

SFT REPORT

2019.8

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SPORT
FOR
TOMORROW 



The beginning of SPORT FOR TOMORROW



Prime Minister ABE Shinzo

Distinguished members of the IOC, I say that choosing Tokyo 2020 means choosing a new, powerful booster for the Olympic Movement.

Under our new plan, "Sport for Tomorrow," young Japanese will go out into the world in even larger numbers. They will help build schools, bring in equipment, and create sports education programs. And by the time the Olympic torch reaches Tokyo in 2020, they will bring the joy of sports directly to ten million people in over one hundred countries.

Choose Tokyo today and you choose a nation that is a passionate, proud, and a strong believer in the Olympic Movement. And which strongly desires to work together with the IOC in order to make the world a better place through the power of sport.

We are ready to work with you. Thank you very much.

Presentation by Prime Minister ABE Shinzo at the 125th Session of the International Olympic Committee (IOC)
September, 2013, Buenos Aires, Argentina

What SPORT FOR TOMORROW is

Sport for Tomorrow is a programme which the Government of Japan promotes to contribute to the international community through sport. The programme was announced by Prime Minister ABE Shinzo at the IOC Session on the occasion of Tokyo making a bid for 2020 Summer Olympic and Paralympic Games. The programme aims at sharing the values of sport with more than 10 million people of all generations in over 100 countries, including developing countries, in the course of seven years between 2014 and 2020.

3 pillars of SPORT FOR TOMORROW Programme



International cooperation and exchange through Sport | P.10

SFT promotes international cooperation and exchange through sport from tangible and intangible aspects.



Academy for Tomorrow's Leaders in Sport | P.22

To educate future leaders of the international sporting world a master's programme for youths in and outside Japan has been established, and short-term seminars are offered for participants to learn about Japanese culture and sports management.



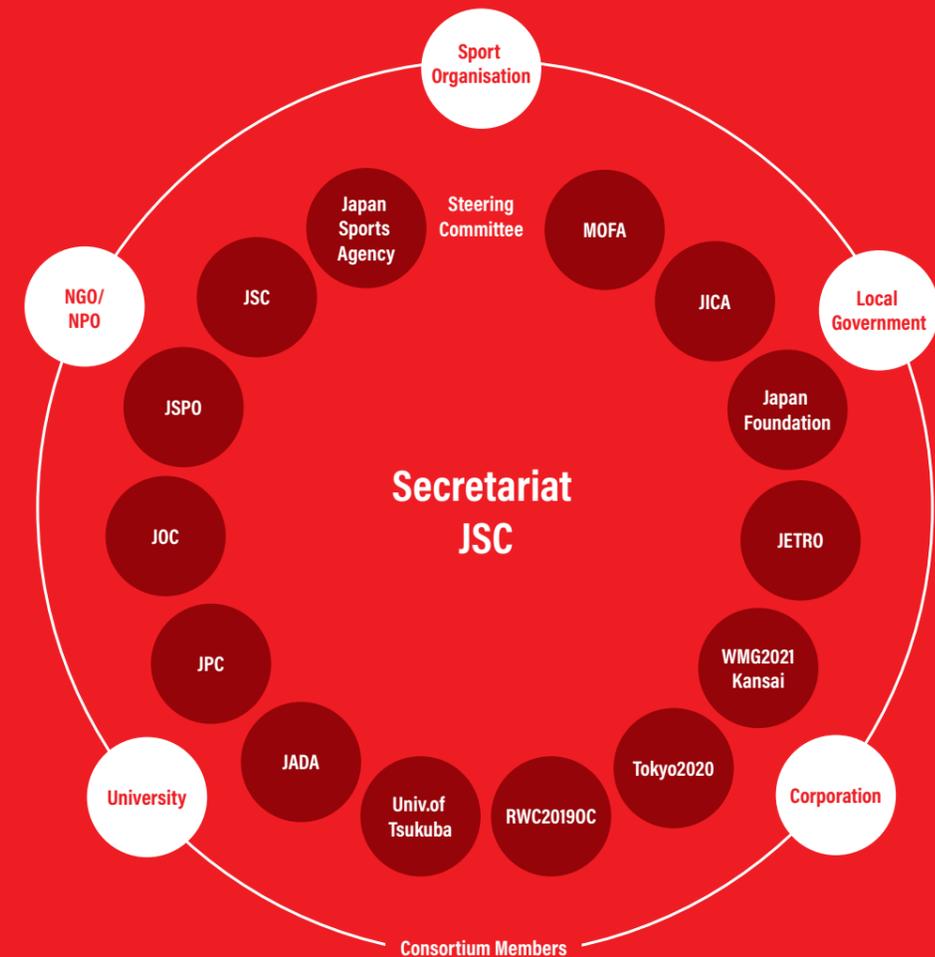
"PLAY TRUE 2020" (Global Development of Anti-Doping Movement) | P.23

"PLAY TRUE 2020" is one of the core legacy pillars of Sport for Tomorrow. It is aimed to protect the spirit of sport and to make the true value of sport matter in society for future generation.

"PLAY TRUE 2020" delivers a number of interlinked projects in order to disseminate the positive message on sport values and develop the future leader of society by promoting the sport values-based education.

SPORT FOR TOMORROW Consortium

The Sport for Tomorrow Consortium (SFTC) is a network of members comprised of the Steering Committee, which is led by the Ministry of Foreign Affairs (MOFA) and the Japan Sports Agency, and the organisation that share the aims of the Sport for Tomorrow programme and that are engaged in international cooperation and exchange through sport.



Steering Committee



Consortium Members

- Sport Organisation 127
- Corporation 104
- NGO/NPO 99
- University 23
- Local Government 41
- Others 19

March 2019 Update

Accredited programmes to promote SPORT FOR TOMORROW

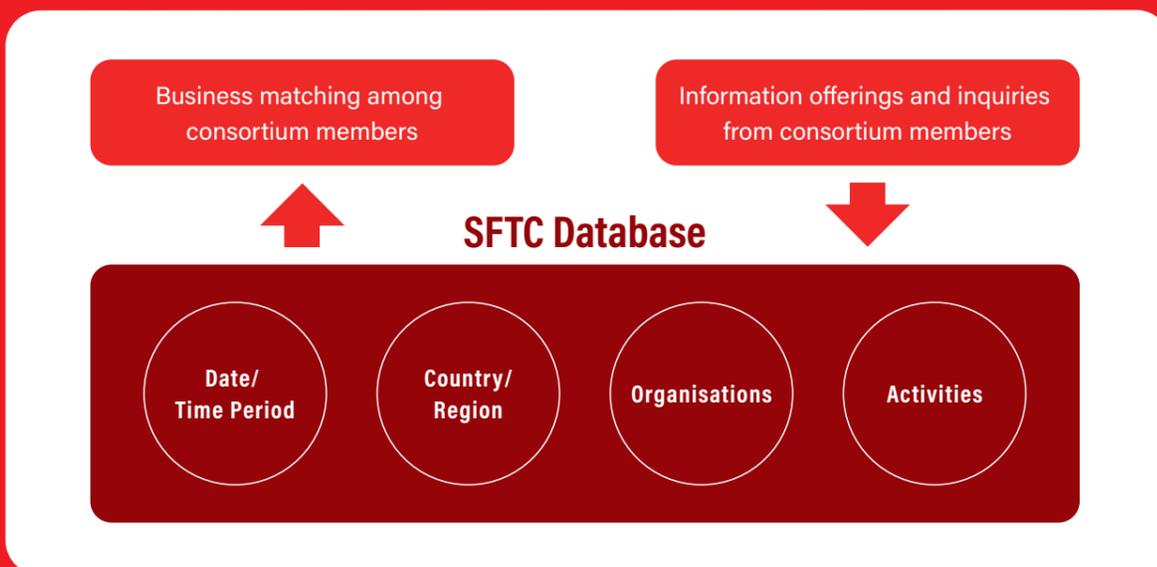
The mechanism of accredited programmes was established to use sports to make international cooperation and exchange. We received applications from SFTC members, which were reviewed by SFTC steering committee. Once they are certified, they work actively to promote SFT.

Because of these efforts, SFT's logo and banners have become well known, leading to improved business recognition. This made it possible to boost the motivation of the organisation and participating individuals.



The business matching

The database consolidating the contents of SFT projects as well as activities of the Steering Committee and Consortium members has been constructed. As a result, various information flowed smoothly, members were connected (business matching), more effective and efficient projects were implemented. In addition, knowledge on international cooperation and exchanges through sport could be gathered.



Achievements of SPORT FOR TOMORROW

<p>● 2014</p> <ul style="list-style-type: none"> • Members : 53 • Programmes : 1,053 • Beneficiaries : 524,065 		<p>Abe Cup held in Ivory Coast, donated 100 judo outfits.</p>
<p>● 2015</p> <ul style="list-style-type: none"> • Members : 180 • Programmes : 1,897 • Beneficiaries : 1,096,000 		<p>At the World Table Tennis Championships in Kuala Lumpur, held an exhibition match with player Miu Hirano and Paralympics player Ibrahim Hamato.</p>
<p>● 2016</p> <ul style="list-style-type: none"> • Members : 296 • Programmes : 2,866 • Beneficiaries : 3,483,772 		<p>Course guidelines for the international expansion of schoolwide physical education curriculum designated in Cambodia.</p>
<p>● 2017</p> <ul style="list-style-type: none"> • Members : 380 • Programmes : 4,002 • Beneficiaries : 6,643,308 		<p>Research into ASEAN para-sports management.</p>
<p>● 2018</p> <ul style="list-style-type: none"> • Members : 426 • Programmes : 5,200 • Beneficiaries : 9,639,949 		<p>Spread of judo for the blind in Africa.</p>

SPORT FOR TOMORROW Programme "POWER OF SPORT" from JAPAN

No. of Beneficiaries: **9,639,949**  = 500,000

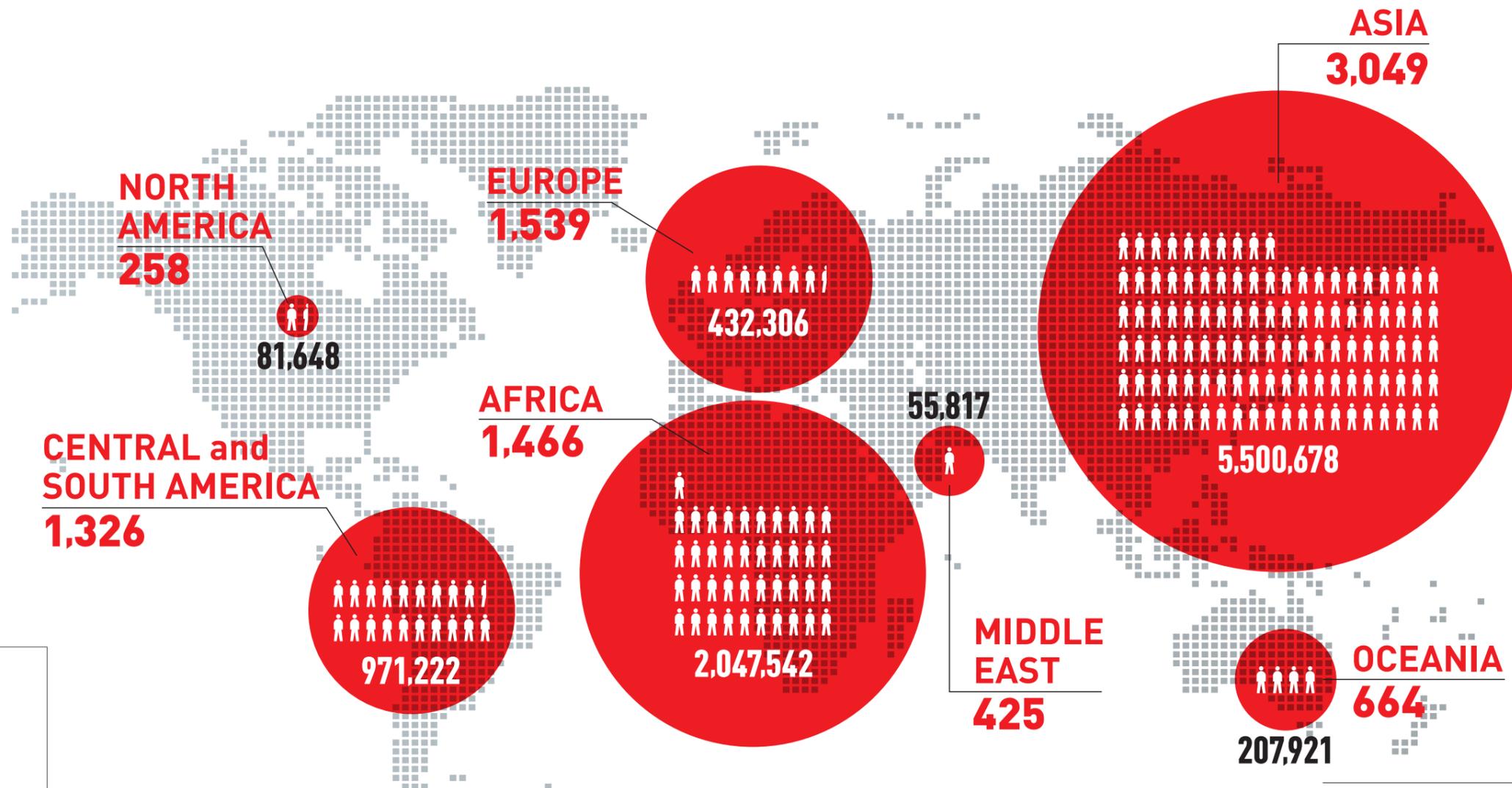


No. of beneficiary countries / Region

202

No. of implemented programmes

5,200



Other
250


342,815

Others :
Not be able to identify any specific countries

 No. of beneficiaries: **Continent / Region**
No. of implemented programmes

*The size of red circles are in proportion to the number of implemented programmes.
*One human shape indicates fifty thousand of beneficiaries.



International Cooperation/Exchange Programmes

Promotion of sports and enhancement of competitiveness

Japanese instructors and athletes are sent by the Japanese government and sports organisations to developing countries to hold training sessions and sports events in order to promote sports and enhance competitiveness. Overseas instructors and athletes are invited to Japan to participate in the technical guidance programmes and joint training sessions. The programmes are highly appreciated by the participants who experienced them in the well-prepared training environment and received excellent technical guidance as well as life-experience.

Projects for Sports Diplomacy Enhancement

(Dispatch, Invitation programme, Shipping Support for sports materials, Embassies & Consulates Reception)

The Ministry of Foreign Affairs

This programme enhances diplomacy by utilizing sports, and promotes mutual understanding between Japan and other countries by increasing the number of pro-Japanese and Japan experts. Moreover, it aims to contribute to raising the status of the Japanese sports-related personnel in the international arena. The objectives of the programme are to improve the competitiveness of the counterpart countries, and to promote international understanding by dispatching and inviting athletes and instructors. The Ministry of Foreign Affairs also assists with shipping costs and delivery of sports equipment and goods through its diplomatic missions when a national sports federation has an intention to provide the sports equipment and goods, and host a reception for sports-related personnel every part of the world.

"We were able to become familiar with international standards in sailing, and receive direct instruction. It was very meaningful."
(Vietnamese sailing-related personnel, dispatch)

"I want to share with my fellow club teammates and other Czech athletes about how we had exchanges with Japanese athletes where we learned techniques and instructional methods."
(Czech para-badminton-related personnel, invitation programme)

"I'm most grateful to Japan for its support for refugee camps every time. I also appreciate the donation of soccer balls and football jerseys as it's helpful for the growth of young people in refugee camp."
(Person at Kenyan refugee camp, Shipping support for sports materials)



Cooperative Programmes Using High-Performance Sports Centers

Japan Sport Council (JSC)*, Japanese Olympic Committee (JOC) and national federations

Overseas athletes, coaches, referees and other sport personnel are invited to participate in the programmes at the high-performance sport centres and other facilities which are also used by Japanese national team members. They receive technical guidance and participate in joint training sessions with Japanese athletes. From 2016 to June 2019, 186 athletes and sports personnel from 30 countries have been accepted at the centres and facilities.

"Japanese athletes are highly trained with fundamental karate techniques. We learned a lot about techniques from kumite practices. We are grateful for the valuable opportunity."
(Vice President of the Kazakhstan Karate Federation)



Support to National Teams of Developing Countries (JICA Overseas Cooperation Volunteer Project: Botswana Softball)

Japan International Cooperation Agency (JICA)

JICA volunteers started to support the Women's National Softball Team in Botswana in January 2017. Short-term volunteers were also sent to Botswana in 2018 and 2019. The techniques of the women's softball team significantly improved and the team qualified to participate in the World Championship (2018). In 2019, the team qualified for the Tokyo 2020 Games, winning first place in the African preliminaries and then a spot for the European preliminaries. The team members who were coached were greatly motivated and became more sport-oriented, and thus the support contributed to the healthy development of the youth. The volunteers also engage in training high-school students and younger children to increase the softball population.

"We have changed a lot since the volunteers came to us. My dream is to compete in the Olympics."
(Botswana athlete)



Promotion of Sports for the Challenged in Zimbabwe

Japanese Para-Sports Association / Japanese Paralympic Committee (JPC)

The JPC sent instructors to Zimbabwe four times from 2015 and 2017 in the runup to the national championships held at Danhiko, a vocational school in Zimbabwe, where comprehensive training sessions were provided to promote sports for the challenged in Zimbabwe. The training sessions covered wheelchair basketball, wheelchair tennis and track-and-field. In addition, workshops on repairing wheelchairs were held and lectures on sports for the challenged were also provided. A get-together for Japanese and local instructors was organised, which provided a relationship-building occasion for the future.

The Danhiko school personnel, the Zimbabwe Paralympic Committee, the Zimbabwe government and the First Lady highly appreciated the JPC activities, which encouraged the Zimbabwean challenged community and the educational and sports arenas.

Workshop on Organisational Operation for the Kazakhstan Paralympic Committee

Japanese Para-Sports Association / Japanese Paralympic Committee (JPC)

Upon request from the Kazakhstan Paralympic Committee (NPC KAZ), the JPC offered a five-day workshop in February 2016 to provide guidance about organisational operation as an NPC and relationship-building with international organisations for smoother operation. The workshop was organised for six new NPC members who had no operational information from their predecessors. Their visit to the National Training Centre in Japan enabled them to create a national training centre in Kazakhstan.

"The workshop provided us with a clear vision about what to do for operations as an NPC such as the functions of the NPC, athlete pathway programmes and the procedures required to participate in the Paralympic Games. The know-how obtained will be effectively introduced to the NPC operation."
(Kazakhstan Paralympic Committee personnel)



*Implement under the governmental project consigned by Japan Sports Agency

Association of Sports Institutes in Asia (ASIA) Sends and Shares Knowledge on behalf of Japan

Japan Sport Council (JSC)*

The JSC, in collaboration with Hong Kong, Singapore, and Qatar, founded the Association of Sports Institutes in Asia (ASIA) in 2015. This is a platform for networking and information exchange to foster collaboration among Asian countries. Currently, 13 organisations from 12 Asian countries and regions have joined the ASIA as members. The JSC serves as its chair to lead this initiative. The main pillars of activities are annual congress, joint project (e.g. set-up the hub) during multi-sports competitions, and joint training camps for athletes. SFT has utilized these opportunities to effectively share information and knowledge Japan has accumulated to governmental sports organisations in Asia.



Heart-full Soccer in Asia

Urawa Red Diamonds

Urawa Red Diamonds launched grass-roots exchange programmes for children in Asia following their participation in the AFC Asia Champions League in 2007. The purpose of the programmes is to provide instruction in soccer techniques and to communicate the ideas of the Urawa Reds Heart-full Club such as thoughtfulness, faithfulness and diligence. Specifically, they have visited elementary schools in Asia every year since 2007 to lecture on exchange through soccer and soccer training sessions. They also offer an exchange programme to invite Asian school children to Japan to visit Olympic venues and play soccer with Japanese children.

Fields Construction in Nepal

NPO Nepal Baseball Club Laligurans

The Nepal Baseball Club Laligurans, an organisation engaged in international exchange through baseball, promotes baseball in Nepal where the sport is not very popular. In Nepal, there is limited space for baseball fields, which hampers the development of baseball in Nepal; the Laligurans started to support building baseball fields. They expect, when the construction is completed, to train baseball players, organise baseball events, invite instructors from abroad and develop baseball in Nepal. The fields will serve for baseball and other sports, which will contribute to the health promotion of Nepali children. The fields will be also used as an emergency evacuation area in disasters.

"I am very happy that the baseball field has been constructed. Baseball is a new sport in Nepal and we want to promote the sport at my school and in Nepal. I believe baseball and other sports in Nepal will be more developed thanks to the baseball field."
(Principal of Shreekul School)



Support Programmes for Central Asia Football Association (CAFA)

Japan Football Association (JFA), Japan Sport Council (JSC)*

In March 2015, the JFA extended help to hold an international U-16 goodwill competition in Tashkent, Uzbekistan. The support programmes for CAFA include providing know-how to organise a sports event and marketing approaches to the Central Asia Football Association (CAFA), which was recently established. The JFA also extended support to create the sound foundations of local soccer associations and clubs so that the soccer of the young generation and women's soccer will be further developed and enhance competitiveness.

"Understanding the process of sports marketing development in Japan gave me a chance to review how we should work to improve the marketing strength in the Uzbekistan soccer arena."
(Uzbekistan Football Federation)



Support for the Special Olympics Table Tennis Team in Mongolia

Japan Table Tennis Association (JTTA), ASICS Corporation, Nippon Takkyu Co., Ltd.

JTTA, ASICS and Nippon Takkyu jointly donated table-tennis tables to four schools for children with intellectual disabilities in Ulan Bator in order to help create a better practice environment for them. Four Mongolian athletes participated in the 2015 Special Olympics and won three medals: one gold medal (unified doubles), one silver medal (women's singles) and one bronze medal (men's singles).

"The successful results in the Special Olympics were achieved because the athletes were given the opportunity to train themselves using world standard equipment prior to the Games. The achievement offered hopes and dreams to autistic children and will lead more autistic children to participate in the Games in the future. We are pleased that the practice environment is better prepared for the children to compete both at domestic and overseas events and that they are given an opportunity to grow through sports."
(The Mongolian Autism Association personnel)

*Implement under the governmental project consigned by Japan Sports Agency



International Cooperation/Exchange Programmes

Change the world through the power of sports (peace and development)

Activities to address social problems and to preserve peace using the power of sports were conducted. Also, Sport for All activities were launched to encourage women and persons with challenges to participate in sports in developing countries.

Path toward Peace through Sports

Japan International Cooperation Agency (JICA)

JICA has supported the Ministry of Culture, Youth and Sports of South Sudan to hold a national sports event called National Unity Day (NUD) every year since 2016 to promote ethnic collaboration. NUD offers a place for youth from all ethnicities to gather and use sports as an opportunity for cultural exchange. Workshops on topics such as peace building, gender issues and health development are held so the participants serve as ambassadors when they return to their local communities.

"We could forget ethnicities when we were doing sports and learned together about peace and unity." "I want to tell everyone when I am back in my community that I was able to make friends regardless of our ethnic differences. I believe this will bring peace to South Sudan."
(Participating athletes)



Training for Teachers in Singapore Featuring I'mPOSSIBLE

Japanese Para-Sports Association / Japanese Paralympic Committee (JPC)

The International Paralympic Committee (IPC), Agitos Foundation, JPC and Nippon Foundation Paralympic Support Centre organised two training sessions for teachers in Singapore in November 2018 and March 2019 in cooperation with the Singapore Paralympic Committee. I'mPOSSIBLE, an official textbook published by the IPC was used. A total of 200 teachers participated in the workshop. Training of would-be leaders in Paralympic education back in their homes was also conducted.

"I fully understood the importance of basic education concerning equality and the inclusiveness of the Singaporean education system. I felt we want Paralympians to visit our school to share their experiences with children."
(Participating teacher)

*Implement under the governmental project consigned by Japan Sports Agency



Ethnic Harmony Project through the Sports Academy in Bosnia and Herzegovina

Little Bridge

Little Bridge created a sports academy named Mali Most in Mostar, Bosnia and Herzegovina where scars from ethnic conflict are still present. Mali Most is open to children of all ethnicities aged from 5 to 14 years. Sports serve as a means for children to have exchange and create an opportunity to cross ethnic boundaries. Little Bridge conducted a tour to Japan for Bosnian children to experience cultural exchange. At Mali Most, soccer training and games are held five times a week and some 70 children from various ethnic backgrounds enjoy the sport. Mali Most, which opened in October 2016, is expanding the range of sports other than soccer. In autumn 2018, players from Mali Most participated in regular matches.

"In Mostar, people live in different communities and go to schools of their own ethnicity. At Mali Most, children enjoy playing and being together regardless of their ethnicity."
(Project manager)

Rugby International Exchange Programme in Disaster-affected Areas

Japan Sport Council (JSC)*, Japan Rugby Football Union (JRFU), Iwate Prefecture, Kamaishi City

The JSC and JRFU conducted international cooperation and exchange programmes in Sri Lanka and Indonesia, stricken by the quake off-Sumatra in 2004, in cooperation with Kamaishi in Iwate Prefecture, a Rugby World Cup 2019 host city. The activities included an exchange programme and rugby training sessions for the local youth, sharing the values of sport and rugby. In addition, a Kamaishi City official delivered a talk on tsunamis from their experience and shared knowledge about how to be prepared for and what to do against a tsunami with the participants, which was followed by a Q&A session. More than 10 years have passed since the quake off-Sumatra; therefore, the talk served as a reminder to allow teachers and children to re-acknowledge the importance of disaster prevention against tsunamis

"The children were very pleased to be coached by former Japanese national rugby team players. It was a valuable experience for them. Combining rugby and disaster prevention education is very unique. The children were very interested in both. We look forward to another opportunity."
(Rugby coach, Galle City, Sri Lanka)



Soccer Festival at Refugee Camps

Shanti Volunteer Association

The Shanti Volunteer Association organises a soccer festival at a refugee camp on June 20, the world refugee day, organising at the Thai Noh Poe refugee camp in 2017 and at the Umpium camp in 2018. In 2018, in addition to soccer classes, picture books on soccer were also read to children. The soccer class to which participants from Japan joined served as a new platform for cultural exchange.

"We do not have coaches who teach us soccer in the Umpium refugee camp. This was my first experience and it was very fun. I want to continue playing soccer."
(Participant in soccer class)



International Cooperation/Exchange Programmes

Customisation and Export of Japan's Sport Content

Japan's sport content and culture are introduced to various countries. The activities go beyond introducing sport techniques and rules to also communicate the Japanese spirit through sport. Support for the development of the physical education curriculum is also provided in developing countries in order to spread the educational values of sport.

Project to Revise Myanmar's Primary Educational Curriculum

Japan International Cooperation Agency (JICA)

As part of the technical cooperation, JICA is engaged in developing textbooks and teacher guides in ten subjects including physical education for all grades from 1st through 5th of primary of school in Myanmar. The comprehensive project covers training courses for new teachers and refresher courses for active teachers as well. Japanese textbook publishers also participate in this project. Textbooks and teacher guides for the 1st and 2nd grades developed in 2016 and 2017 were distributed in June 2017 and 2018 nationwide. Those for the 3rd grade are expected to be distributed in June 2019. Text books for all five grades are scheduled to be developed by 2020. JICA supports the development of the textbooks and teacher guides, while the Myanmar government bears the expenses for printing and distribution.

"Thanks to the physical education classes, children are healthier and more robust than before. Teachers give guidance about how to play games and children arrange things in different ways themselves, using their creativity. Physical education will provide them with more chances and options when they grow up. They might even consider working in a sports-related field, which was unthinkable before."
(Local primary school teacher)



Proliferation of UNDOKAI

Japan Sport Council (JSC)* and others

The JSC introduces *Undokai* (Sports day), a typical Japanese sport culture, to many countries. *Undokai*, an enjoyable sport event for people of all ages, is not practiced outside of Japan. *Undokai* events such as tug-of-war and footraces go beyond being athletic activities to have educational values such as teamwork, discipline and collaboration. Leadership training has been provided for three years in Malawi for *Undokai* to take place regularly. *Undokai* is also held with the support from the members of the Sports for Tomorrow Consortium in Cambodia, Thailand, Laos, Guatemala, Ethiopia and other countries.

"I felt that the *Undokai* was a great way to use sports to nurture children. I am grateful for the opportunity to experience sports other than soccer and netball."
(Local government personnel)
"It was really fun. I wanted to try more events."
(Participating student)



Project for Dispatching Representatives Overseas to Promote Japanese Martial Arts

Nippon Budokan

From 2008 through 2018, Nippon Budokan has sent approximately 75 representatives of modern and ancient Japanese martial arts to 11 countries to organise martial arts performance competitions to demonstrate the essence of the Japanese martial arts. Seminars and workshops where participants experience martial arts have also been held. The project is to promote international understanding of the martial arts and foster friendship between Japan and the countries where the representatives are sent.



*Implement under the governmental project consigned by Japan Sports Agency



International Development of Radio Taiso

Japan Sport Council (JSC)*, NPO Japan Radio-Taiso Federation

Japan's Radio-Taiso are widely practiced as part of the sport recreation movement in the countries and regions where obesity and adult life-style diseases are increasing due to lack of exercise or poor eating habits. Japan Radio-Taiso Federation sent instructors to Thailand, Brazil, Mongolia and Tonga to perform exercise demonstrations and provided instructions at schools and sports events. It is also engaged in cultivating human resources and providing the content in multiple languages to contribute to promoting physical strength, fitness and health.

"Thank you for coming from Japan. I am pleased to learn such a well-designed exercise. I live in a small village and many adults do not practice exercise, so I want to show them the Radio-Taiso."
(participant from Tonga)
"Children with intellectual disabilities more easily become obese due to lack of opportunities to go outside or use the athletic facilities. The exercises which you can do easily no matter when or where are good."
(Participant from Mongolia)

Implementation and Promotion of Mizuno Hexathlon

Mizuno Corporation

Mizuno Hexathlon, an exercise programme developed by Mizuno, was introduced to public elementary schools in Vietnam. The programme is designed to address issues of physical education at primary schools and to enable all Vietnamese children to experience the joy of exercise. In September 2018, a cooperation memorandum with the Vietnam Education and Training Ministry was signed to incorporate Mizuno's Hexathlon programme into the new course of study. In November 2018, physical education classes using the Mizuno Hexathlon Exercise Programme recognised by the Vietnam Education and Training Ministry were started at 126 elementary schools in 63 cities in Vietnam.

"The Mizuno Hexathlon is an excellent programme for elementary school children which can maximize children's basic athletic abilities thanks to the rich content and teaching methods. It is reported that because of the game element of the programme, children at schools which introduced the programme enjoy exercising. The Vietnam Education and Training Ministry is grateful to Mizuno for its commitment to our physical education programme. To further expand this programme effectively, we will give guidance to the authorities concerned to work closely with Mizuno. We hope the Mizuno Hexathlon programme will bring practical benefits to the children to contribute to the overall improvement of elementary school education."
(Vice Minister of the Vietnam Education and Training Ministry)



Kodokan's Support Activities for Overseas Judokas

Kodokan

Kodokan is actively engaged in activities to spread judo, which is part of Japanese culture and the educational system of mind and body, through sending instructors abroad and accepting international coaches, providing judo equipment and other activities. Kodokan's objectives are to promote proper understanding of judo, improve competitiveness and foster mutual understanding through training sessions with Japanese judokas.





International Cooperation/Exchange Programmes

Sports Exchange as National Culture

We have held wide-ranging international exchange programmes through sports at home and abroad. We also participate in other exchange programmes to foster the sports exchange movement.

Sanix World Youth Invitational Tournament

SANIX Incorporation, SANIX Sports Foundation and Global Arena KK

SANIX promotes the healthy development of youth and international exchange through sports and culture. SANIX Sports Foundation has held a number of international sports events including the World Rugby Youth Invitational Tournament since 2000, and the Youth International Soccer Tournament, the SANIX CUP U-17 International Handball Tournament, the International Junior Rhythmic Gymnastic Group Tournament and the International Juvenile Judo Team Championships in Fukuoka since 2003. Simultaneously, we also hold camps for multi-cultural exchange programmes. The initiatives are to spread and develop sports among the youth and improve their competitiveness, as well as to foster their having a global vision through exchange with international teams.

"The sophisticated organisation and hospitality of the games offered a wonderful experience to both the athletes and staff. We were also able to see personal growth through international exchange and learning. I really want to participate again next year and definitely want to work for the development of the tournament."
(Exeter College team manager)



International Cultural Exchange through Sports

The Japan Foundation (JF)

As part of its international cultural exchange activities, the Japan Foundation collaborates with the Japan Football Association (JFA) and Japan professional Football League (J.League) to hold soccer exchanges, teams with Kodokan to offer judo exchanges through the JITA-KYOEI Project, etc. Through sports, JF introduces Japanese culture and supports fostering human resources.

"As leading football instructors from Asian countries, we recognised the world trend of football, stimulated each other and shared common vision through this programme. We are certain that all of us will take advantage of this experience in our countries."
(Philippine soccer instructor)
"We are grateful and indebted to the judo masters who imparted their knowledge on us at a seminar in the very home of judo, the Kodokan. We also are thankful for the opportunity to practice with colleagues from other countries. We will return to our country and tell people of our experiences and impressions."
(Coach who participated in international seminar)



Cultural Projects of the Diplomatic Missions Overseas

The Ministry of Foreign Affairs

Japan cultural introduction projects where diplomatic missions promote understanding of and appreciation for Japan in their various regions, using diplomacy in a unified and collaborative effort. Building toward the 2020 Tokyo Olympic and Paralympic Games, lectures, demonstrations, and workshops are held on primarily sports that have originated in Japan such as judo and kendo. Through sports, mutual understanding and international exchanges are promoted.

"The judo demonstration was very powerful. It was a valuable experience to understand the depth and attraction of judo. I am very excited about the 2020 Tokyo Olympic and Paralympic Games. I want to support the increased interest in judo in both Japan and Canada."
(Local participant)

Cultural Grant Aid for Sports Related Projects

The Ministry of Foreign Affairs

Cultural Grant Assistance is a part of Official Development Assistance (ODA), to be provided to contribute to the promotion of culture and education including sports in developing countries, with a view to promoting cultural exchanges, friendship and mutual understanding between these countries and Japan.

"Japan's assistance in constructing our baseball field was not just of benefit to the Tanzanian players, but to the whole country. Through improvement of our baseball fields, Japan has brought a new sport to Tanzania. I would like to ensure that baseball be incorporated in the curriculum of inter-primary and inter-secondary schools."
(Prime Minister Majaliwa)



Japan's Friendship Ties Programme, JENESYS2018

The Ministry of Foreign Affairs

The aim of the programme is to promote understanding of Japan in its politics, economics, society, culture, history and diplomatic policies through people-to-people exchanges with the Asia-Pacific countries and regions, which invite/dispatch youths who will lead the future of the societies. A better understanding will lead to cultivate supporters for Japan and participants' proactive dissemination of information on Japan's diplomatic policy and attractive points will strengthen our public relations. The programme will build a basis for future friendship and cooperation between Japan and the Asia-Pacific region.

"We had many positive experiences through this programme. We not only witnessed the high level of Japan's team and its play, but we also experienced the high levels in Japan's lifestyle, traditional culture, science and technology, etc. I will work hard to play in the J League someday."
(Participating player from Mekong)

Japan-Russia Exchange (Japan-Russia Youth Exchange Programmes, Japan-Russia Grassroots Exchange Programmes)

The Ministry of Foreign Affairs

As we head toward the Tokyo 2020 Games, we are fostering a movement of sports exchange in the framework of Japan-Russia Youth Exchange and Japan-Russia Grassroots Exchange programmes. Part of Japan-Russia Youth Exchange Programmes invites Russians to Japan and dispatches Japanese to Russia in the short term to promote mutual understanding partly in the field of sports. Japanese embassy and consulates-general in Russia carry out various programmes including sports exchange with Russia-Japan friendship associations to promote understanding of Japan in Russia.

"This soccer exchange match has been valuable. I want to keep this experience alive by having a rematch with the Japan side. I also want to visit Japan and learn more about its culture and customs."
(Participating athlete from Russia)



Contributing to Promotion of Sports in ASEAN

Japan Sport Association (JSPO)

Having partnered with Thai sports organisations since fiscal 2018, JSPO introduced an exercise programme called Active Child Program (ACP) to encourage Thailand people, especially children, to enjoy and develop their physical activity. Until now, we had held ACP seminar courses for local sports instructors and teachers. From now, we will be promoting ACP at local schools and are aiming to make teaching textbook in Thai. We will continue to work for promoting sport environment in other ASEAN countries by introducing good practice in Thailand.

"In recent years, we have had a problem that the amount of physical activity in Thai children are decreasing rapidly. It was a good chance and timing for us to cooperate with JSPO. We hope we will develop the project to by utilizing ACP knowledge and make a good result in promoting sports in Thailand."
(Person related to Thai sports organisation)

Message

The opportunity to stage the Olympic and Paralympic Games, the world's first and third biggest sport events respectively, is a once in a lifetime opportunity and one that must be taken full advantage of.

Since winning the right to host the Tokyo 2020 Games, the Japanese government and stakeholders have implemented a range of initiatives that are producing many tangible legacies in the host country and across the globe.

One of them is Sport for Tomorrow which is already delivering multiple benefits for the Paralympic Movement one year out from what will be truly outstanding Tokyo 2020 Paralympic Games.

Developing the footprint of the Paralympic Movement and strengthening our 200 plus members is one of the IPC's five strategic priorities as we aim to make for a more inclusive world through Para sport. That is why I am so delighted that one of Sport for Tomorrow's main pillars is international co-operation and exchange programmes. By sharing coaches, knowledge, expertise and providing equipment to those most in need, Sport for Tomorrow has supported several National Paralympic Committees on the road to Tokyo 2020.

Clean and fair sport is also of paramount importance to the IPC and I have been delighted to see a number of Paralympians involved in supporting "PLAY TRUE 2020". People will only participate in and engage in sport if they can truly believe in it and the IPC fully supports all projects that promote the integrity of sport.

Sport is a powerful tool when it comes to education and one of the ways the IPC aims to inform the next generation about the vision and values of the Paralympic Movement is through I'mPOSSIBLE, a toolkit of resources for teachers to implement in elementary schools.

Launched in Japan in 2017 with the support of the Nippon Foundation Paralympic Support Centre, Foundation for Global Sport Development, Japanese Paralympic Committee and Tokyo 2020, I'mPOSSIBLE has been implemented in 15% of Japan's schools. Today, 24 NPCs have also signed up to the international education programme, engaging nearly 150,000 students.



I am truly grateful that in November 2018 as part of Sport for Tomorrow, the Japan Sports Council, together with stakeholders, hosted a training course for 95 school teachers in Singapore in collaboration with the Agitos Foundation, the IPC's development arm. As huge advocates of the programme, Japan is the only country to contribute to the international diffusion of I'mPOSSIBLE by sharing their own knowledge and experience.

Finally, I would like to thank the Sport for Tomorrow Consortium, in particular the Ministry of Foreign Affairs and the Japan Sports Agency, for their tremendous work in promoting the values of sport and the Olympic and Paralympic Movements to people of all generations worldwide.

To reach over 9.5 million people in more than 200 countries and regions is a tremendous achievement and worthy of a gold medal in itself. Keep up the fantastic work!

Andrew Parsons
IPC President

Comments on Japan's Assistance for Sports and Physical Education

First of all, I would like to express our sincere appreciation for Japan's assistance for Sports and Physical Education. We receive this assistance through the Project for Curriculum Reform at Primary Level of Basic Education in Myanmar (CREATE) being implemented in collaboration with JICA.

In Myanmar, curriculum reform has been implemented to achieve (i) balanced focus on five strengths (Intellectual, Physical, Moral and Ethical, Social, and Economic strengths) and (ii) Introduction of 21st century skills (higher order thinking skills, problem solving skills, creative skills, etc.) with the support of JICA. Starting from June 2017, new Grade 1 textbooks including Physical Education (PE) have been introduced nationwide. This is the first time to develop and use colorful PE textbook with illustrations, which can show movements clearly and critical elements of physical education. By introducing new PE textbook in the classroom, Ministry of Education (MOE) is aiming for students to enhance physical literacy (motivation, confidence, physical competency, knowledge and understanding) developmentally appropriate to maintain physical activity throughout their daily life.

Since introducing new PE curriculum, students become gradually changing as follows: (i) students become enjoyed the physical activities, be self-confident, and have positive attitudes in physical activities; (ii) students become acquired the basic skills and improve health related fitness to participate in daily life physical activities; (iii) students become understood the basic knowledge and

apply it to solve problems they face in physical activities and (iv) students become developed the basic social skills for cooperative participating & paying respect each other in physical activities.



In the old curriculum, there was no textbook in PE and much more emphasis on learning

five core-subjects such as Myanmar, English, Mathematics, Science and Social Studies. Therefore, it was not so much practiced at school and teachers felt difficulty to teach PE lesson. But after introducing new curriculum and PE textbook, PE lessons become actively be practiced and teachers become more confident to teach PE lesson. Students also become interested in learning PE subject. According to the impact survey done by the CREATE Project, preference of PE subject becomes ranked 4th among 10 subjects which are taught in primary.

Three years has passed since MOE introduced new curriculum and textbook in primary level, remarkable changes have been observed. We expect that students who learned and practiced in new PE curriculum would acquire skills for life, learning and working in 21st century, and could also promote interests and importance of sports activities for Myanmar people in the future. It is very much appreciated that more Myanmar students become more actively involved in playing sports and more interested in sports by introducing new PE curriculum.

In conclusion, I would like to comment that Japan's assistance for Sports and Physical Education is very much supportive for our country in order to promote the power of sport and development of Physical Education.



Director General,
Department of Education Research,
Planning and Training
Dr. Win Tun



Academy for Tomorrow's Leaders in Sport

To educate future leaders of the international sporting world a master's programme for youths in and outside Japan has been established, and short-term seminars are offered for participants to learn about Japanese culture and sports management.



Tsukuba International Academy for Sport Studies (TIAS)

University of Tsukuba

In October 2015, the University of Tsukuba established a Sports and Olympic Studies degree programme, which was a Master's Programme in Health and Sport Sciences in the Graduate School of Comprehensive Human Sciences, and opened the Tsukuba International Academy of Sports. The first term, 19 out of 73 applicants to the academy were accepted. In the second term, 19 out of 76, in the third term, 19 out of 142, and in the fourth term, 23 out of 138 were accepted. This academy, blessed with many applicants, hopes to contribute to international society by serving as a centre for cultivating international sports leaders in the long term.



Coach Developer Academy (NCSA)

Nippon Sports Science University (NSSU)

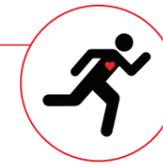
The NSSU has educated many sports instructors over its history of more than 125 years. Taking advantage of this strength, it established the NSSU Coach Developer Academy (NCSA) in 2014 with the aim of fostering Coach Developers. The academy has a short-stay programme with face-to-face meetings and pre- and post- learning programmes, incorporating an online module for blended educational opportunities. So far, the academy has accepted 73 coaches from 31 countries, and they have, in turn, benefited more than 19,000 people. We will continue to provide support to develop coaches in other countries.



NIFISA International Sports Academy (NIFISA)

National Institute of Fitness and Sports in Kanoya (NIFS)

NIFISA operates a short-term programme for young coaches and researchers from all over the world, focusing on Asia, to develop future Olympic programmes and cultivate global human resources who will be active in international sports. This programme consists of an international Olympic management seminar featuring education on lifelong sports, and sports business through industry-academia collaboration. The programme also holds a cutting-edge sports performance seminar featuring a new coaching science based on sports performance research which brings together the practical knowledge of top coaches and sports science. Nine sessions have been held so far with 146 participants from 38 countries.



"PLAY TRUE 2020" (Global Development of Anti-Doping Movement)

"PLAY TRUE 2020" is one of the core legacy pillars of Sport for Tomorrow led by the Japan Anti-Doping Agency (JADA). It is aimed to protect the spirit of sport and to make the true value of sport matter in society for future generation.

"PLAY TRUE 2020" delivers a number of interlinked projects in order to disseminate the positive message on sport values and develop the future leader of society by promoting the sport values-based education.

Vision - "PLAY TRUE 2020"

P	L	A	Y
Positiveness	Leaders	Activation	Youth
positive inherent value of sport	to develop leader of society	to activate one's feeling towards sport	to develop future leader in sport and society by focusing on youth

TRUTH/TRUE value is penetrated these key words.
Under this vision, all project areas are in synergy to create legacy.



"Real Champion Education Package" was developed based on research evidence and shared with a wide range of organisations.

It includes teaching materials and lesson plans to deliver both sport values and anti-doping education. Its concept is easy to understand and easy to use for all generations, countries and regions.

"PLAY TRUE Relay" started in 2014 to relay the "true" value/ power of sport" by athletes. Inside only 1 Makimono, Japanese traditional scroll paper - traditionally used to pass on the true message - the athletes inscribed their TRUTH messages.

"i-PLAY TRUE Relay" is everyone's relay. All true messages for sport will come together in Tokyo 2020 as 'art', and will be passed on as legacy!



Various kinds of active learning programmes for clean and true sport are delivered to develop the youth leader in sport, community and society.

For example, those masters students acquired a wider perspectives on sport have already graduated, and they have applied to their respective fields.



Through the "Real Champion Partnership" with International Federations (IFs) and NADOs, Event-Based Education is delivered before/at the international events.

Athletes and their Support Personnel were engaged in acquiring the basic anti-doping knowledge and leaving their commitment message for clean sport.

International PR Activities

Successful cases of international contribution and exchange through sports are introduced at international sports events and conferences. We are now able to conduct public relations at a greater number of international conferences.

1 Efforts to Leverage International Events

Japan House Operations for Rio de Janeiro 2016, Tokyo 2020

Japanese Olympic Committee (JOC)

At the 31st Olympic Games opened in August 2016, four organisations – The Tokyo Organising Committee of the Olympic and Paralympic Games, Tokyo Metropolitan Government Office, Japanese Paralympic Committee (JPC), and JOC – reached agreement on establishing the Tokyo 2020 Japan House (JH) to expand various competitions and to use sports to contribute to each country and region through exchanges and negotiations involving each organisation. JH operated a lounge for the IOC, NOCs and all the Olympic Families for hospitality and held the press conferences for Japan's medalists, and held the huge reception put on by all four organisations. There were more than 67,200 visitors from the Olympic Families including sponsors, and media, which indicated that there was a very high interest to Japan as host country of the next Olympic and Paralympic Games.



Tokyo 2020 JAPAN HOUSE

The Tokyo Organising Committee of the Olympic and Paralympic Games

The Tokyo 2020 Japan House was opened during the 2018 PyeongChang Olympic and Paralympic Games to publicize Tokyo and the Tokyo 2020 Games to international guests related to the Games, the media and spectators. The Tokyo 2020 Japan House, which was open for 27 days during the Games held from February 9 to March 18, 2018, attracted 152,512 visitors from all over the world. People enjoyed the high-tech web content and participating in additional sports trial sessions. During the Paralympic Games, the contents, including a corner for trying out boccia, attracted many people.



"There were many fun attractions. I liked how they explained about the additional sports included in the Tokyo 2020 Games and also the facilities. I especially enjoyed the 3D scanning corner of the Tokyo Travellers. Now I want to go to the Tokyo 2020 Games." (A local visitor)

Health & Long Life Campaign in Manila

Japan External Trade Organization (JETRO)

JETRO held "Healthy Lifestyle Exhibition" in Manila, the Philippines in March 2019. At the event, Japanese health care products including sports related, healthy food and elderly care products were presented by 40 Japanese exhibitors. On the main stage, a freestyle basketball world champion and Okayama Seagulls of the V.League performed and provided opportunity to have sports experience with professionals. In addition, SFT activities were introduced to 33,000 visitors. Japanese exhibitors commented that we felt the higher awareness of health among the Filipinos than expected.



Japan Sports Showcase

Japan External Trade Organization (JETRO)

JETRO promoted Japanese sports related products and services in January 2019 in Ho Chi Minh City, Vietnam. In the exhibition area, 10 sports companies and organisations introduced their unique sports goods, services and activities. The sports-experience area featured the Mizuno Hexathlon Exercise Programme for children and Gillilita's Slack Rail programme, which helps people gain a sense of balance. These activity programmes attracted about 400 children and adults. Japanese exhibitors reflected that we felt the possibilities for promoting sports business into Vietnamese market.



2 Activities Leveraging International Conferences

World Forum on Sports and Culture

Date: October 19-22, 2016 Location: Japan Participating countries: about 70

World Forum on Sport and Culture was held in Kyoto and Tokyo in October 2016, soon after Rio 2016 Olympic and Paralympic Games, as a kick-off event for 2019 Rugby World Cup, the Tokyo 2020 Games, the World Masters Games 2021 Kansai, and other sporting events. The aims of the Forum were to discuss and transmit information about the international cooperation of sport, culture, business, and their tangible and intangible legacy while coordinating with tourism and to build international momentum toward these events.

The Sport Minister Meeting, held in Tokyo, was attended by sports ministers and other state representatives from approximately 70 countries. The meeting featured three sessions with sports ministers (the first session on sport for development and peace, the second session on sport for all and the third session on protecting the integrity of sport). The meeting was concluded with the Chair's summary who was from the Japanese government, which proposed promotion of Sport for Tomorrow movement to change the future of society with the power of sport.



The Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI)

Dates: July 13-15, 2017 Location: Russia Participating countries: about 120

The Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) was held in Kazan, Russia. The Japanese government introduced the result of World Forum on Sport and Culture held in October 2016 and some concrete examples of Sport for Tomorrow in relation with the Sustainable Development Goals (SDGs) set by the United Nations and policy areas of the Kazan Action Plan. These got support from UNESCO as unique and successful cases in Asian region which the Japanese government work on with its leadership.



The First ASEAN Plus Japan Ministerial Meeting on Sports

Event dates: October 11, 2017 Event location: Myanmar Participating countries: 10 ASEAN countries, ASEAN secretariat and Japan

The First ASEAN Plus Japan Ministerial Meeting on Sports was held in Nay Pyi Taw, Myanmar. The Japanese government clarified the priority area for the future cooperation between Japan and the ASEAN countries based on "ASEAN Work Plan on Sports 2016-2020" from the perspective of the contribution of sports to the Sustainable Development Goals (SDGs) set by the United Nations, the promotion of Sport for All, the protection of the integrity of sport and the development of sports industries. The government also proposed the Policy Guidelines and the Strategic Directions for the Collaborative Work Programme. Each participating country expressed their gratitude for Japan's cooperation through Sport for Tomorrow and other projects as well as their expectations for further cooperation.



7th World Women's Sports Meeting

Dates: May 17-20, 2018 Location: Botswana Participating countries: 81

The 7th World Women's Sports Meeting was held in Gaborone, Botswana. Themed on women's leadership, the Japanese government introduced its work as well as the policies of the Sports Ministry in keeping with international trends. They also explained that their initiatives would contribute to Goal Five of the United Nations' Sustainable Development Goals (SDGs), which calls for creating societies that realise gender equality, adding that the advancement of women in the sports world will raise the overall value of sports.



SPORT FOR TOMORROW and SDGs - Toward Post - SPORT FOR TOMORROW

In September 2018, the Japan Sports Agency (JSA) formulated its Strategy for International Affairs in Sports. The essence of this strategy is that it is essential to consider the continuity of current projects in order to bolster our country's international presence and maintain its credibility through the international development of sports; in other words, infusing international trends in sports into domestic policies and, at the same time, introducing domestic examples of efforts made with sports to international society. Moreover, for the continuity of the projects, the JSA's influence alone is not enough. It is necessary for the public sector to collaborate with the private sector to maintain the sustainability of the private-public initiatives. To encourage this collaboration, the value of the international development of sports must expand into other sectors, and the private sector should be encouraged in this through the design of incentives and the development of business models.

To work out the details of these policies, the JSA is going to continue to collaborate with the Japan Sport Council and others to develop policies from 2021 once the Sport for Tomorrow (SFT) programme has ended and the post-SFT era begins through the setting up of a working group, which will focus on examining how sports can contribute to the achievement of the Sustainable Development Goals (SDGs).



UNESCO Peer Review of the Fiji Republic's Physical Education Policies

Japan Sport Council (JSC)*

In 2015, the United Nations Educational, Scientific and Cultural Organization (UNESCO) formulated a policy for Quality Physical Education (QPE) that called for children to inclusively learn together with those of the same generation. Japan was designated as a supporter of the QPE policy, because of the advanced nature of its physical education programmes and was asked to support the Fiji Republic in executing the QPE policy. It offered advice on physical education and sports and monitored progress on the ground.

Death in the Fiji Republic is said to be caused more than 80% of the time by non-communicable lifestyle-related diseases. It is a complicated problem. While the country understands the importance of exercise, the school physical education programme is unsatisfactory. At many schools, physical education means just playing sports, and you can see the discomfort of the students who are not good at sports. In these conditions, this programme aimed to contribute to support of a fixed physical education and sports policy and use it to prevent lifestyle diseases while improving the percentage of those participating in exercises and sports.



Specialists Dispatched to Support Capacity Development among Peru's Physical-Education Teachers

Japan Sport Council (JSC)*

Japan provided knowledge in the school physical education sector with the aim of developing the capacity of Peru's physical education teachers. In January 2018, six people connected to Peru's physical education were invited to Japan and introduced to Japan's physical education curriculum. To see how the knowledge gained in Japan was used, and to expand the reach, experts were sent to Peru to inspect the activities, write a report, and hold meetings and seminars.

Once the invitees returned to Peru, it became clear that they made efforts to develop the capacity of elementary and middle school physical education teachers as well as university instructors and students in the physical education faculty through demonstration lessons and references to methods for improving the quality of physical education as used in Japan. We plan to continue our cooperation with the people in this project to better expand physical-education ties between Peru and Japan.



"We are very grateful that the Lima City Board of Education cooperated with Japan in this project. There are 2 million students and 56,000 teachers in Lima City (kindergarten through high school). We think this project will have great impact on the target area. We want to continue our efforts with you."
(Lima City Education Chair)

*Implement under the governmental project consigned by Japan Sports Agency



Women's Track Meet in Tanzania (Ladies First)

Japan International Cooperation Agency (JICA)

A track meet was held in Tanzania to bring opportunity to female athletes who have little chance to compete. Female athletic activity in Tanzania does not reach the levels of neighboring countries, and one reason is there are fewer opportunities to compete for women than men. This is a symbolic example of why Tanzania needs to realise gender equality. The aim of this event was to contribute to enlightening activity around gender equality, female empowerment, sports promotion, Sports for Tomorrow and SDGs.



"I want eyes to turn to female athletes. Next I want to make the Olympics, win a medal in Tokyo, and become someone my country is proud of."
(participating athlete)
"I agree with the effort to tackle the two issues of sports promotion and gender equality at the same time through this meet."
(Sports Minister)
"If a female Tanzanian athlete competes in Tokyo that would be a success story and would raise awareness of female athletes, connecting to a better status for women."
(Jemma Ikanga, former track athlete, JICA Tanzania Office of Public Relations Ambassador)



World Baseball Glove Project

Yomiuri Shinbun, Japan International Cooperation Agency (JICA), Yomiuri Giants

The World Baseball Glove Support Project has the aim of spreading baseball among developing countries and helping to further youth education. It takes in donations of used gloves and other baseball equipment and holds baseball training programmes. This fiscal year is the third year, and 4,902 baseball items were amassed, an improvement from the previous year. Donations are sent to schools and baseball organisations in 15 countries through members of the JICA Youth Overseas Cooperation group. Also, a Giants Academy coach was sent to Fiji to hold 6-day training sessions for children 10 to 15 years old.



"In 2004, baseball and softball teams were established in Burkina Faso, leading to an increase in people playing the sport. But importing the equipment is difficult, and the amount of equipment can't keep up with the increase in players. To help spread interest in baseball, players make visits to schools, but there aren't enough gloves, so rules are invoked to allow for catching and hitting with bare hands. Children are saying they are excited to have enough equipment and begin to play real baseball."
(Local related to the programme)

What are the Sustainable Development Goals?

The 2030 Agenda for Sustainable Development (the 2030 Agenda) is a set of international development goals from 2016 to 2030, which was adopted by the UN Sustainable Development Summit held in September 2015 building on the success of Millennium Development Goals (MDGs).

The 2030 Agenda listed "Sustainable Development Goals" consisting of 17 goals and 169 targets in order to eradicate poverty and realize a sustainable world. The SDGs are universal goals applicable, not only to developing countries but also developed countries, and pledge "No One is Left Behind" through the implementation process.

Japan welcomes the historic adoption of the 2030 Agenda as a country which has consistently contributed to the formulation and negotiations of the Agenda, and will make utmost efforts to implement it with international community based on the concept of human security.



***SPORT
FOR
TOMORROW***



Sport for Tomorrow Consortium Secretariat

Inside the Department of Information & International Relations, Japan Sport Council (JSC)

2-8-35 Kita-aoyama, Minato-ku, Tokyo 107-0061, JAPAN

sft.info@jpnssport.go.jp