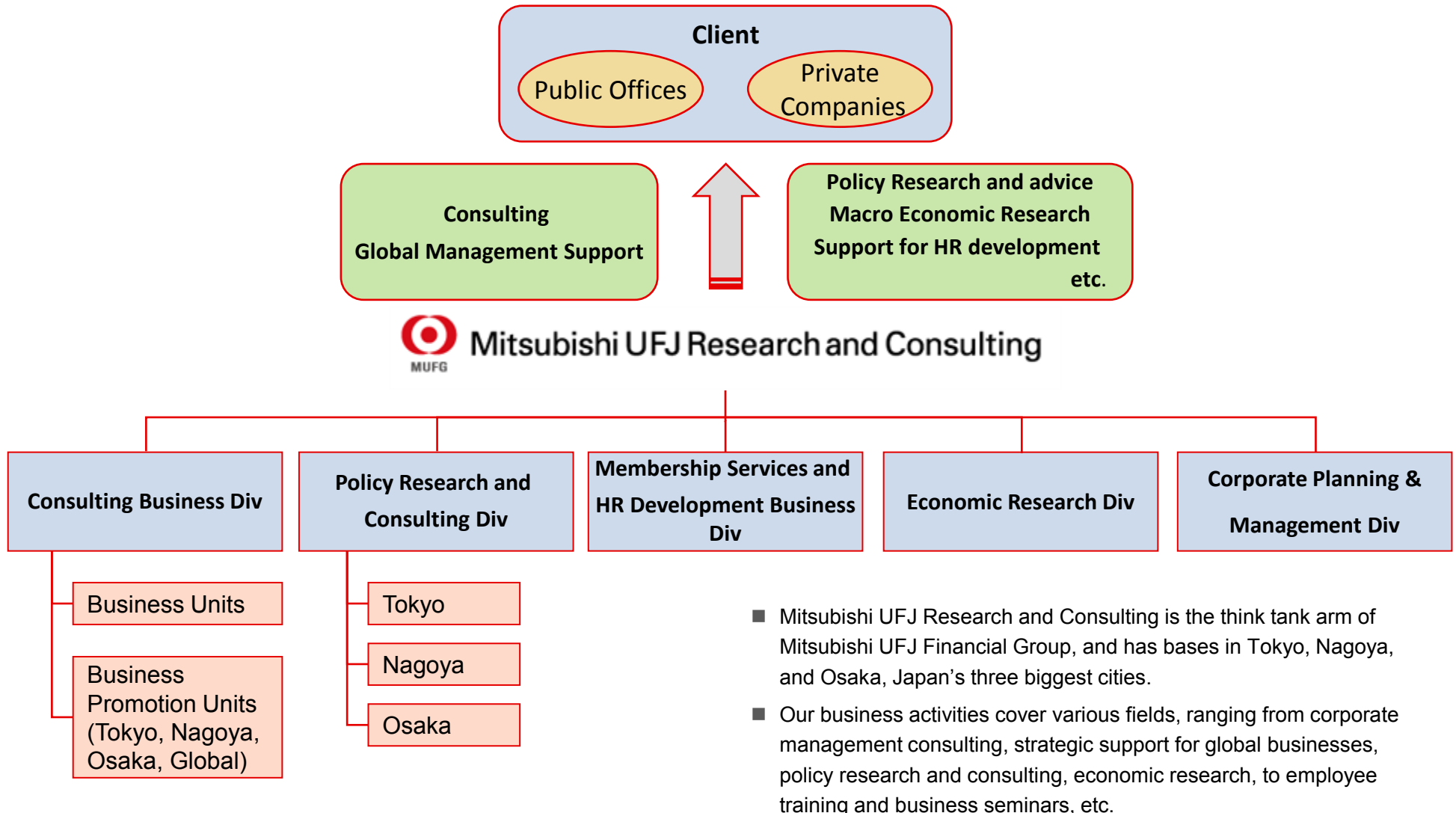




Team for Japan 2020

FY2017

Company overview - Creating value based on integrated professional knowledge



Team for Japan 2020 Overview

■ Background of our team establishment

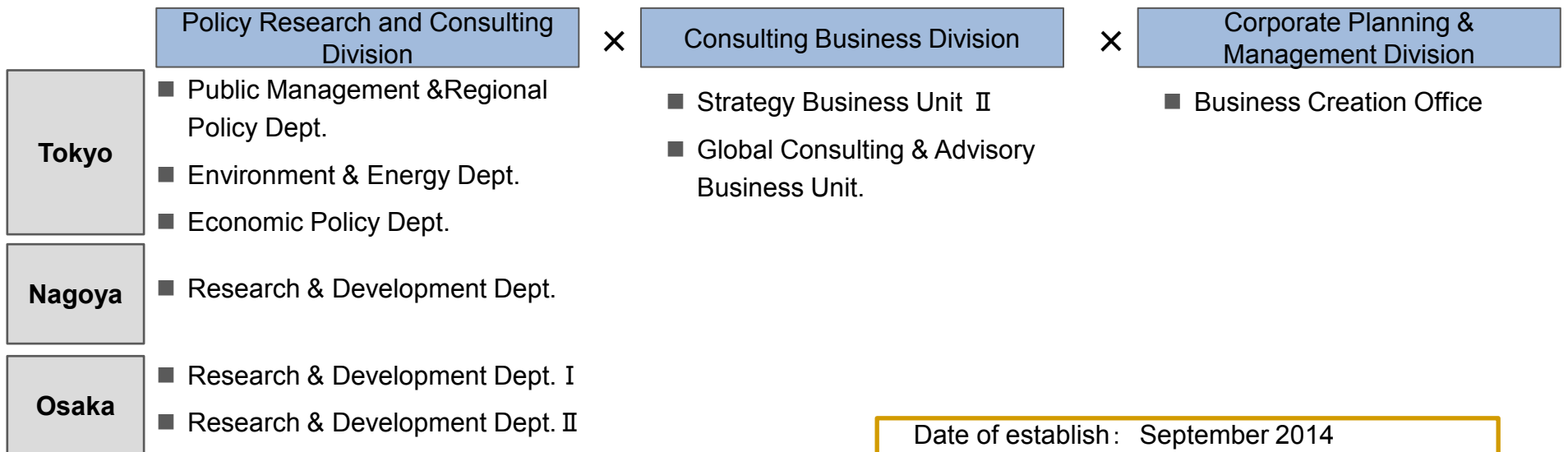
- Following the election of Tokyo as the Host City of the Olympic and Paralympic Games in 2020, various movements and activities for preparation are increased in Japan, to which professional advice is widely needed. Some examples are;
 - planning of the delivery and operation of the Games,
 - venue construction and urban development around them,
 - area promotion for inbound tourism and Pre-Game training camps,
 - encouragement of sports and Olympic values to the public,
 - sustainable events management, which intends to minimize negative impact and maximize positive effects to the economy, society and the environment, and
 - creation of tangible and intangible legacies to the next generation.
- The Games in Tokyo shall be the best opportunities to ensure various legacies in wide range of fields. This will be applied not only for Tokyo but also other area all over Japan.
- Team for Japan 2020 was established in 2014 to widely stimulate discussions and support people to maximize positive impact of the Games.

Team for Japan 2020 Overview

■ Feature of Team for Japan 2020

- Team for Japan 2020 was formed in autumn 2014 as a special task-force inside our company.
- Consists of researchers and consultants who have a wide range of expertise in policy research and consulting in both domestic and international domains.
- Helps clients with setting up the most best tailor-made team to solve each problems,
 - based on extensive insights from our own rich experiences accumulated by various projects and services, and
 - by utilizing extensive networks of external experts both in Japan and overseas.

■ Integrated professional knowledge – members from diverse divisions



Date of establish: September 2014

Number of members: 20 (as of June 2017)

Our Team

Transport & Logistics Policy, Regional Policy

- Masahiko Harada
- General Manager, Chief Research Analyst, Team for Japan 2020, Public Management & Regional Policy Dept,
 - Master of Arts, The Open University of Japan
 - Professional Engineer (Civil Engineering, Comprehensive Technical Management)
- Projects and Professional activities
 - Study on Urban development and City Operation for Taxation and Financing in London (Tokyo Metropolitan. Government:TMG)
 - Study for sustainability in 2020 Tokyo Games, (TMG)
 - Study on utilization of Olympic Village after 2020 Tokyo Games (TMG)



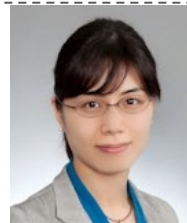
PFI/PPP, Urban Development Strategy

- Naoki Motohashi
- Chief Consultant, Public Private Partnerships Team & for Japan 2020, Policy Research and Consulting Div
- BEng, MEng in Civil Engineering from Kyoto University
- Started professional carrier as a technical official of Ministry of Land, Infrastructure and Transport. Then, worked for infrastructure investment to India and the Middle East in a Japanese trading house, before joining MURC in January 2014.
- Being involved in various projects relating to PFI/PPP, Urban/Regional Development Strategy etc. Also keen in Infrastructure projects overseas



Sustainability/Inclusion

- Maiko Okuno
- Chief Analyst, Team for Japan 2020, Environment & Energy Dept , Policy Research & Consulting Division
 - Master of Arts (Social Sciences), Hitotsubashi University
 - Has been working in the area of European environmental policy research, strategic environmental management and corporate social responsibility for 17 years. Having a detailed knowledge about ISO 14001, environmental/sustainability reporting and ESG investment.
- Projects and Professional activities
 - Study for sustainability in 2020 Tokyo Games, (Tokyo Metropolitan. Government: TMG)
 - Study on human rights Policy for 2020 Tokyo Games (TMG)
 - Study on sustainable procurement in construction materials etc. (TMG)
 - Study on social participation of persons with disabilities etc. (TMG)



Environment, Data analysis

- Atsushi Sato
- Chief Analyst, Policy Research & Consulting Division, Team for Japan 2020
 - Master of Science (forest science), University of Tokyo
 - Has been working with climate change and environmental consultancy both domestic and international research for over 13 years, including serving on the UNFCCC's roster of experts. Having a detailed knowledge on sports.
- Projects and Professional activities
 - Feasibility study of wood product usage in 2020 Olympic s/Paralympics
 - Study on sustainable procurement in construction materials etc. (TMG)
 - Study on Host Town Initiative (Cabinet Secretariat)



Our Team

Urban , Housing and Local Government Policy

- Shuichi Yamamoto
- Chief Research Analyst, Team for Japan 2020, Public Management & Regional Policy Dept
 - Master of Waseda University Faculty of Science and Engineering
- Projects and Professional activities
 - Study for sustainability in 2020 Tokyo Games, (Tokyo Metropolitan Government: TMG)
 - Research on policies relating to the Tokyo 2020 Olympic and Paralympic Games (Chiba prefecture)
 - Study on potential and prospect of the Tama & Island regions in Tokyo relating to the 2020 Tokyo Olympic and Paralympic Games (The Institute for Tokyo Municipal Research)

NO
IMAGE

Urban Development /Industrial Policy

- Keiko Seki
- Chief Research Analyst, Team for Japan 2020, Public Management & Regional Policy Dept
 - Graduated in Social Engineering, specializing in Urban and Regional Planning , Tsukuba University. Proponent of policies for strengthening of competitiveness and functionality of Greater Tokyo Area. Abundant in research and analysis concerning industrial policies and transport/logistics policies, corporate location promotion and small business support.
- Projects and Professional activities
 - Research on policies relating to the Tokyo 2020 Olympic/Paralympic Games (Chiba prefecture)

NO
IMAGE

Tourism Policy, Housing Policy

- Yan Yang
- Analyst, Public Management & Regional Policy Dept, Team for Japan 2020
 - Ph.D. in Urban Geography, Kobe University
 - Has Joined Mitsubishi UFJ Research & Consulting since 2012 and been working on projects related to tourism policy, housing policy, etc.
- Projects and Professional activities
 - Study for sustainability in 2020 Tokyo Games, (TMG)
 - Study on human rights Policy for 2020 Tokyo Games (TMG)
 - Study on utilization of Olympic Village after 2020 Tokyo Games (TMG)
 - Study on plan for developing languages volunteers (TMG)
 - Research on policies relating to the Tokyo 2020 Olympic and Paralympic Games (Chiba prefecture) etc.

NO
IMAGE

Urban Development /Industrial Policy

- Yusuke Nakada
- Senior Analyst , Public Management & Regional Dept., Team for Japan 2020
 - Master Degree in Media and Governance, Keio University and Arts and Science, University of Tokyo.
 - Has been engaging in policy recommendation on urban industry and industrial location, empowerment of city competitiveness in international markets, and research analysis about starting a business.
- Projects and Professional activities
 - Tokyo 2020 Games sustainability research (TMG)
 - Study on utilization of Olympic Village after 2020 Tokyo Games (TMG)
 - Study on plan for developing languages volunteers (TMG) etc.

NO
IMAGE

Our Team

Disaster Management and Recovery Policy

- Toshiro Ogaki
- Analyst, Public Management & Regional Policy Dept.
 - MA in Civil Engineering, University of Tokyo
 - Joined Mitsubishi UFJ Research & Consulting since 2014
 - Has been working on projects of disaster management and recovery policy
- Projects and Professional activities
 - Study on Host Town Initiative (Cabinet Secretariat)
 - Research on policies relating to the Tokyo 2020 Olympic/Paralympic Games (Chiba prefecture)
 - Study on issues relating to Act on Support for Reconstructing Livelihoods of Disaster Victims



Sports Policy, Education Policy

- Takeshi Kurose
- Consultant, Research and Development Dept. II, Team for Japan 2020
 - Master of Public Policy, University of Tokyo
 - Started professional carrier as a official of Ministry of Education, Culture, Sports, Science and Technology (MEXT) Had experience to be in Sports and Youth Bureau. After working for MEXT, joined MURC..
 - Has been working on various projects to realize Regional Development and Vitalization, for instance, PPP/PFI, Sports Policy and Education Policy.
- Projects and Professional activities
 - Study on future vision on sports parks in Nara Prefecture



Climate Change Policy, Forest Management

- Yoko Asada
- Senior Analyst, Team for Japan 2020, Environment & Energy Dept , Policy Research & Consulting Division
 - MA in Graduate School of Agricultural and Life Sciences, The University of Tokyo (2010)
 - Joined Mitsubishi UFJ Research & Consulting since 2010
 - Specialized in carbon dioxide sink in the field of global warming, designing plans for forestry preservation in developing countries, and research in Japanese forestry policy
- Projects and Professional activities
 - Feasibility study of utilization of domestic timber for 2020 Olympics and Paralympics for Forestry Agency in Japan (Forestry Agency)



Employment, Corporate HR

- Sato Hyodo
- Business Creation Office, Planning and Management Dept., Corporate Planning Dept.
 - Master in Graduate School of Economics, Osaka University
 - Has worked as a leading chief analyst in think tanks in research and publishing concerning organizations and personnel, as well as in consulting for human resources securing and employment policy support.
- Projects and Professional activities
 - Supported system development structure reform, rethinking of construction company working methods, etc.



Our Team

Climate Change, Forest Management

- Marie Iwadare
- Analyst, Team for 2020, Environment & Energy Dept, Policy Research & Consulting Division
 - MA in Human Science, Waseda University (2012)
Joined Mitsubishi UFJ Research and Consulting since 2012
Specialized in national/international forest conservation and management policy, especially have been considering livelihoods or culture of local community for appropriate participatory forest management



Tourism and service, Invest Japan

- Suie Morishita
 - Senior Consultant, Team for Japan 2020, International Business Dept., Global Consulting & Advisory Business Unit, Consulting Business Division
 - Graduate School of international and public policy, Hitotsubashi Univ. (MA)
 - Mainly in charge of tourist industry project and Invest Japan business
- Projects and Professional activities
 - Industrial specialist in Japan(Tourism and service)(JETRO)(2013-2017)
 - Study on Halal and related industry



Public Management, Regional Policy

- Rin Watanabe
- Analyst, Team for 2020, Public Management & Regional Policy Dept. Policy Research & Consulting Division
 - MA in Public Policy, University of Tokyo(2012)
Joined Mitsubishi UFJ Research and Consulting since 2015
Specialized in public management policy, Urban/Regional policy.
- Projects and Professional activities
 - Study on Host Town Initiative (Cabinet Secretariat)
 - Study on human rights Policy for 2020 Tokyo Games (TMG)
 - Research on policies relating to the Tokyo 2020 Olympic and Paralympics Games (Chiba prefecture)



Our activities and services

■ Examples of our clients and projects commissioned

Commissioned by	Project title	FY
Tokyo Metropolitan Government (TMG) Bureau of Olympic and Paralympic Games preparation (formerly Bureau of Sports Promotion)	Study for sustainability in 2020 Tokyo Games	2013
TMG Bureau of Citizens and Cultural Affairs	Study on plan for developing languages volunteers	2014
TMG Bureau of General Affairs Human Rights Division	Study on human rights policy for 2020 Tokyo Games	2014, 2016
TMG Bureau of Olympic and Paralympic Games preparation	Study on utilization of Olympic Village after 2020 Tokyo Games	2014
TMG Bureau of Citizens and Cultural Affairs	Study on future cultural activities and planning of cultural institutions	2014
Ministry of Agriculture, Forestry, and Fisheries	Feasibility study of wood product usage in 2020 Olympics/Paralympics	2014
TMG Bureau of Taxation	Study on Urban development and City Operation for Taxation and Financing in London	2015
The Institute for Tokyo Municipal Research	Study on potential and prospect of the Tama & Island regions in Tokyo relating to the 2020 Tokyo Olympic and Paralympic Games	2015
TMG Bureau of Olympic and Paralympic Games preparation	Study on measure of transport demand management for 2020 Tokyo Games	2015
Saitama Prefecture	Study on holding successful the 2020 Tokyo Olympic and Paralympic Games	2015
TMG Bureau of Environment	Study on sustainable procurement in construction materials etc.	2016
TMG Bureau of Social Welfare and Public Health	Study on social participation of persons with disabilities etc.	2016
Cabinet Secretariat	Study on Host Town Initiative	2016

Our activities and services

■ Voluntary Research activities - Experts interview & Research visit to London

- Has been conducting interviews continually to national and international experts of Universities, Games Organizers and related stakeholders.
- Conducted research visit to London/UK since 2014 and interviewed former executives of LOCOG, ODA , and other key persons and organizations at the London Games.
- Conducted research visit to Rio de Janeiro/Brazil in 2016 during the Paralympic games and interviewed people involved in the games.
- Examples of our past interviews;

Topics	Organizations interviewed	
Urban development & regeneration	<ul style="list-style-type: none"> ■ ODA Transport, Design & Regeneration ■ LLDC ■ Transport for London 	<ul style="list-style-type: none"> ■ Lea Valley Regional Park Authority ■ London boroughs ■ University of East London
Sustainability	<ul style="list-style-type: none"> ■ LOCOG Sustainability ■ Commission for a Sustainable London 2012 	<ul style="list-style-type: none"> ■ Sponsors ■ NGOs
Inclusiveness & human rights	<ul style="list-style-type: none"> ■ ODA Accessibility & Inclusion ■ LOCOG HR & Inclusion ■ Paralympians & NGOs 	<ul style="list-style-type: none"> ■ DCMS Paralympic Legacy ■ FCO

■ Building-out outside network

- Advancing formulation with TMG Bureau of Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat and other government bodies, executives of TOCOG, certification bodies, event-related business operators.

■ Knowledge sharing through the website

- Created a dedicated site on our company's website and share parts of our knowledge.

Example of Voluntary Research activities: Pre-Games training camps (PGTC)

■ Summary:

- Pre-Games Training Camps (PGTC) shall be an great opportunity to spread the positive effect of the Games nationwide. In London 2012, many municipalities nationwide actively promoted themselves and hosted PGTC.
- Many cases of PGTC hosting in Japan for the Japan – Korea Soccer World Cup in 2002 and the Beijing 2008
- Team for Japan 2020 visited several cities and venues in the UK where PGTC were hosted and learned about the gist of inviting and hosting PGTC. The result is published on our webpage and is also shared with local municipalities by visit and talk. (8 visited at present)

■ Summary of the results of field surveys in the UK

Glasgow

- Zambia, Cuba (Paralympics)
- Taking the opportunity of hosting the 2014 Commonwealth Games for promotion the city



Sheffield

- The US, Canada, Japan, Brazil, and others
- Leaving behind the image of a decadent industrial city of after the 1991 Universiade, firmly established itself as a sportive city
- Repeatedly hosting various international competitions, which contributed to the hosting of PGTC

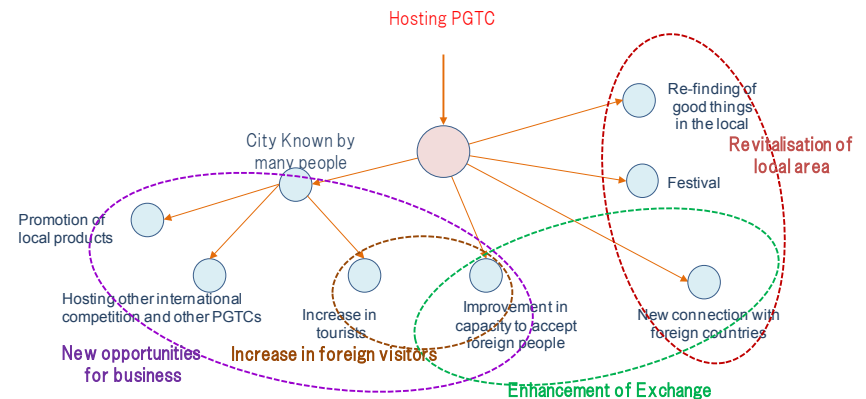
Kent County Council

- Australia, Nepal, Portugal and others have stayed at 11 localities across the county
- Taking advantage of its location, it underwent meticulous preparations in order to become the Mecca of PGTC for London 2012

■ Knowledge sharing with local municipalities in Japan

The impact of the PGTC

- Increase in Inbound tourists is only a part of the benefits
- Broad effects can be expected depending on methods



Steps towards inviting and hosting PGTC

- ① Listing up the available resources in your area
 - What can be found in the area: facilities, persons, general appeal of the region
- ② Selecting Targets to approach
 - To some extent, fix aim on specific countries/events
- ③ Deciding method for promotion
 - When, how, whom to market to

Team for Japan 2020 official website

(Japanese) <http://www.murc.jp/corporate/virtual/olypara/>

(English) http://www.murc.jp/corporate/virtual/olypara/olypara_eng



Company Information
企業情報

会社紹介

- ▶ 会社概要
- ▶ 企業理念
- ▶ 役員一覧
- ▶ 沿革
- ▶ 組織図
- ▶ 事業所/アクセスマップ
- ▶ 個人情報保護方針
- ▶ 一般事業主行動計画

本部・部室紹介

- ▶ コンサルティング・国際事業本部
- ▶ 政策研究事業本部
- ▶ 会員・人財開発事業本部
- ▶ 調査本部/調査部
- ▶ 横断的組織

- ▶ 震災復興への取り組み
- ▶ 関連レポート・イベント等
- ▶ 活動実績

日本2020戦略室

>> 'Team for Japan 2020' English Page

更新情報

2016/04/15 3,4日のニュース「東京球壇への使用制限要請：大会開催に伴う施設の使用制限に関する動向に注目」を掲載しました

2016/02/22 1,2日のニュース「東京球壇への使用制限要請：大会開催に伴う施設の使用制限に関する動向に注目」を掲載しました

2016/01/21 12日のニュース「東京球壇への使用制限要請：大会開催に伴う施設の使用制限に関する動向に注目」を掲載しました

2015/12/21 11日のニュース「東京球壇への使用制限要請：大会開催に伴う施設の使用制限に関する動向に注目」を掲載しました

2015/12/09 関

調査・提言

オリンピック・パラ

◆ 今月の
関連ニュースをお届け

◆ 自治体の皆様へ
各種資料・ご提案・受託実績等のご案内です（随時更新）

◆ 企業の皆様へ
各種資料・ご提案・受託実績等のご案内です（随時更新）

概要

Team for Japan 2020

About us

Mitsubishi UFJ Research and Consulting is the think tank arm of Mitsubishi UFJ Financial Group, and has bases in Tokyo, Nagoya, and Osaka, Japan's three biggest cities. Our business activities cover various fields, ranging from corporate management consulting, strategic support for global businesses, policy research and consulting, economic research, to employee training and business seminars, etc.

In 2013, at the 125th IOC Session in Buenos Aires, Tokyo was elected as Host City of the Games of the XXXII Olympiad in 2020. Following it, various preparations for 2020 is getting active, which include: planning of the entire operation of the Games; construction of facilities; urban development around the venues; area promotion for inbound tourists and training camps; and encouragement of sports to public.

Team for Japan 2020, our special team consisting of our researchers and consultants having wide range of rich expertise and overseas network, are now working to contribute to the success of the mega-sporting event as well as to vitalisation of the entire Japan through such big event.

In recent Games, such aspects as sustainability in the Games and creation of tangible and intangible legacies to the next generation are getting focused on. In this page, we will introduce the latest information regarding challenges and trends for Olympic and Paralympic in Tokyo.

Reports & Publications

- 2015/2/25 Interview Series for Tokyo 2020: Promotion of Sustainability and Supply Chain Management (N. Motohashi, M. Akaki)

Monthly news & columns from Tokyo, Reports and publications, Informative materials for stakeholders (Mainly in Japanese)

English Page partly available

Inquiry



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