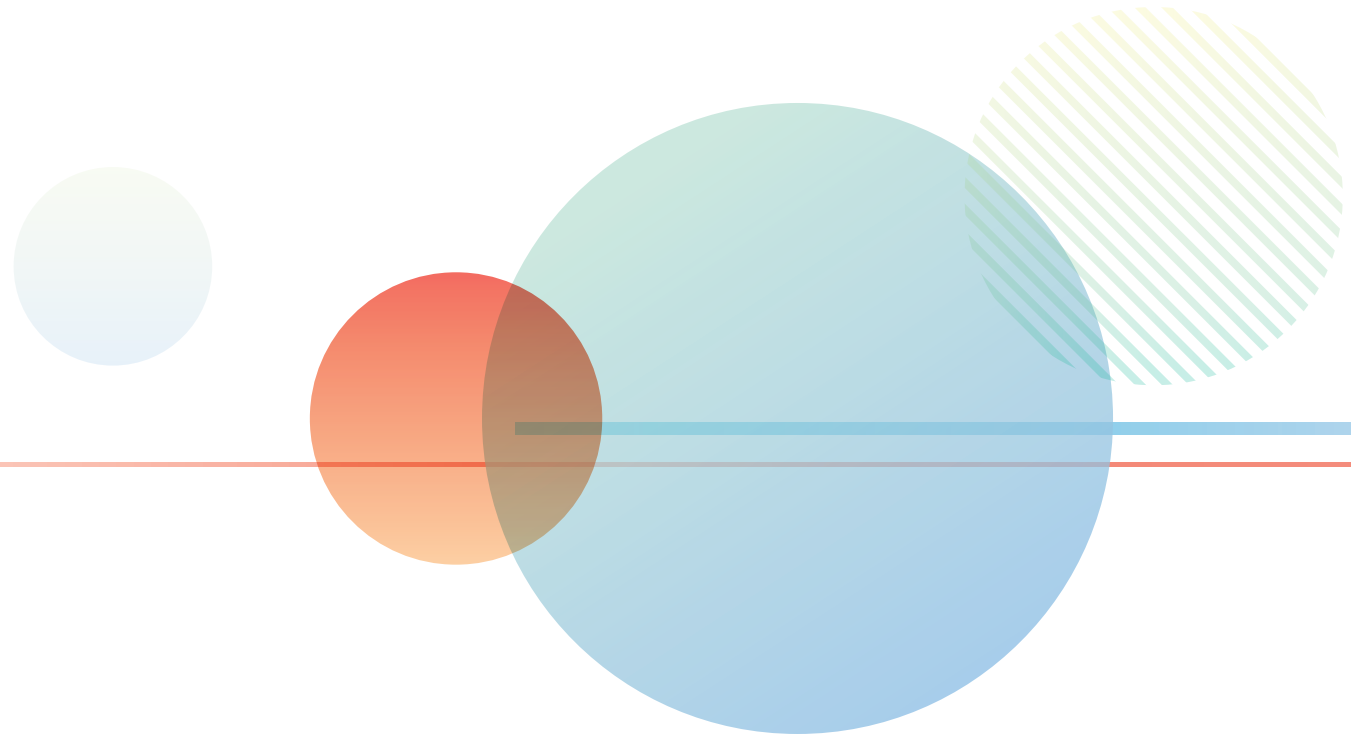
**Towards the upcoming
international sporting
event**

The legacies of the Tokyo 2020 Games – both tangible and intangible, such as advances in barrier-free, children's participation, promotion of understanding towards an inclusive society and the cultivation of a culture of volunteerism – have been inherited and developed, which transformed the value of both events in 2025 into new vitality for Tokyo. The “legacy baton” will continue to be passed on to the future



Tokyo, United by the Power of Sport

With the “power of sport,” shape Tokyo's future, enhance the well-being of every Tokyo resident, and realize an inclusive city where everyone can shine



VISION 2025 LEGACY BOOK

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