

Q. A large movement to change the future of Japan must be created instead of merely focusing on the successful implementation and economic effects of the Olympic Games.

A. A successful Olympic Games can only be realized under the premise of upgrading Japanese society and its citizens.

How should the 2020 Olympics be regarded, and what must be done to realize this vision?

Newly created values are approved by Japanese citizens and the international community. A virtuous cycle exists in which new outstanding human resources and knowledge are accumulated.

Strategic creation of breathing space, while maintaining competitiveness in an aging society (a society in which people can continue taking on challenges throughout their lives)

UPGRADING JAPANESE SOCIETY AND ITS CITIZENS



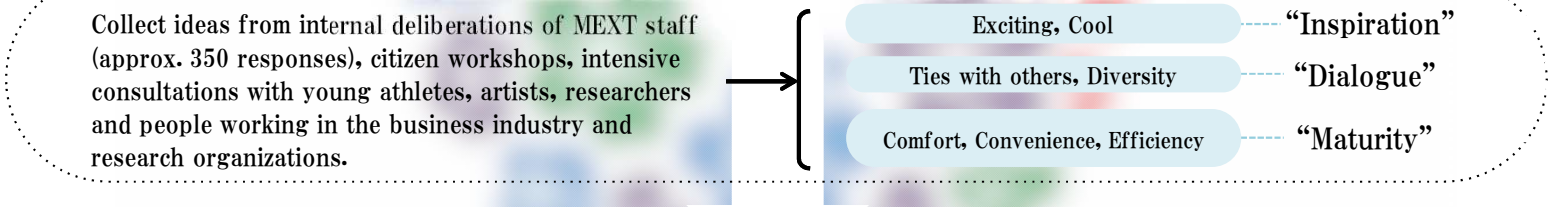
Innovative new values are continuously created, allowing people to actually feel their fruits.

Utilize strengths of Japanese tradition

Education, Science and Technology, Culture and Sports are the sources of Japanese soft power (i.e. intangible values including charm, support and trust).

Values created from dialogue=Importance of emergent creativity

JAPAN Vision towards the 2020 Olympics



Concepts for the successful implementation of the Olympics based on the above.

“Feel Olympic inspiration, Individual change, Social change”

How to realize a safe and secure Olympics
 Create a dynamic exhibition which is fascinating
 Watch games up close
 Correspondence with volunteers and other competitions

Nurture the power to enjoy culture through sports activities and athletes by dialogue and sharing which goes beyond nations and generations

Information dissemination on the maturity of Japanese culture, utilizing elderly people and the vitality of local communities, creating social foundations for environmental preservation are directly connected to solving the nations problems.

Detailed proposal

Proposal measures to achieve concepts. Secure implementation through a variety of dialogues and debates.

- Increase number of Olympic medals by twofold, up to 80
- World class training facilities, Olympic tourism
- Perform Japanese Undokai (athletic festival) at exhibition
- Create an information system to introduce Japanese culture
- Utilize the spirit of the Olympic Charter in school education
- Host Knowledge Olympics (in Languages, Science, etc.)
- Promote dream-inspiring research development aimed at reforming society: comfortable and safe transportation system, artificial limbs, assisted technology, etc.
- Environment where sports can be enjoyed anywhere
- Assign “Dream Envoys” to help children realize their dreams
- Project to promote culture appreciation
- Establish pop culture centers
- Strengthen foreign language communication
- Nurture craftsman who are recognized worldwide
- Develop technology for universal design
- Disseminate Japan’s vision through science museums
- Create a barrier-free society nationwide
- Promote sports volunteers, a giving culture
- Revive and renew art competitions
- Rebuild Ueno Culture Gallery into a world-class natural history and art museum
- Promote foreign student exchanges
- Promote volunteer hands-on experiences
- Secure safe and smart energy and a society for such supply and demand
- Research in Japan