

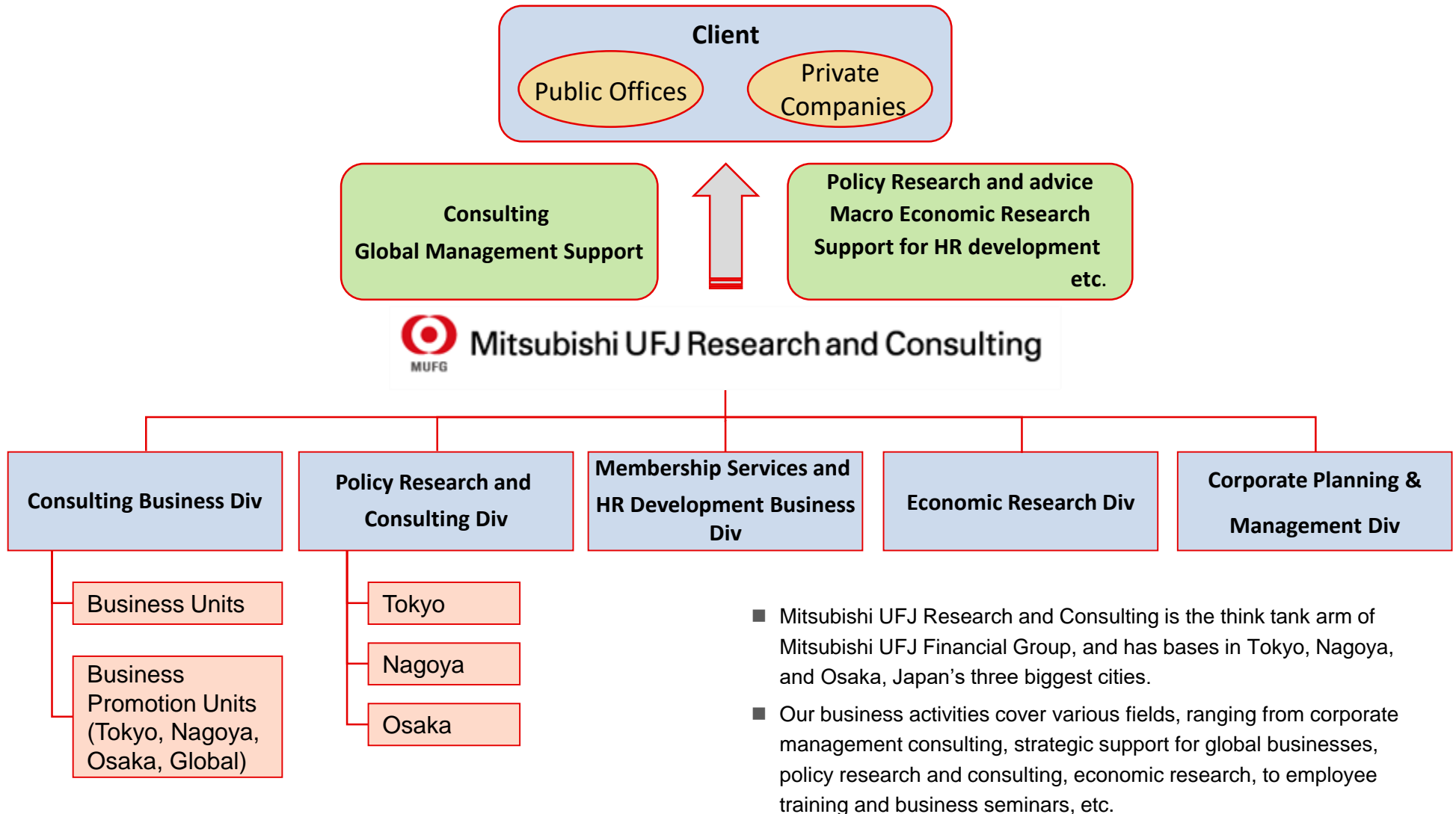


Team for Japan 2020



FY2019

Company overview - Creating value based on integrated professional knowledge



Team for Japan 2020 Overview

■ Background of our team establishment

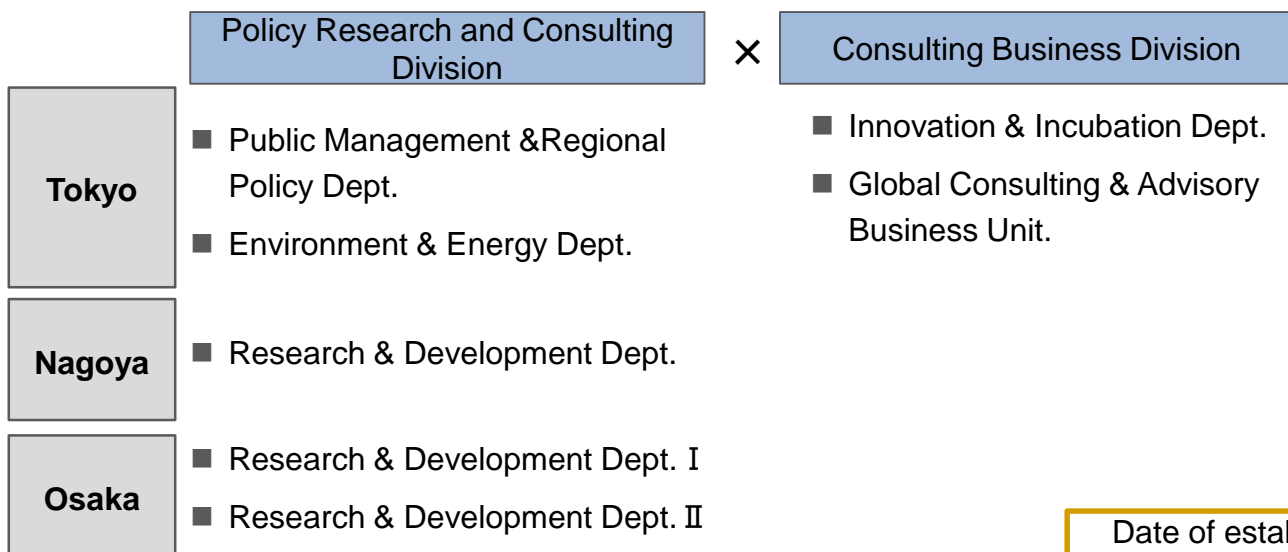
- Following the election of Tokyo as the Host City of the Olympic and Paralympic Games in 2020, various movements and activities for preparation are increased in Japan, to which professional advice is widely needed. Some examples are;
 - planning of the delivery and operation of the Games,
 - venue construction 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 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
Japan Tourism Agency	Project to improve “Omotenashi”(Japanese hospitality) for 2020 Tokyo Games in Hamamatsu city, Shizuoka prefecture 地方の「おもてなし」向上事業	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
Chiba 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, 2017
Chofu City	Study on preparation and creating legacy of 2020 Tokyo Games and Rugby World Cup 2019	2016, 2017
Ministry of the Environment	Study on program for human resources development on ‘3R’ triggered by 2020 Tokyo Games	2017
Agriculture & Livestock Industries Corporation	Study on criteria of food procurement in 2016 Rio de Janeiro Olympic and Paralympic Games	2018

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.
 - Conducted research visit to Queensland/Australia in 2017 and interviewed people involved in the Gold Coast 2018 Commonwealth Games.
 - Conducted research visit to Pyeongchang/Republic of Korea in 2018 during the Olympic Winter Games and interviewed people involved in the games.

- 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

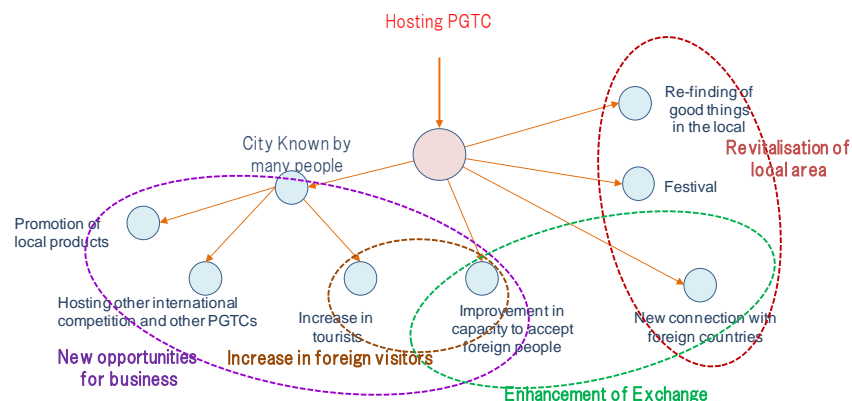
Kent County Council

- 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

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

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)

English Page partly available

Inquiry



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