

# 2014

**SPORT  
FOR  
TOMORROW**

## **FINAL REPORT**

**2014-2021**

# 2021





# Message from Japan Sports Agency Commissioner Murofushi Koji

Sport for Tomorrow (SFT), which was launched in 2014 in anticipation of the Tokyo 2020 Olympic and Paralympic Games, has established and developed public-private networks for international cooperation and exchange through sport and spread the values of sport and the Olympic and Paralympic movements to more than 13 million people in 204 countries and regions (as of the end of September 2021).



Many children now have more opportunities to enjoy sports thanks to the programme's donations of sports equipment and gear. Some athletes were able to compete in the Tokyo 2020 Olympic and Paralympic Games through development programmes for athletes and coaches. Moreover, SFT has contributed not only to the spread of the spirit of sports but also to the attainment of the SDGs, such as mutual understanding of different ethnic groups, women's empowerment, and realization of an inclusive society.

I would like to extend my heartfelt appreciation to the SFT consortium members and all parties concerned who have supported the philosophy of SFT and engaged in its promotion.

Of course, we have had ups and downs during these past seven years. It became difficult to continue many of the SFT projects due to the global COVID-19 pandemic from the end of 2019 and the resulting restrictions on cross-border travel, but other projects have survived by repeated trial and error.

The Tokyo 2020 Olympic and Paralympic Games concluded without serious difficulties thanks to all the efforts of stakeholders, despite the unusual situation caused by the pandemic. We witnessed the athletes overcoming difficulties and dedicating all their strength to their events. I suppose that watching these athletes touched the hearts of millions without any words necessary and gave us an opportunity to share their emotions. I have no doubt that people in Japan and all over the world were able to rediscover the irreplaceable values of sport.

The outcomes of the various projects carried out under the framework of SFT and the networks we have established are the invaluable legacies of the Tokyo 2020 Olympic and Paralympic Games. We are committed to passing on these legacies and continuing to carry out those programmes as post-SFT programmes. I believe in the spirit of sport, and we would like to continue to promote international cooperation and exchange through sport.

January 2022

MUROFUSHI Koji  
Commissioner, Japan Sports Agency



## Introduction

In 2013 then-Prime Minister Abe Shinzo declared the launching of the Sport for Tomorrow (SFT) programme during the campaign to host the Olympic and Paralympic Games, stating that “young Japanese will bring the joy of sports directly to ten million people in over one hundred countries by the time the Olympic torch reaches Tokyo in 2020.”

After that, we set the numerical goals of implementing SFT in 100 countries and for 10 million people and established a private-public SFT Consortium on an all-Japan basis. We have carried out various projects in three activity areas under this Consortium, namely, 1) international cooperation and exchange through sport, 2) establishment of academies for tomorrow’s leaders in sport, and 3) promotion of the Global Development of Anti-Doping Movement.

The number of beneficiaries was stagnant around one million two years after SFT was launched, but since then it increased rapidly and reached the numerical goal at the end of September 2019.

The number of SFT Consortium members has also increased to 459 as of the end of September 2021, including government and government-affiliated agencies, national sport-related organizations, private companies, NGOs/NPOs, universities, and local municipalities. The members collaborate with each other by making the most of their own strengths. For example, sport-related organizations and private companies donated sports equipment and gear to NGOs/NPOs and universities that engage in support activities in developing countries.

The number of SFT projects carried out during these past seven years exceeds 7,500. SFT has now become an important topic of intergovernmental exchanges, contributing to the attainment of the SDGs. Although SFT has achieved its goals and brought about great results, we learnt that it is important to raise awareness of SFT and revitalize members’ activities with the view of promoting international cooperation through sport. Furthermore, we need to come up with a more effective way of carrying out SFT projects in response to the restrictions on face-to-face interactions due to the COVID-19 pandemic, since many of the projects are carried out on a face-to-face basis by inviting or dispatching participants.

We are committed to passing on the experiences obtained from individual SFT projects, the SFT Consortium’s networks, and the outcomes and challenges of SFT as the legacies of the Tokyo 2020 Olympic and Paralympic Games. Our aim now is to set new goals for the post-SFT era and expand the values of sport and the Olympic and Paralympic movements in Japan and other countries. We kindly ask for your continued support and cooperation.

January 2022

HOSHINO Yoshitaka  
Director General, Japan Sports Agency

# History of Sport for Tomorrow (SFT)

At the IOC General Assembly held in Buenos Aires, Argentina in September 2013, then-Prime Minister Abe Shinzo announced plans for SFT in Tokyo's final bid to host the Summer Olympic and Paralympic Games in 2020. After Tokyo was chosen as the host city, the steady operation of SFT became an international commitment.

SFT got underway in 2014. The SFT Consortium was established in August 2014 and had 53 members as of the end of that year, including the Steering Committee. About 100 organisations enrolled in SFT every year until 2018, with the number of members reaching 459 at the end of September 2021.

As regards to the goal of delivering the values of sport to 10 million people, due to the continuous efforts of SFT, approximately 1 million people were able to benefit from SFT in the first two years (2014 and 2015). In FY2016, the number of participants exceeded 2 million people, reaching the goal of 10 million in September 2019.

SFT was extended for another year, after the Tokyo 2020 Olympic and Paralympic Games were postponed by one year due to the COVID-19 pandemic in 2020. Moreover, it was difficult for Consortium members to carry out activities without direct contact, but many members continued in their areas of international contribution and exchange activities online. The Tokyo 2020 Olympic and Paralympic Games were successfully held in 2021, with many athletes supported by SFT participating therein. Although SFT will come to an end in March 2022, international contribution through sporting initiatives and exchange programmes will continue as a movement.

2013	Commitment to SFT in final presentation by then-Prime Minister Abe to IOC General Assembly		Abe Cup in Ivory Coast- first SFT programme
2014	First SFT programme Establishment of SFT Consortium (August) SFT achievements as of end of FY2014: 53 members, 1,053 programmes, and 524,065 foreign beneficiaries		School physical educational guidelines approved in Cambodia
2015	SFT achievements as of end of FY2015: 180 members, 1,897 programmes, and 1,096,000 foreign beneficiaries		
2016	Rio de Janeiro Summer Olympic and Paralympic Games World Forum on Sport and Culture (October) SFT achievements as of end of FY2016: 296 members, 2,866 programmes, and 3,483,772 foreign beneficiaries		
2017	PyeongChang Winter Olympic and Paralympic Games Establishment of JSA Commissioner's Letter of Gratitude award SFT achievements as of end of FY2017: 380 members, 4,002 programmes, and 6,643,308 foreign beneficiaries		Letter of Gratitude awarded by former JSA Commissioner Suzuki Daichi
2018	SFT achievements as of end of FY2018: 426 members, 5,200 programmes, and 9,639,949 foreign beneficiaries		

2019	Rugby World Cup 2019 (September – November) SFT achievements as of end of FY2019: 448 members, 6,804 programmes, 12,065,656 foreign beneficiaries (reached 10 million in September 2019)		Webinar conference conducted for members
2020	Online activities due to the COVID-19 pandemic One-year extension of SFT due to the one-year postponement of Tokyo 2020 Olympic and Paralympic Games SFT achievements as of end of FY2020: 458 members, 7,408 programmes, and 12,463,944 foreign beneficiaries		
2021	Tokyo 2020 Olympic and Paralympic Games SFT achievements as of end of September FY2021: 459 members, 7,537 programmes, and 13,192,197 foreign beneficiaries		Participation of SFT-supported athletes at Tokyo 2020 Olympic and Paralympic Games
2022	March: Completion of SFT		

# Table of Contents

<b>Chapter 1 Sport for Tomorrow</b>	<b>1</b>
1-1. What is Sport for Tomorrow?	1
1-2. Three Spheres of Activity	1
1-3. Goal of 'Over 10 million People in Over 100 Countries' and Number of Projects	2
<b>Chapter 2 Sport for Tomorrow Consortium</b>	<b>7</b>
2-1. Steering Committee	7
2-2. Consortium Members	8
2-3. Plenary Meetings and Members' Exchange Meetings	9
2-4. Collaboration Amongst Members	13
2-5. Public Relations	13
Case: Japan Sports Showcase (JETRO)	16
Case: Japan Sports Agency	18
Case: Side Event at 7 <sup>th</sup> Tokyo International Conference on African Development (TICAD7) and JICA/AFD Collaboration Event (JICA)	19
<b>Chapter 3 International Cooperation and Exchange through Sport</b>	<b>20</b>
3-1. Promotion of Sports and Japanese Sporting Culture	20
Case 1: Contribution to Promotion of Sports in ASEAN Countries (JSPO)	22
Case 2: Coaching Artistic Swimming in Indonesia, Activity to Promote Boccia in Nepal, Judo Coaching in Peru, and Gym Instructor in Palau (JICA)	24
Case 3: <i>Undokai</i> , Physical Education and Sports Support Activities in Cambodia (International Budo University)	28
Column: Activities to Spread and Promote Universal Sports and Para Sports in Laos (ADDP)	30
3-2. Sport for Development and Peace	32
Case 4: Support for Peace and Unity through Sport in South Sudan, 'Ladies First' Women's Track Meet in Tanzania, and Promotion of Social Participation of Persons with Disabilities through Sports (JICA)	34
Case 5: Teacher Training of Paralympic Education Toolkit: 'I'mPOSSIBLE' in Zambia (JSC, JPC, NPC Zambia, IPC/Agitos Foundation)	38
Case 6: Refugee Camp Football Festival (Shanti Volunteer Association)	40
Case 7: 'Leave No One Behind through the Power of Sport': Project to Solve Social Issues in Partnership with Local Sport Clubs in Africa (A-GOAL)	44
3-3. International Exchange through Sport	46
Case 8: Projects for Sports Diplomacy Enhancement: Exchange with Finland through <i>Kendo</i> (Ministry of Foreign Affairs)	48
Case 9: Football Exchange Project (Japan Foundation)	52
Case 10: Social Contribution Activity through Sport for Youths (SANIX)	54
Case 11: Judo Exchange Program 'JAPAN-ASEAN JITA-KYOEI PROJECT'	56
Case 12: FY2016 Grant Assistance for Cultural Grassroots Projects for Costa Rica, "The Project for the Improvement of Sports Equipment of Costa Rica Olympic Committee" (Ministry of Foreign Affairs)	58
Case 13: Japan-Germany Sport Exchange, Japan-Korea-China Sports Exchange, Japan-Korea Sport Exchange, Japan-China Sports Exchange, and Regional Exchange (JSPO)	60
Case 14: Rugby International Exchange Program (JSC, JRFU, Kamaishi City, Iwate Prefecture)	64

<b>3-4. Physical Education in Schools</b>	67
Case 15: Projects to Support Physical Education in Cambodia, Quality Physical Education in Basic Education, and Project for Confidence Building through Physical Education in Bosnia Herzegovina (JICA)	68
Case 16: Physical Education Teacher Capacity Development Support in Peru (JSC)	72
Case 17: Project to Promote the Introduction of ‘Mizuno Hexathlon Program’ to Public Elementary Schools in Vietnam (Mizuno Corporation)	74
<b>3-5. Improving International Competition Levels</b>	77
Case 18: Workshop on Organisational Management for the National Paralympic Committee of Kazakhstan (JPC)	78
Case 19: Collaboration Programme Utilising the High Performance Sport Center (JSC, JOC, NFs)	80
Case 20: Support for Expansion of Countries and Territories Participating in Paralympic Games (NSSU)	84
<b>Chapter 4 Academy for Tomorrow’s Leaders in Sport</b>	86
4-1. Tsukuba International Academy for Sport Studies (University of Tsukuba)	86
4-2. Coach Developer Academy (Nippon Sport Science University)	92
4-3. International Sport Academy (National Institute of Fitness and Sports in Kanoya)	97
<b>Chapter 5 Global Development of Anti-Doping Movement</b>	101
5-1. Vision, Mission & Strategy	101
5-2. PLAY TRUE 2020 Outputs	102
5-3. PLAY TRUE 2020 Projects - To protect and develop the values of sport	103
5-4. Extended Collaboration through Sport for Tomorrow, Unique Network	107
5-5. Messages from Legacy Creators	108
<b>Chapter 6 Initiatives During the Pandemic</b>	110
Case: Distribution of Archived Videos of All Japan Judo Championship 2020 and All Japan Women’s Judo Championship 2020 (JSC, JOC, All Japan Judo Federation)	112
<b>Chapter 7 Outcomes and Issues</b>	114
7-1. Establishment and Strengthening of Relationships with the World and Trust in Japan	114
7-2. Establishment of Networks under the SFT Consortium and Cooperation	114
7-3. Contribution to the SDGs	115
7-4. Issues and Expected Future Initiatives	115
<b>Chapter 8 Future International Contribution and Exchange through Sport</b>	117
<b>Messages for SFT</b>	
IOC President Thomas Bach	118
IPC President Andrew Parsons	118

# 1

# Sport for Tomorrow

## 1-1 What is Sport for Tomorrow?

Sport for Tomorrow (SFT) is an international contribution and exchange programme jointly implemented by the Japanese public and private sectors as the host country of the Tokyo 2020 Olympic and Paralympic Games (Tokyo 2020). SFT aims to share the values of sport and promote the Olympic and Paralympic Movement with people of all generations around the world, with a view to building a better future. Although SFT started in 2014 and planned to end by March 2021, it was extended for one year due to the postponement of Tokyo 2020.

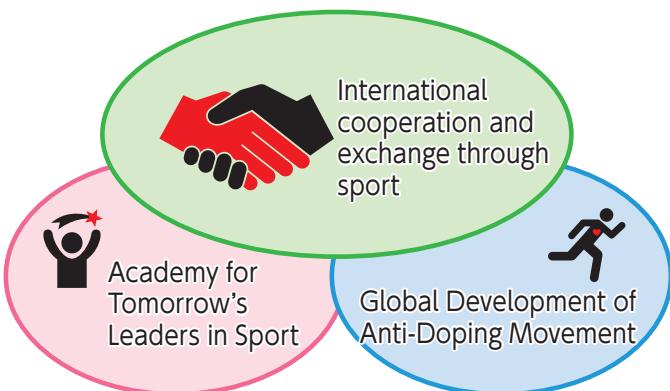
SFT promotes international cooperation and exchange through sport, international people-to-people exchange, and the spread of anti-doping activities to more than 10 million people in over 100 mainly developing countries.

SFT is operated under a network called SFT Consortium (SFTC). SFTC consists of the Steering Committee, composed of the Ministry of Foreign Affairs of Japan, the Japan Sports Agency, and other organisations, as well as consortium members comprising organisations that support the causes of SFT and engage in international cooperation and exchange through sport (Chapter 2)

## 1-2 Three Spheres of Activity

The three pillars of SFT are international cooperation and exchange through sport, Academy for Tomorrow's Leaders in Sport and Global Development of Anti-Doping Movement.

Although various projects for international contribution and exchange through sport have been carried out all around the world, international contribution through sport by integrating the global development of human resources in sports and anti-doping activities is a new challenge.



### 【International Cooperation and Exchange through Sport】

This aims to promote international cooperation and exchange through sport in both tangible and intangible ways. The principal target is developing countries. Most individual projects and activities aimed to achieve 'the promotion of sport and improvement in international competitiveness', 'change in the world through the power of sport (peace and development)', and 'the making of sport a multi-cultural exchange' in the form of support for physical education; provision of sports gear; dispatch of volunteers and experts; exchanges with overseas teams; seminars and symposiums, as well as speeches therein; events and competitions; efforts for women's participation in sports; wide use of materials to disseminate the values of sport; and improvement of facilities. Many activities were aimed mainly at the development and promotion of sport and exchanges with different countries and regions, but some of them were aimed at solving social issues through sport.

## 【Academy for Tomorrow's Leaders in Sport】

A master's course was founded for youths in Japan and other countries with the aim of developing tomorrow's leaders in the international sporting community, and a short seminar was held to teach Japanese culture and sports management.

The Academy for Sport Studies was established at the University of Tsukuba, Nippon Sport Science University and the National Institute of Fitness and Sports in Kanoya, under the Support for Formation of International Sport Academies of the Japan Sports Agency. Persons concerned active on the international stage, including IOC members, were invited to foster students capable of leading the international sporting community in the future.

## 【Global Development of Anti-Doping Movement】

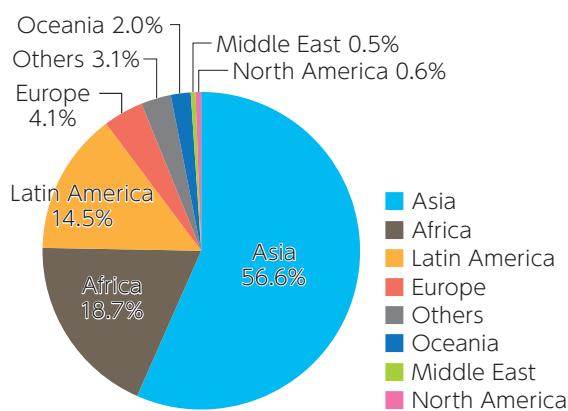
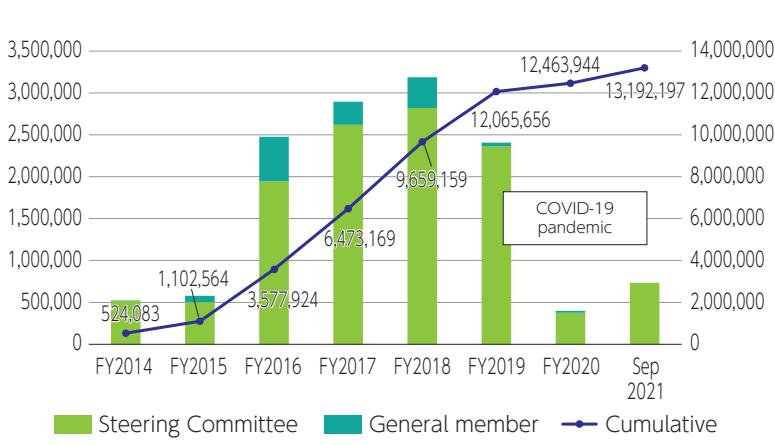
The Japan Anti-Doping Agency (JADA) plays a central role in supporting capacity development of those countries with lesser anti-doping activities through workshops and introducing the 'JADA Real Champion Education Package', comprehensive education materials both on the values of sport and anti-doping rules.

### 1-3 Goal of 'Over 10 million People in Over 100 Countries' and Number of Projects

The goal of 100 countries was achieved at an early stage by projects carried out through the Japan International Cooperation Agency (JICA) Volunteer Programs and the overseas diplomatic missions of the Ministry of Foreign Affairs.

The number of foreign beneficiaries, excluding Japanese citizens, was counted in the record with respect to the goal of 10 million people. Although SFT began in 2014, the number of foreign beneficiaries was already Approximately 524,000 at the end of FY2014 (March 2015) and 1.09 million at the end of FY2015 (March 2016). This number continued to grow by over 2 million people in the following years, and the goal of 10 million people was reached at the end of September 2019. By the end of September 2021, the number of foreign beneficiaries reached 13.19 million. One of the main reasons for this drastic increase was that the number of children and students was counted through support for PE curriculum and capacity building for PE teachers. JICA broadly involved in the JICA Volunteer Program, technical cooperation projects, and JICA Partnership Program, and the number of foreign beneficiaries raised to approximately half of 13.19 million.

At the end of September 2021, the share of foreign beneficiaries by region was: Asia (56.6%), followed by Africa (18.7%), Latin America (14.5%) and Europe (4.1%).



Number of foreign beneficiaries by area across all SFTC projects (September 2021)

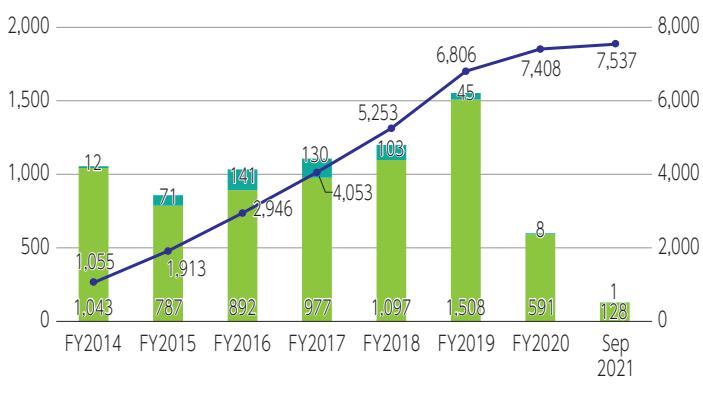
The projects and activities carried out are summarised in the following table. Foreign beneficiaries include participants in training and events, those who received coaching and training, and users of sports gear provided. In addition to these direct beneficiaries, we included indirect beneficiaries only if ripple effects could be clearly explained.

#### Projects and activities

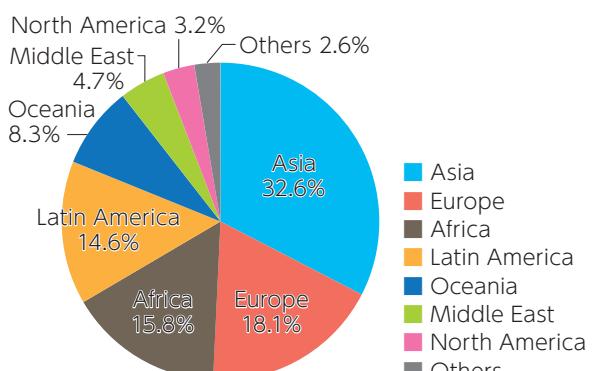
Programmes and activities	Number of foreign beneficiaries added to achievement of '100 countries and 10 million people' (excludes Japanese citizens).
Teaching by instructors and coaches	Classes and training sessions for foreigners and coaches (including both cases where foreigners are invited to Japan and Japanese coaches are dispatched). Number of people clearly benefiting from participation in training, etc. (number of members and players of clubs where coaches regularly teach).
Provision of sports gear	Number of users of sports gear provided.
Exchanges with overseas teams	Number of players interacting with the player; number of coaches; and number of spectators in each venue. International sporting events intended to improve the level of competition are not counted.
Events and competitions (in Japan and other countries)	Number of participants in events / competitions; number of event organisers; and number of spectators in each venue.
Seminars, forums, and outreach activities	Number of participants in seminars, etc., including invited guests such as lecturers, and number of event operators. Number of persons directly or indirectly benefiting from knowledge, experience, and skills of those participants and event organisers.
Spread of materials imparting the values of sport	Number of people directly receiving (teaching) materials. People teaching or taught, or acquiring knowledge and experience using (teaching) materials provided.
Support for school physical education (revision of curriculums)	Number of teachers teaching using curriculums and materials formulated. Number of students studying using curriculums and materials formulated.

There were 7,537 projects as of the end of September 2021. Between 800 and 1,200 projects were carried out annually. In FY2019, as many as 1,553 projects were carried out. However, only approximately 600 were carried out in FY2020 due to the COVID-19 pandemic.

Since SFT is an international contribution and exchange through sport initiative led by the Government of Japan, over 90 percent of projects were part of governmental projects or carried out by government-related organisations such as JICA and the Japan Sport Council (JSC). In many government projects, general member organisations cooperate in dispatching coaches, accepting foreign participants and providing sports gear. The number of accredited projects carried out by member organisations reached 511 (by the end of September 2021).



Changes in number of projects by FY



Number of projects by area across all SFTC projects (September 2021)

The share of projects carried out by region was as follows: Asia (32.6%); Europe (18.1%); Africa (15.8%); and Latin America (14.6%).

Records for number of foreign beneficiaries and projects in each area were updated every six months and published on the SFT website upon the approval of the Steering Committee.

## 【Projects Carried out by Steering Committee Organisations】

The following table shows major projects carried out by Steering Committee organisations.

**Major projects carried out by the Steering Committee**

Japan Sports Agency	<ul style="list-style-type: none"> <li>• Strategic bilateral international sport contribution project (SFT) (carried out by the JSC)</li> <li>• Strategic bilateral international sport contribution project (support for increasing the number of countries and regions participating in the Paralympic Games) (carried out by Nippon Sport Science University)</li> <li>• Support for formation of International Sport Academies (carried out by the University of Tsukuba, Nippon Sport Science University and National Institute of Fitness and Sports in Kanoya)</li> <li>• Global Development of Anti-Doping Movement (carried out by JADA)</li> </ul>
Ministry of Foreign Affairs	<ul style="list-style-type: none"> <li>• Projects for Sports Diplomacy Enhancement</li> <li>• Grant assistance for sports-related projects, Japan's Friendship Ties Programs, Cultural Projects of Diplomatic Missions Overseas, etc.</li> </ul>
Japan International Cooperation Agency (JICA)	<ul style="list-style-type: none"> <li>• Technical cooperation projects</li> <li>• JICA Volunteer Program</li> <li>• JICA Partnership Program</li> </ul>
Japan Foundation (JF)	<ul style="list-style-type: none"> <li>• Cultural Collaboration Initiative Program (Judo Exchange Program: 'JAPAN-ASEAN JITA-KYOEI PROJECT', ASIAN ELEVEN: Football Exchange Project of the Japan Foundation Asia Center, etc.)</li> <li>• Enhancement of people-to-people exchanges in Asia (MATCH FLAG PROJECT: Bridging Japan and Southeast Asia through Art and Football)</li> <li>• Grant program for enhancing people-to-people exchanges (Japan-Thai Rugby Exchange, Junior Youth Soccer Festival 2016 in Cambodia, etc.)</li> <li>• Grant program for promotion of cultural collaboration (Meikyu-kai Asia Baseball Clinic, Japan-Mekong Autism Recreation and Sports Festival, etc.)</li> </ul>
Japan External Trade Organization (JETRO)	<ul style="list-style-type: none"> <li>• Public relations exhibitions and festivals were held in South East Asia with the aim of spreading the Japanese sports industry and supporting its business operations as 'Japan Sports Showcase'</li> </ul>
Japan Sport Association (JSPO)	<ul style="list-style-type: none"> <li>• 'Japan-Korea Sports Exchange', 'Japan-China Sports Exchange', 'Japan-Korea-China Sports Exchange', and 'Regional Exchange (Korea, China and Russia)'</li> <li>• Support for physical activities of children in Thailand while utilising the Active Child Program (ACP) developed and promoted by the JSPO</li> </ul>
Japan Sport Council (JSC)	<ul style="list-style-type: none"> <li>• Congress of the Association of Sport Institute in Asia (ASIA)</li> <li>• Global Coach Conference(GCC)</li> <li>• Support for international exchanges through sport using toto (government-backed lottery)</li> </ul>

The Japan Sports Agency has broadly addressed the improvement of competitiveness from a grass-root level and carried out international exchanges through the Strategic Bilateral International Sport Contribution Project. Also, the second sphere of activity of SFT, Support for Formation of International Sport Academies, has been carried out by the University of Tsukuba, Nippon Sport Science University and National Institute of Fitness and Sports in Kanoya (Chapter 4). The third activity of SFT, Global Development of Anti-Doping Movement, has been carried out by JADA (Chapter 5).

The Ministry of Foreign Affairs has been promoting and organising sport-related projects such as the Projects for Sports Diplomacy Enhancement, grant assistance for sports-related projects, Japan's Friendship Ties Programs and Cultural Projects of the Diplomatic Missions Overseas.

JICA has carried out technical cooperation through the JICA Volunteer Program, and JICA Partnership Program. In host-town projects, JICA has provided support to towns and cities in areas such as Africa and Latin America that did not previously have strong ties with local governments in Japan, to find host cities through its overseas offices and volunteers.

The Japan Foundation (JF) has carried out international exchange projects such as 'Enhancement of People-to-People Exchanges in Asia', 'Cultural Collaboration Initiative Program', 'Grant Program for Enhancing People-to-People Exchanges' and 'Grant Program for Promotion of Cultural Collaboration' through sport, mainly in Southeast Asia.

The Japan External Trade Organisation (JETRO) has held public relations exhibitions in Southeast Asia under the title, 'Japan Sports Showcase', with the aim of boosting the Japanese sports industry and supporting its business expansion in Asia.

The Japan Sport Association (JSPO) has carried out exchange projects with Korea, China, Russia, and Germany, and provided support for physical activities for children in Thailand utilising the Active Child Program (ACP).

The Japan Sport Council (JSC) has carried out the 'Strategic Bilateral International Sport Contribution Project' entrusted by the Japan Sports Agency since FY2014. Projects carried out independently by the JSC such as the Association of Sport Performance Centres in Asia, as well as international sports exchanges with the assistance of TOTO (Sports Promotion Lottery) have also been counted in the record as part of SFT programmes.

The Japanese Olympic Committee (JOC) has coordinated support for top overseas athletes and coaches provided by other organisations in cooperation with related organisations, including national federations (NF) and the IOC.

The Japanese Paralympic Committee (JPC) has cooperated with IPC and other SFTC Steering Committee members and has jointly carried out various programmes such as para sports experiencing events and coaching training. Furthermore, teacher training 'I'mPOSSIBLE', which is a Paralympic educational toolkit, developed by the IPC, was implemented in other countries with the cooperation of the IPC.

The University of Tsukuba has played a central role among the three universities that carry out 'Support for Formation of International Sport Academies' by establishing a Master's Programme in Sport and Olympic Studies and nurtured leaders for the international sport community.

Since The Tokyo Organising Committee of the Olympic and Paralympic Games, the Rugby World Cup 2019 Organising Committee, and the 2021 World Masters Games Kansai joined the Steering Committee, the SFTC has been able to form a connection with each competition. Each organising committee has a legacy plan which includes knowledge of international cooperation and exchanges through which the values of sport are disseminated to people around the world.

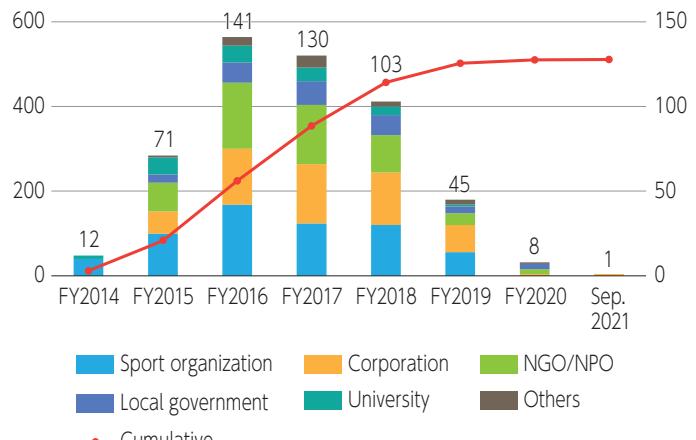
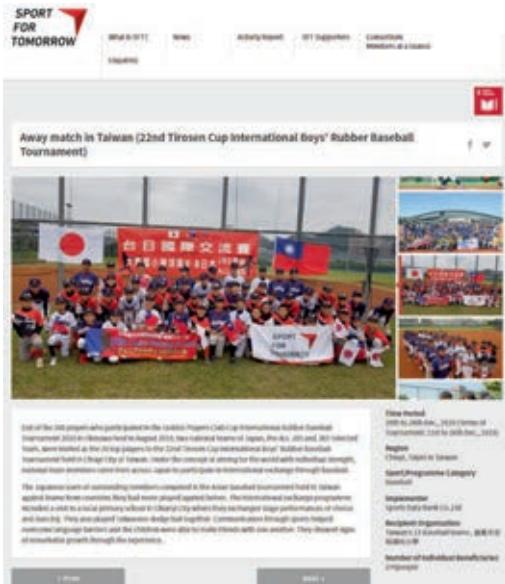
## 【Projects carried out by member organisations: accredited projects】

Accredited projects are carried out by a member and approved by the Steering Committee based on its application. Once a project completes, 'comments from local participants', photos and information on the related website are uploaded to the SFT website as an activity report (See photo page 6). A member carrying out an accredited project posts the SFT logo, an explanation of SFT, and a statement to the effect that it is an accredited SFT project on its website, social media and in publications. Banners are used when activities are conducted.

The number of accredited projects hit its peak in FY2016 and FY2017, then started to decrease in FY2018 and FY2019 when the goal of 10 million people was achieved. In FY2020, there were only eight accredited projects, due to the COVID-19 pandemic. Asia had the greatest number of accredited projects, followed by Europe, Latin America, and Africa.

Diversified organisations worked together to carry out accredited projects. Of the 511 accredited projects carried out by the end of September 2021, 383 projects were carried out as a result of collaboration between associations, out of which 191 projects were collaborations between members.

Approximately 80% of accredited projects can be categorised by type of sport. The most common sport was football, followed by judo/kendo/budo (martial arts), baseball, table tennis, and running/marathon/long-distance relay.



**Changes in number of accredited projects**

# 2

# Sport for Tomorrow Consortium

SFT has been conducted by an association called the SFT Consortium (SFTC). SFT has a sole (unique) management mechanism for international contribution and exchange programmes through sport.

The SFTC was established in August 2014 and consists of the Steering Committee and members in accord with the purpose of SFT. As of the end of September 2021, SFT had a Steering Committee (13 organisations) and 446 member organisations; a total of 459 organisations.

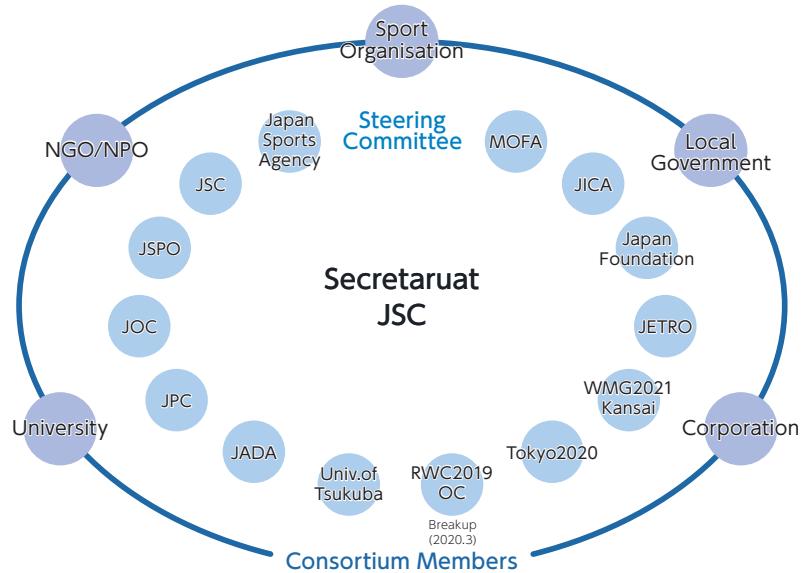
Consortium members are usually national organisations consisting of sport organisations, non-profit organisations (NGOs/NPOs), corporations, universities, and local governments.

SFT does not provide any subsidies to its members. A member is not required to bear any cost, such as an annual fee, to be a consortium member. All members are treated equally regardless of their size.

Members can post their SFT-related activities and requests for cooperation on the SFT website and social media through the members' mailing list managed by the Secretariat. Moreover, members are allowed to view the member database and enhance their networks through plenary meetings and members' exchange meetings.

## 2-1 Steering Committee

When the Steering Committee was established in August 2014, it consisted of 10 organisations; namely, the Ministry of Education, Culture, Sports, Science and Technology (MEXT, the Japan Sports Agency from October 2015); the Ministry of Foreign Affairs; the Japan Sport Council (JSC); the Japanese Olympic Committee (JOC); the Japanese Paralympic Committee (JPC); the Japan Anti-Doping Agency (JADA); the University of Tsukuba; the Tokyo 2020 Organising Committee; the Japan International Cooperation Agency (JICA); and the Japan Foundation (JF). In 2015, the Japan Sport Association (JSPO) and the Rugby World Cup 2019 Organising Committee (RWC2019) joined. In 2016, the Japan External Trade Organization (JETRO) and the Organising Committee of the World Masters Games 2021 Kansai joined. It should be noted that after the Organising Committee for RWC2019 was dissolved in March



### Steering Committee



The Tokyo Organising Committee of the Olympic and Paralympic Games  
Breakup (2020.3)

2020, 13 organisations constituted the Steering Committee as of the end of September 2021.

A Steering Committee meeting is held quarterly to consider the direction of SFT, examine and approve the entry of new members and applications for accredited projects, approve records, such as the number of foreign beneficiaries, and review the agenda of plenary meetings and members' exchange meetings. The chairperson and the vice chairperson are selected from the Japan Sports Agency and the Ministry of Foreign Affairs, while the JSC serves as the secretariat. Steering Committee meetings have been held online since 2020 in response to the pandemic.

## 2-2 Consortium Members

To be a Consortium member, an organisation in accord with the purpose of SFT files an application and needs to be approved by the Steering Committee for admission. The organisation is required to satisfy any and all of the criteria for examination: 'history of support for international contribution through sport'; 'current and future initiatives for international contribution through sport'; and 'information on international contribution through sport to be provided to the SFTC'.

**Number of members (total)**

	March 2015	March 2016	March 2017	March 2018	March 2019	March 2020	March 2021	September 2021
Steering Committee	10	12	12	13	14	14	13	13
Sport organisation	25	57	85	113	127	135	138	140
Corporation	2	35	73	96	104	113	121	123
NGO/NPO	11	45	70	83	98	101	101	98
Local government	1	7	24	38	41	42	42	42
University	4	10	18	21	23	23	23	23
Others	0	2	12	17	19	20	20	20
Total	53	168	294	381	426	448	458	459

Members include sport-related organisations, NGOs/NPOs, private companies, universities, and local governments. Many sport-related organisations join SFTC, particularly national foundations (NFs). NFs provide coaching by instructors/coaches, judges/referees, exchanges between athletes, and support for competitions including anti-doping activities, provision of sports gear, and organisational operations. Sport-related organisations include some local sports clubs and teams. Some professional teams provide local children with coaching in the form of football/rugby training sessions.

Private companies directly carry out projects in some cases, but support many projects carried out in the main by sport-related organisations, NGOs/NPOs, and universities, and provide sports gear and sponsorship for local marathon/long-distance relay competitions. Some companies are Tokyo Stock Exchange first section firms, while others are small and medium-sized enterprises (SMEs). SMEs conduct activities by taking advantage of their strengths and connections with other countries.

Some NGOs/NPOs focused on the spread of baseball, football, and exchanges, while others used sports as a part of their activities for international cooperation and exchanges to try to overcome social issues. The latter aimed to cultivate compassion, cooperation, and teamwork by promoting mutual understanding through sport at refugee camps, and in some unsafe communities, common Japanese sports festival games such as jumping rope and ball passing were taught.

Universities have received overseas teams and conducted exchange activities when their students were sent overseas. In some cases, coaches taught overseas athletes and coaches. Universities have not only human resources, but also tangible resources including facilities, so they can play a central role in receiving visitors from other countries. Researchers and experts gave lectures and supported PE teacher capacity building, as well as the preparation and revision of curriculums. Also, there were initiatives in which university students enjoyed sports with children in developing countries.

Local governments have held local sports events such as marathons with the participation of many overseas athletes, as well as international exchange events associated with such opportunities. Local sports associations have held international exchange events with the aim of promoting interactions between citizens and foreigners. Local governments embarked on international exchanges in conjunction with the host town projects toward Tokyo 2020.

## 2-3 Plenary Meetings and Members' Exchange Meetings



Plenary Meeting 2018

### SFTC Plenary Meetings

Plenary meetings have been held once a year, except in FY2018. The principal goals are better understanding of SFT among members, the exchange of opinions, and interactions with the steering committee members. The following table shows the number of participants and the agenda of each meeting.

Plenary Meetings

Date	Agenda	Number of participants
March 25, 2015	Explanation on projects carried out by MEXT and the Ministry of Foreign Affairs; explanation on accredited projects, website, database, and expansion of members; activity reports from members; Q&A session	62 from 30 organisations
9 March 2016	Presentation by the Director General of the Japan Sports Agency: 'Future Course of Action of SFT' Presentation by the Director of the Exchange Programs Division, Ministry of Foreign Affairs: 'Introduction of Projects under Projects for Sports Diplomacy Enhancement' Panel discussion: 'International Contribution through Sport under SFTC'	181 from 88 organisations
5 July 2017	Presentation by the Director General of the Japan Sports Agency and presentation by the Director of the Exchange Programs Division, Ministry of Foreign Affairs: 'Overview of FY2016 and Policies for FY2017' JSA Commissioner's Letter of Gratitude award ceremony	248 from 134 organisations
9 July 2018	Presentation by the Director General of the Japan Sports Agency: 'Overview of FY2017 and Policies for FY2018' JSA Commissioner's Letter of Gratitude award ceremony Subcommittees: 'Utilisation and Management of Human Resources', 'Financing and Monetisation', 'PR and Partnership with Media'	206 from 110 organisations
9 December 2019	Achievement of the goal of 'over 10 million people in over 100 countries' Presentation by the Director General of the Japan Sports Agency: 'Overview of FY2018 and FY2019 and Outcomes of SFTC' JSA Commissioner's Letter of Gratitude award ceremony Presentations by three organisations (RWC2019, JICA, and Hiroshima University): 'What is the legacy of 2020 created by SFT?'	131 from 55 organisations

17 March 2021 (online)	Presentation by the Director General of the Japan Sports Agency: 'Overview of FY2020 and Course for FY2021' JSA Commissioner's Letter of Gratitude award ceremony Keynote speech from the Director of the United Nations Information Centre: 'Promotion of SDGs through Sports' Panel discussion: 'Solution to Social Issues through Sports'	159 from 77 organisations
26 January 2022 (hybrid conference)	Presentation by the Director General of the Japan Sports Agency: 'Sport for Tomorrow Programme Overview from 2014' JSA Commissioner's Letter of Gratitude award ceremony Video messages from the IOC President and IPC President Symposium: 'Legacy and Future International Cooperation and Exchange through Sport'	228 from 98 organisations

## 【JSA Commissioner's Letter of Gratitude Award Ceremony】

A Letter of Gratitude has been awarded by the JSA Commissioner to selected organisations carrying out accredited projects since 2017, with the purpose of raising motivation among members. The JSA selects organisations that have contributed to the themes of 'clean and fair world', 'sustainable and resilient world', 'world where diversity is respected', and those that have the largest number of foreign beneficiaries. The award ceremony is held at the plenary meeting. Names of award-winning organisations can be found below.



Award Ceremony July 2017



Award Ceremony July 2018



Award Ceremony September 2019



Award Ceremony March 2021



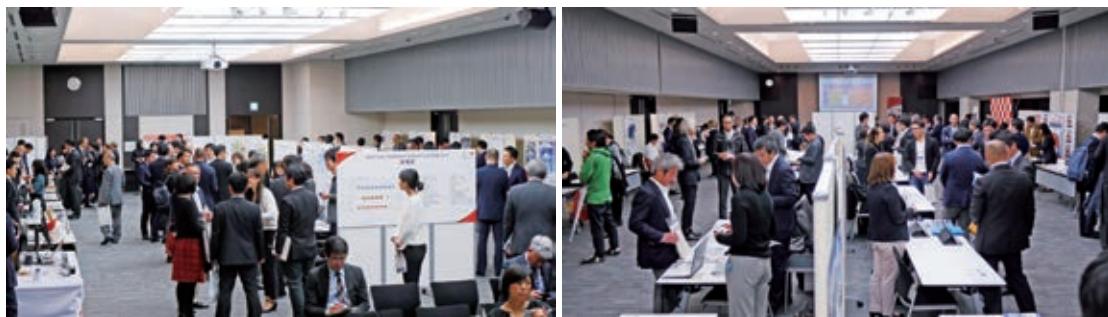
Award Ceremony January 2022

### List of award-winning organisations

Period	Category	Organisation	Project
Start of application for accredited projects - End of March 2017	Clean and fair world	International Budo University, Senoh Corporation	Activities such as athletic meets and support for PE and sports in Cambodia
	Sustainable and Resilient world	NPO Nepal Baseball Club Laligurans	Baseball tournament supporting reconstruction efforts after earthquake in Nepal
	World where diversity is respected	Japan Table Tennis Association, ASICS Corporation, NIPPON TAKKYU Co., Ltd.	Support to improve competitive environment of Mongolian Special Olympics National Table Tennis team
	Creation of the most beneficiaries	Japan Rugby Football Union	World Rugby & Asia Rugby Performance Development Workshop
April 2017 - March 2018	Clean and fair world	NPO Global Sports Alliance	Continuous implementation of athletic meets, environmental education through sport in Kenya
	Sustainable and resilient world	Association for Aid and Relief, Japan (AAR Japan)	Support for education in habitats for refugees from South Sudan in north of Uganda
	World where diversity is respected	NPO Monkey Magic	Climbing school for blind school students in Kenya
	Creation of the most beneficiaries	TAIYO Inc.	International student athletic project, etc.
	Collaboration model between different fields	Ichinomiya Surfing Association, Mitsui O.S.K.Lines, Ichinomiya Town	Surf for Smile (project to send surfboards to South Africa)
April 2018 - September 2019	Clean and fair world	URAWA RED DIAMONDS	Urawa REDS Heartful Football in Asia
	Sustainable and resilient world	Shanti Volunteer Association	2018 Umphiem Refugee Camp Football Festival
	World where diversity is respected	JOICFP	Empowerment through sport project for adolescent girls in Zambia
	Creation of the most beneficiaries	Mizuno Corporation	Project to promote the introduction of Mizuno Hexathlon Program in early obligatory education in Socialist Republic of Vietnam
April 2020 - February 2021	Online support based on new ideas	NPO Japan Radio-taiso Federation	Online radio exercises lesson for PE teachers in Peru
	Same as above	CLARK Memorial International High School Yokohama Campus Global Sports Major	Online UNDOKAI
October 2015 - September 2021	Carried out the most projects over seven years	SANIX INCORPORATED	25 projects carried out

### 【Members' Exchange Meetings】

Apart from the plenary meetings, members' exchange meetings have been held once a year with the aim of promoting interactions and information exchanges among members. In the beginning, members were divided across four or five booths to give their presentations. After that, each organisation was allowed to establish its own information desk to communicate directly with other members. Since the members' exchange meeting is held in Tokyo, local subcommittee meetings have been held in Sapporo (once) and Osaka (twice). Moreover, a symposium was held in 2015 and 2016 on the 'International Day of Sport for Development and Peace'.



**Members' Exchange Meetings**

**Members' exchange meetings, local subcommittee meetings and symposiums**

Date	Content	Number of participants
6 April 2015 Symposium on the International Day of Sport for Development and Peace	Greetings from MEXT and the Ministry of Foreign Affairs, presentations by Japan Overseas Cooperative Association (JOCA) and Tokyo 2020 Organising Committee, speech by Mr. Kitazawa, panel discussion	Approximately 170
18 September 2015 1 <sup>st</sup> SFTC Member Exchange Meeting	Simultaneous presentations in four booths (17 organisations) '1 year from the establishment of SFTC' , panel discussion	174 from 67 organisations
6 April 2016 2 <sup>nd</sup> Memorial Symposium on the International Day of Sport for Development and Peace	Explanation of SFT by Japan Sports Agency, IDSDP and SFT by JSC, panel discussion	280
5 December 2016 2 <sup>nd</sup> SFTC Member Exchange Meeting	20-minute presentations by five organisations in 5 booths each on one of 5 themes: 1. Delivery of relief supplies/sport exchange, 2. Activities in Asia, 3. Inclusion/sports for persons with disabilities, 4. Sport contents, 5. National organisations	180 from 74 organisations
8 December 2016 Local Subcommittee meeting: 'Hokkaido Workshop on International Exchange through Sports'	Identification and sharing of resources Provision of information Announcement of available resources (private sector) International sports exchange projects to be carried out by local governments	32 from 18 organisations
6 March 2018 1 <sup>st</sup> SFTC Local Subcommittee Meeting in Kansai	Introduction of activities (8 member organisations, 2 non-member organisations) Networking session	34 from 23 organisations
11 December 2018 SFTC Exchange Meeting 2018	Group presentation desk (31 organisations) Common programme: 'Individual Action Sports x SDGs'	184 from 73 organisations
13 February 2019 2 <sup>nd</sup> SFTC Local Subcommittee Meeting in Kansai	Keynote speeches: 'Initiatives and Legacy of WMG 2021 Kansai' (WMG2021 Kansai), 'Initiatives for SDGs in Kansai' (JICA Kansai) Small-group discussion	34 from 20 organisations
10 June 2020	Online member meeting as a place to share ideas for activities during or after COVID-19 pandemic	41
16 February 2021	Online exchange meeting on the theme, 'collaboration' and 'connection' , presentations by five organisations, group discussion	41
19 July 2021 SFT Talks & Members' Exchange Meeting	Global Sport Development and Diversity & Inclusion - LGBTQ + Inclusion	18 from 15 organisations

## 2-4 Collaboration Amongst Members

As the SFT Consortium is a unique network, new collaborations have been built. When the Ministry of Foreign Affairs used the member mailing list to ask for the donation of used sports gear for its projects in refugee camps, NGOs/NPOs and a local sports club which had not had any connection therewith, donated soccer balls, among other things. Members were able to involve themselves in international contribution by supporting the Ministry of Foreign Affairs, something which would have been impossible by themselves.

The JADA conducts ‘i-PLAY TRUE’ in cooperation with NFs, local governments, and universities. Moreover, the education package has been utilised in activities by member organisations. As for SFT’s third sphere of activity, the JADA has worked together with the Tsukuba International Academy for Sport Studies (TIAS), Nippon Sport Science University, and the National Institute of Fitness and Sports in Kanoya to carry out initiatives utilising anti-doping education packages in academy projects (See Chapter 5 for more details).

Some cases of collaboration can be seen among members. For example, International Budo University (Case 3 on page 28.) has a long history of supporting athletic meets at elementary schools in Cambodia, but its activities have expanded thanks to the donation of sports gear by Senoh Corporation. ADK Holdings Inc., in cooperation with the Radio Exercises Association, demonstrated ‘Radio Exercise Part I’ in English and Hawaiian in an event associated with the Honolulu Marathon, and approximately 5,000 people did radio exercises at a festival two days before the 2016 Honolulu Marathon. Used shoes and uniforms provided by sports associations have been given to local people through NPOs active in developing countries on a grass-root level. Some organisations have invited other members to participate in events for foreigners held in Japan. The SFT Consortium has made it possible to provide such detailed support.

In addition to the exchange meetings among members above, the Secretariat has called for participation and solicited volunteers for events and projects carried out by members through the mailing list and social media. In the newsletter, the subsidies for which members can apply (various schemes of the Japan Foundation and projects for NGOs supported by the Japan International Cooperation System) were presented.

Thanks to these activities, 191 out of 511 accredited projects have been carried out through collaboration among members as described in Chapter 1 (Accredited Projects).

## 2-5 Public Relations

The activities and outcomes of SFT have been publicised on the SFT website, social media, and in reports and videos for the international sports community, governments of countries where SFT is carried out, and stakeholders in Japan. The steady progress of SFT has been shown to the world through videos and reports in connection with the reception held by the government of Japan for Tokyo 2020, international conferences, and international sports events.

The SFT logo was adopted in



Front cover of SFT Report 2017



Front cover of SFT Report 2020

2014 when SFT began. A website (provisional) was launched, while a booklet was made available in Japanese and English. The website was made available in Japanese and English and went into full operation in 2015. Only the top page was translated into French. Facebook and Twitter accounts were opened at the same time as the full operation of the website, and presentation videos were created.

The SFT Report was prepared in 2017 and revised in 2018, 2019, and 2020. Although the 2017 and 2018 versions were available only in Japanese, the 2019 version (August) was prepared in Japanese and English to familiarise more people with the outcomes of SFT. The English version was distributed at the Chefs de Mission Seminar, Tokyo in 2019. Moreover, a message from IPC President Andrew Parsons was included in the 2019 version, and a message from IOC President Thomas Bach was added to the 2020 version (Page 118).

SFT has set up booths at national and international events. In Japan, a SFT booth was set up at Global Festa JAPAN (2015 and 2018), the Sports Festival (2018), and the Aoyama Sports Festa 2017. At an international level, a SFT booth was set up at MINEPS VI, the Japan-ASEAN Ministerial Meeting on Sports, and the World Conference on Women and Sport (Botswana). Moreover, a JSC booth was used at the Sport Accord Convention to promote SFT (Thailand).

The SFTC Secretariat set up a booth for SFT at the ANOC General Assembly held in Tokyo 2018. The Secretariat and member organisations associated with Africa set up a booth at the 7<sup>th</sup> Tokyo International Conference on African Development (TICAD7). JICA co-hosted a symposium with the World Bank and the French Development Agency (AFD), and the JSA Commissioner presented SFT in his opening speech (Page 19). This participation in different events in the form of a booth complements the explanations of SFT given by the Government of Japan at international conferences and has deepened stakeholder awareness of SFT.

When the goal of 10 million beneficiaries was attained, a press release was distributed and an article uploaded on the IOC website, *insidethegames* (Olympic media), and *sportanddev.org* (global network in sport for peace and development).

*Sport Japan* issued by the JSPO since 2017 features half a page of SFT activities. Since *Sport Japan* has a bimonthly circulation of 190,000, local people involved in sport can acquaint themselves with SFT.

A video overview of SFT was created in 2015, with a video on the outcomes of SFT in 2020. Both videos were shared by the Government of Japan with foreign government officials, including ministers for sports who came to Japan for Tokyo 2020. A video on para sport with a particular emphasis on sports for people with disabilities was also created in 2021. This video was made available on the websites and social media channels of SFT and the Steering Committee. In addition, it was uploaded to the IPC and APC websites.



Video on outcomes of SFT



Video on para sport

Messages from well-known athletes have been uploaded to the SFT website with the aim of improving visibility in Japan and shared on social media. As of September 2021, the website contained a total of 93 messages. Moreover, in cooperation with the Nippon Badminton Association, a campaign to collect and donate used sports gear called 'BADMINTON 4 TOMORROW' was carried out with the aid of top athletes. SFT was made known to new targets, including followers of athletes.

Well-known athletes have been involved in different projects. Heinrich Popow, an amputee runner

who won a gold medal in the 100 meters at the London Paralympic Games and a gold medal in the long jump at the Rio de Janeiro Paralympic Games coached at a running school conducted by Otto Bock Japan K.K., accompanied by Japanese para-athlete Yamamoto Atsushi (Photo: Heinrich Popow and Yamamoto Atsushi in the first row).

French judoka Teddy Riner, as well as Japanese and popular foreign athletes sent their messages to the 'PLAY TRUE Relay' carried out by JADA.



Okamoto Atsushi, who played professional baseball for the Seibu Lions taught baseball to children in Myanmar. Kiba Masao, who served as captain of Japanese professional football club Gamba Osaka and is now Representative Director of the Japan Dream Football Association (JDFA), taught football to children in ASEAN. the Kids Sports Exchange, whose President is Mukoyama Masatoshi, a former national rugby team player, has been actively coaching rugby.



Okamoto Atsushi



Kiba Masao, JDFA

It was difficult to actively share information in 2020 due to the COVID-19 pandemic. In 2021, particularly during the Tokyo 2020 Olympic and Paralympic Games, we posted videos created by the Steering Committee and members, as well as interviews of athletes who have participated in SFT to the SFT website and social media to share outcomes.

SPORT FOR TOMORROW	
<a href="#">What is SFT?</a>	<a href="#">News</a>
<a href="#">Activity Report</a>	<a href="#">SFT Supporter</a>
<a href="#">About</a>	<a href="#">News</a>
<a href="#">News</a>	
<a href="#">News</a>	<a href="#">(28)</a>
<a href="#">7 Jan 2023</a>	<a href="#">[more]</a>
<a href="#">[red]</a>	<a href="#">Send invitation</a> (SPORT FOR TOMORROW Symposium 2021)
<a href="#">27 Oct 2021</a>	<a href="#">[more]</a>
<a href="#">Article</a>	Featuring first Paralympic Paralympic swimmer published
<a href="#">26 Aug 2021</a>	<a href="#">[more]</a>
<a href="#">Paralympic Athletes Interview: Vietnam</a>	<a href="#">[red]</a>
<a href="#">24 Aug 2021</a>	<a href="#">[more]</a>
<a href="#">Paralympic Athletes Interview: Zambia</a>	<a href="#">[red]</a>
<a href="#">24 Aug 2021</a>	<a href="#">[more]</a>
<a href="#">Paralympic Athletes Interview: Tanzania</a>	<a href="#">[red]</a>
<a href="#">23 Aug 2021</a>	<a href="#">[more]</a>
<a href="#">Paralympic Athletes Interview: Tanzania</a>	<a href="#">[red]</a>
<a href="#">23 Aug 2021</a>	<a href="#">[more]</a>
<a href="#">Paralympic Athletes Interview: Maldives</a>	<a href="#">[red]</a>
<a href="#">23 Aug 2021</a>	<a href="#">[more]</a>
<a href="#">Paralympic Athletes Interview: Maldives</a>	<a href="#">[red]</a>

**Case\****● Japan Sports Showcase**

Implementer: Japan External Trade Organization (JETRO)

**【Outline】**

JETRO has carried out various projects in Southeast Asian countries, as explained below, under the name ‘Japan Sports Showcase’, with the aim of promoting the Japanese sports industry and supporting business expansion.

**1. Japan Sports Showcase in Naypyidaw (Myanmar)**

**Period:** 9-11 October 2017

**Outline**

An event was held at the ‘1st ASEAN Plus Japan Ministerial Meeting on Sports’, in cooperation with the Japan Sports Agency, with the aim of promoting sport-related products and services to ministers and officials from ASEAN countries.

Seventeen sport-related companies and organisations from Japan participated in this event to promote their products and services through panels and videos. After the Ministerial Meeting concluded, the ministers and vice ministers for sports of Japan and ASEAN countries, Senior Vice-Minister of MEXT Mizuochi Toshie, Health and Sports Minister Myint Htwe (Myanmar) and Tourism and Sports Minister Kobkarn Wattanavrangkul (Thailand), among others, were invited in order to directly promote the Japanese sports industry. In addition, approximately 300 people, including officials and people involved visited the exhibition over three days.

**Feedback from participants**

“We had an opportunity to directly promote the strengths of the Japanese sports industry to ASEAN countries.” “We were able to have direct contact with government officials of ASEAN countries to directly market our products.”

**2. Japan Healthy Lifestyle Exhibition in Jakarta (Jakarta, Indonesia)**

**Period:** March 3-4, 2018

**Outline**

The Japan Healthy Lifestyle Exhibition in Jakarta was held to present Japanese health-related products and services to local consumers in a big local shopping mall in Jakarta.

Healthcare and sports products and services were exhibited at the venue with the participation of 53 companies and organisations. Moreover, a stage was set up for hands-on events. A winner of the Freestyle Football World Championship and a pioneer of BMX Flatland gave demonstrations, while OKAYAMA SEAGULLS provided a volleyball experience, and rugby players from Ryutsu Keizai University held a rugby school in view of the 2019 Rugby World Cup in Japan. Approximately 1,200 local children participated in a kick-a-target event held by J-league club, Omiya Ardija.



Furthermore, SFT videos, videos to raise awareness of sports for people with disabilities prepared by the Tokyo Metropolitan Government, and J-League promotional videos were shown at the venue to provide approximately 130,000 visitors with an opportunity to view Japanese sports content.

**Feedback from Participants**

“It gave us a valuable opportunity to make direct contact with local consumers and conduct market

research in a country where we are planning to start doing business. We would like to participate in this event again."

### **3. 5<sup>th</sup> Japan Vietnam Festival (Ho Chi Minh City, Vietnam)**

**Period:** 19 – 20 January 2019

#### **Outline**

The Japan Sports Showcase (hands-on PR event) area was set up at the biggest Japan-Vietnam exchange event in Vietnam, named the Japan Vietnam Festival in Ho Chi Minh City, with the participation of 13 sport-related companies and organisations. In addition to the exhibition of products, high-quality Japanese sport-related products and services, as well as initiatives taken by local governments, were presented in the form of panels, videos, and directories of participants.

Moreover, coaches of J-League clubs Kawasaki Frontale and Consadole Sapporo were dispatched to give a mini-football school and a kick-a-target event for visitors. Also, Hexathlon (Mizuno Corporation) and Karate (Renaissance) hands-on courses were held. Approximately 17,000 people came to the Japan Sports Showcase.

#### **Outcomes**

*Imagine-Nation*, NHK World Japan (broadcast on 13 February 2019) introduced the entire event and Hexathlon by Mizuno Corporation.

### **4. 6<sup>th</sup> Japan Vietnam Festival (Ho Chi Minh City, Vietnam)**

**Period:** 19 – 20 January 2019

#### **Outline**

As in the previous year, the Japan Sports Showcase area was set up at the Japan Vietnam Festival in Ho Chi Minh City, with the participation of 17 sport-related companies and organisations.

Approximately 400 people participated in hands-on events provided by Mizuno Corporation (Hexathlon, an exercise programme for children) and Gililita (a ‘slack rail’ to cultivate a sense of balance). A total of 30,000 people visited this area.

#### **Outcome**

According to the Rugby World Cup 2019 Organising Committee, the number of visits to the official website from Vietnam reached a record high, contributing to the promotion of inbound tourism.



### **5. Japan Healthy Lifestyle Exhibition in Manila (Manila, the Philippines)**

**Period:** 9-10 March 2019

#### **Outline**

Japan Healthy Lifestyle Exhibition in Manila was held to present Japanese health-related products and services to local consumers in a big local shopping mall in Manila.

Health and sports products and services were exhibited in a designated area of the venue with the participation of 40 companies and organisations. Moreover, a stage was set up for hands-on events. A winner of the Free-style Football World championship and a BMX Flatland leader gave demonstrations, while the OKAYAMA SEAGULLS provided a volleyball experience. Furthermore, ‘Sport for Tomorrow’, ‘Budo Tourism’, and 2019 Rugby World Cup Japan promotional videos were shown at the venue to provide approximately 33,000 visitors with an opportunity to view Japanese sports content.

#### **Feedback from participants**

Some participating companies commented that it was a very meaningful event, and they were able to promote their products to many more visitors than expected, and that people’s health awareness was high in the Philippines.

**Case\****● World Forum on Sport and Culture**

**Date:** 19-20 October 2016    **Place:** Tokyo    **Number of participating countries:** 70

This international conference was held in Tokyo and Kyoto in October 2016, immediately after the Rio de Janeiro Olympic and Paralympic Games. It was intended as a kick-off event to raise global awareness of, and discuss and share information about the international contribution of sport, culture, economics, and their tangible and intangible legacies in tandem with tourism, with an eye to the Rugby World Cup 2019, the Tokyo 2020 Olympic and Paralympic Games, and the World Masters Games KANSAI. At the Tokyo venue, the Ministerial Meeting on Sports was held with the participation of ministers for sports from approximately 70 countries. Three sessions were held: first session, ‘Sports for Development and Peace’; second session, ‘Access to Sports for All people’; and third session, ‘Protection of Sports Integrity’. The Government of Japan made a proposal in the chair country’s summary to continue the Sport for Tomorrow movement to change the future of society through the power of sport.

**● 6<sup>th</sup> International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI)**

**Period:** 13-15 July 2017    **Place:** Russia    **Number of participating countries:** 120

The 6<sup>th</sup> International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport was held in Kazan, Russia. The government of Japan presented the outcomes of SFT at the World Forum on Sport and Culture held in October 2016 and specific examples of SFT in connection with the UN’s SDGs and the policies set forth in the Kazan Action Plan. The initiative of the Government of Japan was supported by the UNESCO Secretariat as a unique example in Asia, where Japan plays a leading role.

**● 7<sup>th</sup> World Conference on Women and Sport**

**Date:** 17 – 20 May 2018    **Place:** Botswana    **Number of participating countries:** 81

The 7<sup>th</sup> World Conference on Women and Sports was held in Gaborone, Botswana. The Government of Japan presented its initiatives and the policies of the Japan Sports Agency on the theme of women’s leadership and international trends. Moreover, it was explained that such initiatives would contribute to the promotion of SDG 5: ‘Achieve gender equality and empower all women and girls’ and that the development of female sports adds value to sports.

**● ASEAN Plus Japan Ministerial Meeting on Sports (AMMS+Japan)**

**Date and place:** 1<sup>st</sup> AMMS+Japan: 11 October 2017, Nay Pyi Taw, Myanmar

2<sup>nd</sup> AMMS+Japan: 9 October 2019, Manila, the Philippines

3<sup>rd</sup> AMMS+Japan: 28 October 2021, online (Chair country: Singapore)

**Participants:** 10 ASEAN countries, ASEAN Secretariat and Japan

Since the first ASEAN Plus Japan Ministerial Meeting on Sports, ministers have discussed cooperation through sports between ASEAN and Japan, in consideration of the latter’s contribution to the ASEAN Work Plan on Sports, SDGs, and the Kazan Action Plan (outcome document of MINEPS). As a part of discussions, Japan has shared specific initiatives and experiences of SFT carried out in ASEAN countries. ASEAN expressed their appreciation for the cooperation from Japan, including by SFT and showed their expectation for further cooperation.



## Case\

### ● Side event at the 7<sup>th</sup> Tokyo International Conference on African Development (TICAD7)

Implementer: Japan International Cooperation Agency: JICA

Date: 17 August 2019 Place: Japan

The 7<sup>th</sup> Tokyo International Conference on African Development (TICAD7) was held in Yokohama. The TICAD is an international conference on African development set up by Japan in 1993. SFTC members were involved in a side event at this conference by setting up an SFT booth. Moreover, a symposium titled 'Sports for Africa', was co-hosted with JICA, the World Bank, and the French Development Agency (AFD). The JSA Commissioner presented 'Sport for Tomorrow' in his opening remarks. In the panel discussion, participants discussed a broad range of possibilities that sports can offer as a tool for the social engagement of women, refugees, and people with disabilities. It was reconfirmed that sports will make a significant contribution to African development.



### ● Collaboration event between JICA and the French Development Agency (AFD)

Implementer: Japan International Cooperation Agency (JICA)

JICA and the French Development Agency (AFD) promoted collaboration in sports after a side event titled 'Sports for Africa' was held at the TICAD7 in 2019. 'Sports and Development' was one of the agenda at a meeting of JICA and AFD held in Paris in January 2020. The two parties will continue to collaborate to pass on the legacy of 'sports and development' from the Tokyo Olympic and Paralympic Games to the Paris 2024 Olympic and Paralympic Games.

In November 2020, a special event titled 'Mobilisation of Development Finance for Sustainable Sport' was held at the 'Finance in Common Summit'. JICA's President Kitaoka Shinichi and then-Vice President of the International Fencing Federation and President of the Japanese Fencing Federation, Ota Yuki sent video messages. During the event, CEO of AFD Rioux and President of Paris 2024, Tony Estanguet and the IOC's President Thomas Bach sent video messages. Moreover, key persons of the IOC, the IPC, the German Corporation for International Cooperation (GIZ), the West African Development Bank (BOAD), and the National Basketball Association (NBA) Africa League gave speeches and remarked on the importance of sports and development from different positions. Furthermore, 'Sport en Commun', a Web platform, was presented at the summit with the aim of promoting networking among people and organisations engaged in attaining the SDGs in Africa through sport. JICA joined the platform in April 2021.

In July 2021, the Generation Equality Forum was held to realise empowerment of all women and girls toward the attainment of SDG goal 5, 'Gender Equality'. JICA and AFD reaffirmed in this forum their commitment to accelerate reform for gender equality in the field of sport and aim to provide equal opportunities for women in sport activities.



# 3

# International Cooperation and Exchange through Sport

Among the three activity areas of SFT, ‘International cooperation and exchange through sport’ is included in many projects and activities with the aim of ‘promoting sport and improving international competition levels’, ‘changing the world through the power of sport (peace and development)’ and ‘making sport a multi-cultural exchange’ (from SFT website).

Although projects and activities carried out by member organisations are diverse, this report classifies them as follows:

- 3-1: Promotion of Sports and Japanese Sport Culture
- 3-2: Sport for Development and Peace
- 3-3: International Exchange through Sport
- 3-4: Physical Education in Schools
- 3-5: Improving International Competition Levels

However, many projects and activities include more than one classification. Basically, the Steering Committee and all member organisations are involved in carrying out projects and activities. Moreover, in some cases, the University of Tsukuba, Nippon Sport Science University, the National Institute of Fitness and Sports in Kanoya, and JADA collaborate, since they are involved in ‘Academy for Tomorrow’s Leaders in Sport’ (Chapter 4) and ‘Global Development of Anti-Doping Movement’ (Chapter 5).

JICA carries out different projects on a cross-sectional basis and dispatches volunteers involved in all classifications. In its technical cooperation projects, JICA provides training and different types of support under such themes as promotion of physical education (Myanmar), development of peace (South Sudan and Bosnia Herzegovina), and physical education and sports for people with disabilities.

The numerical goals of 100 countries and regions and 10 million beneficiaries were achieved mainly in ‘international cooperation and exchange through sport’, which contributes to the attainment of the Sustainable Development Goals.



## 3-1 Promotion of Sports and Japanese Sporting Culture

Various initiatives have been undertaken, such as the promotion of sports, development of coaches, deployment of exercise programmes, and donation of sports gear in order to respond to requests from different countries for the spread of sports. Developing countries require support for the development of coaches, capacity building of local NFs, and their system development, since there are not many opportunities for contact with diversified sports, including sports for people with disabilities. The knowledge and experience of Japan have been provided to satisfy those needs.

The JSPO promotes physical activities for children in Thailand through the Active Child Program (ACP), which has been spread and promoted in Japan in cooperation with sport-related organisations

(Case 1). Physical education/sport volunteers and volunteers dispatched in other fields have been involved in sport-related activities under the JICA Volunteer Program (Case 2). Since the SFT began in 2014, the number of dispatched physical education/sport volunteers increased from 81 in FY2012 to 256 in FY2019, based on a plan to double the number of physical education/sport volunteers. A total of 4,650 physical education/sport volunteers in 29 fields were dispatched between the beginning of JICA Volunteer Program (1960s) and the end of March 2021.

Many member organisations have conducted activities to spread baseball in Africa and Asia with the aim of not only spreading the sport itself, but also of cultivating respect for others through baseball. Also, FANCL has donated sports gear. The NPO Nippon Asia Baseball Friends Club LALIGURANS, which has engaged in assistance to Nepal for many years, constructed a baseball field (photo). The Japan Table Tennis Association and the Nippon Badminton Association have also donated sports gear, mainly to developing countries.

Lifelong sport, Sports for All, radio exercises, and athletic meets have been carried out to spread Japanese sport culture. The Radio Exercises Association has carried out online events in Peru. Moreover, it has deployed Japanese health programmes by teaching radio exercises to the local Radio Exercises Association in Brazil for local people of Japanese descent.

Many members have held athletic meets, *undokai*, with the aim of helping children to understand the joy of engaging in physical activity and cooperating with others. The key is that local teachers understand the purpose and continue the activity (Case 3).



The Asian Development with the Disabled Persons (ADDP) has spread universal sports in Laos for many years as a step to promote sports for persons with disabilities (See column on page 30). An athlete supported by ADDP participated in the Tokyo 2020 Paralympic Games.

**Case 1****● Contribution to promotion of sports in ASEAN countries**

Implementer: Japan Sport Association (JSPO)

**【Outline】**

This programme has been carried out with the aim of cooperating in laying a foundation for lifetime sport and contributing to the development and enhancement of sport environments throughout Asia so that more citizens can participate in physical activity regardless of their age, gender or competition level, by providing lifelong sport promotion knowhow owned by Japan and based on the needs of ASEAN countries.

Based on a survey of the sporting landscape in ASEAN countries conducted in 2017, the JSPO has cooperated in promoting physical activity for children under the Active Child Program (ACP) (Note 1) which JSPO strives to spread in partnership with sport-related organisations in Thailand.

Note 1 ACP: An exercise programme designed for children with their stage of development in mind to cultivate a foundation for lifelong sports by conveying the joy of physical activity and sport. This programme incorporates physical activities and games of various possibilities with a little creativity, stressing the importance of physical activity, and know-how of coaching methods and coaching skills.

**【Details of Activity/Project】**

The JSPO has provided training courses on youth sport activities in Japan by inviting coaches of sports for young people with the aim of spreading and promoting those sports in Asia since 1991. These training sessions had been given a total of 26 times by 2016, and over 1,500 participants, mainly from ASEAN countries, had studied the promotion of sports in Japan and each region in Asia and built networks among participants, achieving some positive results.

From 2017, these training sessions became a cooperation project utilising know-how owned by the JSPO to promote lifelong sports with the aim of strengthening the relationship with ASEAN countries and contributing to the enhancement and development of sport environments throughout Asia based on the outcome of this training programme. Thailand became a partner in 2018 to accelerate a joint project utilising ACP.

One of the reasons for starting the joint project with Thailand was the decrease in physical activity among young people, which appears to be a global issue. In Thailand, because people's lifestyles and the type of play in early childhood have changed, and because sports have become more organised as in Japan, young people have less opportunities for playing freely. A number of organisations in Thailand have taken various initiatives with a view to solving these issues. The JSPO thought that ACP could be helpful in Thailand in solving the lack of physical activity and free play among young people, so it has worked together with the Sports Authority of Thailand (SAT), the Thai Health Promotion Foundation (Thaihealth), and the Institution for Population and Social Research, Mahidol University (IPSR) to increase physical activity among children under ACP.

In 2018 when the joint project started, people involved in sport were invited to Japan from Thailand. The theory behind ACP was explained, and the visitors made on-site tours of places where ACP was in operation. In addition, an ACP Course was held for teachers and sports instructors in Bangkok in response to a request from Thailand.

In 2019, teachers and sports instructors who had participated in the ACP Course in Thailand practiced ACP at a summer camp organised by SAT (Note 2), with approximately 500 youths experiencing it.

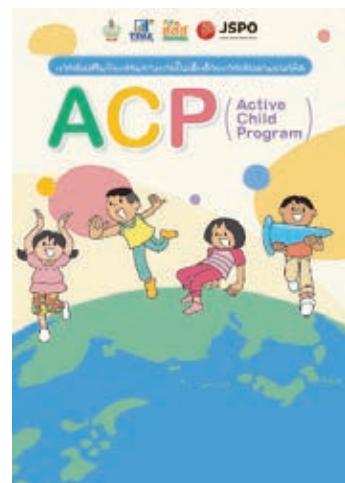
(Note 2) A programme to provide sport experiences and classes in different events of up to 1,400 youths (between 6 ~15 years of age) in April when schools are on vacation in Thailand.



Moreover, the JSPO joined ‘Active School Project’, which had already been worked on by Thaihealth and IPSR, to jointly develop ‘THAI-ACP’. A total of nine primary schools in Bangkok and Nonthaburi were selected as pilot schools. In this pilot project, teacher advisors selected as leaders from each school learnt the concept of THAI-ACP and practical skills, gained knowledge and practiced ACP for use with primary school students from the first to the sixth grade for about four months. When physical fitness measurements and the quantity of physical activity of cohorts of children with and without THAI-ACP before and after the project were compared, it was observed that the quantity of physical activity had increased in the group with THAI-ACP when students were at school. The group with THAI-ACP showed a significant superiority to the group without THAI-ACP in the results of a standing broad jump. This indicates that THAI-ACP is useful in improving physical performance. Moreover, THAI-ACP had a positive impact not only on physical performance but also on the relationships between teachers and students, because teachers were encouraged to get involved in activities with students. Overall, this three-month project revealed that THAI-ACP has a very positive impact on the physical and mental condition of children and teachers. The teachers at the participating schools highly evaluated THAI-ACP.

In 2020, people involved in sport in Thailand visited Japan to share the outcomes and issues of the projects carried out between the two countries and to discuss specific ways of cooperation for children in Thailand to enjoy physical activity. The two sides also exchanged opinions based on draft plans for projects to be carried out by the SAT utilising ACP, as well as the verification of results of pilot projects carried out by Thaihealth and IPSR in 2019.

The THAI-ACP model, created through collaboration with Thailand, was turned into educational materials. It took one year to prepare the THAI-ACP Guidebook in Thai. Although the original plan was that people involved from the two countries would visit each other regularly to look into specific content, discussions have been held online due to the COVID-19 pandemic. Finally, the Thai version was completed and issued in March 2021. It includes useful theory and practice for when teachers and sports instructors teach exercises and games, and presents games known to Thai children. Currently, this Guidebook is available on the Thailand Physical Activity Knowledge Development Centre (TPAK) website in the form of a digital book for active use in Thailand.



## **[Feedback from Local Contacts]**

### **Administrator of a school participating in the pilot project:**

“We can see an improvement in children’s awareness of physical activity during lunch breaks and after school, and a decrease in the use of smartphones and time seated. THAI-ACP helps children to improve their physical and intellectual capabilities, social skills, and emotional stability, encouraging students to do exercise in their free time.”

### **Teaching advisor of a school participating in the pilot project:**

“Some children do not talk or play much with others, but shy and quiet students became more active and outgoing through THAI-ACP. Moreover, teachers are delighted to see that team activity resulted in an increased sense of accomplishment and joy among students. I believe that students learnt compassion for others, how to lead and follow a team, how to share opinions and make decisions, how to practice teamwork, and how to improve cooperativeness.”

“The important point of THAI-ACP is that students are motivated to play outside and with others utilising traditional Thai games. THAI-ACP incorporates and modernises exercises and games which are considered to have a great impact on the physical and mental condition of students.”

**Case 2****● Coaching Artistic Swimming in Indonesia**

Implementer: Japan International Cooperation Agency (JICA)

**【Outline】**

Ono Shoko, artistic swimming, dispatched as a Japan Overseas Cooperation Volunteer in the first batch of FY2019

Organisation: South Sulawesi Branch, National Youth Sports Committee of Indonesia

Location: Regional Representative Artistic Swimming Team, South Sulawesi

**【Details of Activity/Project】**

Ono Shoko was assigned as a coach of the representative team of South Sulawesi in September 2019. She improved the competitiveness of a team consisting mainly of teenagers by teaching basic skills and explaining the importance of teamwork and setting goals. She had to return to Japan temporarily in March 2020 due to the pandemic, but continued to coach the team through online tools. The swimmers trained together with swimmers from other countries and had various opportunities to increase their experience.

**【Outcomes】**

Although this team consisting mainly of teenagers was somewhat relaxed, a sense of competitiveness started to grow among swimmers through coaching, and their attitude toward artistic swimming changed. More swimmers started to pay attention to their physical condition.

**【Legacy】**

Coach Ono relates, "I was able to reaffirm the strengths of Japan that I did not notice while in Japan by coaching Indonesians in the Japanese style. On the other hand, I learnt from the Indonesian way of thinking. International contribution through sport has the power to connect people and deepen mutual understanding. It is important that this connection is not transient but permanent so that it remains as a legacy of SFT."

**● Activity to Promote Boccia in Nepal**

Implementer: Japan International Cooperation Agency (JICA)

**【Outline】**

Asami Akiko, support for children with disabilities, dispatched in first batch of FY2017

Organisation: Boccia Association under Nepal Sport Council

**【Details of Activity/Project】**

This activity aimed to expand opportunities in education and sports for children with disabilities through boccia, and strived to maintain and improve their physical performance in fun ways and to expand their opportunities for interacting with children without disabilities.



## 【Outcomes】

Coach Asami comments, “Teachers and children with disabilities at a school I visited for a year and a half understood the rules of boccia and enjoyed playing it. Some children became more expressive, while others became more positive in finding a way to improve through their own initiative. The most rewarding thing was that a child with severe disabilities was able to find hope and said, boccia changed my life.”

## 【Legacy】

Because boccia balls started to be produced in Nepal, it became possible for local people to buy them at more reasonable prices. Coach Asami says that she had a precious opportunity to coach national-level players through this activity and to talk with the Prime Minister and other ministers when involved in organising national-level competitions.

## ● Judo Coaching in Peru

Implementer: Japan International Cooperation Agency (JICA)

### 【Outline】

Iwanaga Kento, judo dispatched as a Japan Overseas Cooperation Volunteer in first batch of FY2016

Organisation: Arequipa Branch, Peruvian Institute of Sport (IPD)

Location: Local club, schools for the visually impaired, primary schools, and universities, among others

### 【Details of Activity/Project】

Coach Iwanaga conducted activities to improve the competitiveness of judo, promoting it at the club, schools for the visually impaired, and primary schools, among other places. He also contributed to grading examinations, competitions and events, preparation of materials in Spanish, and coached at the Peruvian Institute of Sport, the Japanese Peruvian Association, and the University of Lima, in addition to his assigned organisation.



## 【Outcomes】

Many students developed physically and mentally through judo. Many *judoka* from the club were selected as designated national team *judoka* and achieved solid results. Coach Iwanaga served as the national team coach at the TRASANDINOS Competition with the participation of 14 cities and won the overall male and female sections in two consecutive years. At the Pan American competition for children under 13 years of age, a *judoka* won bronze in the women's 52-kg category, while a *judoka* won silver in the 66-kg category for 14-15 year-olds. After Coach Iwanaga returned to Japan, a *judoka* with visual impairment coached by him in Peru was invited to Kodokan Judo Institute (his current workplace) as part of the JICA project and participated in the Japanese National Blind Judo Championships and an international training session. This *judoka* became the first Peruvian blind judo *judoka* to win a bronze medal at the Parapan American Games held in Peru, and participated in the 81-kg category at the Tokyo 2020 Paralympic Games.

## 【Legacy】

Comment from Coach Iwanaga: “I saw many children grow in these two years, and I was also able to grow as a person thanks to the experiences I never had in Japan. I learnt many things from the children, and not just as a coach. I became convinced that judo has different possibilities when

I coached children with visual impairment, autism, and Down syndrome. I also learnt that what is important is giving my full attention to each student with passion and love."

## ● Gym Instructor in Palau

Implementer: Japan International Cooperation Agency (JICA)

### 【Outline】

Sone Mayumi, physical education, dispatched as a Japan Overseas Cooperation Volunteer in second batch of 2016

Organisation: Koror State Government Sureor Fitness Gym

Activity: strength training in gym

### 【Details of Activity/Project】

Instructor Sone planned and provided exercise programmes to fitness gym users for the purpose of promoting their health. An eight-week exercise programme for women was carried out with the Ministry of Health to increase the number of gym users. Moreover, a 'Walk for Life' event was held to measure the physical capabilities of participants as part of JICA Palau's 20<sup>th</sup> anniversary celebrations.



### 【Outcomes】

The number of gym users significantly increased from 985 (282 women) to 1,467 (542 women) per month. Instructor Sone taught physical education at elementary schools under a five-month after-school program and provided a six-month on-site exercise programme.

### 【Legacy】

It is expected that with the increase in number of gym users, lifestyle-related diseases, a serious health issue in Palau, can be prevented. Volunteer Sone has continued her work on coaching on-site exercise programmes and coaching at primary schools. We now expect the local instructors to expand their coaching outside of the gyms in order to popularise exercising and workouts. As her collaboration went on, local people were much motivated for their activities to be up-graded, finally considered to renovate the local gym facilities by themselves.



## Case 3

### ● Undokai, Physical Education and Sports Support Activities in Cambodia

Implementer: International Budo University

#### 【Outline】

Period (Number of foreign beneficiaries)

- |                                       |                                     |
|---------------------------------------|-------------------------------------|
| 1) 19 February – 2 March 2016 (669)   | 2) 17 February – 1 March 2017 (590) |
| 3) 25 February – 9 March 2018 (1,976) | 4) 19 February – 4 March 2019 (878) |

Region: Sihanoukville Province, Cambodia

Implementer (Co-Implementer): International Budo University (Senoh Corporation, Sihanoukville Primary School Teachers Training Center)

Recipient Organisations: Ou Chrov Primary School, Anuwat Primary School, Phsar Leu Primary School, Hun Sen Kaaong Primary School, Monorom Primary School, Don Bosco Hotel School

#### 【Details of Activity/Project】

In these activities, students who participated in the 'Sports Management Practice' intensive class conveyed the joy of doing exercise and cooperating with others through an *undokai* (sports festival). This took place at primary schools in Sihanoukville State, together with students from Preah Sihahuk Province Primary Teacher Training College (PTTC). These activities aimed to incorporate physical education into the educational curriculum for primary schools after holding an *undokai*, and also aimed to help students of PTTC understand the significance of coordinating *undokai* events with physical education units and having the opportunity to practice.

Since many primary schools do not actively implement physical education in rural areas of this state, Japanese and PTTC students worked together to hold the *undokai* with the aim of providing children who do not normally exercise much with an opportunity to experience the joy of physical exercise. On the other hand, at primary schools that have already implemented physical education, teachers were helped to understand the relationship between the incorporation of *undokai* events into regular classes and demonstration of the outcomes of the classes at the *undokai*.

During the actual *undokai*, children enjoyed events popular in Japan such as a ball-toss game, obstacle race and big ball rolling, as well as 'the tug of war as described in a relief in Angkor Wat. Loud voices screaming "Go Red Team!" and "Go Blue Team!" were heard from children at all primary schools where the *undokai* were held. Japanese students, students of PTTC, and primary school teachers greatly enjoyed seeing students hustling with a cry of "One, two. One, two."

As physical education support activities, draft educational guidelines, physical education teachers'

manuals, and operation manuals for *undokai* prepared by Japanese students were distributed to PTTC students to provide some tips for coordinating physical education with *undokai*. In addition, videos of physical education were shared. The physical education teachers' manuals choose 30 movements from among '36 basic movements to be mastered during early childhood', while taking into account issues in Cambodia such as a lack of facilities and equipment available at primary schools. Moreover, the physical education

videos were created based on the physical education teachers' manuals in such a way that the movements were explained in detail, allowing viewers to easily understand them. Currently, about 110 videos are available on YouTube with Khmer subtitles so that Cambodians can easily search for them.

Senoh Corporation provided ropes for the tug of war, badminton nets (also used for soft volleyball), football goal nets, and other equipment for four years, starting in 2016. After the equipment was utilised in the local *undokai* and extra-curricular activities, it was donated to each primary school, the primary school teachers training centre, and vocational training schools where sport exchanges were implemented.



## 【Outcomes】

The *undokai* were administered by Japanese students until 2016, but in 2017, the headmaster of PTTC requested that “our students organise the *undokai*”. In response, PTTC students started to play a leading role in organising it. Since they had closely observed how Japanese students previously organised it, the *undokai* was organised satisfactorily with good communication among students. In the following year, the *undokai* was held in neighbouring primary schools only by PTTC students, after the Japanese students had returned home. They took videos and uploaded them to social media. A student interviewed afterwards commented on the challenges they faced as follows: “We made preparations through trial and error with reference to past experience and the operation manuals under the guidance of PTTC PE teachers”.

Furthermore, PTTC students prepared draft educational guidelines incorporating *undokai* events and showed videos of the ‘treasure ball relay’, one of the *undokai* events, in regular classes. It was also reported that primary school teachers used donated sports gear for classes. The proactive initiative by PTTC students and local teachers show that the participants understand the relevance of *undokai* events and the importance of physical education. It could be said that this is a first step of such curriculums becoming a long-lasting implementation for school.

## 【Legacy】

In the beginning, PTTC students showed little interest in the *undokai* and just observed Japanese students from a distance. However, as years passed, they started to bring writing tools and take notes of the activities Japanese students were doing. Then, PTTC students jointed the *undokai* administration under the cooperation of the headmaster and PTTC’s PE teachers. In the end, the *undokai* was held by PTTC students alone and some *undokai* events were incorporated into the curriculums of schools where the PTTC students were sent for teaching training. Although it took about five years to reach this point, understanding and appreciation of these activities became a proactive initiative by the people involved with PTTC and PTTC students, laying a foundation for classes where *undokai* events and PE unit are coordinated. It is expected that the will and actions of current students will be handed down to new PTTC students and that physical education will be implemented to help students feel the joy of doing exercise and cooperating with others at more schools in Sihanoukville State.

## 【Feedback from Local Contacts】

### PTTC Student

“I’m glad that the *undokai* organised with Japanese students was a success. I was able to create a strong bond with them, giving us a great opportunity. It was heart-warming to see that children enjoyed the *undokai*.”

### PTTC Student

“I’d like to practice what I learnt in PE classes at the primary school assigned for my teaching practice and include it in PE classes in the future when I become a primary school teacher.”

### PTTC Student

“It was a valuable experience for us. In order not to forget what we learned from this experience; we are planning to hold a primary school *undokai* by ourselves in the fourth week of March.”

### Sok Theavy, Headmaster, PTTC

“The *undokai* organised with Japanese students gave our students a great experience. We would like to see our students and Japanese students working together to hold the *undokai* at new primary schools in Sihanoukville State in the future.”



## Column

### Activities to Spread and Promote Universal Sports and Para Sports in Laos

NGO Asian Development with the Disabled Persons (ADDP)

#### 【Background of people with disabilities in Laos】

The Lao People's Democratic Republic (Laos) is situated in northern Indochina, with a population of 7 million. It is as big as the main island of Japan. Laos is the only landlocked country in ASEAN, bordering China to the north, Vietnam to the east, Thailand and Cambodia to the south, and Myanmar to the west. According to the Fourth National Census in 2015, approximately 160,000 people had disabilities, accounting for only 2.8% of the population. Since the WHO and other sources state that people with disabilities make up at least 15% of the population of any given country in the Asia-Pacific region, the said number may not reflect the reality. The possible reasons for this difference include, 'the definition of disabilities and persons with disabilities is vague, there is no option to check intellectual disability, mental disability, or internal disability in the National Census', 'the family chose not to reveal that there is a family member with a disability', and 'minor disabilities (minor intellectual and mental disabilities) are not reported'.

In rural areas of Laos, animism is strongly rooted and having a disability is considered caused by 'an act in a previous life'. Therefore, many people do not correctly understand disabilities. In many cases, persons with disabilities live at home in silence, under the protection of their family, and are excluded from education, medical services, and social engagement.

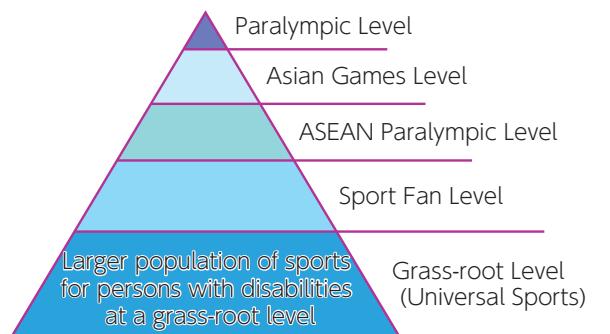
#### 【Importance of universal sports】

Universal sports can be enjoyed by anyone, regardless of their age, gender, nationality, presence or absence of disability, or type of disability. Its rules are very simple, and it is not too physically demanding, so it can be enjoyed by people with disabilities. Another characteristic is that anyone can win, regardless of competitiveness, by modifying the rules.

It is important to create opportunities for persons with disabilities to have contact with sports through universal sports. Persons with disabilities who have been isolated are able to develop ties with society through sports, build confidence, and find educational and employment opportunities. Moreover, universal sports are 'the epitome of inclusive society'. They are not only sports for persons with disabilities; anyone can participate, encouraging participants to understand disabilities better. Participants also have an opportunity to cooperate with each other. These are the reasons why the ADDP focuses on spreading universal sports in Laos, where many people do not understand disabilities sufficiently.



Persons with disabilities enjoy balloon volleyball without being understood from society, which helps them to build confidence and find educational and employment opportunities.



Universal sports are also important in improving athletic abilities. As shown in the figure, the base represents persons with disabilities enjoying universal sports. Expansion of this layer is important in order to promote social engagement of persons with disabilities, leading to improved athleticism.

If Lao athletes with disabilities show excellent performance in international sport events, more people will become interested in sports for persons with disabilities in Laos, which will result in their promotion.

The expansion of the base means better understanding of persons with disabilities in society and more opportunities for people with and without disabilities to interact and enjoy sports together.

## 【Outcomes】

Cooperation over a long number of years has steadily brought about fruit. More than three sports trainers for persons with disabilities have been nurtured in each prefecture. For example, sports trainers for persons with disabilities are appointed in all districts in Savanna khet Province and Vientiane Province. Persons in charge of promoting sports for persons with disabilities visit each village and vigorously implement universal sport promotion activities. Events and activities to promote universal sports have been carried out a total of 172 times nationwide.

We can also observe outcomes in competitive sports (parasports). At the Asian Para Games held in Indonesia in 2018, a para powerlifting competitor in the men's 49-kg weight class supported by the ADDP won a gold medal for the first time in the history of Laos. This was the first gold medal for Laos at any Olympic or Paralympic Games. This athlete received a medal from the Prime Minister. An armless male swimmer that the ADDP discovered became empowered through universal sport promotion activities and has become a candidate for the national para swimming team. An athlete with weak eyesight was selected to participate in the short sprint at the Tokyo Paralympic Games. This is an historic accomplishment, because no Lao athlete had ever participated in a track and field event.

## 【Legacy - Activities to Promote Universal Sports During the Pandemic】

As of July 15, 2021, a strict lockdown was in place in Laos so that travel to other provinces was restricted. Under these circumstances, the ADDP worked together with the Lao Paralympic Committee to implement universal sports in 18 provinces and support capacity development of each sport federation, all online, in order not to interrupt universal sport and para sport activities. Universal sports events in each province have been carried out mainly by coaches supported by the ADDP and who have participated in the Training Seminar for Coaches of Sports for Persons with Disabilities. These events have given persons with disabilities in each province opportunities to build ties with society.



Universal sport event in Houaphanh Province

In 2021, the Olympic and Paralympic Games were held in Tokyo. It was a great opportunity, because many people watch competitive sports. Many people were excited watching athletes competing at their best, raising interest in sports. It is hoped that the Tokyo 2020 Games will motivate people in Laos to start playing sports. As a first step, universal sports are important, because they are the epitome of an 'inclusive society' and something 'anyone can enjoy'. The ADDP is committed to slowly promoting 'environmental improvements so that anyone can enjoy playing sports' in Laos in view of Tokyo 2020 and even beyond, with Paris 2024.

## 【Role Models Discovered in Universal Sports】

### 1) Mr Keo

Mr Keo, who has a congenital upper limb deficiency, had an opportunity to participate in a table tennis-based volleyball competition held in southern Laos. It was his first experience playing sport with others. After doing so, he became interested in competitive sports and started his career in para swimming. Keo has become a candidate for the Lao National Paralympic Swimming Team and trains very hard every day to be able to participate in international-level competitions.

Comment: "I could feel the joy of playing sports through universal sports. Universal sports gave me confidence that I can do it! Now, I compete in para swimming races and aim to make it to Paris 2024."



### 2) Andy

Andy lives with severe cerebral palsy, near the ADDP office. Although she has to stay at home almost all of the time, it was her first time to participate in the Universal Swimming Workshop, hosted by the ADDP. She now enjoys playing universal sports.



## 3-2 Sport for Development and Peace

Support through sport was provided to people as an initiative to solve social issues and maintain peace, thereby promoting mutual understanding and the building of confidence among people of different ethnic groups and religions, as well as gender equality.

JICA has carried out many projects as part of the Steering Committee. NGOs and NPOs specialising in international cooperation have carried out projects to respond to various problems surrounding development in many countries and regions and to promote peace through sport.

For example, in the ‘Support for Peace and Unity through Sport’ (Case 4) implemented in South Sudan by JICA, a national sport event has strengthened mutual trust and bonds among citizens and contributed to their integration through interactions among different tribes and regions. The Association for Aid and Relief (AAR Japan) has held sport events in areas where people from South Sudan who have escaped armed conflict in northern Uganda live, to deepen exchanges between South Sudan and Uganda, build a friendship, and promote mutual understanding. The Shanti Volunteer Association (SVA) has taught children in Myanmar who live in refugee camps the importance of having a dream through football and exchanges at libraries using picture books (Case 6).



Activities are also carried out in disaster-stricken areas. In countries such as Nepal, Sri Lanka and Indonesia affected by earthquakes and tsunamis, activities combining sports and education on disaster prevention have been carried out (Case 14). Moreover, a baseball field constructed by the Nippon Asia Baseball Friends Club LALIGURANS (photo) is also utilised for other sports and as an evacuation centre.

The AMDA Multisectoral & Integrated Development Services held an undokai in an area of Honduras where drugs and gangs are rampant, with a tug of war and a big jump rope (photo). People involved in this event commented that “Many children just wanted to win in the beginning, but they gradually realised that everyone needs to cooperate to win”, and that “Through competing in a variety of events, we could discover every one’s good qualities”.



Another theme was the promotion of participation of women in sports. JICA contributed to gender equality and empowerment of women through the ‘Ladies First’ women’s track meet in Tanzania (Case 4). The Jumonji University College Sports Center donated sports gear and materials to Zambia, a country in which women have lower social status, to support the activities of local NGOs (photo).



The JPC encouraged people to change their perceptions and actions through ‘I’mPOSSIBLE’, an education programme developed by the IPC (Case 5).

A-GOAL provided people in different countries in Africa with food and protection from infectious diseases, even when the impact of COVID-19 was expanding in Africa (Case 7).

These activities contribute to the attainment of SDG Goal 5, Goal 10, and Goal 16.



## Case 4

### ● Support for Peace and Unity through Sport in South Sudan

Implementer: Japan International Cooperation Agency (JICA)

#### 【Outline】

Under this project, the annual national sports event known as National Unity Day (NUD) has been organised since 2016 under the theme 'Peace and Unity, in cooperation with JICA to promote peace and unity through sports in the Republic of South Sudan (South Sudan).

#### 【Details of Activity/Project】

The Ministry of Youth and Sports and Ministry of General Education and Instruction, with the cooperation of JICA, carried out activities to promote peace through sports for youths in Juba City and Pilot State in South Sudan, with the aim of strengthening the capability to implement activities to promote peace through sports, building mutual trust and bonds among citizens in South Sudan, and contributing to the promotion of social cohesion.



#### 【Outcomes】

JICA has promoted social cohesion and integration mainly among young generations by supporting the organisation of NUD which has been held five times since 2016. As a result, according to a survey conducted at the 4<sup>th</sup> NUD, 95.6% of athletes (youths under 19 years of age) answered that 'they found friends from other regions' through NUD and 99.7% answered that interactions with people from other regions and tribes are 'comfortable'. This confirms that activities through sports are effective in promoting mutual understanding among youths.

#### 【Legacy】

Four athletes selected through NUD had continued pre-Olympic training at a camp in Maebashi, Gunma, with a view to participating at the Tokyo 2020 Olympic and Paralympic Games. They aim to participate in these international events and promote social cohesion in South Sudan. They are committed to involvement in activities for peace through sports as peace ambassadors, even after they return home.

#### 【Feedback from Local Contacts】

- "After NUD competition concluded, everyone greeted and praised each other's effort, creating a sense of unity. Athletes from different regions respect each other, and coaches and referees seemed united."
- "I want others to understand that this country can achieve peace, if people can get along as we did, regardless of their ethnic group."

## ● ‘Ladies First’ Women’s Track Meet in Tanzania

Implementer: Japan International Cooperation Agency (JICA)

### 【Outline】

Period: 2017, 2018 and 2019 (cancelled in 2020 due to the COVID-19 pandemic)

Region/Country: Dar es Salaam, Tanzania (athletes came from different places in Tanzania)

Implementers: JICA Tanzania Office, Ministry of Information, Culture, Arts and Sports of Tanzania, and National Sports Council of Tanzania



### 【Details of Activity/Project】

The Ministry of Information, Culture, Arts and Sports of Tanzania and JICA co-hosted this official track meet to provide talented female athletes with an opportunity to compete. Juma Ikangaa, a marathon runner who won the Tokyo and Fukuoka marathons, placed in both the Los Angeles and Seoul Olympics, and now coaches young athletes, played an important role in realising this project, because it has been his desire to nurture female athletes. This meet also aims to contribute to gender equality and women’s empowerment in Tanzania.

This track meet collaborated with the Host Town Project for the Tokyo 2020 Olympic and Paralympic Games. For example, higher-ranked athletes in the middle and long-distance events at the track meet in 2017 and 2018 were invited to participate in Nagai Marathon, held in Nagai, Yamagata, with some of them placing highly. They also visited primary schools and junior high schools in Nagai to participate in exchange activities where cultures of the two countries were presented.

### 【Outcomes】

The three track meets gave more than 500 female athletes from different regions in Tanzania an opportunity to participate in the competition. Approximately 4,500 athletes, event officials, and spectators participated in a side event promoting gender equality and women’s empowerment.

### 【Legacy】

In 2022, JICA will commemorate 60 years of supporting projects in Tanzania. People who have been interested in each other’s countries for many years, like Juma Ikangaa, who won marathons in Japan in the 1980 and appreciates Japanese culture, provide an opportunity for younger generations to participate and play an important role in society through sports. It is expected that the track meet be held again after the pandemic and this legacy will further deepen mutual understanding between the two countries.

### 【Feedback from Local Contacts】

#### Minister of Information, Culture, Arts and Sports

“I’m in favour of the purport of this track meet that we embark on two issues at the same time, promotion of sports and gender equality.”

#### Juma Ikangaa, Ambassador of JICA Tanzania Office

“If a female athlete could participate in the Tokyo Olympic Games from our country, that successful case will boost better understanding of female athletes and improve the position of women.”

## ● Promotion of Social Participation of Persons with Disabilities through Sports

Implementer: Japan International Cooperation Agency (JICA)

### 【Outline】

This one-month long training exercise has a long history of more than 20 years. Around 15 people from all around the world participate annually. Participants are sent from sports organisations, special education schools, organisations for disabled persons, and government agencies involved in the promotion of social participation of persons with disabilities.

This training exercise aims to help participants to broadly learn sports as a tool to empower persons with disabilities and promote their social participation through interactions with persons without disabilities, as well as to acquire knowledge and skills around various rules and teaching methods in sports for persons with disabilities and inclusive sports, the development of coaches, preparation of teaching materials, and public relations.



### 【Details of Activity/Project】

Sports can contribute to the elimination of prejudice and discrimination against persons with disabilities and to their independence, by building more self-esteem and confidence in their own capabilities. This training project focuses on the empowerment of persons with disabilities and sports as a tool to promote their social participation through interactions with persons without disabilities, and features various sports for persons with disabilities and inclusive sports, including modifications in accordance with the different situations in each country and type of disability. This program is divided into Course A (in English) and Course B (in Russian). Course A was held in Tokyo and Iwate by JICA Tohoku, while Course B was held in Hokkaido by JICA Obihiro.

### 【Outcomes】

The participants who learnt sports as a tool to promote social participation for persons with disabilities continue to engage in empowerment of persons with disabilities, interactions with those without disabilities, and formulation of policies and environment that promotes inclusiveness upon returning to their home countries.

### 【Legacy】

The participants from the Ministry of Physical Culture and Sports, Republic of Uzbekistan (FY2019), with the use of the knowledge they gained during the programme, made a great contribution toward the process of regulating an Executive Order stating the involvement of persons with disabilities in sport.



**Case 5****● Teacher Training of Paralympic Education Toolkit: ‘I’mPOSSIBLE’ in Zambia**

Implementers: Japan Sport Council (JSC), Japanese Paralympic Committee (JPC), National Paralympic Committee of Zambia (NPC Zambia), International Paralympic Committee/Agitos Foundation (implemented under a project entrusted by the Japan Sports Agency)

**【Outline】**

I’mPOSSIBLE (IP) is a global Paralympic education programme developed by the International Paralympic Committee (IPC) for the purpose of educating young people in the world about the Paralympic values and the vision of the Paralympic Movement.

This I’mPOSSIBLE Teacher Training aimed to help each teacher to be able to give the class Paralympic education using IP, and two sessions were held in five months. In the first training session, I’mPOSSIBLE Teacher Training was implemented. In the second training session, the-most-achieved three teachers who participated in the first training session served as educators of the Teacher Training, therefore the second session functioned as both a Teacher Training and a Trainers’ Training.

The IPC and the Agitos Foundation engaged in the development of IP, the Japanese Paralympic Committee (JPC), the Japan Sport Council (JSC) and the NPC Zambia worked together to implement this project.

The first training session was held from 24 July 26 to July 2019, and the second from 2 December to 6 December 2019, at the Olympic Youth Development Centre in Lusaka, Zambia. A total of 79 (first session: 40, second session: 39) teachers participated.

**【Details of Activity/Project】**

In the first training session in 2019, a lecturer appointed from the Agitos Foundation played a leading role, accompanied by a lecturer from the JPC and another lecturer, President of the Malawi Paralympic Committee.

The trainees experienced goalball. In the session, they learnt the history of the Paralympic Movement and the meaning of Paralympic education, as well as necessary modifications for classes where children with and without disabilities were mixed together. After that, they were divided into groups to examine how to respond to specific cases. Moreover, they shared a case from Japan illustrating how awareness of teachers and children had changed and a case from the neighbouring country of Malawi illustrating how societal attitudes toward persons with disabilities had changed through IP.

In the second session of Teacher Training, the three most-achieved teachers conducted the Teacher Training as educators under the direction of lecturers. During this session, the Para Sport Festival was held as part of an event for persons with disabilities in Zambia. The participants experienced boccia and goalball offered by NPC Zambia.

Moreover, a meeting with the Government of Zambia was held in the presence of NPC Zambia to provide information on government involvement in the spread of IP in Japan and Malawi.



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## 【Outcomes】

The teachers who participated in the Teacher Training sessions commented that their awareness had changed significantly, and they were now motivated to give a class on their own. Moreover, NPC Zambia recognised the importance of changing local awareness where persons with disabilities live.

In the festival, children with and without disabilities who met for the first time on the day were put into the same group to experience goalball and boccia. They were confused in the beginning, but quickly became one through communication with each other. The teachers were very impressed by this situation and shared their experience in the subsequent training session.

The most important outcome was that the participants were convinced that ‘changes in awareness and attitudes of people who learnt through IP would transform society’ through this programme.

## 【Legacy】

Although the pandemic hit a few months after the training sessions, NPC Zambia and three leaders took an initiative to spread IP. As a result, the Ministry of Education of Zambia officially approved this programme.

Currently, the possibility of introducing this programme in all areas of Zambia, especially in rural areas, is being positively examined.

NPC Zambia and teachers who participated in the training programme acquired the know-how to implement this training, and the significance of Paralympic education is now deep-rooted.



## 【Feedback from Local Contacts】

- “I thought it was impossible for persons with disabilities to enjoy sports, but I also realised that small modifications and changes in my way of thinking allows us to enjoy sports together.” (Teacher)
- “I learnt how to approach children facing challenges, regardless of whether they have disabilities or not.” (Teacher)
- “I learnt that the spread of the Paralympic Movement in schools and communities will improve future society.” (Government)



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**Case 6****● Refugee Camp Football Festival**

Implementer: Shanti Volunteer Association (SVA)

**【Outline】**

The United Nations has designated June 20 World Refugee Day. On this day, various events are held all over the world to facilitate better understanding of refugee issues. On this particular World Refugee Day, a football festival was held in a refugee camp located on the Thai-Myanmar border. Yoshiaki Maruyama (former player of Yokohama F. Marinos and current Academy Director of Cerezo Osaka) and Shinnosuke Honda (former player of Jubilo Iwata, current coach of Cilie Sports Club), who lives in Thailand, were invited to deepen mutual exchanges with children through football. Firstly, the two coaches read picture books about football in a refugee camp community library administered and supported by SVA to raise interest in library activities.

The purposes of this project were set out as follows and shared with persons involved in the refugee camp:

(1) To facilitate, through football, initiatives supporting self-reliance and improving living conditions among Myanmar refugees living in a refugee camp on the border with Thailand, and to nurture a spirit of respect for the rights of individuals, regardless of the gap between rich and poor or differences in ethnicity, by helping each other while playing football; and

(2) To explain the importance to children living in harsh conditions of having a future dream and of acquiring knowledge and wisdom from books by reading picture books about football in the library

Invitation: Yoshiaki Maruyama (2012-2013), Shinnosuke Honda (2014-2018)

Co-implementers: Refugee Camp Committee, Right to Play (Canadian NGO)

Sponsors: Japanese Embassy in Thailand (2012-2018), J-LEAGUE Inc., The Japan Foundation, Bangkok (2016-2018)

Grant: The Japan Foundation, Bangkok (2012-2014)

Media: NHK, NHK World, Jiji Press Ltd., Asahi Shimbun, Yomiuri Shimbun, Tokyo Shimbun, Nishinippon Shimbun, etc.

**【Details of Activity/Project】**

This football festival has been held in different refugee camps every year. The programme is divided into three parts. The first part consists of a World Refugee Day ceremony hosted by each refugee camp; the second part is an exchange event at a library; and the third, a football school and friendly matches.

## 1. World Refugee Day ceremony in the refugee camp

- Speeches from the Ministry of Interior of Thailand, UNHCR, Refugee Camp Committee Chair, Coaches Mr Maruyama and Mr Honda, and Ambassador of the Japanese Embassy in Thailand

- Dance by minority children

## 2. Exchange event at the library (storytelling using picture books about football)

- Primary school students and children with disabilities

Storytelling using books about football such as *Wonder Goal!* written and illustrated by Michael Foreman and translated by Sena Aiko (HYORONSHA).

- Group discussion in which children talk about their dreams

## 3. Football school (for youths)

- Warm-up and game with the participation of youths

## 4. Football school and friendly match (for children)



**Coaching at football practice**



**Storytelling by Instructor Honda**

- Warm-up and game with the participation of children

### 5. Friendly match (for adults)

- For males and females

- Coaches Mr. Maruyama and Mr. Honda, and people from the J-LEAGUE, the Japanese Embassy in Thailand, the Japan Foundation and media participated in the game.

## 【Outcomes】

This activity continued for seven years from 2012 until 2018 and a total of 1,755 persons participated.

2012: Mae La Refugee Camp (135 participants)

2013: Umpiem Refugee Camp (150 participants)

2014: Umpiem Refugee Camp (230 participants)

2015: MaeLaOon / MaeLaMaLuang Refugee Camp  
(600 participants)

2016: Umpiem Refugee Camp (300 participants)

2017: Nu Po Refugee Camp (170 participants)

2018: Umpiem Refugee Camp (170 participants)



## 【Legacy】

Thirty-five years have passed since refugee camps were established on the Thai-Myanmar border, but still 90,000 refugees live in nine camps. Since 2011, children who were born and have grown up in the camps have not been able to leave. Thus, many grow up and marry without knowing the outside world. All social services, including public education, are provided with support from NGOs of different countries. The infrastructure is insufficient in all aspects. For example, the lack of teachers and insufficient curriculums are some of the educational issues.

Under these circumstances, exchange and encouragement through football give children a start, so they may dream and hope. Moreover, children were able to learn through sport what they couldn't learn in their daily lives, things such as the importance of hard work, respect for rules, and cooperation with others.

## 【Feedback from Local Contacts】

### Hsa Pee (14 years old)

"I came to this refugee camp when I was three years old. I have nine brothers and sisters and I'm the 8th child. I love volleyball and football. I was interested in football, so I started to play football last year. This was the first time for me to participate in a football school, but I really enjoyed it."



We don't have any coach who can teach football here. I'm so happy to be able to participate in this football school taught by Coach Honda. I liked how he coached us. I want to continue to practice football."

### Yar Yar Wi (12 years old)

"I was born in this refugee camp. I'm the third-born of four brothers. I love football and come to the football ground often. I didn't understand the language (Japanese) Coach Honda spoke, but I came to like him through practice. I made a lot of friends through this event. I want to keep playing football. Thank you for teaching football to Karen."



### Person from J-League in Japan

"Children enjoyed playing their hearts out on the ground, while they also eagerly listened to the storytelling by Coach Honda at the library. Through contact with so many children, I felt that children's smiles are precious in any circumstances. I really hope that these children have felt and learned something. On the other hand, I saw how deep-rooted the problems of this refugee camp are. If

we continue this activity beyond such fields as ‘education and sports’ and ‘library and football’, its influence will expand accordingly. We’d like to continue to cooperate with this project so that children can discover something new.”

#### Staff member of the Japan Foundation

“I learnt about the plight of refugees in Thailand living in refugee camps and became familiarised with the available options and their feasibility. The innocent smiles of the children were very impressive. It was heart-warming to think that the enthusiastic coaching and words of Coach Honda can change their futures.”

#### Comment from Coach Honda

“I participated in this event five times, so it gave me a special feeling. I felt that I was able to get closer to the history of the people in the camp than ever before. Thinking about them and my position, and looking back at their history, I realised how I should I interact with them so that these young ones could bravely create a new era. When I gave a speech, I was able to express my feelings in my own words. I believe that thinking about what we can do for others really makes us grow.”



## Case 7

### Leave No One Behind through the Power of Sport Project to Solve Social Issues in Partnership with Local Sport Clubs in Africa

Implementer: A-GOAL

#### 【Outline】

“We could die because of hunger, even if we don’t die because of the coronavirus.”

On May 16, 2020, the A-GOAL (Africa-Global Assist with Local Sport Clubs) project was launched in response to an SOS from a football coach in Kenya. In Kenya, a lockdown was implemented across the whole metropolitan area of Nairobi in early April 2020. It is estimated that more than 70% of residents in slums lost their jobs. For low-income people with little savings to begin with, losing a job means running out of food. It has been difficult for vulnerable people such as those with disabilities, the elderly, and orphans to receive support from the government.

A-GOAL has been delivering food and infection prevention aids through local sport clubs in Africa serving as important hubs. In about the one year since the commencement of this project, we have provided food (rice, corn powder, sugar, salt, oil,), soap, and other items to prevent infectious diseases to over 13,000 people in four countries; Kenya, Nigeria, Malawi, and Uganda (as of August 2021).

In addition, we are currently shifting our activities, redirecting emergency assistance to sustainable development to solve social issues, and have expanded these to nine African countries (South Sudan, Senegal, Zambia, Botswana, and Cameroon, in addition to the aforementioned four).



The A-GOAL logo represents the hope that people in Africa and Japan can help each other hand in hand to build a society in which everyone can live without difficulty. Approximately 30 project members and more than 300 donors, mainly from Japan, participate in the activities and collaborate with coaches from local sport clubs in African countries.

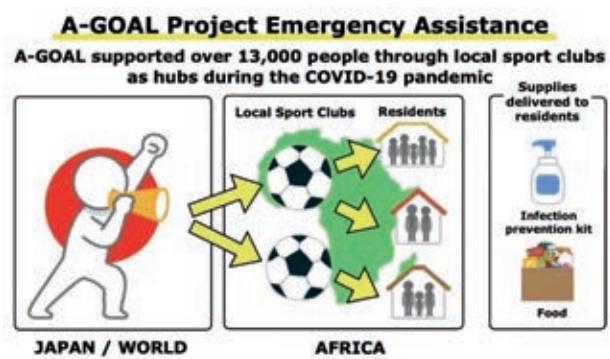
#### 【Details of Activity/Project】

##### How Can a Local Sport Club Serve as a ‘Hub’?

One of the characteristics of A-GOAL is that support is provided through ‘local sport clubs’, such as football clubs, volleyball clubs, and running clubs that conduct grass-root activities locally using sport networks.

‘Local sport clubs’ in Africa not only provide coaching of sports for children, but also carry out social activities such as clean-ups, sports events, and HIV/AIDS prevention seminars, so that they are trusted by residents in their community. Moreover, they have connections with children, their parents, local NGOs, and community leaders. The connections of local sport clubs can be utilised effectively to find people in need and to swiftly dispatch relief supplies they urgently need.

Mr. Kishi Takumi, the founder of the A-GOAL project and a former JICA overseas cooperation volunteer, started to provide support in cooperation with a sport club with which he had been active when a volunteer. Currently, there are more than 20 local sports clubs participating in A-GOAL, thanks to connections between the clubs and networks A-GOAL project members have.



## From ‘Emergency Assistance’ to Partners to Achieve SDGs

Although A-GOAL started out by providing emergency assistance of food and hygiene products, it now provides a broad range of activities using the ‘power of sport’. Its activities are associated with several Sustainable Development Goals (SDGs).

In Malawi, a local sport club serves as a hub to cultivate vegetables and distribute them to residents. There is a plan to open an ‘A-GOAL restaurant’ to sell vegetables to tourists. One goal of A-GOAL is to increase job opportunities for sport club members.

Some local sport clubs in Kenya commented that ‘they cannot pay the registration fee for a sport event’ and ‘they don’t have sufficient funds to purchase sports gear’. It has become more common to hear such opinions, especially with the worsening of the COVID-19 pandemic. In order for a local sport club to demonstrate the ‘power of sport’, implementation of sports activities themselves is essential. Thus, A-GOAL started ‘project support’ activities for local sport clubs, by providing funding and jointly managing small businesses (poultry farming, etc.) so as to increase the income of the clubs implementing sports activities and as a way of contributing to solve social issues.

A number of events have been carried out to facilitate interactions and exchanges between people in Japan and Africa by connecting them online and broadcasting project activities. The donation of feminine hygiene products and counselling for female players in Kenya were broadcast live on International Women’s Day in March 2021. It was impressive to see the powerful counselling and relevant messages for girls to protect and promote the rights of women.

The relationship between the peoples of Japan and Africa can be regarded as a ‘supporting side’ and a ‘supported side’, but this relationship has become one of ‘partners’ to jointly solve social issues, thanks to activities carried out under the A-GOAL project. A-GOAL is committed to trying various activities with the aim of contributing to the attainment of SDGs based on the networks established with local sport clubs in Africa.

### 【Feedback from Local Contacts】

#### Local sport club coach in Kenya

“Parents of girls who had previously opposed their girls’ participation in the football club became more cooperative, because they received different benefits, not only from football but also from the support provided by A-GOAL.”

#### Nigeria Olympic Committee President Habu Ahmed Gumel

“The unemployment rate has soared to an unprecedented level during the pandemic, and assistance from the government has not been sufficient. However, the assistance from A-GOAL has saved the lives of residents.”

#### Resident of Malawi

“It is very encouraging to see children of this football club now engaging in agricultural production rather than doing nothing in their free time, and refusing the temptation to smoke marijuana or drink alcohol.”



### 3-3 International Exchange through Sport

Many SFT members such as the Ministry of Foreign Affairs, JF and JSPO have carried out international exchanges through sport. These exchanges involve children, youths, university students and seniors. Moreover, support aimed at improving competitiveness and solving social issues through sport often includes elements of exchange.

The Ministry of Foreign Affairs has contributed to the development of bilateral relationships by dispatching and inviting athletes and coaches under its Projects for Sports Diplomacy Enhancement, supporting the transport of sports equipment, and holding sport-related receptions at diplomatic missions overseas (Case 8). Moreover, it has carried out sport-related projects such as the Grant Assistance for Cultural Grassroots Projects (Case 12), Japan's Friendship Ties Program, and Cultural Projects of the Diplomatic Missions Overseas.

The JF has promoted international exchanges through sport by means of organised or subsidized projects, mainly in Southeast Asia, including ASIAN ELEVEN (Case 9), a football exchange project co-hosted by the Japan Football Association and J-League, and the judo exchange programme 'JAPAN-ASEAN JITA-KYOEI PROJECT' (Case 11), co-hosted by the Kodokan Judo Institute.

The JSPO has deepened its friendships and partnerships with Germany, Korea, China, and Russia and carried out exchange through sport for different age groups with the aim of promoting sports in these countries for many years (Case 13).

Among a total of 511 accredited projects carried out by SFT member organisations, approximately 300 include exchange as one of their purposes, or elements of exchange in their activities. The outcomes of exchange are mutual understanding and friendship among participants, and better understanding of Japan in the long run. Moreover, some participants in exchange projects made it to the Tokyo 2020 Olympic and Paralympic Games.



International Boys Nankyu Baseball Association Japan: International Baseball Tournament



Nippon Budokan: Dispatching event



Joint training and friendly match between the volleyball clubs of Yamanashi Gakuin University and City University of Hong Kong



Fukuoka Prefecture:  
International exchange for children



Otake Surf Life Saving Club:  
Exchange with Australia through lifesaving

**Case 8****● Projects for Sports Diplomacy Enhancement - Exchange with Finland through Kendo**

Implementer: Ministry of Foreign Affairs

**【Outline】**

Period: 14 – 20 August 2019

Country/region: Finland

Event: *Kendo*

Organisation: All Japan Kendo Federation

Number of foreign beneficiaries: 365

Projects for Sports Diplomacy Enhancement aims to strengthen relationships with other countries (regions), with the Olympic and Paralympic Games Tokyo 2020 in mind. In this project, the Government of Japan dispatched kendo instructors from Japan to provide Finland with an opportunity to get to know Japan's current initiatives through *kendo* and to improve the skills of Finnish *kendo* practitioners.

**【Details of Activity/Project】**

The Finland Kendo Association (FKA) requested Japan to dispatch instructors and officials for a commemorative *kendo* seminar and a celebratory event to mark the 100<sup>th</sup> anniversary of diplomatic relations between Japan and Finland. The Government of Japan dispatched two Japanese *kendo* instructors and an executive officer to Finland from August 14 to 20 with the cooperation of the All-Japan Kendo Federation. The instructors held a cultural exchange lecture, a friendly practice session with local *kendo* practitioners, a celebratory *kendo* demonstration, and *kendo* training sessions in Helsinki, the capital of Finland. The instructors from Japan interacted with many participants not only from Finland, but also neighbouring countries.

**<Cultural Exchange Lecture>**

Date: 15 August 2019      Lecturer: President of Finland-Japan Association, Olli Juvonen

Participants: Approximately 40 persons, mainly from the Finland Kendo Association

In this lecture, President Juvonen explained the history of the Finland-Japan Association, the history of *kendo* in Finland, and the event celebrating the 100<sup>th</sup> anniversary of diplomatic relations between Japan and Finland. Participants commented that they were able to get the whole picture of the 100<sup>th</sup> anniversary event, in addition to the relationship and history of the two countries and the FKA's history.

**<Friendly practice session>**

Date: 15 August

Participants: Approximately 25 kendo practitioners from the FKA (including two Finnish 7<sup>th</sup> *dan* (grade) and four 6<sup>th</sup> *dan* practitioners)

The participants received mainly basic training. They were excited to receive training from top Japanese instructors and impressed by the precise coaching.

**<Kendo training sessions>**

Dates: 16, 17, and 18 August

Participants: 115 *kendo* practitioners participated (including three 7<sup>th</sup> *dan* and seven 6<sup>th</sup> *dan* practitioners), along with four *iaido* fencers who participated in the demonstration (Some *kendo* practitioners came from Denmark, Estonia, Russia, and France.)

On the first day, President of the Finland Kendo Association, Mika Kankainen delivered the opening remark, and Ambassador of Japan to Finland, Murata Takashi offered a guest speech before the friendly practice session.

On the second day, Iwatake Saburo (*Hanshi 8<sup>th</sup> dan*) and Onda Koji (*Kyoshi 8<sup>th</sup> dan*) coached. Moreover, the two instructors demonstrated Japanese *kendo kata*, while the Finland National Team demonstrated *iaido* and *jodo* as part of the celebratory *kendo* demonstration. After their demonstrations, all *kendo* practitioners participated in the celebratory *kendo* practice session.

On the third day, a closing ceremony was held after the training session. The participants learned basic skills for long hours and showed significant progress. It seems all participants fully understood the importance of basic skills.

#### <100<sup>th</sup> Anniversary Celebratory Dinner hosted by FKA President>

Date: 17 August Participants: Approximately 40 from the FKA

After the training sessions finished, participants enjoyed the exchange of opinions and talked about what they learnt. A participant commented that it was very meaningful to have deepened the friendship with Japanese instructors and to have discussed *kendo* in Finland and its future.

### 【Outcomes】

As for the exchange with Finland through *kendo*, the All-Japan Kendo Federation dispatched *kendo* instructors to Finland for six months as a long-term activity from 1990. A total of 22 police and university *kendo* instructors were dispatched almost every year until 2013. These instructors taught *kendo* skills and engaged in cultural exchange activities through *kendo*. The reason why *kendo* is popular in Finland is because of the vigorous activities by the Finland Kendo Association established in 1986. Self-Defence Force Officer Kanimatsu Daihachiro, who was assigned to the Japanese Embassy in Finland at that time, taught *kendo* earnestly until 1990 to build a foundation. Since then, the All-Japan Kendo Federation has dispatched many more instructors and has engaged in coaching *kendo*.

During the programme, the commemorative ceremony and other events were held in addition to the commemorative seminar. The Japanese *kendo* instructors gave high-level lessons directly to Finnish *kendo* practitioners. Finland has more than 50 highly-ranked (over 5<sup>th</sup> *dan*) *kendo* practitioners (6<sup>th</sup> highest among the 44 countries of the European Kendo Federation), which reflects the history of *kendo* in the country. The training sessions helped participants to improve the level of *kendo* in Finland. On the other hand, cultural exchanges in Helsinki helped people in Finland to learn more about *kendo* as an aspect of traditional Japanese culture.

The philosophy of *kendo*, focusing on mental training and self-discipline, is similar to the mentality of the Finnish, who do not give up easily and try to overcome challenges. It was meaningful that the citizens of the both countries recognized that the firmly established foundation of friendship between the two countries is based on that affinity, deep trust build for years by our forerunners in many fields including culture and sports, and the warm circle of people. It was also meaningful from the diplomatic point of view that these projects have helped Japan to deepen its friendship with Finland, one of the major countries in the European Kendo Federation and one which has produced its Secretary General, and that potential Japanophiles, particularly among the younger generations of Finnish who bear the future of the bilateral relationship, were able to understand Japan better and are more interested in Japan.

### 【Feedback from Local Contacts】

Funaki Takashi, Executive Director of the All-Japan Kendo Federation, and Chairperson of the International Kendo Federation

“More than 100 *kendo* practitioners, from young beginners to experienced 7<sup>th</sup> *dan* practitioners participated in the event with the cooperation of the Finland Kendo Association. From basic to advanced skills were taught in detail in accordance with the skill of the learner. I expect them to use what they learned from the event for their daily practice and the development of *kendo* in Finland.”

**Mika Kankainen, President of the Finland Kendo Association**

"The participants were very satisfied with the practice sessions by the highly-ranked instructors from Japan. Moreover, friendly relationships between Finland and Japan were strengthened through this programme. We had the best possible instructors, and their experiences helped our 'kendo journey'. The lesson programme focused on the basic practices that help to understand the basis and the theory behind the techniques. I really appreciate that they gave us so many practice sessions.

The improvement of skills and the understanding of *kendo* we learnt from the highly-ranked Japanese instructors are very important for *kendo* in Finland. I do hope that the Japanese instructors will be dispatched again."



## Case 9

### ● Football Exchange Project

Implementer: The Japan Foundation (JF)

#### 【Outline】

The JF carried out this exchange project together with the Japan Football Association (JFA) and Japan Professional Football League (J-League) with the aim of developing football in Asia. Since FY2014, approximately 1,100 persons have been dispatched, invited, or participated in this project, mainly in the ten ASEAN countries (Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam). The total number of foreign beneficiaries is approximately 18,000.

#### 【Details of Activity/Project】

The JF worked together with the football associations of participating countries to dispatch or invite persons involved in football and to hold soccer schools for the purpose of continuously strengthening the national teams, club teams and professional football leagues. In 2019, ASIAN ELEVEN, an international selection team consisting of members from Japan, the ten ASEAN countries and Timor-Leste, was formed. In June of that year, ASIAN ELEVEN had a friendly football match with the U-18 Tohoku Selection Team in Fukushima. In addition, they had an international friendly match with the U-16 Thai Selection Team in Bangkok in November 2019 when the ASEAN-Japan Summit was held.

After the spread of the COVID-19 pandemic in Asia, most of the projects were implemented online. An online seminar titled 'Online Seminar Series "Asia Center TERAKOYA"' was hosted by the Asia Center to implement a football seminar several times and to present the outcomes of the exchange programme, the JFA's strategy for Asia, and activities taken by J-League club teams in Southeast Asia. Furthermore, JFA President Kohzo Tashima gave a discourse in an online event co-hosted by Nikkei to talk about the outcomes and importance of football exchange projects in Asia and the need for and possibilities of more exchanges targeting Japan and other countries.

#### 【Outcomes】

As a result of continuous exchanges since FY2014, the number of Southeast Asian countries earning a ticket to the AFC U-19 Championship has increased. For example, five Southeast Asian countries participated in the 2020 Championship in Uzbekistan, which was a record high. Cambodia, where several experts have been dispatched under the project, participated in the AFC Championship for the first time in 45 years (The Championship itself was cancelled due to the COVID-19 pandemic.).

The number of applications for the JFA's regular project to dispatch coaches overseas was double that of other years after the online seminar was broadcast with the cooperation of the JFA. The seminar succeeded in appealing to many potential football coaches interested in coaching football overseas but who did not have detailed information. This is another ripple effect of the online seminar.



© JFA



## 【Tangible Legacy】

- Establishment of designated football schools in Cambodia

The designated football schools were established in all 25 states of Cambodia under the leadership of dispatched experts. These schools succeeded in setting up a system for improving each youth category and made a great contribution to the improvement of Cambodian football standards. The sustainable organisation and established coaching methods are expected to further boost Cambodian football standards in the future.

- Opening of soccer school

Kawasaki Frontale held a football school in Vietnam as part of this project and opened a school to continuously teach football through local connections, allowing more young people in Vietnam the opportunity for contact with Japanese football. This soccer school is expected to contribute to the development of Vietnamese football.

## 【Intangible Legacy】

- Contribution to exchange among players and improved motivation

Some players who participated in ASIAN ELEVEN in 2019 and training offered by J-LEAGUE clubs have been selected by their national team or scouted by famous leagues in Europe. Cross-border exchanges under this project seem to have given them more motivation. We expect that more players will have success in their football careers.

## 【Feedback from Local Contacts】

- “The leaders who are in charge of developing coaches in Asian countries share global football trends and visions as common knowledge and motivate each other. I’m confident that all participants will take advantage of this experience when they return home.”
- “ASIAN ELEVEN was born from a brave idea of the Japan Foundation Asia Center. It was a great experience to share time with players with personality from ASEAN countries for two weeks. I hope that this project continues.”
- “It gave participants from Southeast Asia a great experience, because it allowed them contact with Japanese culture in activities off the ground and to communicate with Japanese of different age groups such as seniors, high school students, and primary school students.”

**Case 10****● Social Contribution Activity through Sport for Youths**

Implementers: SANIX INCORPORATED, SANIX SPORTS FOUNDATION, Global Arena Inc.

**【Outline】**

SANIX Incorporated became a Sport for Tomorrow member in 2015 and applied for an accredited project in the same year. Although the sponsored tournaments in 2020 were cancelled due to the COVID-19 pandemic, six tournaments of five events had been held a total of 25 times by 2019, with 32 participating countries and regions and a cumulative total of 3,038 foreign beneficiaries. SANIX Incorporated promotes social contribution activities aimed at the sound development of youths through sport, improvement of competitiveness, and international cultural exchange. All events are held at Global Arena (Munakata City, Fukuoka), a multi-purpose sports and cultural complex with accommodation facilities where participants can eat, sleep, and participate in competition together. It was built by Munemasa Shinichi, the founder of SANIX Inc. Construction was financed with the founder's profits received from the launch of SANIX's Initial Public Offering (IPO).

**【Details of Activity/Project】****● SANIX World Rugby Youth Tournament: April-May 2016, 2017, 2018 and 2019**

This is the oldest international sport event held by SANIX Group, beginning in 2000 and celebrating its 20th edition in 2019. Approximately 13,000 rugby players have participated in the tournament, out of which 145 have played for their respective national teams and 26 at the 2019 Rugby World Cup in Japan. Many rugby players participating in this tournament have played in top-level leagues in Japan and other countries.

**● SANIX Cup U-17 International Handball Tournament: October 2015, 2016, 2017, 2018, and 2019**

Sixteen male and female teams from Japan and other countries participate in this tournament. The participants not only compete against each other, but also deepen their understanding of different cultures through communication, exchange meetings, and sightseeing.

**● SANIX Cup International Junior Rhythmic Gymnastics Group Tournament: November 2015, 2016, 2018, and 2019**

This Tournament aims to spread junior rhythmic gymnastics, provide a place where junior gymnasts can demonstrate the fruits of their daily practice, such as their skills and expressiveness, and promote international exchange. The Levski Rhythmic Gymnastics club from Bulgaria visited local primary schools to perform demonstrations and experience Japanese culture for the purpose of promoting exchange with local communities.

**● SANIX International Juvenile Judo Championships in Fukuoka: December 2015, 2016, 2017, 2018, and 2019**

This championship aims to spread and grow judo among junior high-school students, improving their competitiveness, and to nurture athletes who can compete at an international level and persons who



can contribute to the international community. A training camp and a judo skills clinic were held by inviting world-class judoka mainly for overseas teams.

●SANIX Open Rhythmic Gymnastics Group Tournament: February 2017, 2018, and 2019

This is a higher-level version of the above rhythmic gymnastics tournament, but for senior students (in the 2nd grade of junior high school and above). This tournament helped gymnasts who participated in the Junior Tournament to set new goals and promoted the spread of rhythmic gymnastics with the aim of providing opportunities for international exchange.

●SANIX Cup International Youth Soccer Tournament: March 2016, 2017, 2018, and 2019

Sixteen national and overseas teams compete in the preliminary and final rounds to decide a champion. Participation in an international competition gives each team valuable experience and offers players more future possibilities. They also participate in the welcome party, sightseeing and learn about different cultures.



## 【Outcomes】

Competition with opponents who speak a different language helps athletes to drastically grow both technically and mentally in all tournaments. Strong teams in Japan may win only through their fame before they start a game. However, common sense in Japan does not carry over to overseas athletes, because their capacity is unknown. This can help domestic athletes to unleash new potential.

Moreover, young generations naturally learn each other's culture by trying to communicate their feelings with gestures and by exchanging gifts, acquiring the ability to adapt to a rapidly globalizing society.

These elements are closely related to the SDGs and considered to contribute to the attainment of SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 10 (Reduced Inequalities), SDG 16 (Peace, Justice and Strong Institutions) and SDG 17 (Partnership).



## 【Legacy】

At the Rugby Tournament welcome party, each team gives a 3-minute performance every year. One Japanese team played the song 'We are the World', and players from other countries got up on the stage one after another with their national flag and started to sing together. This was not planned by the organiser, but the high-school students understood the meaning of this tournament and their own roles. It has become an annual event.

Furthermore, two foreign athletes and twenty-six Japanese athletes, past participants in these tournaments, even before they were accredited projects, made it to the Tokyo 2020 Olympic Games, while one foreign athlete made it to the Tokyo 2020 Paralympic Games. The experience of participating in international tournaments at a young age has given young athletes more motivation and resulted in current success. We hope that these athletes pass on that importance to the future generations. This is one example of an international social contribution activity through sport.



**Case 11****● Judo Exchange Program ‘JAPAN-ASEAN JITA-KYOEI PROJECT’**

Implementer: The Japan Foundation (JF)

**【Outline】**

The JF Asia Center and Kodokan Judo Institute have come together to pursue a judo exchange project with the aim of expanding exchange with ASEAN countries, developing human resources, and forming networks. Since FY2016, approximately 100 persons have been dispatched to, or invited to Japan from, the ten ASEAN countries through this project. The total number of foreign beneficiaries is around 5,000.

**【Details of Activity/Project】**

Japanese coaches have been dispatched to foreign countries, while coaches from other countries have been invited to Japan under this project. Moreover, networks among persons involved in judo in Japan and ASEAN have been built to promote better understanding.

**【Outcomes】**

The project aimed to improve the level of competitiveness in judo by inviting young coaches to Japan and dispatching Japanese coaches to other countries so as to meet the needs of the Tokyo 2020 Olympic and Paralympic Games and the SEA Games. As a result, the networks between Japan and Southeast Asia through judo have been strengthened. Moreover, this project has made a great contribution to building a new organisation to spread judo in each country, with the establishment of the Brunei Judo Federation in 2018, for example.





## 【Tangible Legacy】

- Establishment of the Brunei Judo Federation

In 2018, the Judo Federation was established in Brunei under the leadership of this project. Brunei was the only country in ASEAN where no public judo association had existed. The Brunei Judo Federation has contributed to the spread of judo in local communities and improvement in levels since then.

- Preparation of judo coaching materials

The production and distribution of video materials teaching judo techniques and the necessary mentality have made it possible to reach out to people living in local areas in the ASEAN region, because they cannot be taught judo face-to-face. These videos are available semi-permanently on the video distribution website.

## 【Intangible Legacy】

- Strengthened networks among persons involved in judo in Southeast Asian countries

Close information sharing has begun not only between Japan and ASEAN but among the ASEAN judo federations, resulting in deeper human networks. It is expected that judo will continue to spread in the ASEAN region in response to collaboration among the ASEAN countries.

## 【Feedback from Local Contacts】

- “I appreciate the coaches who shared with us a lot of knowledge and experience through this seminar prepared by Kodokan, the origin of Judo, and all people who organised this event. Moreover, I’m so happy that I could practice with colleagues who participated in this event from other countries. I’d like to bring the experience and joy I felt from this seminar to my country.”
- “I hope that this seminar for children will be carried out again.”
- “I want to utilise what I learnt from the seminars by Kodokan for the future development of judo.”
- “I’d like to request an online seminar at least once or twice a year.”
- “I expect online classes to be available so that we can learn more judo skills.”
- “I hope that this wonderful programme will be provided again one day.”

**Case 12**

● **FY2016 Grant Assistance for Cultural Grassroots Projects for Costa Rica,  
“The Project for the Improvement of Sports Equipment of Costa Rica Olympic  
Committee”**

Implementer: Ministry of Foreign Affairs

**【Outline】**

Name of beneficiary organisation: Costa Rica Olympic Committee

Maximum amount of grant assistance: 9,981,360 yen

Equipment granted

Gymnastics	• Mats for male parallel bars × 1 set • Mats for male rings × 1 set	• Mats for female balance beam × 1 set • Mats for female uneven bars × 1 set
Swimming	• Speaker with amplifier × 2 sets • Mixer × 1 set	• Wireless microphone set × 1 • Underwater speaker set × 1
Table tennis	• Official table-tennis table adaptable to wheel chair × 16	
Fencing	• Fencing piste for official match × 5 sets	
Boxing	• Portable boxing ring × 1 set	

**【Purpose】**

- (1) As part of SFT, contribute to the promotion of sports in Costa Rica by providing equipment in the fields the Costa Rica Olympic Committee (CON) strives to reinforce, namely, ① gymnastics, ② artistic swimming, ③ table tennis, ④ fencing, and ⑤ boxing.
- (2) Strive to strengthen and spread sports in Costa Rica and contribute to the promotion of friendship and exchange through sport between the two countries.
- (3) Further strengthen and develop the bilateral relationships and enhance the presence of Japan in sports communities in Costa Rica.
- (4) Provide opportunities for young people to enjoy sports, promote sound development of youths, and spread sports and healthy lifestyle, the values of sport, and the Olympic and Paralympic Movement.
- (5) Promote stronger bilateral relationships through sports by dispatching Japanese coaches once sport equipment is installed, as well as by inviting Costa Rica national team athletes to Japan.

**【Outcomes】**

Since hand-over ceremonies were held five times for five sport associations, not only the relevant sport associations, but also sport communities and general public in Costa Rica recognised this programme. It helped to improve Japan's presence in Costa Rica drastically.

At the Central American Games held in 2017, the associations that received equipment under this programme obtained outstanding results. A male fencer (epee individual) won a gold medal. Moreover, a female fencing team (epee) won another gold medal. The men's and women's gymnastics teams also obtained outstanding results at the Games in particular the men's team won the championship and proceeded to a higher-level competition, the Central America and Caribbean Gymnastics Championship, for the first time in the history of Costa Rica. The presidents of the Fencing Federation and the Costa Rica Gymnastics Federation commented that the significant improvements in training environments thanks to the donation of equipment under this programme were the key to this success. The Costa Rica sports communities also highly appreciated this programme.

JICA dispatched Japanese overseas cooperation volunteers for table tennis and fencing after this programme. Not only sport circles, but also political and educational circles in Costa Rica greatly valued the tangible and intangible support from Japan.

On October 30, 2018, the Central America Boxing Championship took place in Costa Rica. The boxing ring provided under this programme was used in this championship. Minister for Sports in Costa Rica Hernán Solano mentioned that he appreciated the contribution by Japan in his speech.

In December 2019, the Copa Costa Rica 2019 Paralympic Table Tennis Championship was held

with the participation of more than 100 athletes with disabilities from 23 countries. The 16 tables provided under this programme were used. The President of the Costa Rica Table Tennis Federation commented in the opening ceremony that those tables were provided by the Ministry of Foreign Affairs (MOFA) of Japan and reiterated their appreciation. The Japanese team that participated in this competition was also appreciated. They were thanked repeatedly by athletes from different countries who participated and were proud of the understanding and cooperation of the government of Japan for sports for persons with disabilities.

In June 2021, Luciana Alvarado, a female gymnast designated for special training by the Costa Rica Gymnastics Federation, was selected to participate in the Tokyo Olympic Games. She was the first Costa Rican gymnast to participate in any Olympic Games. The President of the Costa Rica Gymnastics Federation expressed his deep appreciation saying, "this historical achievement depends greatly on the significant improvement of training environment for athletes, thanks to the provision of gymnastics equipment under this programme. I'd like to reiterate my appreciation for the Embassy of Japan in Costa Rica and the government of Japan." Moreover, Luciana Alvarado also expressed her appreciation and commented that "the gymnastics equipment from Japan, the host nation for the Olympic Games, has given me and other athletes belonging to the Costa Rica Gymnastics Federation more motivation. I'm looking forward to demonstrating my gymnastics in front of the Japanese audience in Tokyo."

## **【Feedback】**

### **Japanese Embassy in Costa Rica**

"The Japanese Embassy in Costa Rica actively promoted bilateral exchange through sport as one of the basic policies in public relations and cultural activities toward the Olympic and Paralympic Games Tokyo 2020. This project improved the sports environment in Costa Rica, gave young people more opportunities to enjoy sports, and strengthened and promoted the spread of sports and healthy lifestyle. It brought about numerous benefits such as the development of bilateral relationships through sport. This programme deepened our relationships with the Costa Rica Olympic Committee (CON) and sports communities."

"The CON plays a central role in promoting the Olympic and Paralympic movement in Costa Rica and is one of the most important organisations to promote the SFT programme. It is important that we could establish a closer relationship with the CON in terms of promoting sport diplomacy in the future."

"The CON and the JOC concluded a partnership agreement in May 2015 with the cooperation of the Japanese Embassy in Costa Rica. Since then, bilateral exchange through sport has flourished. As a result of the improvement of the sports environment in Costa Rica, the relationship between Japan and Costa Rica has further strengthened and evolved, building a solid Japanese presence in sports communities in Costa Rica."

"We are committed to promoting the values of sport and the Olympic and Paralympic movement towards the Tokyo Olympic and Paralympic Games in cooperation with sports communities in Costa Rica and to contributing to the further development of the bilateral relationship."

### **Minister for Sports of Costa Rica Hernán Solano**

"I have attended numerous international matches of fencing, judo, boxing, and other events. I always see equipment donated by the Japanese Embassy and human contribution in all of those opportunities. I'd like to reiterate my deep appreciation for your significant contribution to the sports communities in Costa Rica." (October 30, 2018, Statement at the Central America Boxing Championship held in Costa Rica)



## Case 13

### ● Japan-Germany Sport Exchange, Japan-Korea-China Sports Exchange, Japan-Korea Sport Exchange, Japan-China Sports Exchange, and Regional Exchange

Implementer: Japan Sport Association (JSPO)

#### 【Outline】

The Japan Sport Association (JSPO) has carried out the ‘Japan-Germany Sport Exchange Program’ since 1967 with the aims of improving the level of young instructors and contributing to youth sport development. The Japan-Korea-China Junior Sports Exchange Meet has been hosted by Japan, Korea, and China since 1993 to promote sporting exchanges among the three countries, to foster mutual understanding and to enhance the international sporting competitiveness of high-school athletes. Moreover, the Japan-Korea Sports Exchange program, the Japan-China Sports Exchange program, and the regional-level Japan-Russia Sports Exchange program have been held since 1997, 2007, and 2016, respectively, for a wider range of age groups with the aims of deepening goodwill and friendship and promoting further sporting development between countries. Delegations visit each other’s countries and deepen mutual understanding by experiencing local life and cultural visits with the aim of promoting the spirit of goodwill, friendship, and in the spirit of fair play.

#### 【Details of Activity/Project】

##### 《Japan-Germany Sports Exchange》

The Japan-Germany Junior Sport Clubs Coaches’ Friendship Exchange, the Japan-Germany Junior Sport Clubs Friendship Exchange, and the Japan-Germany Junior Sport Clubs Coaches’ Seminar have been held since 1967, 1974, and 1977, respectively, with the aim of deepening friendly relationships through exchange with German youths and coaches and contributing to youth sports development in Germany. The participation of youths and coaches of Japanese and German junior sport clubs has produced outstanding results in terms of the administration and revitalisation of organisations. Moreover, these programmes have contributed to the education of youths and friendly relationships between the two countries.

Name	Duration	Place	Participants
Japan-Germany Junior Sport Clubs Friendship Exchange	18 days	Germany	125, between 16 and 24 years of age
	17 days	Japan	
Japan-Germany Junior Sport Clubs Coaches’ Friendship Exchange	14 days	Germany	10, up to 45 years of age
	14 days	Japan	
Japan-Germany Junior Sport Clubs Coaches’ Seminar	14 days	Germany	7, up to 50 years of age
	13 days	Japan	7, up to 50 years of age

##### 《Japan-Korea-China Sports Exchange Program》

The Japan-Korea-China Junior Sports Exchange Meet has been hosted in turn by Japan, Korea, and China since 1993 to promote youth sporting exchanges among the three countries, foster mutual understanding and enhance international sporting competitiveness. Participants are from four teams, representing Japan, Korea, China, and the host region. This exchange is a unique international multi-sports event for high school students. The Japanese delegation consists of top-level high school athletes who have performed well in national competition and take part in competitive matches every year against the Korean and Chinese delegations consisting of youth of the same age. Many athletes who previously participated in this programme have made it to Olympic Games and other international competitions, playing an important role in the improvement of competitiveness of Japanese sports.



Name	Period	Country	Participants	Events
Japan-Korea-China Junior Sports Exchange Meet	7 days, 23 – 29 (August)	Japan/Korea/China	247 from the delegations of Japan, Korea, China and the host region (total of 988 high school students under 18 years of age)	Athletics, Soccer, Tennis, Volleyball, Basketball, Weightlifting, Handball, Soft Tennis, Table Tennis, Badminton, Rugby Football

### 《Japan-Korea/Japan-China Sports Exchange》

Wide-ranging sporting exchanges with Korea have been held with the approach of the co-hosted 2002 FIFA World Cup Korea/Japan, with the aims of deepening goodwill and friendship between the two countries and promoting further sporting development. Over 20,000 Japanese and Korean athletes of different age groups have visited each other's countries for the purpose of deepening understanding and experiencing sport exchanges, daily life, and culture. After their conclusion, exchange programmes have evolved into regional and individual exchanges. We can see that these international exchange programmes have produced achievements.



Name	Period	Country	Participants	Events
Japan-Korea Youth Summer Sports Exchange	7 days (August)	Korea	218, 5 <sup>th</sup> - and 6 <sup>th</sup> - grade primary school students and junior high school students	Soccer, Volleyball, Basketball, Table Tennis, Badminton
		Japan		
Japan-Korea Youth Winter Sports Exchange *2	6 days (January-February)	Korea	159, junior high school students	Skiing (Alpine, Cross-country), Skating (Speed Skating, Short track), Ice hockey, Curling
		Japan		
Japan-Korea Sports Exchange	7 days (May-June)	Korea*3	176, 30 to 70-year-olds	Soccer, Tennis, Volleyball, Basketball, Cycling, Soft tennis, Rubber Baseball, Badminton, Bowling
	7 days (September)	Japan*4	176, 35 to 70-year-olds	

\*2 The Japan-Korea Youth Winter Sports Exchange ended in FY2020, and the Japan-Korea-China Youth Winter Sports Exchange will be inaugurated in FY2022.

\*3 Participation in the Korean Sport for All Festival 2019 (a festival of life-long sports in Korea)

\*4 Participation in the Sports Masters Japan

The JSPO began the Japan-China Sports Exchange in 2007 when the governments of Japan and China designated that year the 'Japan-China Sports Exchange Year' in commemoration of the 35<sup>th</sup> anniversary of the normalisation of Japan-China relations. Since then, the exchange has been carried out to further deepen friendly relationships between the two countries and promote sports for adults to enjoy throughout life. Approximately 1,300 athletes participated in this exchange over 12 years between 2007 and 2019. The Japan-China Sports Exchange has evolved into regional and individual exchanges as in the case of the Japan-Korea Sports Exchange to contribute to the development of lifelong sports and friendly relationships between the two countries. Furthermore, the Japan-China Junior Sports Exchange is held for members and coaches of junior sports clubs with the aim of enhancing and developing junior sports.

Name	Period	Country	Participants	Events
Japan-China Senior Sports Exchange	5 days (May-June)	China	61, 30-65 year-olds	Tennis, Table Tennis, Badminton, Basketball
	5 days (November-December)	Japan		
Japan-China Junior Sports Exchange	7 days (August)	Japan/China	40/junior high school students ※as a rule	—

## 《Regional Exchanges》

Regional exchange programmes aim to promote sport exchanges at a local level and deepen mutual understanding, friendship, and goodwill with Korea, China, and Russia, as well as to promote sports in the respective countries. A total of 9,102 athletes (1,428 in the Japan-China Exchange program, 7,499 in the Japan-Korea Exchange program, and 225 in the Japan-Russia Exchange Program) participated in 465 exchange programmes (Japan-China, 80; Japan-Korea, 372; and Japan-Russia, 13) over 17 years between 2003 and 2019.

Participants	Number of Categories	Events
20-25 per exchange	5 (Primary school students, junior high school students, high school students, university students, adults)	Events of the JSPO member sports associations

## 【Feedback from Local Contacts】

### Korean delegate accepted in the Japan-Korea Youth Winter Sports Exchange

"I not only participated in the competition but also had excellent experiences in this programme. I was able to communicate with Japanese athletes in English and with gestures. I really enjoyed this programme. I really appreciate JSPO for giving me this opportunity and want to explore my possibilities, taking advantage of this experience."

### Japanese delegate dispatched in the Japan-China Junior Sports Club Exchange

"I made friends with Chinese athletes through sport activities and cultural experiences. I feel that this exchange programme helped me to grow as a person. It was a very fulfilling week. I'd like to try many things, taking advantage of this experience."



**Case 14****● Rugby International Exchange Program**

Implementers: Japan Sport Council (JSC), Japan Rugby Football Union (JRFU), Kamaishi City, Iwate Prefecture (Entrusted by the Japan Sports Agency)

**【Outline】**

The JSC and the JRFU conducted international cooperation and exchange programmes in six Asian countries for five years between 2016 and 2020 with the aim of spreading rugby and improving competitiveness in it. In 2018, the JSC and the JRFU carried out rugby training sessions and disaster prevention sessions in Sri Lanka and Indonesia, countries stricken by the quake off Sumatra in 2004, in cooperation with Kamaishi City in Iwate Prefecture, stricken by the Great East Japan Earthquake and a 2019 Rugby World Cup host city. From February 5 to 13, 2018, a total of 319 persons (144 in Sri Lanka and 175 in Indonesia) participated in the programme, incorporating the disaster-prevention lessons learned by local governments stricken by the Great East Japan Earthquake and tsunamis into rugby exchange activities in cooperation with local rugby football unions, local schools, and communities. This new initiative integrating disaster prevention and sports contributed to solving social issues such as vulnerability to natural disasters in developing countries as a model of international cooperation and exchange activities through sports based on the knowledge and experiences of local governments.

**【Details of Activity/Project】**

A former member of the Japan national rugby team and employee of Iwate Prefecture (former player of Kamaishi Seawaves RFC) dispatched from Japan played a central role in holding rugby training sessions for young boys and girls in cooperation with local rugby unions and JICA overseas cooperation volunteers dispatched to teach rugby. Many children got together in local schools to share the common values (core values) of rugby, 'respect' and 'unity', through play and games using rugby balls. Before and after the rugby training sessions, Iwate Prefecture government officials and NGO staff involved in community activities in Kamaishi City provided a disaster prevention course on the principles for evacuation in case of earthquake using picture-story shows. The specific activities carried out in Sri Lanka and Indonesia are explained below.

**■Sri Lanka**

- Students from three schools near Galle City between 7 and 19 years of age were taught rugby in a practical way with respect to the spirit of 'rugby' and 'One Team'.
- A disaster-prevention class was held before and after the rugby training sessions. Based on the content of disaster prevention education provided by Kamaishi City, the principles for evacuation in times of earthquake were explained together with the spirit of rugby in the form of picture-story shows.
- An interview was held with Galle City government officials with regards to the current situation surrounding disaster-prevention measures and education to exchange opinions. Moreover, the Japanese side exchanged opinions with local teachers and shared each other's experiences and initiatives.

**■Indonesia**

- In Jakarta, technical trainings sessions were given at a junior rugby club that accepts players from neighbouring orphanages
- Primary school students between 7 and 12 years of age participated in the rugby exchange event in Pramuka Island



Coaching female rugby players (Sri Lanka)



Disaster prevention class (Indonesia)

- A disaster-prevention class was held for all players and staff in the form of picture-story shows as in the case of Sri Lanka
- At the National Agency for Disaster Countermeasures, initiatives for education in disaster prevention and reconstruction in Kamaishi City were presented and the two sides exchanged opinions.

## 【Outcomes】

The participants recognised the importance of continuous training and understood that repeated evacuation drills are helpful when an earthquake or tsunami hits, thanks to the training sessions together with the disaster prevention education programme. This integrated programme of sport and disaster prevention education has contributed to overcoming a social issue, namely fear that the lessons learnt from the quake off Sumatra and subsequent tsunamis are fading from memory.

At an administrative level, participants actively exchanged opinions on disaster-prevention measures and control and disaster prevention education, resulting in an excellent opportunity for bilateral exchanges, better understanding, and deeper connections between the disaster-stricken areas. Since JICA staff attended an opinion exchange meeting with the National Agency for Disaster Countermeasure of Indonesia, the ideas of translating a picture book on the initiatives taken in Kamaishi City into Indonesian, holding a class on disaster prevention, and exhibiting items at museums came up, opening the door to cooperation at the local government level between the two countries. Moreover, the exchange of opinions on possible surveys of local needs and specific exchange programmes laid a foundation for international cooperation in view of further promotion of the globalisation of Kamaishi City.

International cooperation and exchange that expand the knowledge and experience that local governments have gained through international sport networks have brought about outstanding results. We assume that this model will make it possible to carry out programmes for people who have not had that opportunity.

## 【Legacy】

This international exchange programme integrating disaster prevention education, a strong point of local governments, into sports has expanded even further under the leadership of Kamaishi City, three years on from its commencement in Sri Lanka and Indonesia. The disaster prevention model unique to Kamaishi and the networks built under the Sport for Tomorrow Project have evolved into a JICA Grassroots Technical Cooperation Project for tsunami disaster prevention, to be carried out in 2022 or later. This project is expected to help residents to build connections and break through differences in religion and ethnicity. Moreover, the International Exchange Division was established in Kamaishi City in 2020 with the intention of advancing international cooperation with Banda Aceh at a local government level.

The model for international cooperation and exchange through sport carried out by the local governments is utilised in subsequent projects. For example, in December 2018, Kamaishi City worked together with Beppu City, Oita Prefecture, a city that has knowledge and experience in sports for persons with disabilities, to carry out international cooperation and exchange through rugby for the disabled in Laos for the purpose of supporting initiatives for realizing an inclusive society.



Persons from Aceh State visited the Nebama area in Kamaishi City transferred to an upland (December 2019)

## 【Feedback from Local Contacts】

### Rugby coach of Galle City, Sri Lanka

“Children were directly coached by a former Japanese national team player, and it was a valuable

experience for them. This programme combining rugby with disaster prevention education is unique, and children came to grips with both aspects."

**Director of the Ache Tsunami Museum Hajnidar, Ace State Office of Culture and Tourism, Indonesia**

"It was very meaningful to know how people in Kamaishi City face the experience of the disaster and take countermeasures. We need to share lessons learnt from disasters because learning is a never-ending process. We would like to apply what we learnt from the grass-root project and continue this activity in expectation that bilateral cooperation expands to other areas in Indonesia."

**Mukoyama Mukoyama, Japan Rugby Football Union**

"It was useful in terms of raising the interest of children in disaster prevention, to provide education on such a topic before and after the rugby exchange programme. The spirit of rugby was utilised for disaster prevention education to present knowledge and experiences of disaster prevention in a more memorable way. This programme aimed not only to promote rugby, but also to solve issues related to disaster prevention through rugby networks."

**Kikuchi Taisuke, Olympic and Paralympic Promotion Office of the Department of Culture and Sports, Iwate Prefecture \*RWC2019 Promotion Office when dispatched**

"I felt that the knowledge and experience which Kamaishi City has can be provided in the field of education in other countries. Since Galle City in Sri Lanka was stricken by tsunamis and is a tourist city with a UNESCO World Heritage Site, it has much in common with Kamaishi City. We expect that we will be able to continue this programme through disaster prevention education, tourism, and rugby in the future. We'd like to continue to promote disaster prevention education after verifying issues such as sustainability of the implementation system."

## 3-4 Physical Education in Schools

Physical education (health and physical education) is a mandatory subject in the curriculums of many countries, while developing countries have a need to build teacher capacity and improve curriculums and facilities. Before SFT began, Japan provided support mainly by dispatching JICA Volunteers for physical education. However, after the commencement of SFT, a broad range of initiatives for formulation and revision of curriculums, teacher capacity building, preparation of teaching materials, and teachers' manuals have been taken.

As systemic support for formulation of curriculums and teacher capacity building requires a long-term involvement, JICA and JSC have played a central role in providing multi-year support.

JICA has held training projects of school physical education and sports for persons with disabilities held in Japan, and has implemented the technical cooperation project aimed at promoting physical education in Myanmar. In addition, a large number of PE teachers have been dispatched as volunteers. JICA has also supported the spread of physical education in Cambodia in cooperation with the NGO Hearts of Gold (Case 15). In this Cambodian project, the including PE curriculum and teachers' manuals, were approved by the Government of Cambodia based on a relationship of trust with local people established after providing support for many years. JICA also supported the integration of different curriculums for three major ethnic groups in Bosnia Herzegovina (Case 15).

JSC has supported the preparation of educational guidelines for physical education in junior high schools in Cambodia and PE teachers' manuals for teachers in Uganda and provided teacher capacity building in Peru through class study sessions (Case 16). Experts were dispatched to Thailand as lecturers to hold training sessions for teachers and participate in PE, health, and sport conferences. Experts were also dispatched to Fiji to support the adoption of UNESCO's 'Quality Physical Education' policy by the Government of Fiji.



ASEAN PE/Health/Sport Conference in Thailand



Teachers' training workshop in Thailand

Mizuno Corporation concluded a memorandum with the government of Vietnam in order to incorporate 'Hexathlon', a programme of physical activities and games developed by Mizuno, into the educational guidelines for physical education in primary schools in Vietnam (Case 17).

In July 2017, the Sixth International Conference of Ministers and Senior Officials Responsible for Physical Education and Sport (MINEPS VI) was held in Kazan, Russia. The Kazan Action Plan, a product of this conference, mentions 'promotion of quality physical education and active adoption by schools'. The projects and activities implemented under SFT coincide with these international trends and contribute to SGD 4 (Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all).



Policy support for 'quality physical education' in Fiji

## Case 15

### ● Projects to Support Physical Education in Cambodia by NPO/NGO Hearts of Gold

Implementer: Japan International Cooperation Agency (JICA)

#### 【Outline】

NPO/NGO Hearts of Gold (HG) has supported PE in Cambodia since 2006 in cooperation with the Cambodian Ministry of Education, Youth and Sport. A project that started as support for PE in primary schools evolved into support for PE in junior high schools thanks to the Sport for Tomorrow project begun in 2014. This project expanded to high schools and the development of 4-year bachelor's program of physical education in 2019. HG supported the preparation of educational guidelines (Curriculum) and teachers' manuals together with the Ministry of Education, Youth and Sport. This support led to national policies, so that 2,023,473 primary school students, 618,968 junior high school students and 334,712 high school students now have access to quality PE nationwide.

#### 【Details of Activity/Project】

In 2014, HG carried out the 'Project for Human Resource Development and Establishment of Sustainable Diffusion System of Primary Schools Physical Education in Cambodia' aimed at spreading quality physical education in 15 model provinces, a third-phase project for primary schools as one of JICA Partnership Program.

Since 2015, the 'PE Curriculum Development Project for Junior High School in Cambodia' has been carried out. The curriculum for junior high schools were approved by the Minister of Education, Youth and Sport in December 2016.

'Project on Making Teachers' Manual and Diffusion of Physical Education in Lower Secondary School' began in January 2017 with the aim of preparing and spreading teachers' manuals on quality physical education in junior highs schools and developing human resources as a part of JICA Partnership Program. The junior high school physical education teachers' manuals had been approved in September 2019.

The project on 'Physical Education for All' in Cambodia (Learning Quality Physical Education from Primary school to Upper Secondary school) started in February 2021 with the aim of integrating different projects that had supported primary schools, junior high schools, and high schools separately into a common system and of providing quality physical education from primary school to high school in Cambodia. Since schools were closed in 2021 due to the COVID-19 pandemic, it was difficult to hold workshops and monitor progress. Therefore, the activity moved to the preparation of high school teacher's manuals.

#### 【Outcomes】

- Primary school curriculum (March 2007)
- Primary school national trainers: 12
- Primary school teachers' manual (January 2014)
- PE designated primary schools: 39 (among them, 10 teachers' training schools, 29 primary schools)
- Junior high school national trainers: 12
- Junior high school physical education curriculum (December 2016)
- Junior high school physical education teachers' manual (September 2019)
- Number of participants in the Workshop on Junior High School Physical Education: 211, total number of PE teachers: 24,362
- High school physical education curriculum (June 2018)
- Curriculum framework, the National Institute of Physical Education and Sport (September 2019)



- Construction of swimming pool, National Institute of Physical Education and Sport (September 2019)
- Capacity building of 70 teachers and staff, National Institute of Physical Education and Sport
- High School teachers' manual (November 2021)

## 【Legacy】

HG has carried out the physical education support project together with the Ministry of Education, Youth and Sport of Cambodia since 2006. This project expanded to junior high schools under the SFT project, then to high school and university PE systems. Through this project, PE is considered as one subject of the whole education system in Cambodia to cultivate “knowledge, skills and attitude”.

This project has helped children in Cambodia to learn “knowledge, skills and attitude” through quality physical education and develop a rich spirit and a sound body. This movement has spread little by little and the Ministry of Education, Youth and Sport has started to take its own initiatives. HG will continue to provide support, but this project has already established a solid relationship of trust and produced maximum results.

## 【Feedback from Local Contacts】

Extract from the comment of Ouk Sethycheat, General Director of Sport, published in the HG 20<sup>th</sup> anniversary booklet

“The written agreement was signed on December 21<sup>st</sup> in 2016 among Japan International Cooperation Agency (JICA), Ministry of Education, Youth and Sports of Cambodia, and the Hearts of Gold with regard to designing the guideline for a Lower Secondary School Physical Education. This project has been brought into practice for 3 years and 9 months and was able to reach our goal as scheduled with great success. We are very proud of the success of reforming the Lower Secondary School physical education following the project of promoting the Primary school physical education program which had started in 2006.

I do believe that 12 national trainers will take the initiative to develop a nationwide physical education program based on the Lower Secondary School physical education guideline. Now I am fully convinced that introducing new physical education programs to Primary, Secondary, and High schools nationwide will have an important effect or influence over the field of education, and help enhance the environment of nurturing human resources for the development of Cambodia in general. The subject of physical education is aiming at nurturing “knowledge, technical skill, behavior, and cooperative attitude”, and it is worthy of mentioning that personnel development can be well expected through attaining these objects. I also believe that faithfully pursuing the above objectives will make it possible to accelerate climbing up a ladder from Low-Income to Middle-Income country by 2030 and further up to developed country by 2050.

Lastly, I'd like to express my heartfelt appreciation to the Government of Japan, HG, JICA, and experts that cooperated in the reconstruction of the Cambodian education system, which was completely destroyed, and other staff who engaged in this reform. Thank you very much!”

## ● Quality Physical Education in Basic Education

Implementer: Japan International Cooperation Agency (JICA)

### 【Outline】

In this three-week program, participants learn physical education from lecturers who belong to the School of Physical Education, Health and Sport Sciences, the University of Tsukuba and make action plans for their own countries with reference to policies and experiences of Japan.

### 【Details of Activity/Project】

Participants first learn and share the current situations of physical education (PE) in Japan and participating countries through lectures and discussions. Then, they extract and analyze issues of PE in each country in comparison with policies and practical methods in Japan. Participants visit local primary school in Japan to observe PE classes, club activities, and lesson\_study. Finally, they prepare a draft curriculum, give a trial lesson, and receive feedback from lecturers and other participants. Each participant makes an action plan for improving the quality of PE in his/her country based on theoretical and practical knowledge learnt.



### 【Outcomes】

After the training course, knowledge and experience the participants obtained in Japan are to be shared in their organisations, resulting in the spread and improved quality of physical education in participating countries.

### 【Legacy】

Tomas Pereira of East Timor participated in the training programme in FY2018 and introduced a Japanese-style physical education activity called 'ball target game' to 4<sup>th</sup>-grade students at a primary school in the capital, Dili. This game helped students to learn concentration, teamwork, responsibility, respect for rules, and cooperation with others. Moreover, teachers learnt how to plan and implement quality PE classes. This training course spreads what participants learn to teachers in their own countries and increases opportunities for contact with quality physical education.

## ● Project for Confidence Building through Physical Education in Bosnia Herzegovina

Implementer: Japan International Cooperation Agency (JICA)

### 【Outline】

This project was implemented from November 2016 to October 2020 with the aim of supporting the integration of three official school curricula for the three principal ethnic groups and of formulating the Common Core Curricula (CCC) under the leadership of the government of Bosnia Herzegovina where 20 years had passed since the conflict in which different ethnic groups fought each other, resulting in many casualties. Moreover, JICA assisted the City of Mostar Sports Association (SSGM) with strengthening their institutional capacities for organising events, promoting social inclusion, diversity, and fairness.

### 【Details of Activity/Project】

JICA supported the formulation of CCC in cooperation with related ministries and agencies, and experts. Moreover, the educational guidelines used by teachers in classes were formulated to implement training for teachers of 24 target primary schools in the city of Mostar (Training was also conducted in Japan and gotten five participants from Bosnia Herzegovina). Furthermore, JICA strived to strengthen institutional capacities for planning and organizing events by implementing a total of 31 events (including a Japanese-style sport festival called *undokai*, for the elderly and persons with disabilities, and judo seminar) under the cooperation of SSGM.

### 【Outcomes】

When CCC used for all ethnic groups were formulated, new elements such as lesson plans and target setting, which had not been incorporated in PE classes in Bosnia Herzegovina, were introduced. The importance of sport events mindful of social inclusion, diversity, and fairness was recognised through the assistance to SSGM of the city of Mostar.



### 【Legacy】

Japanese health and physical education emphasises the efforts of children who are not good at physical activities and focuses on an environment in which everyone can enjoy physical activities. The introduction of Japanese-style evaluation methods to CCC produced many smiles on the faces of children in PE class.

### 【Feedback from Local Contacts】

#### Local teacher 1

“This was a drastic paradigm shift (revolutionary change of the value) for physical education in Bosnia.”

#### Local teacher 2

“During the training in Japan, I was surprised that the students taught each other in group to solve their own issues, and I found the learners’ initiatives through the class. Furthermore, I learned the importance of Japanese PE for children to spend a vibrant life in their whole life.”

**Case 16****● Physical Education Teacher Capacity Development Support in Peru**

Implementers: Japan Sport Council (JSC) (Entrusted by the Japan Sports Agency)

**【Outline】**

JSC supported capacity building of physical education (PE) teachers in Peru from December 2017 to March 2021 through lesson study. Approximately 57,000 persons benefited directly or indirectly from this project.

**【Details of Activity/Project】**

The number of PE classes in primary schools in Peru increased from two to three times per week in the new curricula that came into force in 2017. This change required teachers to conduct PE classes appropriately, and Peru asked Japan to share knowledge and experience. To that end, lesson study was conducted in order for PE teachers to observe each other's classes and improve their teaching ability. Professor Saito from Hiroshima University Graduate School served as project leader with the involvement of others such as Associate Professor Kuga from the Nagoya University of Economics and teachers from the Hiroshima Prefecture Board of Education to form a system capable of providing both theoretical and practical support. Japanese experts were dispatched six times and Peruvian experts were invited to Japan three times between December 2017 and January 2020.

Japanese PE experts were dispatched to the capital, Lima, the second largest city, Arequipa, and Cusco to observe local activities (PE lesson study training), provide advice, hold seminars with the National University of San Marcos, and exchange opinions with the Ministry of Education.

Peruvian PE experts were invited to Japan once a year for about 10 days. They observed classes and in-school training courses at primary schools and junior high schools, mainly in Hiroshima, exchanged opinions with Japanese teachers, received lectures from lecturers employed by the Hiroshima Prefecture Board of Education, participated in a workshop on PE lesson study guidelines, and made a courtesy call to the Japan Sports Agency.

The PE lesson study training was held online three times in FY2020 due to the COVID-19 pandemic. Moreover, Peruvian experts who were invited to Japan gave an online PE lesson study training in Arequipa.

'The physical education lesson study guidelines' were formulated based on knowledge and experience obtained from the dispatching and invitation of experts, and the online physical education lesson study trainings. Japanese experts focused on support and facilitated localized lesson studies in respect for the ownership of Peruvians.

**【Outcomes】****● PE lesson study guidelines**

A team of Peruvian experts in Peru established under this project played a central role in formulating the guidelines. The guidelines were announced in the online PE lesson study programme held in February 2021. At this announcement, Vice Minister of Education of Peru mentioned that this project had contributed to PE in Peru. In addition, 11 model videos on 'prior review meeting, class, posterior review meeting' in PE lesson study were produced by the Arequipa team.

**● PE lesson study training**

Peruvian experts started to hold the PE lesson study training at model schools and areas in Lima and Arequipa. Videos of the first, second, and third online lesson study training sessions in FY2020



Invited guests from Peru



Lesson study in Peru

had been viewed 29,000 times, 5,803 times, and 11,756 times, respectively, as of March 5, 2021. This data indicates that training sessions were viewed by many PE teachers and other people in Peru. This project has since expanded to other Latin American countries such as Chile, Colombia, Brazil, and Bolivia.



Online PE lesson study training



Guidelines formulated

## 【Legacy】

Peruvian experts involved in this project held an online seminar on PE lesson study and Japanese PE for local teachers at universities and vocational schools, and future PE teachers.

This project helped strengthen networks of parties concerned in Peru (central government, local governments, universities, and vocational schools), and project members will play a central role in expanding lesson study. In addition to Lima and Arequipa, lesson study was introduced in the Madre de Dios region in 2021.

The introduction of PE lesson study has produced networks among PE teachers and a place where teachers can share their problems, such as bullying and harassment of children and students, beyond the framework of PE. The possibility of introducing lesson study to subjects other than PE is under examination in Peru.

## 【Feedback】

### Hiroshima Prefecture Board of Education Mitsuhashi Takeshi

"An opportunity for discussing capacity building of PE teachers beyond borders gave us a valuable experience and made me think about a system to support proactive learning by teachers as an education administrator from a new point of view. Moreover, I realised the importance of creating physical education that helps children to notice how wonderful an inclusive society is through learning characteristics of physical education and sports. I believe that physical education can connect the world and create a new era."

### Teacher Tomioka Hirotake of Hiroshima University-affiliated Mihara Junior High School

"In lesson study, there is a process of converting practice into words through the preparation of teaching plans and posterior consultation meetings. As I explained that process overseas, I understood my own practice even deeper by re-interpreting and summarising it. What I usually do without thinking can deepen PE through this type of opportunity. When I see that many foreigners are interested in the initiatives of Japan, we can recognise that it is highly valued. This experience motivates me to value daily practice."

### San Marcos University official

"The most important achievement is that university lecturers started to become interested in lesson study. Young teachers and future PE teachers are interested as well. A collaboration among the Ministry of Education, teachers, and universities was formed to examine teaching plans together, practice PE classes, and review what we did. This is something new to us, bringing about great success."

### Official of the Ministry of Education of Peru

"The Ministry of Education proposed that 26 states introduce PE lesson study and the model states achieved outstanding results. In 2019, Japanese experts in PE carried out lesson study in Peru. Although the PE lesson study training was carried out online in 2020, it achieved a significant result."

### Official of the State of Arequipa Education Bureau

"The attitude of local teachers toward PE and the perception of its role have changed positively as a result of the PE lesson study programme. Now, this PE lesson study changed PE classes that the students have to think more themselves, compared to how it used to be."

## Case 17

### Project to Promote the Introduction of ‘Mizuno Hexathlon Program’ to Public Elementary Schools in Vietnam

Implementer: Mizuno Corporation

#### 【Outline】

In Vietnam, the standard of living has improved along with rapid economic growth, while the obesity rate among children exceeds 40% according to the WHO. The Ministry of Education and Training (MOET) of Vietnam recognises that ‘better understanding of obesity in children and the importance of sports’ is a social issue and that understanding it is indispensable in order to improve the quality of physical education. Mizuno Corporation developed a physical education programme called ‘Mizuno Hexathlon’ and it has been adopted by some primary schools in Japan. Mizuno Corporation has, based on the philosophy of the SDGs that ‘no one is left behind’, implemented this project with the aim of adopting, incorporating, and spreading ‘Mizuno Hexathlon’ in the public education system of Vietnam, helping 7.2 million primary school students to ‘feel the joy and pleasure of physical exercise’, ‘attaining the sport SDGs to solve social issues by use of the power of sport’.

Supporting Organisations:

Vietnam- Ministry of Education and Training; National Institute of Educational Sciences; Education and Training Bureau of each Ministry

Japan- Ministry of Education, Culture, Sports, Science and Technology; Japan Sports Agency; Japan Sport Council; Ministry of Economy, Trade and Industry; JETRO; Japanese Embassy in Vietnam

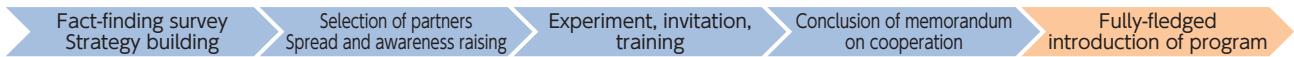
Number of foreign beneficiaries: Approximately 320,000



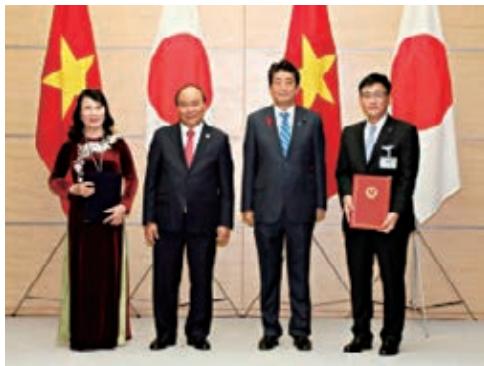
#### 【Details of Activity/Project】

<b>Social issues</b>	<b>Period</b>	December 2015 - July 2021
● In Vietnam, obese children have been increasing in number in response to the improved standard of living that has occurred along with rapid economic growth. It is a concern that diabetes and arrhythmia caused by obesity pose a growing health risk.	<b>Partners</b>	Ministry of Education and Training of Vietnam; National Institute of Educational Sciences; MIDOMAX (Distributor of Mizuno in Vietnam); etc.
● Students in Vietnam receive a total of 430 hours of physical education during their compulsory education. Considering the average school attendance rate, this represents the majority of life-time physical exercise for 55% of the total population in Vietnam. This is one tenth of the number of hours in industrialised countries.	<b>Ultimate goals</b>	1. Solve issues related to physical education in primary schools 2. Improve the physical fitness and mental health of children in Vietnam
● Physical education class programmes are one-size-fits-all and there are not sufficient facilities.	<b>Goals of project</b>	1. Introduce ‘Hexathlon’ program into compulsory education and the new educational guidelines for primary schools in Vietnam 2. Create a new market for sport-related business and expand business in Vietnam
<b>Opportunity for project</b>	<b>Means</b>	1. Conclude a memorandum on cooperation with the National Institute of Educational Sciences 2. Implement demonstration classes to promote introduction in local primary schools 3. Conclude a memorandum on cooperation with the Ministry of Education and Training
	<b>Specific content</b>	<input type="checkbox"/> Dispatch of experts <input type="checkbox"/> Experiment <input type="checkbox"/> Participation in events <input type="checkbox"/> Invitation of partners <input type="checkbox"/> Outreach to related ministries and agencies

#### Action Plan: 2015 - Current



Demonstration Class and Seminar at Local Primary Schools	Conclusion of Memorandum on Cooperation	From ‘Adoption in the Educational Guidelines’ to Monetisation
Training for PE teachers and activities to spread and demonstrate Hexathlon are carried out in local primary schools with the participation of primary school students, with the aims of helping local people understand Japanese physical education and the Hexathlon program (fosters diversified physical movements), of gaining their support, as well as collecting data on changes in physical function after the introduction of the Hexathlon Program to make a more convincing proposal to the Government of Vietnam. (SFT officially recognised project)	Mizuno concluded a memorandum on cooperation with the Ministry of Education and Training of Vietnam on October 8, 2018. This Memorandum states that the Mizuno Hexathlon Program be adopted in the new educational guidelines.	Currently, Mizuno has concluded a memorandum of cooperation with a local educational publisher in Vietnam facing a crisis caused by the coronavirus, to fully conduct activities with a view to promoting the sustainable development of teachers and monetising SGD-related business.



## 【Outcomes】

### 1) Outcomes from the viewpoint of universality

Since Mizuno transferred Japanese-style PE ‘Hexathlon’ know-how to the Government of Vietnam under this project, it can be utilised out-of-the-box in compulsory primary education. In this programme, children think, teach each other, and enjoy physical activities. Moreover, this project serves as a role model for other Japanese companies and contributes to SFT.

### 2) Outcomes from the viewpoint of inclusion

Based on the philosophy of the SDGs that ‘no one is left behind’, this project targets not only private primary schools but also public primary schools; that is, all 7.2 million primary school students. Moreover, the workshop seminar on capacity building of female teachers (who account for over 70% of teachers in Vietnam) has been held on a regular basis from the viewpoint of diversity. This project also aims to achieve social inclusion through physical education and sports for sustainable development so that men and women of all ages can participate.

### 3) Outcomes from the viewpoint of participation

In Vietnam, the gap between enrolment rates in urban and rural areas is a social issue. The project to promote the introduction of the Mizuno Hexathlon Program has been carried out in all 63 provinces including rural areas, involving 1,696 teachers, and over 320,000 primary school students, because many children, especially those of families living in harsh economic conditions, do not have sufficient educational opportunities. Furthermore, this project has been promoted in cooperation with various stakeholders in the academic, industrial, and public sectors, such as the Embassy of Japan in Vietnam (Ministry of Foreign Affairs of Japan), MEXT (Japan Sports Agency), and JSC, since the counterpart of this project is the Ministry of Education and Training of Vietnam.

### 4) Outcomes from the viewpoint of integrity

Mizuno regards this project as a ‘new challenge to the expansion of its global business’. To be specific, Mizuno believes that the expansion of its global business, while creating ‘new rules’ for compulsory primary education based on the philosophy of the sport SDGs in Vietnam, is conducive to a strengthened partnership among Mizuno, Japan and Vietnam. Therefore, the three fields (economy, society, and environment) are integrated into this project under the framework of ‘expansion of sport product business (tangible)’, ‘promotion of PE program (tangible, creation of rules)’, and ‘improvement of educational environment (place)’.

## 【Legacy】

This project is one of the best examples of SFT carried out by private companies and has had a great impact on creating a new market for sport-related business overseas, raising awareness of the export of appealing educational content from Japan, and attaining the sport SDGs. Although it takes a long time for a private company to make an initial investment and recover that money, this project complements what lacked in Vietnam and has left the footprint of a pioneer. The most important legacy is that this project will become deep-rooted in Vietnam.

## 【Feedback from Local Contacts】

Vice Minister of the Ministry of Education and Training Nguyen Thi Nghia

"The Mizuno Hexathlon Program has many advantages in terms of the combination of basic movements, available contents, and teaching methods for primary school students in Vietnam and can maximise students' fundamental physical capabilities. Moreover, since it has an element of play, children enjoyed doing physical activities just for fun in primary schools where this programme was trialled. The Ministry of Education and Training of Vietnam appreciates Mizuno Corporation for its activities for physical education. I will work to encourage related organisations including the Education Bureaus to closely collaborate with Mizuno Corporation with a view to guaranteeing the steady implementation of this programme. It is my sincere desire that this programme be beneficial for primary school students in Vietnam and improve the quality of primary education."



Tran Quoc Primary School Head

"First of all, I'm pleased to be able to introduce the Mizuno Hexathlon Program, because it encourages children to proactively participate in physical activities. At the same time, teachers can develop their own capacity. I hope that the relationship between Vietnam and Japan will become even closer and result in the improvement of physical fitness of children in Vietnam through support from Japan for the education systems in our country. Lastly, I pray for the further development of friendly relations the between the two countries. Thank you once again from the bottom of my heart."

## 3-5 Improving International Competition Levels

SFT was launched in response to the decision to hold the Olympic and Paralympic Games in Tokyo in 2020. Athletes with the potential to compete at Tokyo 2020 and future Olympic/Paralympic Games, coaches, and instructors were invited to, and instructors dispatched from, Japan with the aim of improving competition levels in each country.

As one of the projects carried out by the Japan Sports Agency, JSC invited athletes, coaches, and persons concerned to Japan, making use of the Japan High Performance Sport Center (HPSC) in cooperation with the JOC and NFs (Case 19). From its commencement in 2017 until FY2020, a total of 207 athletes, coaches, and persons concerned were invited to Japan a total of 38 times. Moreover, the JSC invited staff of NOCs in Pacific Island countries to Japan in cooperation with the Tokyo 2020 Organizing Committee. Participants learnt team building for the Olympics and other international events, made on-site visits to the JISS and NTC, and visited different Tokyo 2020 venues. Also, all-Japan initiatives were presented. The JSC held a management workshop for NPCs in Southeast Asia and a workshop for developing female athletes in Asia Para sports.

In a project carried out by Nippon Sport Science University to support the expansion of countries and territories participating in Paralympic Games under entrustment by the JSA, athletes and coaches were scouted and developed, and the administrative capabilities of each NPC were strengthened. In response to this support for participation in international events, six countries made it to the TOKYO 2020 Paralympic Games for the first time. An NPC that had sent only one para-athlete was able to send two to Tokyo 2020. These achievements will lead to a future of Para sports (Case 20).

Many Japanese who served as JICA Volunteers participated in Tokyo 2020 as coaches of different countries, contributing to the improved competition levels of developing countries. At least 18 athletes and one team coached thereby participated in Tokyo 2020.

The primary purpose of projects of the Ministry of Foreign Affairs is exchange through sport, but some young athletes invited under the Projects for Sports Diplomacy Enhancement made it to Tokyo 2020. Moreover, the JPC held a workshop for people from Kazakhstan's NPC, resulting in the construction of a Paralympic Training Centre in the country, thanks to subsequent follow-ups by the JPC (Case 18).

Many athletes who have participated in exchange activities carried out by SFT members made it to Tokyo 2020. For example, there were participants from SANIX Incorporated exchange projects (Case 10), and an athlete supported by the Asian Development with Disabled Persons NGO in Laos.

Improved competition levels have led to the creation of momentum in developing countries and the enhancement of relationships of trust with Japan. Support for improving competition levels is important for building a Japanese presence in the international sports community, and so Japan will be trusted in the field of sports even after SFT comes to its end.



Invited NOC staff from Oceania



Workshop for developing female Para athletes



Athletes from Paraguay (left) and Lebanon (right)  
at the Tokyo Paralympic Games

**Case 18**

**Workshop on Organisational Management for the National Paralympic Committee of Kazakhstan**

Implementers: Japanese Paralympic Committee (JPC) (under the Project for Sports Diplomacy Enhancement by MOFA)

**【Outline】**

During the period of the International Paralympic Committee (IPC)'s General Assembly in 2015, the National Paralympic Committee of Kazakhstan (NPC Kazakhstan) asked for assistance for organisational management of the NPC. The board including the President had been replaced however, as no information was shared from the previous board, the new board needed guidance on organisational management of the NPC. Thus, the JPC offered an opportunity for the NPC Kazakhstan to share the experience of the JPC and the way of management of the organisation as an NPC.

Six officials (President, Vice President, Executive Director, Secretary-General, and Advisor to the President of NPC Kazakhstan, and one staff employee of the Ministry of Culture and Sport) were invited to Japan under the Projects for Sports Diplomacy Enhancement of the Ministry of Foreign Affairs. They participated in a four-day workshop and made a one-day visit to related facilities between the 8 and 14 of February 2016.

**【Details of Activity/Project】**

The principal agenda of the workshop are shown in the following table.

Organisational management	<ul style="list-style-type: none"> <li>• Structure of JPC and related organisations</li> <li>• Finance</li> <li>• Vision</li> <li>• Japan's responsibility in Asia</li> </ul>
Athletes development	<ul style="list-style-type: none"> <li>• Performance development strategy of JPC</li> <li>• Medical, Science, and Information Support, and Anti-Doping</li> <li>• Education of international sport officials</li> <li>• Preparatory works for Paralympic and other Games</li> <li>• Educational programme for para sport instructors</li> <li>• Discussion with NF of Judo</li> </ul>
On-site programme	<ul style="list-style-type: none"> <li>• Inspection of Tokyo Metropolitan Sports Center for Persons with Disabilities</li> <li>• Inspection of National Training Center</li> </ul>



Workshop

**【Outcomes】**

Participants were so motivated that they cancelled some on-site low-priority programmes in Tokyo and asked to spend half a day verifying unclear points, helping to lay a foundation for the current organisational management of the NPC Kazakhstan.

After the participants returned home, they held a briefing with the participation of 84 persons from the Ministry of Culture and Sport, the NOC, the NPC, the Japanese Embassy in Kazakhstan, NFs, organisations for the people with a disability and sport-related organisations to share what they had learnt in the workshop.

It was beneficial for the JPC to be able to build a relationship of trust with the NPC Kazakhstan, since the JPC did not previously have a one-on-one relationship with them. Now the two organisations have good communication channels, in case of issues.

## 【Legacy】

In addition to utilising the workshop as a reference for the development of organizational capacity of NPC Kazakhstan, worthy of mention was the construction of the Paralympic Training Center (PTC) by the NPC Kazakhstan. As part of the workshop, participants visited the Tokyo Metropolitan Sports Center for the Disabled and the National Training Center of Japan, and were very impressed. This resulted in the establishment of PTC in order to capitalise para athletes in Kazakhstan. President and an Executive Board member of the Asian Paralympic Committee, NPCs of Japan and other countries, and the Japanese Embassy in Kazakhstan attended the opening ceremony in addition to the President of Kazakhstan. The NPC Kazakhstan reiterated that this PTC was an outcome of what the participants learnt in Japan and will serve as a hub for developing athletes.



The First President at  
Paralympic Training Center

## 【Feedback from Local Contacts】

- We clearly understood what we need to do as an NPC and achieved better results than expected. We want to establish NPC Kazakhstan as an organisation by applying what we learnt in Japan and continue good relations with Japan.

**Case 19****● Collaboration Programme Utilising the High Performance Sport Center**

Implementers: Japan Sport Council (JSC), Japanese Olympic Committee (JOC), national federations (NF) (entrusted by the Japan Sports Agency)

This programme began in 2016. Under the programme, a total of 207 athletes and coaches with future potential from 10 events were accepted at the High-Performance Sport Center (HPSC) located in Nishigaoka, Tokyo, with the aim of promoting friendship and exchange, while improving the standard of sports in their countries.

**Boxing**

The Japan Boxing Federation (JABF) carried out 'Four Country Invitation Project' in cooperation with the JOC and JSC in response to a proposal by Watanabe Morinari, IOC member and Chairman of the IOC Boxing Task Force.

Period: 22-26 December 2019

Countries: Nicaragua, Dominican Republic, Costa Rica, Guatemala

One athlete between the ages of 12 and 15 and one coach were invited from each country.

The coaches and athletes invited from the four countries had an exchange with Japanese boxers in training sessions at the HPSC. On the last day, they had a special international exchange event where they participated in the sub-junior competition held at the Sumida City Gymnasium.

**【Outcomes】**

These athletes are dedicated to their sport although they live in poverty in their respective countries. These young boys have potential and do their best despite their lack of training equipment and gloves. They were very surprised to see Japanese culture and affluence, eyes full of longing in the beginning, but seemed to have set goals from a global point of view.

These boxers have outstanding physical abilities. Having trainings sessions and matches with popular Japanese boxers was a valuable experience for them. All of them said that they were able to set a clear objective of winning a gold medal at future Olympic Games upon returning to their home countries.

We have continued to communicate with them through social media, and we feel that they still have not forgotten their goal, namely, participating in future Olympic Games and winning gold. In the meantime, Mr. Morinari Watanabe, Chair of the IOC Boxing Task Force proposed receiving two boxers from Nicaragua and the Dominican Republic. These boxers were willing to learn in Japan and grow as people through the sport of boxing. Currently, this new project has been delayed due to the COVID-19 pandemic. However, there is no doubt that the boys' dream of participating in future Olympic Games became clear when they saw Ryogoku Kokugikan, the venue for boxing in Tokyo 2020.

**【Feedback from People Involved】****Mr. Uchida Sadanobu, President of Japan Boxing Federation**

"What I heard when the boxers invited from the four countries arrived in Japan, astonished me. It was a story about Diego from Guatemala. Due to poverty, his parents abandoned him on the street when he was very young. His coach, Edy, found him and raised him. This is not uncommon in his country, since there are so many street children. When I heard that a coach had worked hard to raise him, I was moved to tears. If this project could be a seed for these young athletes to have and realize their dreams, that would be fantastic. I would like to express my heartfelt gratitude to Mr. Watanabe Morinari, Chair of the IOC Boxing Task Force, and all other people involved in this project."



## Gymnastics

The Japan Gymnastics Association (JGA) accepted a total of 77 gymnasts and coaches from 11 countries, including South Africa, Nigeria, and Monaco at the HPSC. The participants were able to learn Japanese training methods and how to foster and develop gymnasts, while deepening friendship through international exchange. In addition, through learning about how to maintain the equipment and apparatus, and by visiting domestic competitions as well as university facilities, they deepened their knowledge of the training environment and how to manage competitions.

## 【Outcomes】

As the programme took place largely at the HPSC, one of the world's premier facilities, we believe that participants were able to effectively learn about Japanese training methods, systems for training and strengthening gymnasts, the training environment, and equipment and apparatus maintenance methods. The lessons learnt by participants will be passed onto many gymnasts and coaches in their home countries upon their return. Moreover, the on-site visits to national competitions and university facilities will help them to discuss ways to improve the gymnastics environment in each country, such as the competition environment and event organisation in its gymnastic community. This enables each country to develop its own suitable way of training and strengthening their gymnasts.

## 【Legacy】

It is very important that Japan was able to share its knowledge and experience on how to develop gymnastics and raise standards by sharing the methodology of training and developing gymnasts that Japan has cultivated with countries which intend to do so alongside the global development of the sport. Although this project was for only a short period of time, we are convinced that what participants learned and experienced of Japanese know-how firsthand will remain as a lasting legacy in their countries and will lead to a future in the sport. The participants paid attention not only to the training and ways to develop gymnasts, but also to how to create and improve the training environment and ways to organise sporting events. These aspects will help gymnastics to keep evolving. The many opportunities for exchange and learning have made a significant contribution to the spread and improvement of gymnastics in each country and allowed us to share various values of sport, including friendship with Japan.

## 【Feedback from Local Contacts】

- The gymnastics training environment in Nigeria is not ideal. Since Japan has excellent equipment and facilities, and is also a safe country, the visiting gymnasts had a great experience.  
The gymnasts were able to learn a lot by spending time together with their hero, Uchimura Kohei, and Japanese Junior gymnasts at the training center.
- I really appreciate this opportunity. It was meaningful that the gymnasts were able to train together in a safe place, as we had been training separately in Venezuela, Japan, and the United States due to our countries' circumstances. The gymnasts were pleased to have a fruitful training session. The facilities, accommodations, and food were excellent. I realised once again how important it is to adequately prepare those elements for gymnasts to concentrate on training. We were able to visit Tokai University, watch the NHK Cup, and experience Japanese culture through our stay in Japan. The gymnasts are now motivated heading toward the World Championships this year and the

Olympic Games next year, after watching the outstanding performances of top gymnasts.

- The opportunity to visit Japan will lead to development of sport for women in our country. The programme has not only helped the gymnasts who participated in the programme itself. As for the participating coaches, it is their mission to teach the young gymnasts they coach in Monaco the new methods they learnt in Japan.

Federal Republic of Nigeria



Bolivarian Republic of Venezuela



Principality of Monaco





## Case 20

### ● Support for Expansion of Countries and Territories Participating in Paralympic Games

Implementer: Nippon Sport Science University (NSSU) (entrusted by the Japan Sports Agency)

#### 【Outline】

NSSU provided support to the National Paralympic Committees (NPCs) of 40 countries that had not participated in Paralympic Games or had not been able to consistently participate in the recent summer Paralympic Games, in cooperation with entities such as the IPC, IFs, and the JPC, with the objective of marking a record high in the number of participating countries and territories at the Tokyo 2020 Paralympic Games. The current record of 164 countries and territories was set at the London Paralympic Games in 2012. Moreover, NSSU helped each country supported to establish a system aimed at the sustainable development of capital para-sports after Tokyo 2020 through these activities.

#### 【Details of Activity/Project】

The support programmes consist of the three pillars, 'strengthened administrative capabilities of NPC', 'development of athletes and coaches', and 'support for participation in international events'.

##### 1. Identification and development of athletes and coaches

Training camps and workshops were held for only athletics and swimming, to which the Universality Wild Card (UWC) system is applied to guarantee participation in Tokyo 2020. In addition, Online training programmes was provided for coaches during the Covid-19 pandemic.

##### 2. Strengthened administrative capabilities of NPC

The circumstances of each NPC were clarified in order to appropriately solve issues in cooperation with persons in charge of the IPC and each regional Paralympic Committee.

##### 3. Support for participation in international events

In order to obtain a slot in the Tokyo 2020 Paralympic Games, it is necessary to obtain international classification and official records in an IPC official event. Therefore, NSSU provided support for registration and entry of athletes, and in some cases, covered event participation fees.

#### 【Outcomes】

More than 170 NPCs submitted their member lists to the Tokyo 2020 Organising Committee, and we expected records to be broken. However, some NPCs had to withdraw their applications due to the Covid-19 pandemic so that the target of 164 was not reached. Nevertheless, 162 NPCs (countries, territories, and Refugee Olympic Team) participated in the Tokyo Paralympic Games.

Among them, six countries (Bhutan, Grenada, Guyana, Maldives, Paraguay, and Saint Vincent and the Grenadines), supported by this project, participated in the Paralympic Games for the first time. Yemen has not participated since Barcelona Paralympic Games in 1992. Moreover, many NPCs that could send only one athlete in the past now sent two athletes this time, securing the future of paraspors.



## 【Legacy】

Since each country supported has limitations on human and financial resources, it is difficult to independently solve many issues. Thus, a multi-country system was established to share issues and examine how to solve them by forming networks between NPCs in similar situations.

Moreover, each network established connects parties beyond borders and has evolved into a global ‘community of practice’ where more diversified forms of development can be looked for in accordance with on-the-scene needs.

We expect this project to be part of these networks so that Japan learns from other countries and at the same time shows its presence in the world as one of the leading countries in paraspors.

## 【Feedback】

### Paraguay

**Melissa Tillner (Guide: Victor Adorno)**

Event: Athletics; 100m, T12 (visual impairment)

“I really appreciate the assistance of NSSU. In the beginning, I didn’t know how to run with a guide, set starting blocks, and even start itself, but they taught me step by step. It’s not too much to say that we can participate in Tokyo 2020 thanks to NSSU. My first record was 17.63 seconds, but this time I ran 14.77 seconds. I had never broken the 15-second barrier, so I’m very pleased to have set a personal best. I’m now the first female Paralympian in Paraguay. I have completed my mission. Thank you once again!”



### Zambia

**Monica Munga**

Event: Athletics; 400m T13 (visual impairment)

“When I became pregnant in 2019, I thought I had to give up on Tokyo 2020. However, as the Tokyo 2020 Olympic and Paralympic Games were postponed, there was a possibility of my participating in it. This project has always encouraged me. As a result, I am proud that I could be the first female para athlete in Zambia who achieved minimum entry standard and participated in the Paralympic Games.”

### Papua New Guinea

**Jackie Tarvetz, Athletics Coach**

“I grew as a Para Athletics coach and para-athletes from PNG made it to the Tokyo Paralympic Games thanks to continuous support from NSSU.”

“Big arigatou, NSSU team!!”



# 4

# Academy for Tomorrow's Leaders in Sport

The 'Support for Formation of International Sport Academy Project' carried out as a part of the SFT has strived to establish international academies for inviting persons involved in sports at an international level, such as IOC officials, to Japan and for accepting and fostering next-generation global sport leaders within networks between universities specialising in physical education and sports in Japan and those in other countries with the aims of spreading the Olympic Movement and promoting studies on sport science and medicine.

The project is divided into two: 'Type A', to establish an international sport academy equivalent to a master's course aimed at developing global sport leaders who understand and spread the values of sport and the Olympic and Paralympic Movement and develop and provide education programmes; and 'Type B', to provide short-term programmes utilising the characteristics of university, as well as to cooperate in the development and provision of education programmes in cooperation with participating universities in Type-A projects.

The University of Tsukuba was entrusted to conduct Type-A projects, and Nippon Sport Science University and the National Institute of Fitness and Sports in Kanoya to conduct Type-B projects from MEXT (Currently the Japan Sports Agency).

## 4-1 Tsukuba International Academy for Sport Studies (University of Tsukuba)

### 【Outline】

The Tsukuba International Academy for Sport Studies (TIAS) established at the University of Tsukuba accepts next-generation sport leaders from foreign countries and provides students with opportunities for learning and studying advanced knowledge and education on sport management and sport for development and peace based on Olympic and Paralympic traditions.

The TIAS held a short-term programme twice before it officially accepted students. Based on its outcomes, a master's Programme in Sport and Olympic Studies was introduced to the Graduate School of Comprehensive Human Sciences, a master's Programme in Physical Education, Health and Sport Sciences in October 2015. This is a short 18-month programme, with a quota of 20, out of which 15 are foreign students. After students earn 30 credits in a curriculum consisting of lectures and training, they submit a special assignment. Only those who pass the final examination receive a master's degree (in Sport and Olympic Studies).

The educational goal of the Sport and Olympic Studies Degree Programme was to develop individuals who possess the following five abilities and qualities:

- a. An understanding of international affairs, global issues, and the mission of sport;
- b. The ability to understand cutting-edge information about sport science and demonstrate leadership;
- c. An understanding of and the ability to practice the values associated with Olympism and sport;
- d. An understanding of Japanese culture and communication skills in English; and



Admission of first TIAS students

e. 'Global' practical ability characterized by both a broad international perspective and awareness of people living in local communities.

All learning is done in English, and upon entering the programme, students choose to join one of five education and research fields: 1) Olympic and Paralympic Education, 2) Sport Management (Sport Business, Policies, Governance) 3) Sport Science and Medicine, 4) Sport for Development and Peace, and 5) Teaching, Coaching and Japanese Culture. Although students focus mainly on the subjects in their chosen field, they also study about other fields in a balanced way.

## 【Purpose of Establishment】

As described earlier, the 'Support for Formation of International Sport Academy Project' carried out as part of the SFT programme conducive to the international community aims to establish international academies for fostering next-generation global sport leaders within networks between national and international sport-related organisations, thereby spreading Olympism and promoting studies on sports medicine and sciences.

The University of Tsukuba has excellent connections with national and international sport-related organisations, including the IOC and other universities. Moreover, it has the Olympic education platform, which is the only base of Olympic education authorised by the IOC in Japan for Olympic and Paralympic education. At 11 affiliated schools, including the school for special needs, Olympic education and activities are carried out very actively. Therefore, the University of Tsukuba has a strong record of developing coaches of sports for persons with disabilities.

The University of Tsukuba established the TIAS and an international academy for developing next-generation international sport leaders with a view to contributing to international communities by leveraging its strengths, such as its long record of sport education, including the promotion of advanced sport medicine and sciences, in addition to the spread of Olympism.

## 【Records】

- Acceptance of participants in the short-term programme

Ninety-two persons from 37 countries applied for the first short-term programme from September to October 2014. Thirty-seven persons from 21 countries were admitted to the programme after screening.

A total of 136 persons from 57 countries applied for the second short-term programme from May to June 2015. Thirty-four persons from 25 countries were admitted to the programme after screening.

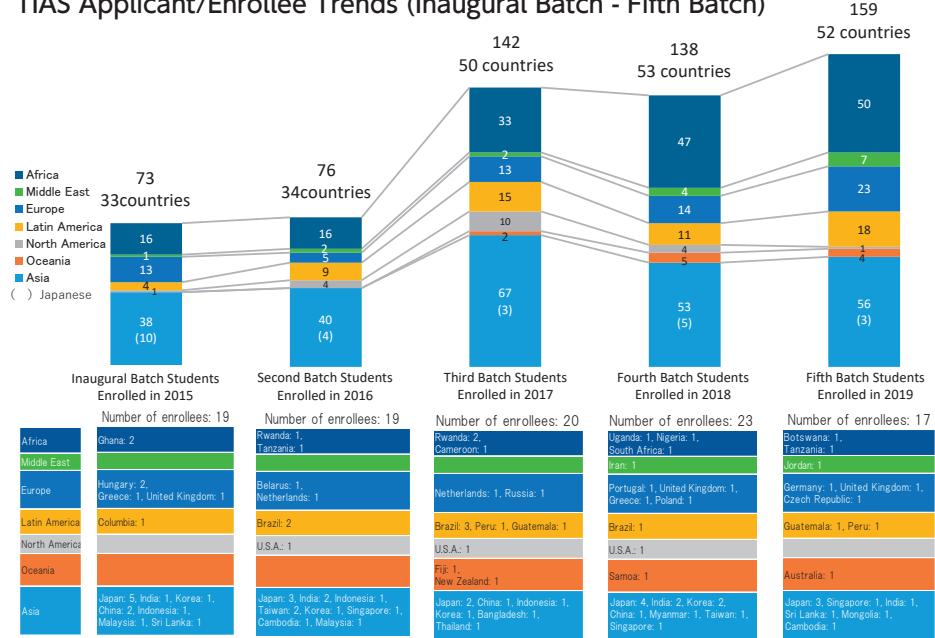
- Acceptance of official students

Figure 1 shows data on applications and admissions from the 1<sup>st</sup> batch students of Sport and Olympic Studies, established in October 2015, to the 5<sup>th</sup> batch of students admitted in October 2019. The application rate has been increasing and for the fifth batch, the school's application-to-enrolment ratio for the fifth batch was nearly 8.0. Many applications were received from Asia and Africa.



Class

### TIAS Applicant/Enrollee Trends (Inaugural Batch - Fifth Batch)



- The admitted students were selected from all around the world in a balanced way. Their former occupations before admission include educational institution, sport-related companies, and student. Some worked for government agencies, Olympic and Paralympic committees, NFs, and universities, and others were Olympians. We can see students with diversified backgrounds have been admitted.

#### • Graduates

A total of 95 students from the 1<sup>st</sup> batch to the 5<sup>th</sup> batch have graduated from TIAS.

### 【Details of Activity/Project】

The following education plan was created in order to achieve the above educational goals:

- Students must earn 30 credits from lectures and practical work in one of the five fields of sport and Olympic studies (Olympic and Paralympic education; Sport management, sport business, policies, governance; Sport science and medicine; Sport for development and peace; and Teaching/coaching and Japanese culture) and complete a four-week internship in Japan or overseas.
- “Students must write a specific assignment in English to receive a master’s degree and pass the screening and final examination. The standard course term is two years. However, if a student wishes to complete this course in 18 months, he/she must engage in a high-level practical study relate to a specific assignment from a global point of view and the Committee of Sport and Olympic Studies must verify that his/her study meets the requirements of the standard course (2 years). A Master’s degree in Sport and Olympic Studies is granted after passing an interim report interview (June of the first year), submitting a theme for a specific assignment (October of the second year), submitting a specific assignment (January of the second year), and passing the final examination (January of the second year) to earn the prescribed 30 credits.

Education at the TIAS has the following characteristics:

- Quality classes and learning, with visiting Japanese and overseas guest speakers such as IOC and IF officials discussing advanced and practical information on sport management toward Tokyo 2020.
- Students practiced what they learnt during 4-week internships in other countries at the Organizing Committee for the Olympic or Paralympic Games, international sport federations, international organisations, higher education institutions, national and overseas sport federations, and sport-related companies for their careers. Moreover, students on internships in Japan were sent to major sports organisations such as the JSC and NGOs for better understanding of national organisations and contributions to their globalisation.

- The TIAS-AISTS Joint Seminar was held twice a year in cooperation with the AISTS (International Academy of Sport Science and Technology: Graduate School of Sport Management, which has strong links with the IOC). Those involved in management of international sport organisations and international sport competitions such as IOC Expert Committee members were invited as guest speakers to enable students direct contact with officials active on the front line and to build 'human' networks.



TIAS/AISTS Joint Seminar

- 'Japanese culture' was included as a compulsory class. Japanese and overseas students experienced etiquette in traditional Japanese rooms, Japanese dress, Japanese food, seasonal events, *undokai*, bowing, and exchange of business cards. Moreover, *budo* was included as a subject to help students to understand Japanese culture better.



'Japanese culture (etiquette)' class

'Budo' class

- The students participated in a study tour on sports and reconstruction (from the Great East Japan Earthquake), in which they visited Rikuzentakata City and Naraha Town and enjoyed discussions and interactions with local people. The Olympic Value Education Programme was used in this study tour. Students interacted with local students and the general public and experienced Japanese culture. The study tour has been carried out every year under the theme of reconstruction.



Study Tour, Naraha Town, Fukushima Prefecture

## 【Outcomes】

- Global vision and global practical skills

A questionnaire survey of those students who completed this master's course was completed. Students answered that this programme had helped them, in particular, build an understanding of international affairs, global issues, and sport missions; and with the acquisition of a global vision and global practical skills, with a focus on people living in local communities. These answers demonstrate that the TIAS's goal of fostering human resources was achieved.

- Students ready to demonstrate their capability in the international sports community immediately after graduation

Graduates very active in global sports communities affirm the above points. Some belong to organisations related to the IOC and the IPC such as the Organising Committees for Olympic and Paralympic Games, the Olympic Broadcasting Services (OBS), and the Agitos Foundation, government agencies such as the Ministry or Agency of Sport in different countries, Ifs, NOCs, NPCs, and sport-related companies. In Rwanda, one graduate assumed the post of Under Secretary of the Ministry of Sports. Some graduates intend to be researchers, but many of them engage in sport-related jobs as work-ready personnel (See section 'Careers of Graduates' ).

- Establishment of networks with the International Olympic Committee

A deep relationship with the IOC has been built. The University of Tsukuba awarded an Honorary Doctorate to IOC President Thomas Bach in 2016. In addition, persons involved in the TIAS and graduates belong to IOC-related committees so that more networks have been built. Vice President Caroline Benton became the first Japanese Olympic Education Commission member in 2018, while then-TIAS Academy Director Sanada became a Study Selection Committee member of the IOC Olympic Studies Centre in 2019. Networks not only with the IOC, but also with the IPC, Olympic and Paralympic Committees, and government agencies have been built, resulting in extremely precious tools for the Japanese sports community.

## 【Careers of Graduates】

A total of 95 graduates completed the programme from the first term to the fifth term. They are very active in the international sports community and now work at international sports organisations, overseas NFs, organizing committees for Olympic and Paralympic Games, sport-related companies, and educational institutions.

Figure 2 shows the organisations to which the 64 of the 77 TIAS graduates from the first to fourth terms answering the survey belong (Source: Survey on TIAS Graduates conducted between 20 July and 4 August 2020). The most common answer was 'government', with 14 (21.9%) graduates at government agencies. Next was the 12 graduates (18.8%) at 'sport-related private company', and the 8 (12.5%) at 'Organising Committee for Olympic and Paralympic Games'. On the other hand,

12 graduates (18.8%) belong to 'university', while 8 graduates (12.5%) answered 'other (non-sport-related organisations)' .

According to another survey on careers conducted later, 12 graduates work at an 'Organising Committee for Olympic and Paralympic Games' .

Graduates work at government agencies in countries including Indonesia, Malaysia, India, Tanzania, Rwanda, Bangladesh, Myanmar, Samoa, and Portugal. Moreover, other graduates work at IPCs and IFs in

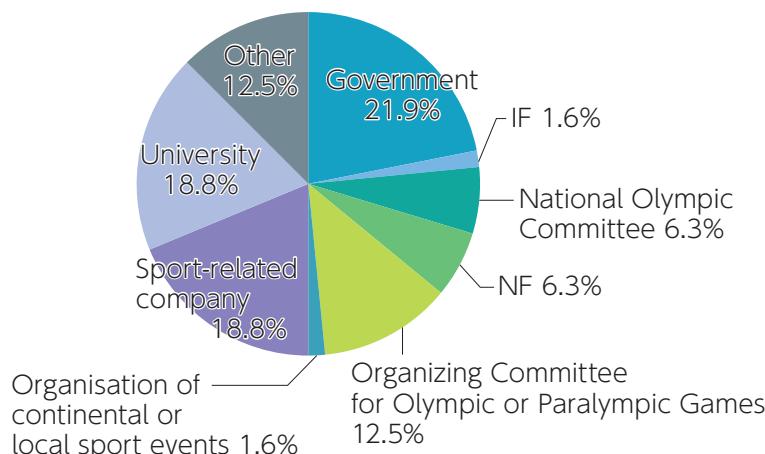


Figure 2: Current organisations of TIAS graduates

Peru and Hungary and for NOCs and NPCs in Brazil, Cameroon, and Rwanda. Some graduates belong to the Organizing Committees for Tokyo 2020 and Beijing 2022. In Japan, Brazil, Guatemala, and Fiji, graduates work at their NFs, while some graduates work at sport-related companies in Japan, Singapore, India, and Sweden. There are graduates who belong to educational institutions such as universities in Japan, Sri Lanka, New Zealand, and Thailand. This data indicates that the TIAS graduates play an important role in sport-related fields all over the world.

In many cases, students who used to work for government agencies have returned to from whence they came after graduation and been promoted. Moreover, the number of graduates working for private companies associated with Organising Committees, NOCs, and NPCs has been increasing. This owes not only to the efforts of TIAS staff, but also to the reputation the students gained during their internships and the well-developed TIAS networks with national and international organisations.

## 【Feedback from Graduates】

### Graduate from Guatemala (third batch)

"The words of the Brazilian writer Paulo Coelho "The world lies in the hands of those that have the courage to dream and who take the risk of living out their dreams", express my experience as a TIAS student. I had an opportunity to benefit from the Sport for Tomorrow Programme, to engage in and acquire knowledge about Olympic and Paralympic studies, sport management, and sport for development and peace. Moreover, I did my internship with a famous Colombian foundation to foster youths and conducted a national-level survey to develop Olympism from theories to practice.

Since completing the programme, I have been working at the Autonomous Sports Confederation (CDAG-<https://cdag.com.gt/>) as a scientific research coordinator, and I'm in charge of coordinating scientific events in Guatemala and other countries, giving advice to research projects, and publicising studies on sport sciences. What I learnt at the TIAS is indispensable for my career development. Moreover, I'm in charge of reviewing innovation design and academic papers on education at the University of the Valley of Guatemala (UVG) and assumed the position of National Director for Physical Education, Sports, and Recreation at UVG. We are planning to conclude a mutual agreement on sharing of knowledge and training between Guatemala and Japan."

### Graduate from Samoa (fourth batch)

"I didn't have the opportunity to participate in any workshop or project like the TIAS in my own country. After being admitted to the TIAS, I was able to take time and focus on my study, having a fruitful time. More than anything, professors and researchers in the field of sport came together and shared knowledge and practical experience on sport science and Olympic studies. I chose 'sport for development', because I looked for a model that exploits sports as a tool to reduce non-communicable diseases and violence against women in society, understands the importance of social cohesion, and supports the attainment of the sustainable development goals in our country.

Sport management is not exploited in sports organisations in Samoa. I believe that I can exploit knowledge I learnt to strengthen what the Government of Samoa and sports organisations propose for citizens. Now that I have completed the TIAS programme, I need to keep growing, keeping in mind the current situation of sports in Samoa, with a future vision. The Government of Samoa proposes the establishment of Ministry of Sports/Sports Facilities, but what is required is to foster grass-root programmes, elite athletes, coaches, and sport academies. I hope that I can strengthen the relationships with TIAS2.0 together with other graduates, reinforce future plans for sports in Samoa, and foster future sport leaders, with the aim of promoting international cooperation and studies."

### Graduate from Indonesia (third batch)

"Currently, I work at a sports organisation in Indonesia. I learnt so many things in the TIAS programme from lecturers and those who work at international sports organisations, including the IOC that changed my way of thinking in such areas as sports tourism, communication, sport for

development and peace, and Olympic values education. I'd like to contribute to the development of sports in Indonesia together with many friends I made in the programme."

#### Graduate from Rwanda (third batch)

"Currently, I work as Under Secretary of the Ministry of Sports of Rwanda. I learnt at the TIAS that sports can be a driving force of social reform. There are not many academic studies on sport development in Rwanda, but I'd like to become involved in a new era of sports in the world and contribute to the exploitation of sports in social reforms."

### 【Legacy】

#### • Contribution to the Olympic and Paralympic Movement

Graduates of the TIAS contribute to the Olympic and Paralympic movement. Twelve graduates belonged to the Tokyo 2020 Organising Committee and supported the event. A graduate was employed by the OBS, and another involved in the broadcasting operations of the IOC. Moreover, a representative of the Cameroon team for the Tokyo 2020 Olympic Games is a TIAS graduate and dedicated himself to the pre-training camp and exchange with citizens in Hita City, Oita Prefecture, before the Olympic Games started. Other graduates who work at sport-related ministries and agencies in different countries, NOCs, and NPCs contribute to the promotion of the Olympic and Paralympic Movement.

#### • Succession of TIAS through establishing Advanced Program TIAS2.0

Although the TIAS project ended in FY2021, the University of Tsukuba decided to continue an educational programme called 'Tsukuba International Academy for Sport Studies (TIAS2.0)', because the former programme had brought about such outstanding results as the enhancement of TIAS networks, including worldwide sport-related organisations. TIAS2.0 is an evolving educational programme aimed at utilising the TIAS networks of graduates and based on education given under the original programme. Graduates of TIAS provide new students with the latest information and knowledge they have obtained from global sports communities as guest speakers. This programme has been established in cooperation with global sport-related organisations within the networks of organisations where graduates work, as well as other organisations.

'Sport for development and peace' has been excluded from the five areas of education and study, so that the programme now consists of 'Olympic and Paralympic education', 'Sport management, sport business, policies, governance', 'Sport science and medicine', and 'Teaching/coaching and Japanese culture'.

The admission quota for the first batch of TIAS2.0 is eight. TIAS2.0 began in October 2020 before the TIAS project ended for the sake of programme continuity. As of November 2021, the students of the first and second batches are studying. TIAS2.0 is expected to expand networks among graduates and international organisations as a legacy of TIAS and continue to evolve.

## 4-2 Coach Developer Academy (Nippon Sport Science University)

### 【Outline】

#### ⟨What is NCDA?⟩

Nippon Sport Science University (NSSU) has contributed to the development of sports coaches in Japan for more than 125 years. In April 2011, the Department of Coaching studies was opened within the Graduate School of Health and Sport Science by organically integrating scientific and practical coaching knowledge that NSSU has cultivated with information on coaching in different countries obtained from investigations, with the aim of accelerating the development of coaches practicing science-based coaching. Leveraging these strengths, the NSSU Coach Developer Academy (NCDA) was established. Furthermore, based on the achievement of the NCDA, NSSU established the Master's

Programme in Coaching Studies, Graduate School of Physical Education in April 2018.

#### ⟨Vision⟩

To build a coaching culture to provide positive sport experiences to people in Japan, Asia, and the world.

#### ⟨Aims⟩

- To train international coach developers
- To build an international network of coach developers
- To conduct related research and improve its quality

## 【Purpose of Establishment】

#### ⟨Why do we need a Coach Developer?⟩

In sports activities, coaches are the ones who can make the experience of sports practitioners either better or worse. Thus, the development of good coaches is a common issue all over the world. Different countries, sports associations, and educational institutions always embark on improving their coach development systems. In this context, the International Council for Coaching Excellence (ICCE) announced 'International Sport Coaching Framework (ISCF)' at the ICCE Global Coach Conference held in Durban, South Africa, in September 2013. Moreover, in July 2014, the ICCE also presented 'International Coach Developer Framework (ICDF)' at the ICCE Global Coach House held in Glasgow, Scotland. The ICCE defines a coach developer as 'a person trained to develop, support, and motivate coaches capable of providing positive and effective sport experiences for all who practice sports and continuously learning and improving knowledge and skills'. The ICCE emphasizes the need for better coach developers to develop better coaches through the framework. In many cases, a traditional coach development system only transmitted scientific knowledge of researchers to coaches and its effectiveness has been questioned in the practice of sports. Professional coach developers who support the education of coaches play an important role in improving the quality of sports coaching in the future. Coach developers are expected to play an important role in the future, both globally and in Japan.

The NCDA has provided programmes specialising in developing coach developers based on the idea that 'better athletes are needed to develop better coaches and better coaches are needed to develop better coach developers'.

The NCDA aims to develop coach developers capable of leading the future of sports internationally, especially in the coach development field. In order to achieve this, it is necessary to develop not only coach developers specialized in one academic field but also coach developers as generalists with a high level of knowledge in a variety of academic fields. Moreover, it is essential to develop coach developers with a self-growth mindset, capable of communicating the process of acquiring knowledge, rather than coach developers who only communicate static knowledge. Furthermore, this programme targets coach developers of different countries and regions, sports associations, and educational institutions, including universities. When coach developers from diversified sport-related organisations come together, it is expected that learning will be much broader.

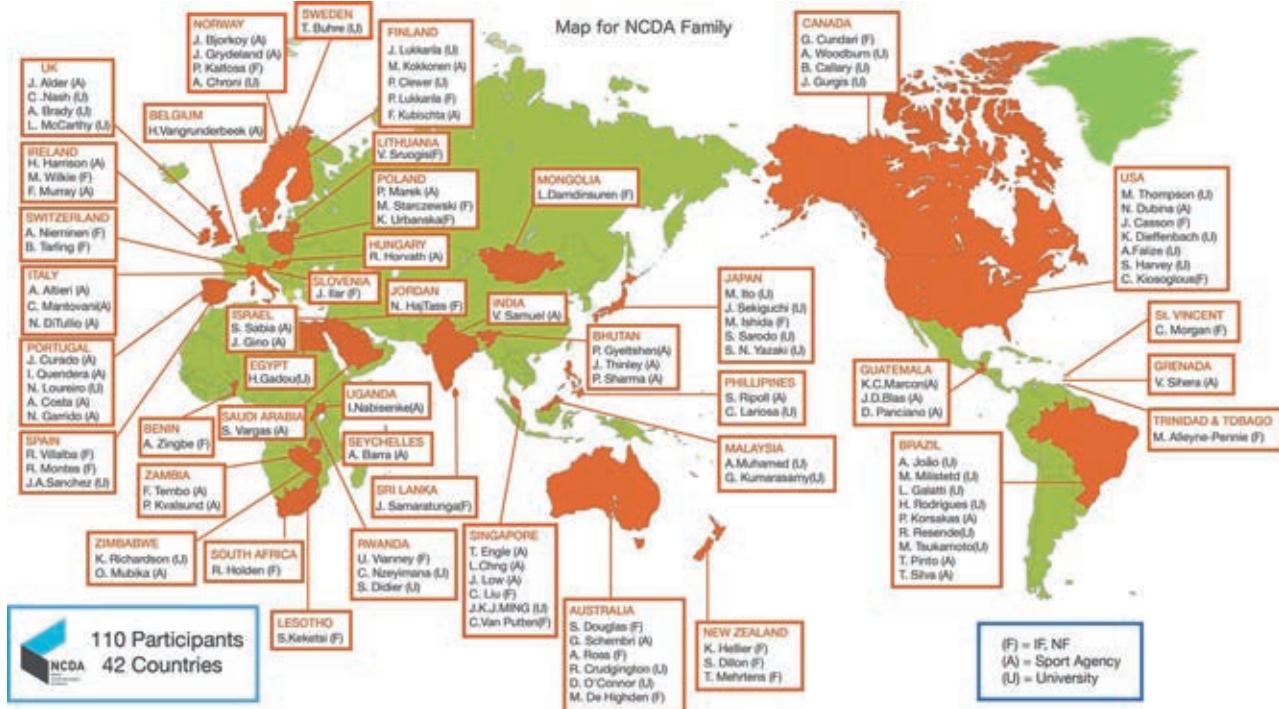
## 【Records】

#### ⟨Number of programme participants⟩

This Academy accepted 110 coach developers from 42 countries between FY2014 and FY2020.

	2014-15	2015-16	2016-17	2017-18	2018-19	2019-20	2020-21	Total
Development	6	19	12	13	14	12	14	90
Advanced	-	3	4	2	3	2	-	14
Essential	-	-	-	-	10	11	-	21
Total	6	22	16	15	27	25	14	125*

\*Among the total number of participants (125), 15 (13 for advanced and 2 for development) participated in the programme twice in different years. Therefore, the total number of participants is 110.



## Content of Classes

### Programmes

The NCDA offers three coach developer programmes to participants from around the world: the NSSU-ICCE Coach Developer Program, the Advanced Program, and the Essential Program.

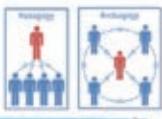
The 'NSSU-ICCE Coach Developer Program' is the basic programme that has been offered since the establishment of NCDA and focuses on the acquisition of standard knowledge and skills as a coach developer. This programme consists of a 'pre-course online programme' followed by a 'residential program' at the NSSU Setagaya Campus in Tokyo. In the first year of the programme, a two-week residential programme was held, but from cohort 2 of the programme, it was divided into a first week (summer) and a second week (winter) to allow participants to apply what was learnt in the first week in daily practice. This is called 'in-between task (local practice for coach developers)'. The 2020-2021 CD Programme for Cohort 7 was held online due to the worldwide spread of Covid-19.

In the 'Advanced Program', participants are selected mainly from among participants who had already completed the NSSU-ICCE Coach Developer Program. They support the CD program participants as 'senior coach developers' with lecturers and learn skills and knowledge required for coach developers. This advanced programme was held from cohort 2 of the CD Program (2015-2016) to Cohort 6 of the CD Program (2019-2020). Following that, a 'mentor system' was newly introduced for participants of the Cohort 7 Essential Program (2020-2021) to provide support for their learning.

The 'Essential Program' was designed for new or inexperienced coach developers wanting to work as coach developers in the future. They acquired basic knowledge and skills required for coach developers. This Essential Programme was held twice (FY2018 and FY2019). First, the residential program was held in September 2018 and September 2019 after pre-study online. This program is designed to encourage participants to learn from four of their NSSU-ICCE CD Program graduates based on their own experience and learnings. TIAS and NIFISA students participated in this programme as part of a three-university collaboration programme. Four students from TIAS and three students from NIFISA completed the Essential Program in two years.

**Knowles' (1970) Learning Principles****Adults:**

- are internally motivated and self-directed
- bring life experiences and knowledge to learning
- are goal oriented
- are relevancy oriented
- are practical
- like to be respected

**How to provide a demonstration****Task 6**

Watch the clip and write down what is different in the RMR process here.

**Task 12: Self-tester**

For each question, there may be several right answers so more than one box to tick

- 1: The how-to-coach skills refers to:**
- what the athlete does
  - the technical and tactical aspects of the sport
  - the way the coach coaches
  - skills such as how to demonstrate and how to provide feedback



**1-4: Learner-centred class**

**5-6: Participants had tutorials at their accommodation (NSSU Guesthouse) to learn at places other than class**

**7: Pre-course online modules**

## Outcomes

The NCDA allowed coach developers who had come together with the shared purpose of 'coach development' to bring their own experiences, knowledge, and skills and deepen learning through diversified practice sessions, discussions, and exchange. Participants grew as coach developers through learning and built networks with international coach developers. It can be said that the NCDA's missions of 'fostering international coach developers' and 'building global coach developer networks' were achieved.

## Careers after Graduation

After participants complete these programmes, they work at IFs/NFs, sport-related organisations, and universities to improve coach development systems. Several graduates work together to hold coach development programmes or workshops at their organisation and local places of activity. Some graduates hold programmes and workshops independently.

The NCDA has also helped graduates in Singapore, Zambia, Jordan, Australia, and Brazil to play a central role in planning and implementing coach developer programmes.

## Feedback from Graduates

Sibusiso Keetso

(Lesotho, Ministry of Gender, Youth, Sport and Recreation, NCDA Cohort 4 graduate)

"What a great programme! When I think about my journey with NCDA, I feel filled with so many emotions. NCDA is the kind of programme that takes you out of your comfortable lukewarm environment and I feel so blessed to have had the opportunity to participate in this programme."

Coming from a country that does not have a coaching network, it was difficult for me to even imagine how I could apply what I have learned here to my own country. I felt that I was standing tall, but I am still grateful to all the wonderful facilitators who brought me up to their level. They were willing to help even after the session was over, and whatever difficulties I was facing, they were there for me to clarify them. After this programme, I came back to Lesotho as a completely different "creature," so to speak, with the necessary tools to overcome the various difficulties and contribute to the overall development of the sport.

Not only that, but the NCDA has an environment and facilities that make you forget that we are all different and united, even though we come from all over the world and have different cultural backgrounds. This programme connects each of us to the world, not just in person, but in a network that will last a lifetime. I may not be able to change my home country, but I will definitely use the toolbox full of ways I can make a difference there. The Coach Developer Programme is designed to take you out of the cave you are stuck in and give you the tools you need to help those who are still in the cave and bring them out of it. VIVA NCDA."

Fiona Murray

(Ireland, Special Olympics International, NCDA cohorts 6 and 7 graduate)

"NCDA has been an amazing journey and has provided me with the richest learning experience I have ever had, both professionally and personally. There was a special environment in the sense that it was different from others. The coach developers, mentors and trainers from all over the world, working in different contexts, came together at Nippon Sport Science University to create an unparalleled sense of community. It provided a wonderful opportunity for all of us to share ideas and experiences, to help each other in problem solving, and to challenge each other to think and work differently, all with the common goal of developing better coaches. It has given me a special opportunity to learn and grow personally and professionally by stepping out of my comfort zone and challenging myself in a real way.

The Special Olympics has given me the opportunity to participate in this prestigious programme, and I can confidently say that my experience with NCDA has left an indelible mark on our coach development efforts as we work to build a global coach development system. As I return to my own duties, I leave with a renewed sense of enthusiasm and passion, a toolkit full of ideas and resources, and most importantly, a great network of peers who have walked the same path. I sincerely hope that this marks the beginning of a long and fruitful relationship with both organisations, NCDA and ICCE. Thank you NCDA, NSSU, ICCE and Sport for Tomorrow for seeing the potential in our community and for welcoming us into your community."

## 【Legacy】

Although the NCDA will come to its end in March 2021 as a commissioned project, graduates have obtained knowledge for coach development and built international networks with coach developers. There are three types of legacies from this programme, namely, (1) legacy within NSSU, (2) legacy in Japan, and (3) international legacy.

(1) Legacy within the NSSU means that knowledge and methodology cultivated through the NCDA's administration are utilised in the NSSU's Graduate School. As explained in the outline, the NSSU established the 'Programme for Coaching Studies, Graduate School of Physical Education' in 2018 and reorganizes it into a 'Master's Programme in Sport Coaching Science', a 'Master's Programme in Sport Coaching Practice' and a 'Doctoral Programme in Sport Coaching Science' in April 2022. These graduate school programmes foster excellent coaches and coach developers by utilising knowledge and methodology obtained thus far and establish new knowledge and methodology on coaching. Such knowledge and methods will remain as the legacies shared in the Japanese sports community through academic workshops and general lectures.

The NCDA will continue and be positioned under the 'NSSU Center for Coaching Excellence'. (2) Legacy in Japan is the contribution to improved coaching standards across the whole sports

community in Japan by providing national sports federations with knowledge about how to foster coaches and coach developers obtained from past programmes. The NCDA has already been involved in coach development seminars offered by the Japan Sport Association and the Japan Basketball Association by preparing programmes and fostering lecturers (coach developers). The NCDA will contribute to the improved quality of developing coaches across the country by expanding this cooperation to other sports associations/federations.

As for (3) international legacy, the international networks of coach developers established by the NCDA are not limited to graduates but expand from the graduates. One of the NCDA's missions is the 'establishment of global networks within coach developers', as described earlier. In the first few years after the NCDA began, coach developers who had participated in or graduated from the NCDA were connected through 'artificial' networks established intentionally through the short-term programme. However, graduates started to take the initiative in establishing their own networks and now there exist 'organic' networks. For example, as can be seen in 'Feedback from Graduates', more programmes to foster coach developers are being implemented in Singapore, Zambia, and Brazil. In some cases, NCDA graduates in other countries participate in those programmes as trainers. These programmes can be considered as an evolving version of 'fostering global coach developers', one of the NCDA's missions. Cooperation among coach developers through these networks is expected to improve the quality of coaching on a global scale, especially in developing countries like Zambia.

### 4-3 International Sport Academy (National Institute of Fitness and Sports in Kanoya (NIFS))

#### 【Outline】

The National Institute of Fitness and Sports in Kanoya International Sport Academy (NIFISA) aims to be an academy for fostering global sport leaders from a broad point of view, including the improvement of standards of sport by accepting young coaches and researchers from different countries and providing lectures on the history and philosophy of the Olympics and sports, and medical and physiological studies and education in cooperation with national and overseas universities and NFs in different countries.



As part of this project, the International Sport Academy seminar was held. In addition to Olympic education, two short-term courses (1-2 weeks) have been held. One is a sport management course focused on the administration of events such as Olympic Games and lifelong sports, while the other is a sport performance course aimed at promoting medical and scientific support leading to improved performance and studies on practical knowledge of coaches and athletes. The mission of this Academy is to advance and broaden international contribution in the international sports community by utilising resources of the NIFS broadly, and promoting active interactions between young overseas researchers and coaches, and NIFS's students and lecturers.

#### 【Purpose of Establishment】

NIFISA was opened in 2014, when the Ministry of Education, Culture, Sports, Science and Technology (Currently the Japan Sports Agency) chose NIFS as one of the entrusts of the 'Support for Formation of International Sport Academies'.

Support for Formation of International Sport Academies was implemented as part of the international contribution project through sport called Sport for Tomorrow (SFT), to which then-Prime Minister Abe committed in front of the world at the IOC General Assembly in September 2013 with

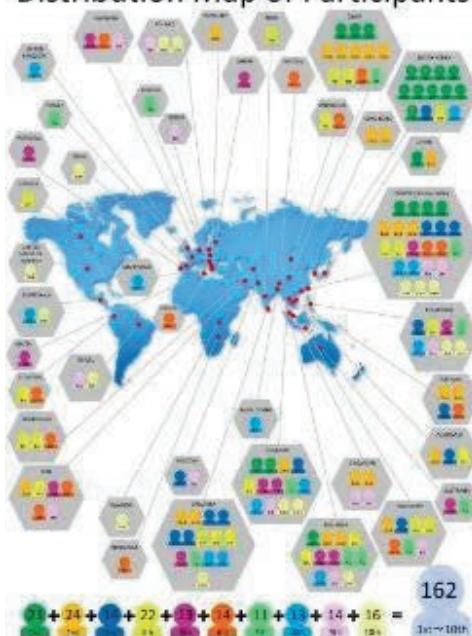
a view to hosting the 2020 Olympic and Paralympic Games. SFT has three pillars, namely, ‘international cooperation and exchange through sport’, ‘Academy for Tomorrow’s Leaders in Sport’, and ‘Global Development of Anti-Doping Movement’. NIFISA has carried out activities for more than six years, beginning in November 2014, with a focus on the second pillar, establishment of academy for tomorrow’s leaders in sport.

## 【Records】

A total of 162 students from 41 countries and regions participated in the first to 10<sup>th</sup> NIFISA Seminars. Participants in the first seminar were invited only from Asia, but participants from various countries and regions have been accepted since then in response to the increasing number of applicants.

\*The 11<sup>th</sup> NIFISA Seminar was to accept 15 participants from 13 countries but was cancelled due to the Covid-19 pandemic. If it had been held, the record would have stood at 177 participants from 48 countries and regions.

**Distribution Map of Participants**



## 【Content of Classes】

A short-term seminar has been held twice a year (spring and autumn) with the aims of developing international Olympic education programmes and fostering future global leaders who play an important role in the international sports community. The seminar is divided into a ‘management course’ and a ‘performance course’ with Olympic education, *budo* (lecture and practice), and homestay as common subjects.



The management course provides lectures on sport event management, community development through sport, lifelong sports, local sport clubs, and sport business, while the performance course provides lectures on coaching, sport physiology, sport biomechanics, and different sport performance assessment methods.

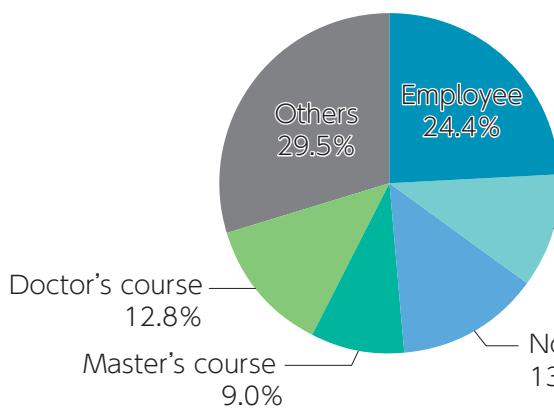


## 【Outcomes】

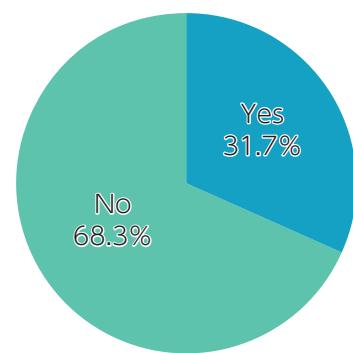
The NIFISA Seminar has been carried out 11 times in six years (The 11<sup>th</sup> seminar was cancelled due to the Covid-19 pandemic.) with the participation of 177 students from 48 countries and regions (including the 11<sup>th</sup> seminar). Moreover, NIFISA has held an international symposium on Olympic education (three times), international conference with the participation of graduates, and joint conference and seminar with the University of Tsukuba and Nippon Sport Science University. These initiatives have contributed to the production of independent Olympic legacies and the establishment of human networks, as originally planned by this academy.

## 【Careers of Graduates】

The current occupations of the 123 graduates who responded to a questionnaire survey are shown below. Of them, 31.7% have official positions in sport-related organisations.



Current occupation



Official position in sport-related organisation

## 【Feedback from Graduates】

Chananan Samahito

(Thailand Olympic Academy, Thailand, 2<sup>nd</sup> NIFISA Seminar Sport Management Course)

"As we know, Olympic Education is a worth and powerful educational tool. It is a priceless investment in the construction of a better and more peaceful World. There are various kind of activities aimed to educate people, especially children, to understand the Olympic concepts and apply it to their life. NIFISA is one of these. Personally, the worthiness of NIFISA programme is the understanding of Olympic Value: EXCELLENCE, RESPECT, and FRIENDSHIP.

-Excellence-

There were lectures including history of Olympic, sport management, and sports science. These lecture sessions provided several sciences of sports and allowed me to share stories about Thailand sports. Also, it enlightened about sport in different part of the world such as Germany, Taiwan, or Korea. In addition, NIFISA provided an opportunity to see their high technology innovations and their sport facilities which I could appropriately compare to my country. Besides the academic sessions, I had learned the Japanese traditional cultures, such as the Japanese tea ceremony (Way of tea) or trying out to play kendo.

-Respect & Friendship-

The 2<sup>nd</sup> NIFISA includes of 24 participants from Asian countries. Even though all the participants were from different places. Within two weeks in NIFISA, we had stayed together, learned, played, shared, laugh, and helped each other as a team. We walked together and never left anyone behind. Personally, I believe that we were empowered by NIFISA to be a good Olympic Legacy and ready to deliver the Olympic concepts to another.

Lastly, I really appreciate what NIFISA contribute to me. We want to see what we have learned from NIFISA is broadly delivered to people place to place, because the world would be a better place

if people learn and understand these feelings and the concepts as we did."

#### Michał Starczewski (Institute of Sport - National Research Institute, Poland, 9<sup>th</sup> NIFISA Seminar Sport Performance Course)

"One of the defining experiences of the NIFISA was the programme that combined the sports sciences with Japanese culture and history. Interesting lectures and workshops in sports physiology, biomechanics, nutrition, and antidoping were blended with traditional martial arts experience. I was very surprised that the judo and kendo practicals included not only watching athletes, but also experiencing these martial arts firsthand. The opportunities to wear the kendo protective armour and practice Judo with an Olympic-medallist coach are memories that will last a lifetime.

From my perspective of working as a researcher at the Institute of Sport in Warsaw, Poland, the facilities, equipment, and researchers working in Kanoya are top class. The combination of these elements creates an environment for the development of research focused on athletes' performance at the global level. Foremost in my mind in this area is the Sports Performance Research Center equipped with the latest research equipment.

One of the most memorable parts of my NIFISA experience was the homestay programme. The weekend spent with the residents of Kanoya was incredible. The chance to interact with members of the community in traditional settings and receive guided tours through the neighbourhood gave me time to reflect on living in Japan.

Last, but not least, I want to thank everyone involved in the creation of such an inspirational social, scientific, and educational programme. The memories of my experience will stay with me forever. I hope that international relationships with teachers, participants, and other members of NIFISA will flourish. I am confident that the network created in the area of sports sciences will produce exciting results from international scientific projects or collaborations in the near future."

## 【Legacy】

Although NIFISA's activities ended in FY2020, tangible and intangible assets obtained from this Academy will be passed on. The following activities will continue with the aim of creating an Olympic legacy unique to the National Institute of Fitness and Sports in KANOYA.

1. Exchange of academic and practical information related to sport activities with Academy graduates.
2. Formation of global education and research centres.

In addition to the above autonomous initiatives for globalization, the National Institute of Fitness and Sports in KANOYA established new networks with other countries through the holding of NIFISA activities over six years and these networks have gradually expanded. Some participants in this Academy were admitted to our Graduate School because they wanted to study at the NIFS. Moreover, some overseas universities to which Academy participants belong have invited our lecturers to spread the outcomes of their educational research. The NIFS is committed to continuing to nurture those ties carefully and plans to broadly carry out international joint study projects, mainly by the Sport Performance Research Centre and educational projects, on traditions, culture, and languages mainly by the International Exchange and Language Education Center, to form global education and research centres.

# 5

# Global Development of Anti-Doping Movement

The Japan Anti-Doping Agency (JADA) has played a central role in promoting one of the three core pillars of SFT, 'Global Development of Anti-Doping Movement', in the name of 'PLAY TRUE 2020'. JADA has supported the capacity development of those countries with lesser anti-doping activities especially in Asia and Oceania regions through workshops and introducing the 'JADA Real Champion Education Package', the comprehensive education materials both on the values of sport and anti-doping rules. The International Anti-Doping Seminar in Asia and Oceania was held annually with the aims of protecting and promoting clean and fair sport environment worldwide and contributing to the protection of health and rights of athletes to participate in Clean Sport, and developing athletes to becoming future leaders.

Under PLAY TRUE 2020, various projects were developed and delivered to protect the values of sport from doping, which is an act of destroying the raison d'etre of sport. PLAY TRUE 2020 has worked to improve the global anti-doping capacity and developed youths and future leaders in sport, thereby contributing to the creation of a better society and future. Engagement has been a keyword in PLAY TRUE 2020, and all of us had the opportunity to create legacy for sport values. PLAY TRUE 2020 aims to build a society where people respect each other with different values and ways of life, by making sport values continuously matter in society and future.

## 5-1 Vision, Mission & Strategy

PLAY TRUE 2020 set the following mission and intended outcomes in 2014 when this legacy project began to promote various types of projects.

### 【Our Mission】



To solve social issues and create a better future through sport, PLAY TRUE 2020 will

- 1) Protect and develop the values and power of sport; and
- 2) Develop a sustainable, clean sport environment.

### 【Our Outcome】

- 1) Make the values of sport and the Olympic and Paralympic Movement matter the 365 days of a year
- 2) Make PLAY TRUE 2020 the enabler for sport values
- 3) Develop leaders in society who embody the values of sport

### 【Our Vision】

Bring 'P – L – A – Y: Positiveness, Leaders, Activate, Youth' together as one under 'True', that is, the true value in sport and in ourselves – that carries into the future.

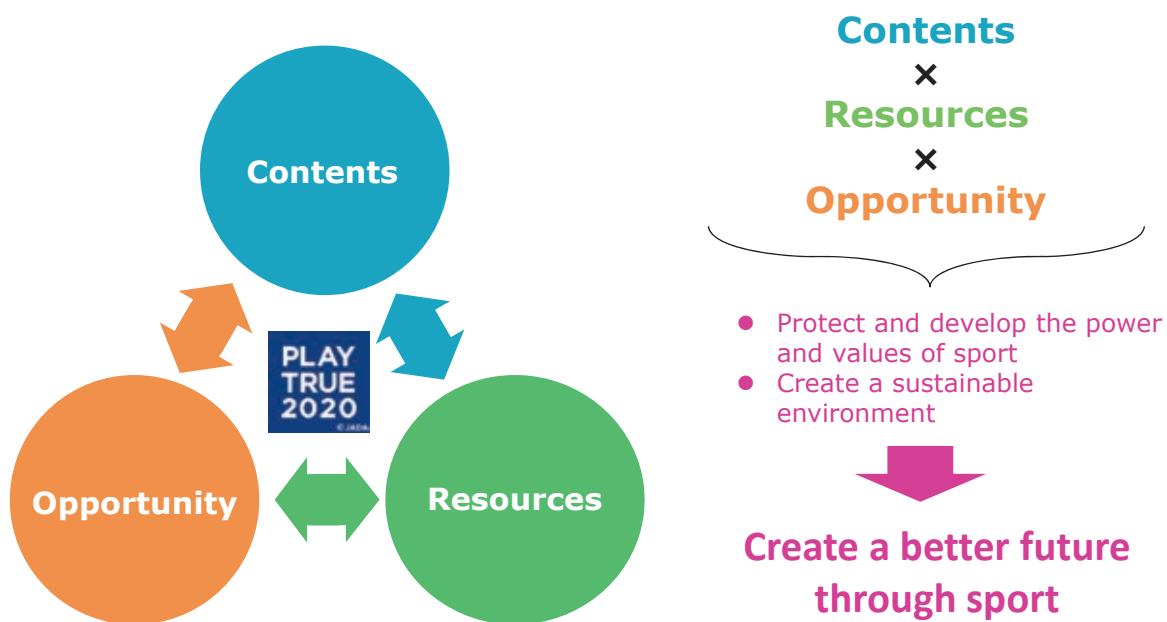


## 【For Achieving Our Outcome, Our Objectives】

- 1) Create living legacy through the Tokyo 2020 Olympic and Paralympic Games
- 2) Enable everyone to embody the values of sport through actions for creating the future of sport
- 3) Contribute to achieving the goals of SDGs
- 4) Protect the health and rights of athletes by developing the Clean Sport environment worldwide

### 5-2 PLAY TRUE 2020 Outputs

Through PLAY TRUE 2020, JADA has partnered with the international sport organisations such as the World Anti-Doping Agency (WADA), the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the International Testing Agency (ITA), and International Federations (IFs), as well as National Anti-Doping Organisations (NADOs) and Regional Anti-Doping Organisations (RADOs). By focusing on the protection and development of sport values, PLAY TRUE 2020 initially made a good use of contents and resources of JADA and explored the needs of anti-doping community particularly in Asia and Oceania. It also extensively cooperated with SFT Consortium member organisations and worked on international contributions for identifying solutions of social issues through the power of sport.



## 5-3 PLAY TRUE 2020 Projects – To protect and develop the values of sport

### 1) Real Champion Education Package

The ‘Real Champion Education Package’ was developed to promote a worldwide ‘Values-Based’ education programme. With the concept of ‘non-verbal, customizable’, it contains the comprehensive materials both on the values of sport and anti-doping rules by putting them into an original package and developing the original Manga/ illustrations.

The education objectives were developed based on evidence from social science research. Through activities and group works, learners can deepen their understanding as a step-by-step approach from ‘awareness’, ‘understanding’ through ‘expression and share’ and to ‘embodiment’ of the sport values of sport. The original manga and illustrations are utilised in this Real Champion Education Package so that people of all age groups can enjoy and learn easily. This package has been utilised by IFs and NADOs, as well as at events organised by SFTC member organisations at international cooperation projects and schools.

►[https://playtrue2020-sp4t.jp/edu\\_package/](https://playtrue2020-sp4t.jp/edu_package/)

### ■ Utilisation towards and during Tokyo 2020 Games

A series of Manga posters, video, and leaflet explaining the doping control procedures were posted or broadcast in all Doping Control Stations during the Tokyo 2020 Olympic and Paralympic Games in order to ensure informing the athletes about their rights and responsibilities at doping control. These materials were also made available to the ITA and IPC websites. By working closely with the Tokyo2020 Organising Committee, JADA worked to contributing to make the Games clean.

### ■ NewMO! – Developed with athletes: Learning the Values of Sport through Activities

‘NewMO!’ was developed as activity-based education programme with the athletes by having a hint given by Dr. Murofushi Koji (the current Commissioner of Japan Sports Agency, and then-JADA and WADA Athlete Committee member). Through exercises and discussions, ‘NewMO!’ gives the learners the opportunities to express and embody values of sport. It has been utilised by Anti-Doping Organisations like the Southeast Asia and by the Maters programme of Tsukuba International Academy for Sport Studies (TIAS).

### ■ Multilingual Materials

To improve and enrich their education programme, some anti-doping organisations and National Olympic and Paralympic Committees have translated some materials from Real Champion Education Package, including the ‘Clean Sport Start-Up Guide’ (simple explanation of anti-doping rules in light with the 2021 World Anti-Doping Code) and the ‘PLAY TRUE Book’ (for comprehensive understanding of anti-doping rules).

Available languages: Arabic, Spanish, Russian, Vietnamese, Tetung, Burmese, Lao, Malay, French

Number of countries and regions where the education package and materials have been used:

Approximately 190



Real Champion Education Package



Playing NewMO! with TIAS students

## 2) Capacity Development

JADA has extensively engaged in building the anti-doping capacity mainly in Asia and Oceania and promoting Clean Sport partnerships. Through PLAY TRUE 2020 initiative, JADA has supported NADOs and RADOs to develop their education programme and the staff members' capabilities. To maintain the comprehensive support and their future development, JADA concluded the memorandum of understandings with Southeast Asia, West Asia, and Central Asia.

### ■ Southeast Asia RADO: SEARADO (Member countries: Indonesia, Cambodia, Singapore, Thailand, East Timor, Philippines, Brunei, Vietnam, Malaysia, Myanmar, and Laos)

Aiming to develop the capacity of the eleven member countries, the Southeast Asia RADO and JADA signed the very first MOU in 2014. SEARADO and JADA along with the Tokyo 2020 Organising Committee, re-concluded a MOU in 2017. This second MOU particularly aimed at cooperating the development of Doping Control Officers (DCOs) in the leads up to the Tokyo 2020 Games. The continuous support has been given, particularly in the area of education, for Cambodia, Vietnam, and Malaysia among others, in their preparations for the SEA Games. In January 2022, SEARADO and JADA re-signed the third MOU for strengthening partnership for Clean Sport.



### ■ Central Asia RADO: RADOCA (Member countries: Afghanistan, Uzbekistan, Kazakhstan, Kyrgyz, Tajikistan, Turkmenistan, Pakistan, and Mongolia)

Since 2012, JADA has supported the Central Asia RADO, starting from the invitations to JADA's International Seminar. After a number of initiatives in capacity development, RADOCA and JADA eventually signed a MOU in 2020 with a particular focus on the overall capacity building and the education field. Through online workshops, RADOCA member countries and JADA exchanged the ideas, for example, the formulation of their education plans and a better and quality education activities.



### ■ West Asia RADO: WARADO (Member countries: Yemen, Iraq, Syria, Palestine, Jordan, and Lebanon)

The Jordan Anti-Doping Organisation and JADA discussed the possibility of introducing the JADA's unique Sports Pharmacist System in Jordan in 2015. Since then, the regular exchanges were made, and the West Asia RADO, head quartered in Jordan, and JADA concluded a MOU in 2020. This MOU aims at building the education programme in WARADO countries, particularly for medical and paramedical personnel.



## 3) PLAY TRUE Relay

Thirty-Two role-model athletes of different sports and age groups from 20 countries relayed their message through this PLAY TRUE Relay, symbolic legacy project. The athletes wrote their handwritten messages about their 'TRUTH' – what the true value they feel and appreciate in sport and in themselves as athletes – on a traditional Japanese scroll paper, *Makimono*. The world athletes' 'TRUTH in Sport, TRUTH in ME' messages have been relayed to the world and the future. The messages relayed from one athlete to another continue creating a future of sport.

Interviews of athletes who participated in the PLAY TRUE Relay

►Japanese: <https://www.playtrue2020-sp4t.jp/ptrelay/jp/>

►English: <https://www.playtrue2020-sp4t.jp/ptrelay/>

## Partnership with Ottobock (SFTC member organisation)

Mr. Heinrich Popow (Para Athletics, Gold medallist at London and Rio de Janeiro Paralympic Games)

"If you lie then the mirror will show you the TRUTH"



## 4) i-PLAY TRUE Relay

i-PLAY TRUE Relay is a project to engage everyone, both sporting and non-sporting people, and collect messages and photos about the values of sport, and turn them into the 'Work of Art'. Everyone can express their 'TRUTH in Sport' – the meaning of sport for them, what they cherish about sport and what sport values they would like to see in society – and i-PLAY TRUE Relay connects everyone's true heart to sport. 'i' has three meanings: I (myself), 'ai/愛' (love in Japanese); and 'ai/逢' (to meet in Japanese). Anyone can be a 'PLAY TRUE Creator', creating a legacy for the future of sport. A number of SFTC member organisations and the SFTC Steering Committee have also joined creating legacy by reaching their stakeholders and communities to communicate messages about the values of sport.

## 5) PLAY TRUE Planet: SPORT & ART – Sport Values Creation Base, public booth

'PLAY TRUE Planet: SPORT & ART' was set up at the Waterfront City FAN ARENA. Inside this public arena organised by the Tokyo Organising Committee of the Olympic and Paralympic Games, the 'PLAY TRUE Planet: SPORT & ART' as the base for creating sport values onsite, was to spread the message on the values of sport to the world, during the Tokyo 2020 Games.

\*This booth was only held during the Paralympics due to non-spectators allowed in during the Olympics.

The PLAY TRUE Planet: SPORT & ART showcased the only one 'ART'. The ART was made of those messages and Filter Pose photos gathered and met through the PLAY TRUE Relay and i-PLAY TRUE Relay under PLAY TRUE 2020. This Work of ART shows everyone's true passion for sport.

As the 'PLAY TURE Creator (PTC)', the Olympians and Paralympians, who embody the values of sport, ran this public booth with the university students from SFTC member organisations. Throughout the booth, the visitors were able to enjoy the non-contact activities and discover sport values inscribed and sent by the world's athletes and by non-athletes who love sport and care about sporting future. Through talking to the Olympians and Paralympians who shared their personal experiences and thoughts on the meaning of, and values of sport, the visitors posted their 'true value of sport' messages onto the digital PLAY TRUE Planet.

More than 2,500 visitors also met the global audience who joined the booth via 3D walkable image and the digital PLAY TRUE Planet. All live messages – both from the physical and digital visitors – were instantly integrated with other messages, and transformed into ART.

### [SPORT & ART]

►English: <https://playtrue2020-sp4t.jp/sport-art/en/>

►Japanese: <https://playtrue2020-sp4t.jp/sport-art/>

►PLAY TRUE Planet website where messages from all around the world can be posted, and met:  
<https://playtrueplanet.jp/>



'PLAY TRUE Planet: SPORT & ART' Booth



SPORT & ART - Four Seasons



Booth (1)



Booth (2)



PLAY TRUE Relay Athletes



PLAY TRUE Creator

## 6) International Anti-Doping Seminar in Asia & Oceania

The International Anti-Doping Seminar in Asia and Oceania is annually held in the aim of jointly creating a clean and fair sport environment worldwide. The NADOs and RADOs in Asia and Oceania join this International Seminar not only to update their anti-doping knowledge but also to build Clean Sport network in order to promote a more concerted commitment to creating Clean Sport. More than 50 persons concerned from over 20 countries physically participate in this seminar every year and shared their practical knowledge and ideas on the implementation of the World Anti-Doping Code and International Standards, and their experiences in engaging athletes in the anti-doping programme. The International Seminar had to be held online in FY2020 and 2021 due to the global COVID-19 pandemic. The 'GoVirtual!' International Seminar brought the challenges into opportunities by having a wider audience, and though distance, it has been the opportunities to interact and build network.

►<https://playtrue2020-sp4t.jp/jp/static/report2020/>



International Anti-Doping Seminar

## 7) Promotion of evidence-based education programmes: Research and Studies

The social science research has been conducted to ensure the education programme is based on evidence. To protect the integrity of sport and realise a fair and Clean Sport in the world, the international comparative research on the attitude and perspectives towards ‘fairness’ in society and ‘anti-doping/doping’ were conducted. The analysis of viewpoints on fairness in sport is provided in the research paper titled “Public opinion in Japan and the UK on issues of fairness and integrity in sport: implications for anti-doping policy”.

Based on the results of past surveys and studies, the “Real Champion Education Package” was developed with a step-by-step approach of achieving educational objectives. Some research instruments were utilised at the education activities, including the lectures in TIAS programme to the Masters students since 2014.

►<https://playtrue2020-sp4t.jp/jp/research/>



Cooperation with academy field



Social Science Research Reports

### 5-4 Extended Collaboration through Sport for Tomorrow, Unique Network

Based on the strategies of PLAY TRUE 2020 and SFT, JADA has initiated to building wider partnerships. With the unique platform of SFT as a strength led the SFT member organisations both from public and private entities, JADA has worked together for the protection and development of values of sport. This collaboration has produced synergy effects for the promotion of education programme via the ‘Real Champion Education Package’, human development and spreading the values of sport through i-PLAY TRUE Relay.

#### 1) Projects for Sports Diplomacy Enhancement (Ministry of Foreign Affairs, Government of Japan) – sharing moment of the values of sport

As the steering committee members, the Ministry of Foreign Affairs (MOFA) and JADA collaborated under the Projects for Sports Diplomacy Enhancement of MOFA. MOFA incorporated the i-PLAY TRUE Relay project to contribute to instilling a sense of fairness in those invited athletes and supporting staff to Japan. The i-PLAY TRUE Relay has also been carried out at events at diplomatic missions overseas and utilised as a tool for international exchanges and understanding.

#### 2) TIAS, the University of Tsukuba and NIFISA, the National Institute of Fitness and Sports in Kanoya – Sport integrity and anti-doping as compulsory subject to develop the next-generation of sport leaders

As the core legacy pillar of SFT between those universities under the ‘Academy for Tomorrow’s Leaders in Sport’ initiative and JADA, the lectures on anti-doping and sport integrity were delivered jointly by JADA and TIAS of the University of Tsukuba and the National Institute of Fitness and Sports in

Kanoya International Sport Academy (NIFISA), to the respective postgraduate students. Those lectures consist of the topics ranging from the international sport environment, global anti-doping movement and to sport values in order to discover and cultivate one's viewpoint as future global sport leaders. A variety of practical activities have been introduced to encourage students to actively exchanging opinions and debating cases related to sport integrity. The students designed the possible education activities in their future occupation. Since the University of Tsukuba includes 'sport integrity and anti-doping' in its TIAS maters compulsory course, the students had the chance to comprehensively learn both anti-doping rules and sport values, which ensure the foundation of their fields after graduation. Some graduates have implemented the education activities from the lectures they learned, and are now developing the young generation.

### 3) Examples of human development utilising the Education Package

Scout Association of Japan	The 'values of sport' have been spread by utilising some contents (NewMO! and manga movie) from the Education Package at various events, such as the 23 <sup>rd</sup> World Scout Jamboree held in Yamaguchi, 2015.
SANIX INCORPORATED	At the SANIX World Rugby Youth Tournament, the high school rugby players from different countries did a role play activity and presented on the values of sport, by utilising some Education Package contents.
CLARK Memorial International High School	The high school students planned an online <i>Undokai</i> by getting some ideas from the Education Package. At the 2020 International Anti-Doping Seminar in Asia and Oceania, the online <i>Undokai</i> was conducted with the seminar participants. This has given a fresh idea for online Values-Based Education activity.

## 5-5 Messages from Legacy Creators

Messages from the 'Legacy Creators' who created the Legacy though PLAY TRUE 2020 together.

### 1) Gobinathan Nair, Director General, Southeast Asia RADO

It has been a great journey having signed an MOU between SEARADO and JADA in 2014 followed by a resigning in 2017 to extend the MOU together with Tokyo 2020.

The PLAY TRUE 2020 project has for sure left a lasting impression and legacy, as well as, a great value add to member countries of Southeast Asia RADO. It has impacted in various ways over the years and include the support and resources provided by JADA in the various national and regional programmes in the form of expert speakers sharing their knowledge and skills in the area of Education and Testing; the provision of Education packages created by JADA; the training of DCO Trainers as well as, guiding member countries hosting regional and international events. In addition, the i-PLAY TRUE Relay provided an avenue to all in the sports fraternity to put forth their commitment to Clean Sport. Both our sharing of the activities at the International Anti-Doping Seminars allowed us to share and spur others to further support Clean Sport.

Moving forward, we hope to continue our collaboration with a third round of signing in early 2022 to continue the legacy project.



## 2) Maira Bkasheva, Chair, Central Asia RADO

Central Asian RADO signed MOU with JADA in 2020, and from that time, we continuously feel support in strengthening anti-doping education programmes in our countries.

In 2012, I participated in JADA Asian seminar for the first time, where we saw anti-doping education model, and since that time this model serves as an example for Kazakhstan as part of RADOCA, and I believe that this model is one of the successful and effective education system in Asian region.

The programmes that we have implemented from JADA into our system helped to raise the level of qualification of the personnel and to improve our anti-doping education programmes. International Anti-Doping Seminars dedicated to Code 2021 and ISE were very important in creation of Education plan, Education Pool and especially the Monitoring process of the Education, which let us comply with the ISE and 2021 Code.

Education Package and i-PLAY TRUE Relay positively influence on sport in general, especially with children and talented youth athletes. These programmes assisted us a lot to set the sport values among young generation. Youth and talented athletes learnt about fairness in sport and honesty, respect and ethics, joy and teamwork in a playful way.

We would like to present our gratitude and appreciation for JADA's guidance and partnership to strengthen and preserve Clean Sport in Central Asia countries.



## 3) Seena Omar, Secretary General, West Asia RADO

For more than 10 years, JADA successfully managed to attract the attention of the anti-doping community through its annual International Seminar in Asia & Oceania, addressing what's new in the field and bringing together experts from around the world.

This Seminar became an essential in the agenda of West Asia RADO as for many other RADOs and NADOs, which we look forward with enthusiasm to participate at.

The Seminar provides a platform for the participants to share their experience and challenges openly, it also brings high experienced personnel from different Anti-Doping Organisations and decision-making bodies to enhance the planning, implementation, and harmonization of the global anti-doping programme, in addition to introducing what's new resulting in successful shrinkage of the gap between different ADOs and opening wide opportunities for collaboration among them.

With much gratitude to JADA and its partners for hosting this annual Seminar, we wish the continuity of this prosperous gathering and always look forward for the warm welcome in Japan.



# 6

# Initiatives During the Pandemic

It became difficult for SFT to have direct human interactions due to the Covid-19 pandemic from the end of 2019. However, various activities have been carried out without interruption between people and countries by making various modifications. For example, many events were moved online.

In March 2020, JICA repatriated all of its volunteers in developing countries, and only one new volunteer for physical education and sport was dispatched in FY2020. However, many volunteers continued their activities online. In the photos, we can see a volunteer coaching online (Ms Ono, JICA Volunteer, Indonesia Artistic Swimming Team).



The Clark Memorial International High School Yokohama Campus Global Sports Major modified its 'Online Undo Kai' so that people in other countries could also enjoy it. In Nepal, public schools were closed for one year and so there was insufficient physical education in the school education curriculum. Thus, there have been few opportunities for improving non-cognitive skills at school. To solve these issues, activities containing elements of team building have been conducted.



Although national federations have not been able to hold various events or conduct activities, they have produced and distributed videos. The Japan Softball Association has produced coaching videos for coaches of member countries of the SOFTBALL CONFEDERATION ASIA to prevent stagnation of the softball community. Videos are categorized by level (introductory to practical) and skills (pitching and batting) and produced and distributed with English subtitles.



In Japan, symposiums have been held online or in the form of webinar to provide stakeholders and people with an interest in the knowledge and know-how. The Japan Foundation presented sport projects in the past in 'Online Seminar Series - Asia Center TERAKOYA' and distributed seminars on the significance of exchange with Asian countries.



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## Case\

### ● Distribution of Archived Videos of All Japan Judo Championship 2020 and All Japan Women's Judo Championship 2020

Implementers: All Japan Judo Federation, Japanese Olympic Committee, Japan Sport Council (JSC-JOC-NF collaboration programme)

#### 【Details of Activity/Project】

The All Japan Judo Championship and the All Japan Women's Judo Championship are held at Kodokan Judo Institute, the mecca of judo, to decide a true champion, irrespective of differences in weight. It is considered the most prestigious competition in the Japanese judo world, with the longest history and traditions, also attracting interest from other countries.

The All Japan Judo Federation selected matches, including the finals, attracting more attention and of different scenes showing excellent skills, and created digest videos with commentaries by experts in English for overseas judo fans and coaches who could not come to Japan due to the pandemic. These videos are made available as an archive on their official YouTube channel. The English subtitles help overseas viewers to easily understand skills and gamesmanship.

#### ■ All Japan Judo Championship

The digest features 15 of 49 matches, including a match peculiar to this open-weight competition in which the difference in weight between the two judoka exceeds 60kg.

Audio commentary: Furuta Hideki (Judo website, eJudo), Asahi Dai (Asahi Dojo), and Ono Takashi (Teikyo Heisei University)

<https://youtu.be/VqXFa7rOGGo> (All Japan Judo Federation Official YouTube channel, released on 12 February 2021)



Judo match

#### ■ All Japan Women's Judo Championship

The digest features 12 of 39 matches, including a match between two former World Championship winners.

Audio commentary: Furuta Hideki (Judo website, eJudo), Asahi Dai (Asahi Dojo), and Nishida Yuka (Nihon University)

<https://youtu.be/9AyiEzbyFAA> (Judo Federation Official YouTube channel, released on 12 February 2021)



Audio commentary

#### 【Outcomes】

The number of views of archived videos recorded on the official YouTube channel is shown in the following table (as of the end of May 2021). Not many videos with English subtitles have been distributed in the past, so there were few opportunities to showcase judo competitions in Japan. This project gave many overseas judo fans an opportunity to appreciate competitions in Japan and the activities of the All Japan Judo Federation.

Name of competition	Number of views	Total playing time (hours)	Impression
All Japan Judo Championship	13,355	2,087.4	166,583
All Japan Women's Judo Championship	5,577	792.3	121,319

Since it is difficult to hold a large-scale competition with a large audience in attendance due to the pandemic, the All Japan Judo Federation is continuing with this type of project as an effective means for sharing the performance of judoka and the excitement and attractiveness of judo with judo fans around the world and is increasing the number of judo competitions whose live images are distributed, in addition to large-scale competitions, by making technical improvements. This project was also

featured on the International Judo Federation website.

[https://www.ijf.org/news/show/traditionally-exciting?fbclid=IwAR3fTFmghtDa2SkSc9LkXZa27\\_pItQG1C2USIT9eNdRIs-Bjv-A\\_NC0lIHU](https://www.ijf.org/news/show/traditionally-exciting?fbclid=IwAR3fTFmghtDa2SkSc9LkXZa27_pItQG1C2USIT9eNdRIs-Bjv-A_NC0lIHU)

## 【Feedback from Overseas Viewers】

**Male, 30's**

"The most prestigious and traditional Championships in Japan are held in Kodokan Judo Institute, from where judo originates. So many thrilling matches inspired me."

**Female, 40's**

"Traditionally, there is no distinction of weight in judo matches. A small judoka can throw a bigger judoka over by correctly applying skills. I saw many of those matches."

**Male, 50's**

"I enjoyed watching videos with my son, because we couldn't practice judo due to the restrictions imposed by the Covid-19 pandemic. I hope that we can resume practice soon. I expect the All Japan Judo Federation to upload more videos."

# 7

# Outcomes and Issues

## 7-1

## Establishment and Strengthening of Relationships with the World and Trust in Japan

The values of sport and the Olympic and Paralympic Movement have been spread to over 13 million people in 204 countries and regions, well beyond the original target of ‘10 million people in 100 countries’. This has helped spread the values of Japanese sports to many countries and regions and resulted in the establishment and strengthening of ties with the world.

To be more specific, the outcomes of SFT have expanded horizontally. For example, a mutual relationship of trust has been established through direct support and on-the-site exchange while skills and know-how transferred through support for coaches and instructors have become deep-rooted and continued. Also, support has been given to strengthen organisational management and reforms of different organisations’ systems. SFT has resulted in systems and policies in many countries, including the establishment of national federations and revision or preparation of PE curriculums. Moreover, some individual projects and exchange activities have led to participation in Tokyo 2020. In addition, the number of countries and regions participating in the Paralympic Games for the first time increased through support to that end provided by the Government of Japan immediately after the launch of SFT. Another outcome is that many athletes supported by SFT and participating in individual projects made it to Tokyo 2020.

Thanks to these outcomes, Japan has gained the trust of governments where SFT projects have been implemented, the parties involved in the field, and many stakeholders in the international sports community. In the end, various activities of whole of Japan leading up to Tokyo 2020 were highly appreciated.

## 7-2

## Establishment of Networks under the SFT Consortium and Cooperation

SFT was implemented according to a unique form of public-private consortium. Significant outcomes include the networks established among various organisations under the consortium and the collaboration among organisations engaged in international development, cooperation, and exchange through sport.

Member organisations cooperated in dispatching coaches under JICA projects even before SFT began. However, cases of government-related organisations and private member organisations collaborating, such as between the Ministry of Foreign Affairs and a member (NGO/NPO or local sport club), JETRO and a member (private company), or JADA and a member, became more numerous thanks to SFT. Moreover, cooperation among members of the Steering Committee such as between JICA and the JPC, was also promoted.

A total of 191 out of 517 projects were carried out through collaboration between member organisations as accredited projects. Collaboration on officially recognised projects under the consortium resulted in the expansion of the scope of activities and made it possible to flexibly respond to various needs.

Although SFT projects are categorised into three activity areas, ‘international cooperation and exchange through sport’, ‘establishment of academy for tomorrow’s leaders in sport’, and ‘Global

Development of Anti-Doping Movement', they are not distinct. The integration of elements of each area produced synergy effects.

Cooperation under the consortium has not been limited to projects but resulted in new cooperative relationships with a long-term perspective. For example, the JOC and JICA concluded an agreement on cooperation on 27 July 2020 to express their intention to strengthen contributions to international society through sport. Furthermore, JICA held an online workshop on teaching the values of sport for JICA volunteers temporarily back in Japan due to the pandemic, in cooperation with the JADA, and a workshop on the 'Active Child Programme (ACP)' for JICA volunteers in cooperation with the JSPO. The JSC has carried out training courses such as its 'Seminar on SDGs Index', 'M&E Seminar' and recurrent training for member organisations since September 2021, with the aim of developing global sport leaders.

### 7-3 Contribution to the SDGs

After the United Nations adopted the SDGs, organisations involved in international cooperation have conducted activities based on related SDGs. But it was FY2018 when initiatives for contribution to the SDGs started under SFT on a fully-fledged basis. SFT mentioned the SDGs in a member conference and a written application for accredited project status included a column of target SDG numbers for the purpose of improving awareness and strengthening on-site initiatives. At the member exchange meeting held in December 2018, participants discussed specific initiatives for the SDGs under the theme, 'Individual Actions - Sport x SDGs'. At the member conference in March 2021, the United Nations Information Center Director Nemoto Kaoru gave a keynote speech on 'Promotion of SDGs through Sports' and participants had meaningful discussions during the panel discussion. As member awareness of the SDGs increased, so too did the number of initiatives conducive to attaining the SDGs in SFT projects and activities.

For example, SFT has contributed directly to the attainment of Goal 3, 'Good health and well-being for all', and Goal 4, 'Quality education', through sport and physical education. As for Goal 5, 'Gender equality', SFT promoted initiatives encouraging more women to participate in sport events and programmes, especially in developing countries, leading to women's empowerment. SFT has contributed to Goal 10, 'Reduced inequalities', by correcting inequalities in one country or between countries through the promotion of sports and improved sport environments in developing countries. As for Goal 16, 'Peace, justice, and strong institutions', SFT has contributed to peacebuilding and confidence building by means of mutual understanding through sport. These activities were carried out under projects of Steering Committee members and officially recognised projects of SFT members.

### 7-4 Issues and Expected Future Initiatives

Although the target number of foreign beneficiaries was achieved, the number of foreign beneficiaries was concentrated in specific projects such as support for physical education in schools. This tendency can be an issue in terms of the contribution to diversified projects. Moreover, since projects carried out by governments or government agencies accounted for the majority of SFT projects, various resources of all members were not always utilised effectively and sufficiently. The further promotion of public-private cooperation remains a future issue.

In addition, the promotion of organic collaboration with various overseas organisations remains an issue for the whole SFT programme. For example, proactively understanding requests from local NGOs and identifying needs in cooperation with overseas organisations was complicated. Furthermore, it was impossible to completely verify and review the degree to which outcomes of SFT have become rooted and spread in local areas. We expect each member that carried out a project to provide follow-up.

The SFT Secretariat has actively divulged information on project outcomes and member organisations through social media and asked popular athletes to share their messages. These initiatives are considered to have had a certain level of impact on stakeholders. On the other hand, considering the outcomes and impact of SFT, this could have been done better. The following ideas on future international contribution and exchange through sport will drive further development:

- Setting of new goals related to international contribution and exchange through sport and consideration of visions
- Maintaining and strengthening of networks with other countries and organisations established under SFT
- Promotion of further collaboration among members
- Improvement of quality of sport contents
- Preparation and support for autonomous operation of the SFT Consortium



# 8

# Future International Contribution and Exchange through Sport

Then-Prime Minister Abe announced the concept of SFT at the IOC General Assembly in 2013 with a view to hosting the Summer Olympic and Paralympic Games in 2020. After Tokyo was awarded the Games, Japan made an international commitment to steadily implement SFT. We believe that Japan fulfilled its responsibility as the host country of the Olympic and Paralympic Games by carrying out international cooperation and contribution projects through sport and by steadily stepping forward with a consistent message through private-public partnerships of the SFT Consortium.

The SFT Consortium produced new collaborative networks in Japan. As a result, the number of nodes connecting persons involved in sport and international cooperation has increased. Moreover, Japan has increased its presence in and gained the trust of the world, which Japan will be able to use as an advantage when promoting international contribution through sport.

SFT Consortium will carry out as a legacy of the Tokyo 2020 Games. With new post-SFT goals in place, it is expected to further add values to sport and to keep expanding the Olympic and Paralympic Movement in Japan and other countries.

Looking around the world, there are inequalities in different environments and opportunities for sport. It is essential to build a better future through sport, particularly in developing countries. Parties involved in SFT projects are expected to continue moving forward hand-in-hand with people in sport, with the aims of solving social issues through sport and contributing to the SDGs, in concert with others not previously involved in sports, and to greatly expand the initiatives throughout Japan.

# Messages for the Sport for Tomorrow programme (SFT Report 2020)



When the athletes of all the 206 National Olympic Committees and the IOC Refugee Olympic Team finally come together for the Olympic Games Tokyo 2020, it will send a strong message of solidarity, resilience and unity of all humankind in all our diversity. In this way, these postponed Olympic Games will be the light at the end of the dark tunnel that the world finds itself in because of the global coronavirus crisis.

The pandemic and its far-reaching consequences have made the relevance of the unifying power of the Olympic Games clearer than ever. The Olympic Games are the only event that brings the entire world together in peaceful competition. They are a celebration of the unity of all humankind in all our diversity. Such symbols of the unity of humanity in all our diversity give us hope for a better future.

In these challenging times, we need our shared Olympic values of excellence, friendship, respect and solidarity. This is why I would like to congratulate the Government of Japan and in particular the Japan Sports Agency, for carrying these Olympic values into the world with the highly successful Sport for Tomorrow programme. It is initiatives like these that demonstrate the power of sport in action and help to promote and strengthen the relevance of sport in society.

The Sport for Tomorrow programme amplifies this important Olympic message about the contribution of sport to society. As countries around the world are starting the long journey of recovery from the global coronavirus pandemic, initiatives like Sport for Tomorrow are sending another important message: the post-coronavirus world needs sport and sport is ready to contribute to rebuild a more human-centred and inclusive society.

We know that we can only make our world a better place through sport by in partnership with others. This is why we are so happy to have such reliable partners like our Japanese friends on our side, because whether in sport, or in facing the many challenges in life, we are always stronger together.

Thomas Bach,  
President International Olympic Committee  
(March 2021)



The opportunity to stage the Olympic and Paralympics 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  
(July 2019)



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