

# JOC ACTIVITY

2023.April-2025.March

Publication Date: November 2025  
Published By: Japanese Olympic Committee  
Produced by: PHOTO KISHIMOTO  
Designed by: SYNC, Design α, ATRAPS  
Photos by: AFLO SPORT, AP/AFLO, Reuters/AFLO, PHOTO KISHIMOTO

**CONTACT**  
4-2 Kasumigaokamachi, Shinjuku-ku, Tokyo 160-0013  
Japan Sport Olympic Square  
Japanese Olympic Committee  
<https://www.joc.or.jp/>

**Japanese Olympic Committee**



# CONTENTS

- 05 GREETINGS
- 06 “JOC Vision 2064” and Medium-term Plan
- 07 PARIS 2024 The Games of the XXXIII Olympiad
- 09 Athletes’ Participation in Competitions

|    |  |
|----|--|
| 14 | <b>Sharing the Olympic Values</b><br>Harnessing the power of the Olympics to benefit society.  |
| 15 | <b>The TEAM JAPAN Brand</b> <ul style="list-style-type: none"> <li>● About TEAM JAPAN</li> <li>● The Roles of TEAM JAPAN</li> <li>● The Three Core Values of TEAM JAPAN</li> <li>● Team Emblem</li> <li>● Tagline</li> </ul>   |
| 17 | <b>Japan Olympic Museum</b>  |
| 19 | <b>Hosting Special Exhibitions</b>   |
| 20 | <b>Hosting Events</b>  |
|    | <b>Educational Outreach Programmes Using the Japan Olympic Museum</b>  |
| 21 | <b>TEAM JAPAN 2020 VILLAGE</b> <ul style="list-style-type: none"> <li>● Exhibitions Showcasing Assets of the Tokyo 2020 Games and TEAM JAPAN</li> <li>● Hosting TEAM JAPAN Events</li> </ul>   |
| 22 | <b>Paris 2024 Games Communication Strategy</b> <ul style="list-style-type: none"> <li>● Presentation of Official Sportswear</li> <li>● “Take a Step Forward with TEAM JAPAN” Campaign</li> <li>● TEAM JAPAN Inauguration Ceremony and Send-off Party</li> </ul>  |
| 26 | <b>TEAM JAPAN SOCIAL ACTION</b> <ul style="list-style-type: none"> <li>● TEAM JAPAN SUMMER FEST</li> <li>● Sports and Environmental Preservation Activities (Tree-planting Activities)</li> <li>● TEAM JAPAN SYMBOL ATHLETES SOCIAL ACTION</li> <li>● Noto Peninsula Recovery Support Event “TEAM JAPAN SPORTS DAY”</li> </ul> |
| 28 | <b>Recognition of Outstanding Achievement / JOC Sports Awards</b>  |
| 31 | <b>Olympic Classes</b>   |
| 32 | <b>Olympic Day Run</b>   |
| 33 | <b>Olympic Concerts</b>  |
| 33 | <b>JOC Athletes’ Committee Activities</b>  |
| 34 | <b>JOC Partner Cities</b>  |
| 35 | <b>Sports Festivals</b>  |
|    | <b>Programmes to Provide Sports Information / Programme Public Relations Activities</b>  |
| 37 | <b>Sports and Environmental Preservation Activities</b> <ul style="list-style-type: none"> <li>● Various Materials</li> </ul>  |

|    |   |
|----|---|
| 38 | <b>Nurturing and Supporting Athletes</b><br>Creating an environment that cultivates inspiring athletes.   |
| 39 | <b>Athlete Enhancement, Enhancement Staff Development and Support</b> <ul style="list-style-type: none"> <li>● Athlete Enhancement Medium-term Strategic Project</li> <li>● Performance Enhancement Programmes (FY2024 results)</li> <li>● Coach Appointment Programmes (FY2024 results)</li> <li>● Subsidy Programmes for Private-sector Sports Promotion, Etc. (FY2024 results)</li> <li>● Athlete Scouting and Development Programme</li> <li>● Career Support Programme for Athletes and Coaches</li> <li>● Sports Trainer Development and Utilisation Programmes</li> <li>● Programmes to Provide Information on Enhancing International Competitiveness</li> <li>● Anti-Doping Activity Promotion Programme</li> <li>● National Training Center Management and Operations Programme</li> <li>● Sports Trainer Overseas Training Programmes</li> <li>● NTC Networking Programmes</li> <li>● Entourage-related Initiatives</li> <li>● Efforts to Prevent Sexual Harassment through Photography and Filming Athletes</li> <li>● Legal Support Programme to Protect Athletes from Defamation</li> </ul> |
| 48 | <b>Promoting International Exchange</b><br>Harnessing the power of sports to promote international peace and friendship.  |
| 49 | <b>International Strategy</b> <ul style="list-style-type: none"> <li>● Basic Policy</li> </ul>  |
| 50 | <b>International Relations</b> <ul style="list-style-type: none"> <li>● International Sports Organisations</li> </ul>   |
| 51 | <b>Strengthening Relations with International Sports Organisations and Cultivating Human Resources</b> <ul style="list-style-type: none"> <li>● Japan-connected Officials in International Sports Organisations</li> <li>● List of Japanese IF Officials in Olympic Events</li> <li>● Programme for the Formation of a Foundation for International Sports Development (Programme to Support Attainment of IF Officer Positions, etc.; Commissioned by the Japan Sports Agency)</li> <li>● JOC/NF International Information Sharing Forum</li> <li>● JOC International Sports Leader Academy (JISLA)</li> <li>● Partner NOCs</li> </ul>   |
| 56 | <b>International Contribution Programmes</b> <ul style="list-style-type: none"> <li>● Paris 2024 Games-related Information</li> <li>● Collaborative Support for the Asian Games Aichi-Nagoya</li> <li>● Study Meeting on Hosting International Competitions to Advance the Olympic Movement</li> </ul>  |

|    |  |
|----|--|
| 58 | <b>Strengthening Strategic Management and Governance of the JOC</b><br>Building better relationships with society through self-discipline and integrity.   |
| 59 | <b>JOC Marketing Programmes</b> <ul style="list-style-type: none"> <li>● Role of Marketing</li> <li>● Overview of Marketing Programmes</li> <li>● Use of Funds Obtained through Marketing</li> <li>● Protection of Intellectual Property</li> <li>● Prevention of Ambush Marketing</li> <li>● Changes in JOC Marketing</li> <li>● Timeline of Changes in JOC Marketing</li> <li>● TEAM JAPAN Symbol Athletes and Next Symbol Athletes</li> </ul> |
| 65 | <b>Review of the 1st JOC Medium-term Plan and Formulation of the Next Medium-term Plan</b> <ul style="list-style-type: none"> <li>● Review of the 1st JOC Medium-term Plan (2022-2024)</li> <li>● Formulation of the 2nd JOC Medium-term Plan (2025-2028)</li> </ul>   |
| 66 | <b>Building Closer Relationships with National Federations</b><br>Working hand-in-hand with sports federation partners.  |
| 67 | <b>Sports Organisation, Governance Code Compliance Audit Programme</b> <ul style="list-style-type: none"> <li>● JOC-affiliated National Federation Presidents’ Conference / Secretary-Generals’ Conference</li> <li>● National Federation Support Center Programme</li> </ul>  |
| 69 | <b>JOC-NF Public Relations Officers’ Collaboration Seminar</b><br><b>NF Joint Marketing</b>  |
| 70 | <b>About e-Sports</b> <ul style="list-style-type: none"> <li>● JOC e-Sport Activity Policy (Overview)</li> </ul>   |
| 71 | <b>Promoting Ethics, Compliance, and Governance (Report and Consultation Hotline)</b> <ul style="list-style-type: none"> <li>● JOC Report and Consultation Hotline</li> </ul>  |
| 72 | <b>Other / Basic Information</b><br>Working hand-in-hand with sports federation partners.  |
| 73 | <b>JOC Organization</b> <ul style="list-style-type: none"> <li>● List of Officers on the Japanese Olympic Committee for 2025-2026</li> <li>● Member National Federations</li> <li>● Associate Member National Federations</li> <li>● Recognized National Federations</li> </ul>  |
| 75 | <b>Organizational Structure of the Japanese Olympic Committee for 2025-2026</b>  |
| 77 | <b>Summary of Financial Results for FY2024</b>   |

# GREETINGS

At the Games of the XXXIII Olympiad (2024 / Paris), TEAM JAPAN athletes delivered exceptional performances on the world stage, inspiring deep emotions and delivering a powerful message both in Japan and around the world. TEAM JAPAN's concept for Paris 2024—Find the Courage to Take That First Step—embodied the spirit of the athletes who pushed themselves to their limits as well as the passion of all those who supported them, serving as a source of hope and motivation for many people.

TEAM JAPAN also displayed record-breaking performances at the Asian Games, FISU World University Games, and other events, showcasing the underlying strength of Japan's sports community. These achievements are thanks to the tireless dedication of the athletes, who devote themselves to daily training, the unwavering support of those who stand behind them, the collective efforts of many organizations—including the Japan Sports Agency, the Japan Sports Council, various partner companies, and other related organizations—as well as efforts among various related parties to enhance international competitiveness, including close collaboration and partnerships with sports federations. I extend my sincere respect and appreciation to everyone involved.

Alongside these competitive achievements, the JOC has also remained devoted to strengthening its ability to communicate and promote the realization of a society imbued with the spirit of Olympism. We will continue to enhance our communication efforts through social media and digital platforms to build closer connections with fans in Japan and around the world. At the same time, we will remain committed to enriching educational and exchange programs, such as those that make use of the Japan Olympic Museum. We will also continue to preserve and further develop the legacy of the Tokyo 2020 Games. We are confident that these efforts will play a vital role in fostering a vibrant sports culture and cultivating the next generation.

In the 2nd JOC Medium-term Plan (2025-2028), announced in March 2025, we set forth the core goal of "Harnessing the power of sports—together with athletes—for the benefit of society." This goal reflects our strong belief that by supporting athletes in their pursuits and sharing their experiences and inspiring feats broadly across society, sports will bring people together and serve as a driving force for positive social progress. The JOC's vital mission going forward is to strengthen collaboration with all stakeholders, both in Japan and overseas, and to harness the power of sports to address social issues and contribute to the realization of a sustainable society.

Following the Paris 2024 Games, sports now play an even more important role in society. The JOC will continue to move forward hand in hand with athletes, as we make steady progress toward elevating the power of sports into a force that enriches society. We greatly appreciate your continued understanding and support.

Japanese Olympic Committee

HASHIMOTO Seiko, President



## JOC Vision 2064

The Japanese Olympic Committee (JOC) formulated the "JOC Vision 2064" in August 2021. "JOC Vision 2064" sets forth the JOC's long-term vision for its "ideal self." The name incorporates the year 2064, which marks 100 years since the Games of the XVIII Olympiad were held in Tokyo in 1964, to demonstrate its longevity. "JOC Vision 2064" was created in the hope that "the driving force at the center of future society will be the children who experienced the Tokyo 2020 Olympic and Paralympic Games (Tokyo 2020)."

### Cherish, create, and convey the value of sport

#### 2nd JOC Medium-term Plan

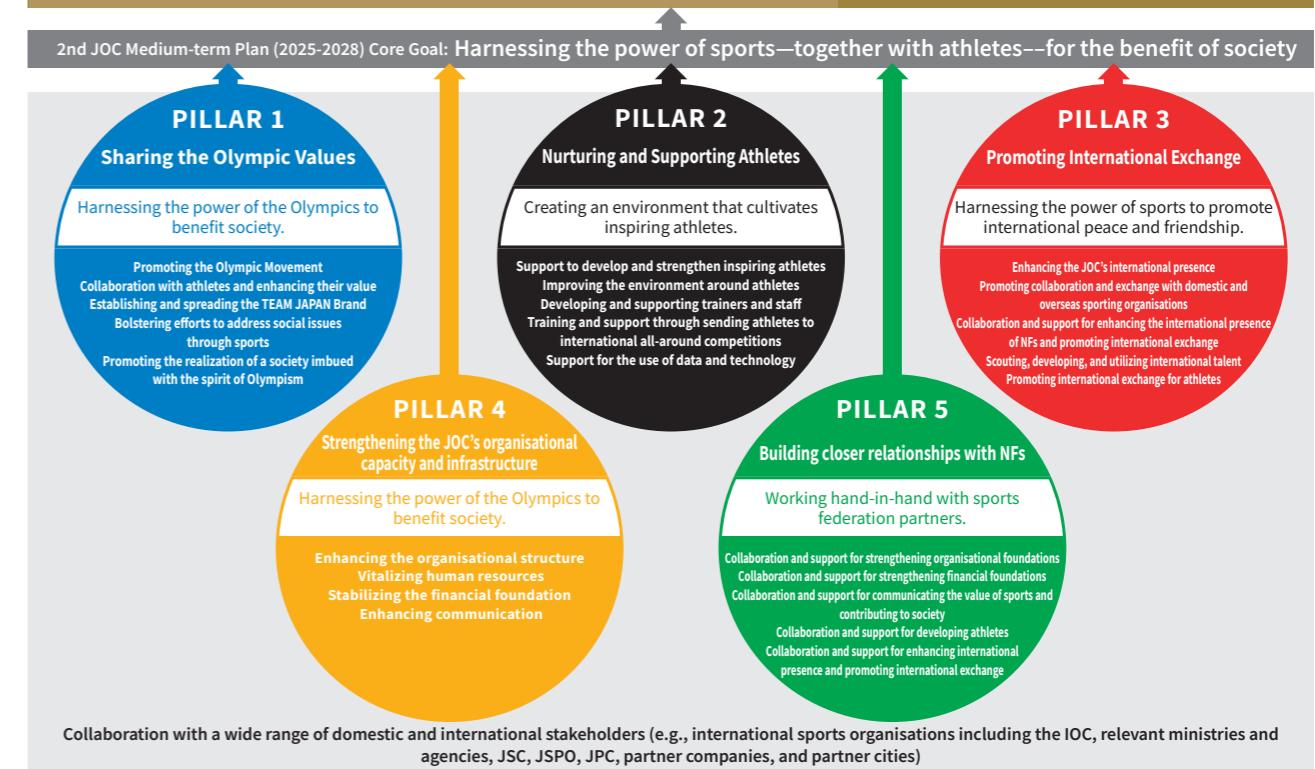
The 2nd JOC Medium-term Plan (2025-2028) began in the 2025 fiscal year. As measures based on JOC Vision 2064 and the overall framework introduced under the 1st JOC Medium-term Plan continue to take root, the core pillars set forth therein have been carried over to the 2nd JOC Medium-term Plan. Furthermore, to underscore the stance of "placing greater importance than ever on collaborating with athletes and contributing to the resolution of social issues through sports," the 2nd JOC Medium-term Plan sets "Harnessing the power of sports—together with athletes—for the benefit of society" as its fundamental objective.



JOC Vision 2064 | Cherish, create, and convey the value of sport

Activity Guidelines

Build a society filled with Olympism  
Nurture athletes as a role models  
Address social issues through sports



For more details on the 2nd JOC Medium-term Plan (2025-2028), please visit to the official JOC website. ►►

<https://www.joc.or.jp/about/vision2064/>

Video on the fundamental objectives of the 2nd Medium-term Plan

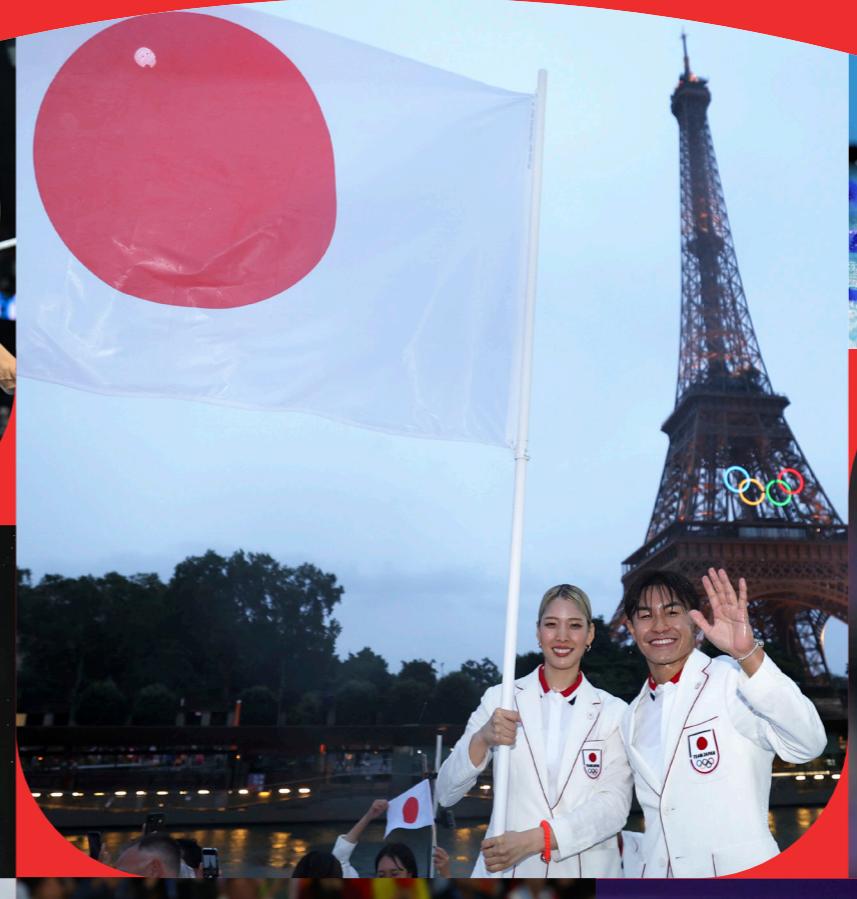


Details of the 2nd Medium-term Plan (PDF)



# PARIS 2024

Games of the XXXIII  
Olympiad



## Athletes' Participation in Competitions

### Games of the XXXIII Olympiad [2024/Paris]

The Games of the XXXIII Olympiad took place over 17 days from July 26 to August 11, 2024, centered primarily in Paris, France. Approximately 10,500 participants took part in the Games, representing 206 NOCs, as well as the Refugee Olympic Team (IOC Refugee Team) and individual neutral athletes. TEAM JAPAN comprised 744 team members in all, including 409 athletes and 335 managers, coaches, and others, who competed in 31 sports and 192 events. The team garnered a total of 45 medals, with athletes placing eighth or higher on 115 occasions, the highest figures ever achieved by Japan at an overseas edition of the Games.

|                                     |  |
|-------------------------------------|--|
| Duration                            | July 26 to August 11, 2024   |
| Venue                               | Paris, France  |
| Number of participating NOCs        | 206 NOC *Including participation by the Refugee Olympic Team (IOC Refugee Team) and individual neutral athletes.   |
| Number of sports and events         | 32 sports / 329 events (33 sports and 339 events in the previous Games)  |
| TEAM JAPAN composition              | Chef de Mission: OGATA Mitsugi / Deputy Chefs de Mission: DOHI Michiko, TANIMOTO Ayumi, and INOUE Kosei<br>Flagbearers: EMURA Misaki (Fencing) and NAKARAI Shigeyuki (Breaking)<br>Composition: Total of 744 people (Male athletes: 218 / Female athletes: 191 / Managers, coaches, etc. 335)  |
| Japanese sport/ event participation | 31 sports / 192 events   |
| Policy on forming TEAM JAPAN        | TEAM JAPAN is comprised of athletes, managers, coaches, and others who can stay focused on the core concept of "No integrity, no victory," respect the code of conduct, and contribute to building friendly relations with other countries and regions. TEAM JAPAN athletes are recommended by their respective National Federations, and are selected from amongst those with the most potential. The athletes bring a sense of awareness and pride as members of TEAM JAPAN, delivering their best possible performance. |

\* In the previous Games (Tokyo 2020), there were 58 medals (27 gold, 14 silver, and 17 bronze) and 78 athletes in 4th through 8th place, for a total of 136

| Gold                            | Silver                             | Bronze |
|---------------------------------|------------------------------------|--------|
| Athletics                       | Fencing                            |        |
| ● Women's Javelin Throw         | ● Men's Foil Team                  |        |
| KITAGUCHI Haruka                | MATSUYAMA Kyosuke<br>IIMURA Kazuki |        |
| Artistic Gymnastics             | SHIKINE Takahiro<br>NAGANO Yudai   |        |
| ● Men's Team                    | ● Men's Épée Individual            |        |
| HASHIMOTO Daiki, OKA Shinnosuke | KANO Koki                          |        |
| KAYA Kazuma, SUGINO Takaaki     | Judo                               |        |
| TANIGAWA Wataru                 | ● Men's 81 kg                      |        |
| ● Men's Individual All-Around   | NAGASE Takanori                    |        |
| OKA Shinnosuke                  | ● Men's 66 kg                      |        |
| ● Men's Horizontal Bar          | ABE Hifumi                         |        |
| OKA Shinnosuke                  | ● Women's 48 kg                    |        |
| Wrestling                       | TSUNODA Natsumi                    |        |
| ● Men's Freestyle 57 kg         | Breaking                           |        |
| HIGUCHI Rei                     | ● B-Girls                          |        |
| ● Men's Freestyle 65 kg         | YUASA Ami                          |        |
| KIYOOKA Kotaro                  | Skateboarding                      |        |
| ● Men's Greco-Roman 60 kg       | ● Men's Street                     |        |
| FUMITA Kenichiro                | HORIGOME Yuto                      |        |
| ● Men's Greco-Roman 77 kg       | ● Women's Street                   |        |
| KUSAKA Nao                      | YOSHIZAWA Coco                     |        |
| ● Women's Freestyle 53 kg       |                                    |        |
| FUJINAMI Akari                  |                                    |        |
| ● Women's Freestyle 57 kg       |                                    |        |
| SAKURAI Tsugumi                 |                                    |        |
| ● Women's Freestyle 62 kg       |                                    |        |
| MOTOKI Sakura                   |                                    |        |
| ● Women's Freestyle 76 kg       |                                    |        |
| KAGAMI Yuka                     |                                    |        |



### 19th Asian Games [2022 / Hangzhou]

The 19th Asian Games took place over 16 days, from September 23 to October 8, 2023, centered in Hangzhou in the People's Republic of China. Approximately 12,000 athletes from 45 NOCs took part in the Games. TEAM JAPAN comprised 1,137 team members in all, including 771 athletes and 366 managers, coaches, and others, who competed in 40 sports and 349 events.

|                                     |  |
|-------------------------------------|--|
| Duration                            | September 23 to October 8, 2023  |
| Venue                               | Hangzhou / China   |
| Number of participating NOCs        | 45 NOC   |
| Number of sports and events         | 40 sports / 481 events (40 sports and 465 events in the previous Games)  |
| TEAM JAPAN composition              | Chef de Mission: OGATA Mitsugi / Deputy Chefs de Mission: MIZUTORI Hisashi, TANIMOTO Ayumi, and INOUE Kosei<br>Flagbearers: EMURA Misaki (Fencing) and SHIMIZU Akito (Rifle Shooting)  |
| Composition                         | Total of 1,137 people (Male athletes: 429 / Female athletes: 342 / Managers, coaches, etc. 366)  |
| Japanese sport/ event participation | 40 sports / 349 events   |
| Policy on forming TEAM JAPAN        | TEAM JAPAN is comprised of athletes, managers, coaches, and others who can stay focused on the core concept of "No integrity, no victory," respect the code of conduct, and contribute to building friendly relations with other countries and regions.<br>Japanese delegation athletes are recommended by their respective National Federations, and are selected from amongst those with the most potential to meet public expectations and a strong likelihood of winning medals. |



Total of 143  
\* In the previous Games (Jakarta 2018), there were 205 medals (75 gold, 56 silver, and 74 bronze) and 138 athletes in 4th through 6th place, for a total of 343



### 9th Asian Winter Games [2025 / Harbin]

The 9th Asian Winter Games took place over eight days from February 7 to 14, 2025, in Harbin, People's Republic of China. Approximately 1,200 athletes from 34 NOCs took part in the Games. TEAM JAPAN comprised 228 team members in all, including 151 athletes and 77 coaches, trainers, and other staff, who competed in 6 sports and 62 events. The team garnered a total of 37 medals, with athletes placing eighth or higher in 94 events.

|                                     |   |
|-------------------------------------|---|
| Duration                            | February 7 to 14, 2025  |
| Venue                               | Harbin / China  |
| Number of participating NOCs        | 34 NOC  |
| Number of participants              | Approx. 1,200   |
| Number of sports and events         | 6 sports / 64 events  |
| TEAM JAPAN composition              | Chef de Mission: HARADA Masahiko<br>Flagbearers: TAKAHASHI Yuka (Speed Skating) and WATANABE Haruki (Curling) |
| Composition                         | Total of 228 people (Male athletes: 78 / Female athletes: 73 / Managers, coaches, etc. 77)                    |
| Japanese sport/ event participation | 6 sports / 62 events  |



## ● FISU Winter World University Games [2025 / Turin]

The FISU Winter World University Games took place over 11 days from January 13 to 23, 2025, in Turin, Italian Republic. A total of roughly 2,500 athletes, managers, coaches, and others from 52 NUSFs participated. TEAM JAPAN comprised 169 team members in all, including 111 athletes and 58 managers, coaches, and others, who competed in 6 sports and 60 events. The team garnered a total of 19 medals, with athletes placing eighth or higher in 49 events.

|                                    |   |             |                     |  |  |
|------------------------------------|---|-------------|---------------------|--|--|
| Duration                           | January 13 to 23, 2025  |             |                     |  |  |
| Venue                              | Turin / Italian Republic  |             |                     |  |  |
| Number of participating NUSFs      | 52 NUSFs *Including participation by the Refugee Olympic Team (IOC Refugee Team) and individual neutral athletes.   |             |                     |  |  |
| Number of participants             | Approx. 2,500   |             |                     |  |  |
| Number of sports and events        | 8 sports / 80 events  |             |                     |  |  |
| TEAM JAPAN composition             | <p>Chef de Mission: ITO Hidehito<br/>Flagbearers: NORO Riri (Ice Hockey) and MORIGUCHI Shota (Skiing / Cross-country)</p> <table border="1"> <tr> <td>Composition</td> <td>Total of 169 people</td> </tr> <tr> <td></td> <td>Male athletes: 56 / Female athletes: 55 / Managers, coaches, etc. 58</td> </tr> </table> | Composition | Total of 169 people |  | Male athletes: 56 / Female athletes: 55 / Managers, coaches, etc. 58 |
| Composition                        | Total of 169 people   |             |                     |  |  |
|                                    | Male athletes: 56 / Female athletes: 55 / Managers, coaches, etc. 58  |             |                     |  |  |
| Japanese sport/event participation | 6 sports / 60 events  |             |                     |  |  |



## ● FISU World University Games [2021 / Chengdu]

The FISU World University Games took place over 12 days from July 28 to August 8, 2023, in Chengdu, People's Republic of China. (The Games were postponed to 2022 due to the COVID-19 pandemic, and then further postponed to 2023.) Participation eligibility was revised at the time of the second postponement to ensure that athletes who met the criteria in 2021 could compete. Athletes needed to be a university student or a university graduate after January 1, 2020, and between 18 and 27 years of age. A total of 6,500 athletes, managers, coaches, and others from 113 NUSFs participated. TEAM JAPAN comprised 402 team members in all, including 263 athletes and 139 coaches, trainers, and other staff, who competed in 15 sports and 193 events. The team garnered a total of 93 medals, with athletes placing eighth or higher in 194 events.

|                                    |   |             |                     |  |   |
|------------------------------------|---|-------------|---------------------|--|---|
| Duration                           | July 28 to August 8, 2023   |             |                     |  |   |
| Venue                              | Chengdu / China   |             |                     |  |   |
| Number of participating NUSFs      | 113 NUSFs   |             |                     |  |   |
| Number of participants             | Approx. 6,500   |             |                     |  |   |
| 実施競技／種目数                           | 15 sports / 269 events  |             |                     |  |   |
| Number of sports and events        | <p>Chef de Mission: MIZUTORI Hisashi<br/>Flagbearers: HASHIMOTO Daiki (Artistic Gymnastics) and YAMAMOTO Ami (Athletics)</p> <table border="1"> <tr> <td>Composition</td> <td>Total of 402 people</td> </tr> <tr> <td></td> <td>Male athletes: 133 / Female athletes: 130 / Managers, coaches, etc. 139</td> </tr> </table> | Composition | Total of 402 people |  | Male athletes: 133 / Female athletes: 130 / Managers, coaches, etc. 139 |
| Composition                        | Total of 402 people   |             |                     |  |   |
|                                    | Male athletes: 133 / Female athletes: 130 / Managers, coaches, etc. 139   |             |                     |  |   |
| Japanese sport/event participation | 15 sports / 193 events  |             |                     |  |   |



## ● 2nd East Asian Youth Games [2023 / Ulaanbaatar]

The 2nd East Asian Youth Games took place over 8 days from August 16 to 23 in Ulaanbaatar, Mongolia. A total of 808 athletes, managers, coaches, and others from 7 NOCs participated. TEAM JAPAN comprised 77 team members in all, including 48 athletes and 29 coaches, trainers, and other staff, who competed in 7 sports and 41 events. The team garnered a total of 40 medals, with athletes placing eighth or higher in 47 events.

|                                    |   |             |                    |  |  |
|------------------------------------|---|-------------|--------------------|--|--|
| Duration                           | August 16 to 23, 2023   |             |                    |  |  |
| Venue                              | Ulaanbaatar / Mongolia  |             |                    |  |  |
| Number of participating NOCs       | 7 NOC   |             |                    |  |  |
| Number of participants             | 808   |             |                    |  |  |
| Number of sports and events        | 11 sports / 90 events   |             |                    |  |  |
| TEAM JAPAN composition             | <p>Chef de Mission: IWABUCHI Kensuke<br/>Flagbearers: KABURAGI Katsuhiro (Judo) and OKAMOTO Ruka (Taekwondo)</p> <table border="1"> <tr> <td>Composition</td> <td>Total of 77 people</td> </tr> <tr> <td></td> <td>Male athletes: 26 / Female athletes: 22 / Managers, coaches, etc. 29</td> </tr> </table> | Composition | Total of 77 people |  | Male athletes: 26 / Female athletes: 22 / Managers, coaches, etc. 29 |
| Composition                        | Total of 77 people  |             |                    |  |  |
|                                    | Male athletes: 26 / Female athletes: 22 / Managers, coaches, etc. 29  |             |                    |  |  |
| Japanese sport/event participation | 7 sports / 41 events  |             |                    |  |  |



## ● 4th Winter Youth Olympic Games [2024 / Gangwon Province]

The 4th Winter Youth Olympic Games took place over 14 days from January 19 to February 1, 2024, in Gangwon Province, Republic of Korea. A total of 1,801 athletes, managers, coaches, and others from 78 NOCs participated. TEAM JAPAN comprised 118 team members in all, including 69 athletes and 49 coaches, trainers, and other staff, who competed in 5 sports and 57 events. The team garnered a total of 15 medals (awarded for placing third or higher).

|                                    |   |             |                     |  |  |
|------------------------------------|---|-------------|---------------------|--|--|
| Duration                           | January 19 to February 1, 2024  |             |                     |  |  |
| Venue                              | Gangwon Province / Republic of Korea  |             |                     |  |  |
| Number of participating NOCs       | 78 NOC  |             |                     |  |  |
| Number of participants             | 1,801 people *Number of athletes only   |             |                     |  |  |
| Number of sports and events        | 7 sports / 81 events  |             |                     |  |  |
| TEAM JAPAN composition             | <p>Chef de Mission: HARADA Masahiko<br/>Flagbearers: FUJII Kaito (Curling) and SATO Yuzuki (Skiing / Ski Jumping)</p> <table border="1"> <tr> <td>Composition</td> <td>Total of 118 people</td> </tr> <tr> <td></td> <td>Male athletes: 23 / Female athletes: 46 / Managers, coaches, etc. 49</td> </tr> </table> | Composition | Total of 118 people |  | Male athletes: 23 / Female athletes: 46 / Managers, coaches, etc. 49 |
| Composition                        | Total of 118 people   |             |                     |  |  |
|                                    | Male athletes: 23 / Female athletes: 46 / Managers, coaches, etc. 49  |             |                     |  |  |
| Japanese sport/event participation | 5 sports / 57 events  |             |                     |  |  |



## Athlete Education Programme (AEP) at the 4th Winter Youth Olympic Games

A defining feature of the Youth Olympic Games is that, in addition to competing, athletes have access to a wide range of opportunities necessary to develop as athletes through the culture and education programmes.

A variety of programmes integrating sports with culture and education were offered at these Games as well, with more than 90% of TEAM JAPAN athletes, coaches, and staff taking part.

As part of the cultural programme, traditional Korean games and cuisine were introduced on a different theme each day after the competitions, giving TEAM JAPAN athletes, staff, and coaches opportunities to easily experience Korean culture.



### Nine Themes Set Forth by the AEP for This Edition of the Games

- 1 Be True Be You
- 2 Clean Sport
- 3 MB & Me - Injury Prevention
- 4 MB & Me – Mentally Fit
- 5 MB & Me – Safe Sport
- 6 Olympic Solidarity
- 7 Unlock your potential
- 8 Athlete's point of view
- 9 IOC Young Leaders

Booths were set up for each theme, and TEAM JAPAN athletes, coaches, managers, and staff participated in the various programmes to broaden their knowledge while interacting with athletes and staff from other countries and regions.



## Sharing the Olympic Values

Harnessing the power of the Olympics to benefit society.

## The TEAM JAPAN Brand

**Connecting all feelings through sport.**

**Expanding the circle to encourage others to take their first step.**

**This is what TEAM JAPAN is aiming for.**

In August 2021, aiming to “cherish, create, and convey the value of sport,” the JOC announced its “JOC Vision 2064.” It sets forth the JOC’s long-term vision for its “ideal self,” namely, to broadly communicate the essential value of sports, and to contribute to the creation of a better society. Moving closer to this JOC Vision 2064 will involve not just the JOC, but more than ever will require working with athletes, sports federations, and a broad range of other stakeholders. The TEAM JAPAN Brand was announced in October 2021 to accelerate these activities.



### ● About TEAM JAPAN

TEAM JAPAN refers not only to Japan’s Olympic athletes and teams, but also to national athletes representing Japan globally in their respective sports, the national athletes from different generations, etc. By reaching beyond the boundaries of individual sports and joining hands together, these athletes become a focal point for all stakeholders involved in sports.

# TEAM JAPAN

### ● The Roles of TEAM JAPAN

TEAM JAPAN connects various stakeholders, including National Federations, partner companies, fans, and local governments, by widely sharing the courage, hope, and excitement of the best performances by the TEAM JAPAN athletes. It also disseminates the essential value of sports on a continuing basis and contributes to the creation of a better society.



### ● The Three Core Values of TEAM JAPAN

These three feelings reflect the core beliefs that TEAM JAPAN values. Importantly, by basing our daily actions and communications on these values, we ensure that all stakeholders can identify with them. Connecting all feelings through sport. Expanding the circle to encourage others to take their first step. This is what TEAM JAPAN is aiming for.



### ● Team Emblem

The rising sun, TEAM JAPAN logo, and Olympic rings are surrounded by the initials T and J of TEAM JAPAN in the form of a shield, giving symbolic expression to the sturdiness and pride of the Japanese national team. The red color, also used on the Japanese “Hinomaru” flag, represents the passion of the athletes and their supporters. Gold represents the hope that TEAM JAPAN will be a “light” that shines on people and illuminates the future. The emblem expresses mutual understanding, unity, and solidarity, bringing together not only the hearts of the athletes who make up TEAM JAPAN but also those of aspiring athletes, as well as the people who support them, symbolizing the ties and connections that form under the banner of TEAM JAPAN.



### ● Tagline

The tagline is a succinct expression of what TEAM JAPAN must be, and is meant to be shared with stakeholders. TEAM JAPAN’s tagline, “RISING TOGETHER,” represents the athletes and all who support them united as one, reaching for ever greater heights like the morning sun rising in the sky.

# RISING TOGETHER®

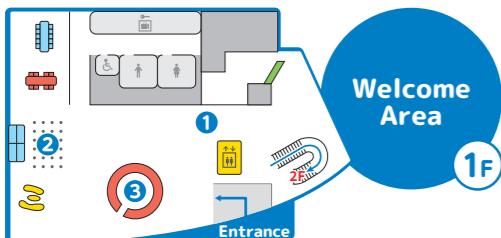


# Japan Olympic Museum

The Japan Olympic Museum (JOM) opened on September 14, 2019, as a base for communicating the Japanese Olympic Movement under the theme of "Everyone's Olympic Museum," created together with the JOC, the athletes and the visitors to the museum itself. This museum integrates sports and culture, providing a place through which children who bear the next generation and anyone else can get to know more about the Olympics.

## 1F WELCOME AREA

Promoting the Olympic Movement from many different viewpoints



### ① Welcome Vision

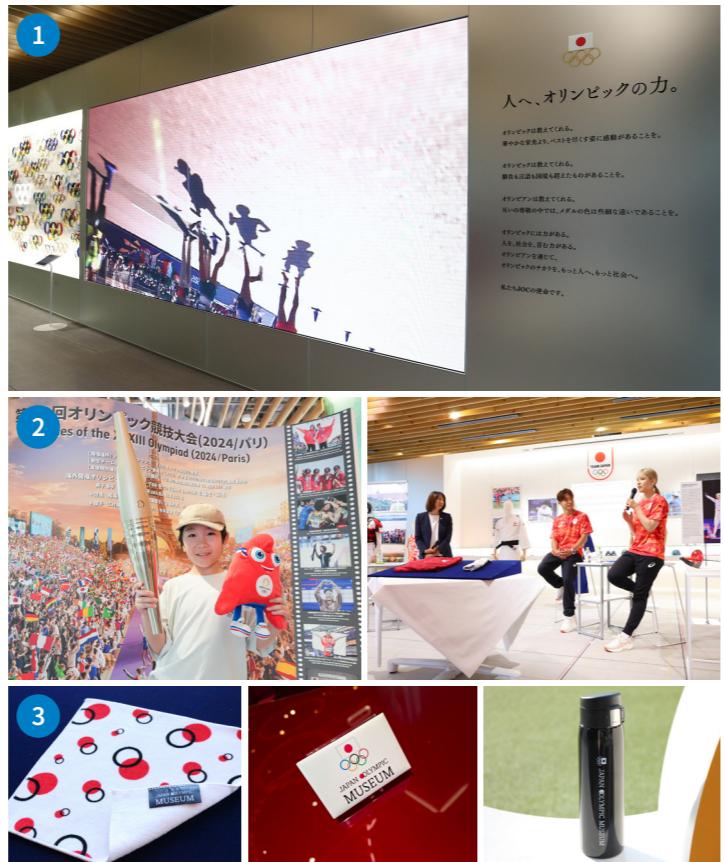
Visitors are greeted by a display vividly screening the Olympic worldview and the dynamic energy of the athletes.

### ② Welcome Salon

The salon will offer a variety of activities throughout the year, including special exhibits and events.

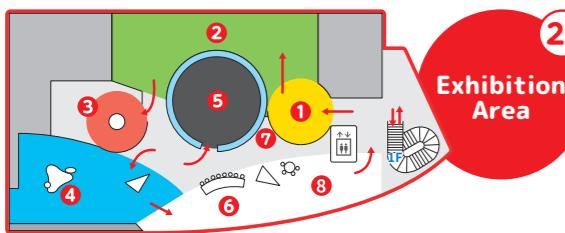
### ③ Reception & Museum Shop

The shop sells exclusive merchandise that available only at the museum.



## 2F EXHIBITION AREA

For discovering, learning about, feeling, trying and thinking about the Olympic Games

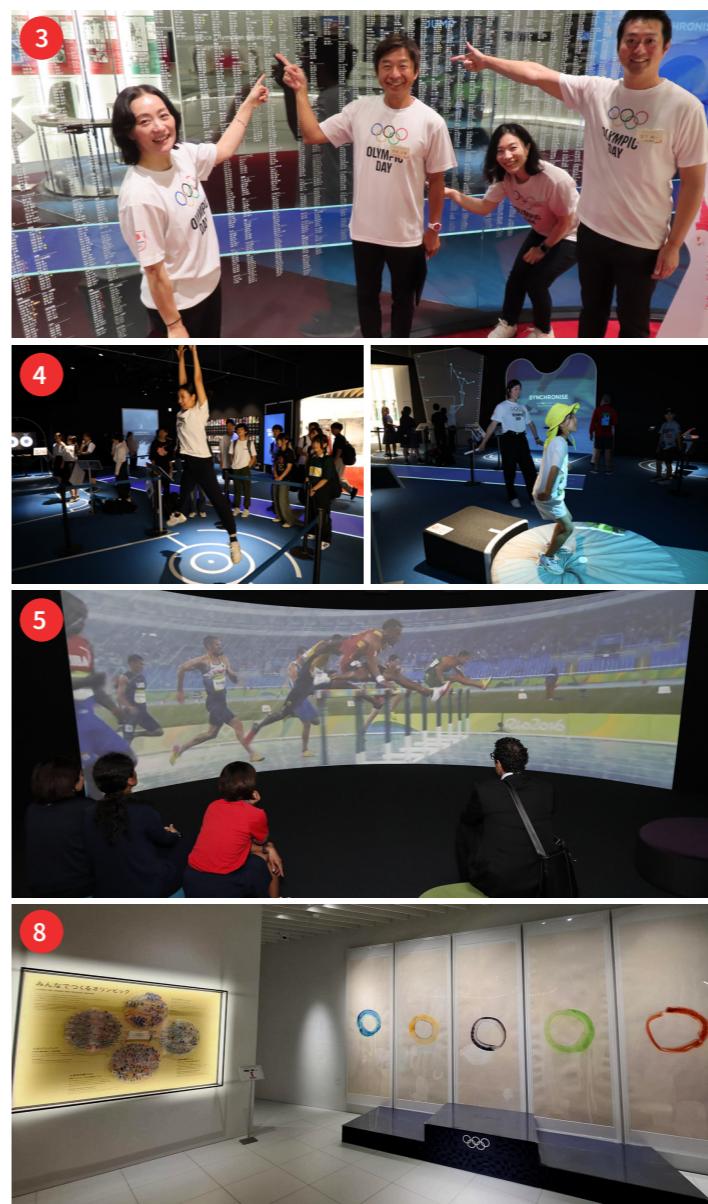
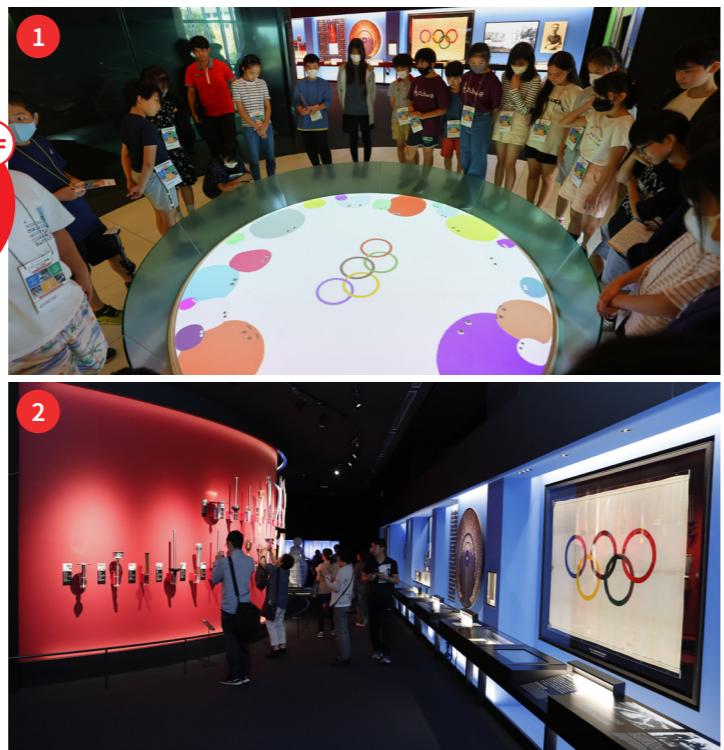


### ① Introduction

This exhibition starts with the question, "What are the Olympic Games?" Learn the story from the origin of the modern Olympic Games to how they became humanity's greatest celebration of peace.

### ② The World and the Olympic Games KNOW

Learn how the Olympic Games have related to the world as a celebration of peace, tracing their history from multiple points of view.



## MONUMENT AREA

This area is for experiencing and handing down the legacy of the Olympic Movement.



### Basic Information

● Name: Japan Olympic Museum ● Operating hours: 10:00-17:00 (last admission at 16:30) ● Closed: Mondays (when Monday is a public holiday, the museum is open but will be closed the following day); during the year-end and New Year period; and while exhibitions are being changed ● TEL: 03-6910-5561 ● Address: Japan Sport Olympic Square 1-2F, 4-2 Kasumigakamachi, Shinjuku-ku, Tokyo 160-0013 JAPAN ● URL: <https://japan-olympicmuseum.jp/jp/exhibition/olympicdayweek2025.html> \* For the latest updates, see the official website

## ③ Japan and the Olympic Games

LEARN

Explore TEAM JAPAN's history and Japan's long-standing connection to the Olympics through past Olympic Games held in Japan.

## ④ Olympic Games

TRY

Tackle the performances of Olympians at seven interactive booths.

## ⑤ Olympic Theater

FEEL

Experience the movements of Olympians and the excitement of the Opening Ceremony through this artistically expressed, immersive audio-visual presentation.

## ⑥ The Story of Olympism

THINK

Reflect on the spirit of Olympism through interviews and stories from Olympians that offer insight into their unique perspectives and ways of life.

## ⑦ The Paralympic Games

FEEL

Gain a deeper understanding of the Paralympic Games by learning more about their history, philosophy, and sports.

## ⑧ Ending

THINK

Once they have experienced the Olympic Museum, this exhibit allows viewers to stop and think about their own answer to the question, "What are the Olympic Games?"



JAPAN OLYMPIC MUSEUM  
日本 オリンピック ミュージアム

## Hosting Special Exhibitions

### 1 What is the Olympic Movement?

[March 14 to July 23, 2023]

This exhibition was held to explore the question "What is the Olympic Movement?" by showcasing the various activities the JOC has undertaken throughout the country to promote the Olympic Movement, as well as its initiatives to foster the next generation of athletes.



1

### 2 One Year Before Paris 2024 ▶ The 2022 Asian Games in Hangzhou

[July 26 to October 29, 2023]

To begin raising anticipation for the Paris 2024 Games—just one year away at the time—and to build momentum for the 2022 Asian Games in Hangzhou scheduled for September 2023, this exhibition showcased planned highlights of both events through competition equipment, photographs, and more.



2

### 3 The Olympics and Art

[October 31, 2023 to January 21, 2024]

While centered on artworks created for the Tokyo 2020 Games from the JOC's collection, the exhibition also featured art posters that would adorn the Paris 2024 Games the following year, presenting the appeal of the Olympics from an artistic perspective.



3

### 4 The Evolution of Official Olympic Apparel

[January 23 to June 2, 2024]

This exhibition featured official TEAM JAPAN apparel from the eight Summer and nine Winter Olympic Games held since 1991, when the JOC became independent from the Japan Amateur Sports Association (now the Japan Sport Association).



4

### 5 TEAM JAPAN SUMMER FEST in JAPAN OLYMPIC MUSEUM

[First Half: June 5 to September 8, 2024]

[Second Half: September 10 to December 15, 2024]

In the first-half of the exhibition, items related to the sports featured at the Paris 2024 Games were displayed to highlight the appeal of the event. In the second-half of the exhibition, uniforms and competition items worn by TEAM JAPAN athletes were presented, along with reflections on memorable moments from the competitions, paired with the athletes' own words.

### 6 Photo Exhibition of the Story of Olympism

[December 17, 2024 to April 27, 2025]

This exhibition brought together and presented scenes from recent Olympic Games that embodied Olympism (the Olympic spirit) and the Olympic values of excellence, friendship, and respect—such as moments displaying athletes' unwavering dedication to their events, their praise for opponents regardless of the outcome, their smiles, and at times, their tears of disappointment.

## Hosting Events

### Japan Olympic Museum+ (Plus)

As a collaborative effort with partner companies, partner cities, and NFs set out in the JOC's 1st Medium-term Plan to expand the fan base, events were held at the Japan Olympic Museum for participants to learn about various topics together with athletes.



Special exhibition-related event series:  
Breakdancing Workshop  
with the Japan Dance Sport Federation  
Held on August 13, 2023



Summer vacation children's program series  
Miniature Shoes Workshop with ASICS  
Held on August 20, 2023



Seminar for working adults  
Kachimeshi® Study Session (Co-hosted by Ajinomoto Co., Inc.)  
Held on March 12, 2025

### Olympic Day Week

To commemorate Olympic Day on June 23, Olympians visited the museum and interacted closely with visitors through a variety of programmes.



Olympic Day Week 2023 at the JOM  
Exhibition introductions by Olympians  
Held on June 20, 2023



Olympic Day Week 2024 at the JOM  
Greetings by the Tokyo 2020 Games Official  
Mascots  
Held on June 23, 2024

### Paris 2024 Olympics Special Program

To coincide with the Games of the XXXIII Olympiad (2024 / Paris), Olympians visited the museum and interacted closely with others through explanations of museum exhibition, hands-on sports workshops, and an online link with TEAM JAPAN headquarters at the Paris Athletes' Village.



Sports workshops with Olympians  
Held on July 27, 2024



Online link with the TEAM JAPAN Headquarters  
Held on July 27, 2024

## Educational Outreach Programmes Using the Japan Olympic Museum

### JOC Olympic Classes at the JOM

This programme allows students to interact with Olympians while visiting the museum for a tour on field trips or school excursions. The purpose of the programme is to help visitors learn to recognise the Olympic values of excellence, friendship, and respect in their daily lives through direct experiences that can only be had at the museum.



# TEAM JAPAN 2020 VILLAGE

The facility opened in March 2024 on a portion of the former Tokyo 2020 Olympic Village site, with the full cooperation of Mitsui Fudosan Residential—a group company under Mitsui Fudosan, which supports the JOC as a TEAM JAPAN Gold Urban Development Partner. It serves as a satellite of the Japan Olympic Museum (JOM), a hub for promoting the Olympic Movement, and preserves the legacy of the Tokyo 2020 Games. In addition to exhibits that familiarize visitors with TEAM JAPAN, the site includes the dining space Cafe & Restaurant CENTRALE, offering dishes—made with GAP-certified ingredients—that were served at the Tokyo 2020 Games' main dining hall. The venue also hosts a variety of events.

## ● Exhibitions Showcasing Assets of the Tokyo 2020 Games and TEAM JAPAN



Giant version of a Tokyo 2020 Games medal



Tokyo 2020 Games flame cauldron and torch



TEAM JAPAN exhibition

# Paris 2024 Games Communication Strategy

For the Paris 2024 Games, the JOC presented its first unified concept: "Find the Courage to Take That First Step."

Efforts were made before, during, and after the Games in the hope that the determination shown by the athletes would encourage many others to take their own steps forward.

## TEAM JAPAN Concept for the Paris 2024 Games

### Find the courage to take that first step.

#### Motivation to Improve in the Current Era

In Japan today, there is a prevailing atmosphere that **taking on challenges is risky, and putting forth effort is uncool**.  
A challenge facing Japanese society

A particularly significant issue is that **many young people lack hope for the future**.  
A challenge facing the next generation

Step forward. Every great achievement begins with a single small step. Move a little forward, stumble, and scrape your knee.

But get right back up, look forward, and take yet another step.

And before you know it, you'll reach a place you once thought far away.

Athletes are those who never stopped putting one foot in front of the other.

Some people say it's better to do nothing than to risk failing.

Now, in an era when people are prone to see challenges as risks, TEAM JAPAN hopes to inspire within everyone "the courage to take that first step."

We want to show that a wonderful future awaits beyond it.

In 2024, inspired by the Paris Games, join us in taking that step forward.

Believe that even the smallest step forward will lead to a joyous future that you could never have imagined today.

 **RISING TOGETHER.**

**Core Targets**  
Young people from elementary school age through their early twenties who will lead the next generation  
Our goal is to inspire the next generation—those who have not experienced the Olympics as an unshakable regular event—to help them resonate with it and recognize its significance. However, the message is not limited to young people of all ages—whether 30 or 100—to reflect on what their own step forward might be.

**Goal**  
We want the Paris 2024 Games to inspire 120 million people to take that first step forward.

**Our Commitments**  
To ensure that we are inspiring the courage to take that step.  
To give people opportunities to think about their own step forward.  
To ensure that we are getting people excited.

## ● Hosting TEAM JAPAN Events

### Cheer for TEAM JAPAN! Support Event

| Date & Time             | 5:00 p.m. to 8:00 p.m. Thursday, August 1, 2024  |
|-------------------------|--|
| Details                 | Live connections with TEAM JAPAN Headquarters in Paris (at each competition venue), the Japan Olympic Museum, and the Sapporo Ekimae-dori Underground Walkway North 2nd Street Intersection Plaza, along with a live viewing of the women's basketball preliminary round match between Japan and Germany |
| Participating Olympians | OGUCHI Takahisa (Luge)<br>TANAKA Kotono (Gymnastics / Rhythmic Gymnastics)   |



### Special Discussion Event: Paris 2024 Olympics - Thank You for the Inspiration

| Date & Time             | 11:00 a.m. to 12:00 p.m. Sunday, October 20, 2024   |
|-------------------------|---|
| Details                 | Ceremony to present signed men's artistic gymnastics team leotards worn at the 2024 Paris Games to the International Olympic Committee (IOC), followed by a live discussion |
| Participating Olympians | HASHIMOTO Daiki (Artistic Gymnastics)<br>KAYA Kazuma (Artistic Gymnastics)  |

#### Basic Information

- Name: TEAM JAPAN 2020 VILLAGE / Cafe & Restaurant CENTRALE
- Address: 1F HARUMI FLAG, 1060 LaLa Terrace, 5-2-31 Harumi, Chuo City, Tokyo 104-0053
- TEL: 03-5534-9666
- Operating hours: 9:00 a.m. to 10:00 p.m. Closed on the facility's designated holidays.

## ● Presentation of Official Sportswear

On April 17, just 100 days prior to the opening of the Paris 2024 Olympic Games, the Japan Olympic Committee (JOC), the Japanese Para-Sports Association (JPSA), the Japan Paralympic Committee (JPC), and ASICS Corporation, a TEAM JAPAN Gold Partner, held a press conference to unveil the official TEAM JAPAN sportswear for the Paris 2024 Olympic and Paralympic Games.



The official sportswear was designed under the concept of balancing performance with sustainability. It was developed with the hope of considering together with the athletes how to preserve sports and ensure their continuity in the lead-up to the Paris 2024 Olympic and Paralympic Games, which aimed to be the most sustainable Games in history. All items incorporate recycled materials, and the podium jacket, for example, includes a notation of the carbon dioxide (CO<sub>2</sub>) emissions generated throughout its entire lifecycle—from raw material procurement to disposal. In this way, TEAM JAPAN was provided with items that offer excellent functionality while also taking the environment into account.

| Date                   | Wednesday, April 17, 2024  | Venue  | Nihonbashi Mitsui Hall   |
|------------------------|--|--|--|
| Participating athletes | <ul style="list-style-type: none"> <li>● Olympians           <ul style="list-style-type: none"> <li>[Volleyball]</li> <li>[Basketball]</li> <li>[Artistic Gymnastics]</li> <li>[Fencing]</li> <li>[Wrestling]</li> <li>[Handball]</li> </ul> </li> <li>● Paralympians           <ul style="list-style-type: none"> <li>[Athletics]</li> <li>[Swimming]</li> <li>[Wheelchair rugby]</li> <li>[Boccia]</li> <li>[Triathlon]</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>NISHIDA Yuji, ONODERA Taishi</li> <li>TODO Nanako</li> <li>HASHIMOTO Daiki</li> <li>MINOBE Kazuyasu</li> <li>FUJINAMI Akari</li> <li>AGARIE Yuto</li> </ul> | <ul style="list-style-type: none"> <li>SHIMBO Yamato, TAKEMURA Ayumi, TAMAKI Yuma</li> <li>KINOSHITA Aira, NISHIDA An</li> <li>WAKAYAMA Hidefumi</li> <li>HIROSE Takayuki</li> <li>UDA Hideki</li> </ul> |

## ● “Take a Step Forward with TEAM JAPAN” Campaign

Via a special website and at various events, the JOC invited people to submit their “Step Forward Pledge”—a statement of the step they wished to take together with the athletes through the Paris 2024 Games.

The pledges received were displayed at the TEAM JAPAN House and the Athletes’ Village in Paris, France, in place of traditional messages of support for TEAM JAPAN as they strove toward their goals.



## ● TEAM JAPAN Inauguration Ceremony and Send-off Party

The JOC holds TEAM JAPAN inauguration ceremonies and send-off parties (Olympic Games only) for the Japanese delegations to competitions such as the Olympic Games, Youth Olympic Games, and Asian Games. The send-off party for the Paris 2024 Games embodied the theme “Find the Courage to Take That First Step.” Approximately 6,000 participants, centered on the children who will lead the next generation, enthusiastically cheered for TEAM JAPAN.

### Games of the XXXIII Olympiad (2024 / Paris) TEAM JAPAN Inauguration Ceremony, Send-off Party, and Press Conference

|                       |                        |
|-----------------------|------------------------|
| Date                  | Friday, July 5, 2024   |
| Inauguration ceremony | 1:00 p.m. to 2:00 p.m. |
| Send-off party        | 3:00 p.m. to 4:20 p.m. |
| Press conference      | 5:00 p.m. to 5:45 p.m. |



The inauguration ceremony was held in the presence of Their Imperial Highnesses Crown Prince Akishino and Crown Princess Kiko, and was attended by approximately 280 athletes, managers, coaches, and staff, including TEAM JAPAN Chef de Mission OGATA Mitsugi and flagbearers EMURA Misaki (Fencing) and NAKARAI Shigeyuki (Breaking). The send-off party embodied TEAM JAPAN’s concept, “Find the Courage to Take That First Step.” It was attended by approximately 300 TEAM JAPAN athletes, coaches, and staff. Cheer leader MATSUOKA Shuzo, deputy leader TAKAHASHI Naoko, and emcee HIRAI Rio energized the venue through their on-stage dialogue. During the cheering program, students from Kita Municipal Inatsuke Junior High School delivered passionate relay messages, and together with students from Shibuya Municipal Hatomori Elementary School and approximately 6,000 spectators, they sent a powerful, heartfelt cheer: “Show your courage! Do your best! Nippon!” For the cheering performance, Sukima Switch’s OHASHI Takuuya and TOKITA Shintaro took the stage and delivered powerful renditions of “Guarana” and “Zenryoku Shounen.” The entire venue came together in shared excitement. Finally, elementary school students presented flagbearers EMURA and NAKARAI with TEAM JAPAN woven bracelets made from repurposed offcuts of the official sportswear. As the athletes exited, TEAM JAPAN members tossed signed balls into the stands, and the send-off party remained filled with excitement through to the very end.

## Games of the XXXIII Olympiad (2024 / Paris)

### TEAM JAPAN Return Press Conference, Disbanding Ceremony, and Report Meeting

The disbanding ceremony was held in Tokyo and was attended by TEAM JAPAN Chef de Mission OGATA Mitsugi; Deputy Chefs de Mission DOI Michiko, TANIMOTO Ayumi, and INOUE Kosei; flagbearers EMURA Misaki (Fencing) and NAKARAI Shigeyuki (Breaking); as well as the medalists. Following the singing of the national anthem, the team flag bestowed by His Imperial Highness Prince Chichibu was returned by the flagbearers to Chef de Mission OGATA, and then to Vice President MITSUYA. After the disbanding ceremony, MIURA Daichi took the stage. He performed the official TEAM JAPAN support song “Shinpakuon,” expressing the rising heartbeats of athletes as they head into the Olympic Games.

|                         |                          |
|-------------------------|--------------------------|
| Date                    | Tuesday, August 14, 2024 |
| Return press conference | 9:00 a.m. to 9:45 a.m.   |
| Disbanding ceremony     | 11:00 a.m. to 12:00 p.m. |
| Report meeting          | 4:00 p.m. to 5:30 p.m.   |

## Games of the XXXIII Olympiad (2024 / Paris)

### TEAM JAPAN Support Appreciation Event

|             |   |
|-------------|---|
| Date & Time | 9:30 a.m. to 11:00 a.m. Saturday, November 30, 2024 |
|-------------|---|

The JOC and JPC hosted the Paris 2024 Olympic and Paralympic Games TEAM JAPAN Support Appreciation Event in Nihonbashi to express their gratitude to everyone who supported TEAM JAPAN during the Paris 2024 Olympic and Paralympic Games. Approximately 100 Olympians and Paralympians walked a round trip of roughly 700 meters along Nihonbashi Chuo-dori, expressing their gratitude to the approximately 10,000 fans who gathered along the route.



## City Dressing

To build support for TEAM JAPAN at the Paris 2024 Games, the JOC co-hosted the Nihonbashi City Dressing 2024 initiative with Mitsui Fudosan.

The decorations covering the entire Nihonbashi area included large-scale graphics depicting TEAM JAPAN athletes in dynamic motion across the walls of commercial facilities, expressing hopes for their success at the Paris 2024 Games.



## Official JOC Video Content: TEAM JAPAN LIVEracy

With the support of KDDI Corporation, a TEAM JAPAN Gold Partner, the JOC streamed immersive video content offering a behind-the-scenes look at TEAM JAPAN athletes, including interviews and on-site coverage of their activities.

By presenting footage other than scenes of competition—such as behind-the-scenes moments, athletes’ preparations leading up to the Games, and their expressions of determination—the JOC sought to make TEAM JAPAN feel more familiar and inspire stronger support.



## TEAM JAPAN Appreciation Gathering for Paris 2024

The JOC hosted the TEAM JAPAN Appreciation Gathering in conjunction with the Paris 2024 Olympic and Paralympic Games TEAM JAPAN Support Appreciation Event, inviting top partners, TEAM JAPAN partners, licensees, Paris 2024 Olympic medalists, and their families. The JOC expressed gratitude to the partners and licensees who provide ongoing support to TEAM JAPAN, and the gathering was also attended by the medalists—whose performances brought energy and courage to people throughout Japan—and by the families who supported them. A video highlight reel provided a look back at the Paris 2024 Olympics, and during the on-stage discussion, medalists spoke about their experiences at the Games. The event served as a lively social gathering, providing attendees with many opportunities to interact.



## Move Forward presented by TEAM JAPAN

In cooperation with commercial broadcasters, the JOC began streaming Move Forward presented by TEAM JAPAN on TVer one month before the opening of the Games. Through the stories of TEAM JAPAN athletes—the paths they have walked and their continued efforts to keep taking steps forward—the JOC worked to share the message “Find the Courage to Take That First Step” with people of all ages.

## Television Commercials

To share the message of “Find the Courage to Take That First Step”—TEAM JAPAN’s concept for Paris 2024—with as many people as possible and encourage their support, the JOC aired commercials featuring TEAM JAPAN symbol athletes. These were aired during terrestrial broadcast programs, TVer Olympic specials, and on street-side digital displays. The commercials were created to convey the message that a wonderful future awaits beyond that first step, by combining childhood footage with competition scenes from the Tokyo 2020 Games and the Hangzhou 2022 Asian Games, set to inspiring support songs. The commercials also displayed the logos of partner companies.



## 19th Asian Games [2022 / Hangzhou] TEAM JAPAN Inauguration Ceremony, Press Conference, and Statement of Intent

|                       |                            |
|-----------------------|----------------------------|
| Date                  | Friday, September 15, 2023 |
| Inauguration ceremony | 4:00 p.m. to 4:50 p.m.     |
| Press conference      | 5:30 p.m. to 6:00 p.m.     |
| Statement of intent   | 6:10 p.m. to 6:45 p.m.     |

## 9th Asian Winter Games [2025 / Harbin] TEAM JAPAN Inauguration Ceremony

|             |  |
|-------------|--|
| Date & Time | 5:00 p.m. to 5:30 p.m. Tuesday, February 4, 2025 |
|-------------|--|

## TEAM JAPAN SOCIAL ACTION

“Using sports to help resolve social issues” is one of the JOC Vision 2064 activity guidelines. Toward that end, JOC pursues SDGs and other social contribution activities as a part of “TEAM JAPAN SOCIAL ACTION.”



## TEAM JAPAN SOCIAL ACTION

### ● TEAM JAPAN SUMMER FEST

The TEAM JAPAN SUMMER FEST – Paris 2024 Olympics One-Year Countdown Event was held from July 26 to August 11, 2023, one year before the Paris 2024 Olympics. On the first day, the opening event in the atrium of Tokyo Midtown Hibiya featured an on-stage discussion where speakers shared their efforts, experiences, and hopes for the Olympics, helping to build support for TEAM JAPAN as they take on the Paris 2024 Games. Olympians also took the opportunity to talk about climate change, which has a significant impact on sports. They brought along uniforms and T-shirts they had personally worn, and called for cooperation with the clothing support project carried out during the event period.



|                         |   |
|-------------------------|---|
| Date                    | Wednesday, July 26, 2023 to Friday, August 11, 2023   |
| Venue                   | Tokyo Midtown Hibiya atrium, Urban Dock LaPort TOYOSU, Japan Olympic Museum, and Tokyo Skytree®   |
| Organizer               | Japanese Olympic Committee  |
| Cooperation             | TEAM JAPAN partner companies (Mitsui Fudosan Co., Ltd., ENEOS Corporation, Hisamitsu Pharmaceutical Co., Ltd., Toto Tower Skytree Co., Ltd.), Japan Association of Athletics Federations, Japan Hockey Association, Japan Basketball Association, Japan Wrestling Federation, Japan Weightlifting Association, Japan Handball Association, Japan Table Tennis Association, Japan Mountaineering & Sport Climbing Association, and Japan Dance Sport Federation  |
| Participating Olympians | TAKAHASHI Naoko (Athletics), TOBE Naoto (Athletics, JOC Athletes' Committee Member), ARAKI Erika (Volleyball, JOC Athletes' Committee Member), TANAKA Kotono (Gymnastics / Rhythmic Gymnastics, JOC Athletes' Committee Member), TAKAHASHI Narumi (Skating / Figure Skating, JOC Athletes' Committee Member), TERAO Satoru (Skating / Short Track), TOSAKA Eri (Wrestling), DOI Remi Anri (Handball, JOC Athletes' Committee Member), MIZUTANI Jun (Table Tennis), and OGUCHI Takahisa (Luge, JOC Athletes' Committee Member) |
| Details                 | [Opening event] Olympian on-stage discussion (Themes: Building momentum for the Paris 2024 Games, the impact of climate change on sports, etc.) and interactive content for visitors (handball throwing target challenge and table tennis challenge)<br>[LaPort TOYOSU] Stage events, clothing support project activities, interactive sports booths, etc.<br>[Tokyo Skytree®] Special Lighting: RISING TOGETHER Project – Praying for TEAM JAPAN’s Success   |



## ● Sports and Environmental Preservation Activities (Tree-planting Activities)

As part of our social contribution activities in the area of environmental conservation, we engaged in tree-planting activities with Mitsui Fudosan in a forest owned by the company. After a briefing by local officials on the amount of carbon dioxide that a single tree absorbs and how to go about planting the trees, the participants worked in pairs to plant over 100 trees, with one person digging a hole about 20 cm deep while the other person planted the *Larix gmelinii* sapling in the hole.



| 2023  |   |
|---|---|
| Date  | Friday, October 20, 2023  |
| Venue   | Mitsui Fudosan-owned forest in the Town of Biei in Kamikawa, Hokkaido |
| Participating JOC Athletes' Committee members | OGUCHI Takahisa, TAKAHIRA Shinji, HORISHIMA Ikuma, YONEYAMA Haruna    |

| 2024  |   |
|---|---|
| Date  | Friday, October 18, 2024  |
| Venue   | Mitsui Fudosan-owned forest in the Town of Biei in Kamikawa, Hokkaido |
| Participating JOC Athletes' Committee members | ARAKI Erika, OGUCHI Takahisa, DOI Remi Anri                           |

## ● TEAM JAPAN SYMBOL ATHLETES SOCIAL ACTION

TEAM JAPAN symbol athletes engage in social action, addressing social issues through sports with the support of the JOC, partner cities, local governments, and sports federations.



### ABE CUP 2023・2024

ABE Hifumi, ABE Uta

As opportunities to experience judo and join competitions become increasingly scarce, athletes hold these judo classes and tournaments out of a desire to create spaces where children—the next generation—can enjoy judo and hone their skills together with peers from across the country. The first event was held in June 2023 in Himeji City, Hyogo Prefecture, the hometown of the Abe siblings, and the second event (a judo tournament only) was held in November 2024 in Yokohama City, Kanagawa Prefecture. The judo tournament was open to sixth-grade elementary school students throughout Japan, and at both events, more than 300 participants competed fiercely under the watchful eyes of the Abe siblings.

### RISAKO & YUKAKO WRESTLING CAMP

KINJO Risako

The wrestling camp was held in October 2023 in Kanazawa City, Ishikawa Prefecture, out of wrestler KINJO's desire to express her gratitude to her home prefecture and those who have supported her, and to share the excitement and profundity of wrestling with children. KINJO and her sister, gold medalist KAWAI Yukako, conducted the camp in two sessions—morning and afternoon—covering everything from training to sparring for 50 fourth- to sixth-grade elementary school students belonging to wrestling clubs in the Hokushinetsu region. Both KINJO and KAWAI took part in the sparring sessions, and the children's eyes shone with excitement at the rare opportunity to spar with gold medalists.



### UEENO YUKIKO SOFTBALL FESTA

UEENO Yukiko

The event was held in December 2023 in Takasaki City, Gunma Prefecture, inspired by UENO's wish to let children experience the joy of sports through softball. A total of 122 third- to sixth-grade elementary school students from Gunma, Tochigi, Ibaraki, and Saitama Prefectures took part. Activities such as giant-softball rolling and softball tossing games were also offered so that even children with no prior experience could enjoy themselves. During the long-throw class and UENO's pitching demonstration—where her legendary skill was on full display—cheers rose from participants and spectators alike, and the event vividly showcased the appeal of softball.



## ● Noto Peninsula Recovery Support Event “TEAM JAPAN SPORTS DAY”

TEAM JAPAN SPORTS DAY was held as a reconstruction support event on November 17, 2024, at Wajima Municipal Wajima Junior High School in Ishikawa Prefecture out of a desire to bring smiles to the faces of children in areas affected by the 2024 Noto earthquake and the Oku-Noto heavy rains through sports. This event was carried out as a joint initiative with Nippon Life Insurance Company, a TEAM JAPAN Gold Partner, with local Nippon Life staff also assisting in its operation. TEAM JAPAN symbol athletes ABE Hifumi and ABE Uta (both Judo) and KINJO Risako (Wrestling, from Ishikawa Prefecture), who endorsed the aim of the event, took part. They interacted with approximately 90 elementary school students from Wajima City and across the Noto Peninsula through athletic activities such as tug-of-war and ball-throwing games. The discussion portion of the event also featured Olympian OGUCHI Takako (Bobsleigh / Skeleton), who is from Wajima City, and her husband OGUCHI Takahisa (Luge). They shared stories about the Olympics and their childhood dreams with the roughly 170 attendees, including evacuees, and those present enjoyed spending time with the Olympians.



## Recognition of Outstanding Achievement / JOC Sports Awards

### 1 Olympic Special Award Ceremony

For the Games of the XXXIII Olympiad (2024 / Paris), a total of 70 TEAM JAPAN medalists (20 gold, 12 silver, and 13 bronze, for a total of 45 medals) were presented with the main award (certificate) and a supplementary award (monetary prize: 5 million yen for first-place finishers, 2 million yen for second-place finishers, and 1 million yen for third-place finishers), in accordance with the Olympics' special award regulations.

### 2 JOC Sports Awards

The JOC is committed to promoting the Olympic Movement and honoring and celebrating athletes and coaches who have achieved outstanding results in their respective sports fields. The 2023 JOC Sports Awards ceremony was held at Tokyo Midtown on June 6, fifty days prior to the Paris Games. It was open to the general public, which also helped build momentum for the Games. For the 2024 JOC Sports Awards, candidates for the Annual Award, Special Contribution Award, Top Athlete Support Award, and Women & Sports Award were selected based on their performances and achievements at international multi-sport events and world championships, including junior categories, held during the 2024 fiscal year. As the awards are from the JOC, some expressed the view that evaluations should take into account not only competition results but also contributions to the Olympic Movement and the events leading up to earning their medals. The JOC will continue to consider how to present awards so that they reflect its distinctive character.

### ■JOC Sports Awards List of Winners for FY2023

| Award                     | Sport                  | Name             | Achievements recognized   |
|---------------------------|------------------------|------------------|---|
| Merit Award               | Athletics              | KITAGUCHI Haruka | 1st Place, Women's Javelin, World Athletics Championships Budapest 2023<br>[The first Japanese woman ever to win a field event at the Olympics or World Championships]                                      |
| Special Distinction Award | Skating/Figure Skating | SAKAMOTO Kaori   | 1st Place, Women's Singles, ISU World Figure Skating Championships 2024<br>[First Japanese skater to win three consecutive World Championship titles, and the first such achievement worldwide in 56 years] |
|                           | Fencing                | EMURA Misaki     | 1st Place, Women's Sabre, 2023 World Championships (Milan, Italy)<br>[First Japanese athlete to win consecutive titles]   |

•  
•  
•

| Award                         | Sport                              | Name   | Achievements recognized   |
|-------------------------------|------------------------------------|--|---|
| Merit Award                   | Wrestling                          | SUSAKI Yui   | 1st Place, Women's Freestyle 50 kg, 2023 World Championships (Belgrade, Serbia)<br>[Second consecutive title; fourth World Championship victory overall, including the 48 kg class]   |
|                               | Swimming / Water polo              | 19th Asian Games (2022 / Hangzhou) Men's Japan National Team   | 1st Place, Men's Water Polo, 19th Asian Games (2022 / Hangzhou)<br>[First gold in the Asian Games in 53 years, ever since the 1970 Bangkok Games]   |
|                               | Judo                               | ABE Hifumi<br>ABE Uta  | 1st Place, 2023 World Judo Championships, Doha, Qatar<br>[Second consecutive title and fourth overall.Third time the siblings won on the same day.]   |
|                               | Softball                           | 19th Asian Games (2022 / Hangzhou) Women's Japan National Team | 1st Place, Women's Softball, 19th Asian Games (2022 / Hangzhou)<br>[Achieved an unprecedented sixth consecutive Asian Games title.Won with a shutout victory.]  |
| Rookie of the Year Award      | Skateboarding                      | HIRAKI Cocona  | 1st Place, Women's Park, 2023 Skateboarding Park World Championships<br>[Her first World Championship title]  |
|                               | Skating/Figure Skating             | SHIMADA Mao  | 4th Winter Youth Olympic Games (2024 / Gangwon Province)<br>1st Place, Women's Singles, Figure Skating<br>[First Japanese woman to win the Women's Singles title at the Youth Olympic Games]  |
| Outstanding Performance Award | Table Tennis                       | HAYATA Hina  | 3rd Place, Women's Singles, 2023 World Table Tennis Championships Durban (Individual Events)<br>[The first medal in 44 years for a Japanese player at the World Table Tennis Championships, achieved by defeating an elite Chinese competitor]  |
|                               | Volleyball                         | FIVB Volleyball World Cup 2023, Men's Japan National Team      | 2nd Place, FIVB Paris Olympic Qualification Tournament / World Cup Volleyball 2023<br>3rd Place, Volleyball Nations League 2023<br>[Qualified for the Olympics via their own merits for the first time since the Beijing 2008 Games.Won the team's first-ever bronze medal, marking their first podium finish at a world-level tournament in 46 years.]   |
|                               | Skiing/Freestyle                   | HORISHIMA Ikuma  | Overall Champion, Men's Moguls, FIS Freestyle Ski World Cup<br>[First Japanese man to win an overall title in the event]  |
| Special Contribution Award    | Basketball                         | FIBA Basketball World Cup 2023, Men's Japan National Team      | At the FIBA Basketball World Cup 2023, Japan finished as the top Asian team and earned Olympic qualification for the first time in 48 years.The team contributed greatly to the development of the sporting world by giving courage and inspiration to children not only across Japan but around the world as well, who will inherit and shape the future.  |
| Women & Sport Award           | Japan Institute of Sports Sciences | NOSE Sayaka  | Addressed gynecological challenges faced by elite female athletes—an area that had previously received little research attention—by collecting and analyzing athlete data and studying issues specific to each sport's characteristics.<br>In addition to opening the first female athlete clinic at a national university, she conducts outreach activities nationwide, visiting obstetrics and gynecology departments to explain key points to consider when treating athletes. She also produces videos and educational materials for athletes, coaches, educators, and parents, working to provide information to everyone who supports athletes. |

\*Merit Award: Based on performances at the World Championships and the Hangzhou Asian Games

\*Rookie of the Year Award: Based on balanced achievements across summer and winter sports and results at the Winter Youth Olympic Games

\*Special Contribution Award: Based on conduct at domestically hosted competitions and for the degree that communication efforts by the national team contributed to fostering smiles and enhancing the value of sports

\*Women & Sport Award: Based on long-standing support of female athletes in the field, on activities that will contribute to future preventive medicine, and on practical efforts to improve the environment surrounding female athletes

## JOC Sports Awards List of Winners for FY2024

As of April 18, 2025

| Award                     | Sport               | Name             | Achievements recognized   |
|---------------------------|---------------------|------------------|---|
| Most Valuable Athlete     | Skateboarding       | HORIGOME Yuto    | 1st Place, Men's Street, Games of the XXXIII Olympiad (2024 / Paris)<br>[Won the first back-to-back Olympic gold in the event's history by successfully landing a major trick on his final run. His bold challenge embodied TEAM JAPAN's concept, "Find the Courage to Take That First Step," inspiring courage and deep emotion in countless people.]  |
| Special Distinction Award | Artistic Gymnastics | OKA Shinnosuke   | 1st Place, Men's Team, Games of the XXXIII Olympiad (2024 / Paris)<br>1st Place, Men's Individual All-Around, Games of the XXXIII Olympiad (2024 / Paris)<br>1st Place, Men's Horizontal Bar, Games of the XXXIII Olympiad (2024 / Paris)<br>3rd Place, Men's Parallel Bars, Games of the XXXIII Olympiad (2024 / Paris)<br>[Won titles in three events—the Men's Team, Individual All-Around, and Horizontal Bar—at just 20 years old in his Olympic debut, and also finished third in the Parallel Bars.] |
| Merit Award               | Athletics           | KITAGUCHI Haruka | 1st Place, Women's Javelin Throw, Games of the XXXIII Olympiad (2024 / Paris)<br>[Achieved the historic feat of earning Japan's first-ever medal in a women's Olympic field event, providing countless people with inspiration and courage.]  |
|                           | Wrestling           | KAGAMI Yuka      | 1st Place, Women's Freestyle 76 kg, Games of the XXXIII Olympiad (2024 / Paris)<br>[Achieved the historic milestone of securing Japan's first gold medal in this event in 20 years, demonstrating on the world stage the skill and mental strength she cultivated at the JOC Elite Academy.]  |
|                           | Fencing             | KANO Koki        | 1st Place, Men's Épée Individual, Games of the XXXIII Olympiad (2024 / Paris)<br>1st Place, Men's Épée Individual, Games of the XXXIII Olympiad (2024 / Paris)<br>[Won a gold medal that rewrote the history of Japanese fencing by prevailing in a fiercely contested event. Performing this feat in France, the birthplace of the sport, gave the achievement even greater significance.]   |
|                           | Judo                | ABE Hifumi       | 1st Place, Men's 66 kg, Games of the XXXIII Olympiad (2024 / Paris)<br>[By winning the gold medal and achieving a second consecutive Olympic title, his exceptional skill and strength provided many people with inspiration and pride.]  |
|                           | Judo                | NAGASE Takanori  | 1st Place, Men's 81 kg, Games of the XXXIII Olympiad (2024 / Paris)<br>[Won the gold medal, becoming the first in Olympic history to achieve consecutive titles in the 81 kg class. Forged a new chapter in the sport's history through exceptional technique and composed strategy.]   |
|                           | Figure Skating      | SHIMADA Mao      | 1st Place, 2025 ISU World Junior Figure Skating Championships<br>[Achieved the historic feat of winning the title three consecutive times, the first ever in the men's or women's singles.]   |
|                           | Breaking            | YUASA Ami        | 1st Place, B-Girls, Games of the XXXIII Olympiad (2024 / Paris)<br>[Won the gold medal in the newly introduced Olympic event, breaking (B-Girls), showcasing exceptional dance technique and expressive ability, and clearly demonstrating her talent.]   |
| Rookie of the Year Award  | Tennis              | SONOBE Wakana    | 1st Place, Junior Girls' Singles, Australian Open<br>[Achieved the extraordinary feat of winning the Junior Girls' Singles title at a grand slam tournament for the first time in 56 years.]  |

| Award                         | Sport             | Name   | Achievements recognized  |
|-------------------------------|-------------------|--|--|
| Outstanding Performance Award | Swimming/ Diving  | TAMAI Rikuto   | 2nd Place, Men's 10 m Platform, Games of the XXXIII Olympiad (2024 / Paris)<br>[Earned Japan's first-ever medal in the event.His consistent performance throughout a contest that remained tense to the final dive gave courage to people across the nation.]  |
|                               | Equestrian        | OIWA Yoshiaki, KITAJIMA Ryuzo, TOMOTO Kazuma, TANAKA Toshiyuki | 3rd Place, Equestrian Team, Games of the XXXIII Olympiad (2024 / Paris)<br>[Won a medal in an equestrian event for the first time since the 1932 Los Angeles Games.The high level of skill achieved through the unity of horse and rider, and their mutual trust as they took on the competition, inspired many people throughout Japan.]            |
|                               | Golf              | MATSUYAMA Hideki   | 3rd Place, Men's Team, Games of the XXXIII Olympiad (2024 / Paris)<br>[Earned the first-ever medal for a Japanese man in the event.In the historic sport of golf—which was first incorporated into the 1900 Paris Games—he achieved this landmark result through steady play and composed decision-making, despite an extremely demanding schedule.] |
|                               | Modern Pentathlon | SATO Taishu  | 2nd Place, Men's Individual, Games of the XXXIII Olympiad (2024 / Paris)<br>[Earned Japan's first medal in modern pentathlon.By demonstrating a high level of skill in each of the five events, his performance revealed new possibilities for athletes.]  |
|                               | Sport Climbing    | ANRAKU Sorato  | 2nd Place, Men's Boulder & Lead, Games of the XXXIII Olympiad (2024 / Paris)<br>[Earned a medal for the Japanese men's team.His consistently high technical skill and logical approach to competition carved out a new chapter in the sport's history.]  |

\*For the JOC Sports Awards, candidates for the Annual Award, Special Contribution Award, Top Athlete Support Award, and Women & Sports Award were selected based on their performances and achievements at international multi-sport events and world championships, including junior categories, held during the 2024 fiscal year.

## ■ Special Contribution Award

| Award | Sport    | Name              | Achievements recognized   |
|-------|----------|-------------------|---|
| -     | Attorney | IIDA Takashi      | [Displayed dedication in establishing the JOC Report and Consultation Hotline in 2013 and managing its operations thereafter, helping to create an environment in which athletes and JOC personnel can conduct their activities with peace of mind, and contributing to the promotion of sound governance within the sports community.] |
|       | Fencing  | EMURA Misaki      | [Demonstrated strong leadership and exemplary conduct as flagbearers for TEAM JAPAN at the Paris 2024 Games (as of April 18, 2025), serving as pillars of support for the athletes and significantly boosting team morale.]   |
|       | Breaking | NAKARAI Shigeyuki |   |

## ■ Women & Sport Award

| Award | Sport | Name           | Achievements recognized  |
|-------|-------|----------------|--|
| -     | Judo  | MATSUDA Motoko | [Made significant contributions to supporting career development in women's judo and advancing gender equality by establishing new competitions for women's judo athletes in university, promoting the appointment of female officers, and improving the environment for female referees.] |

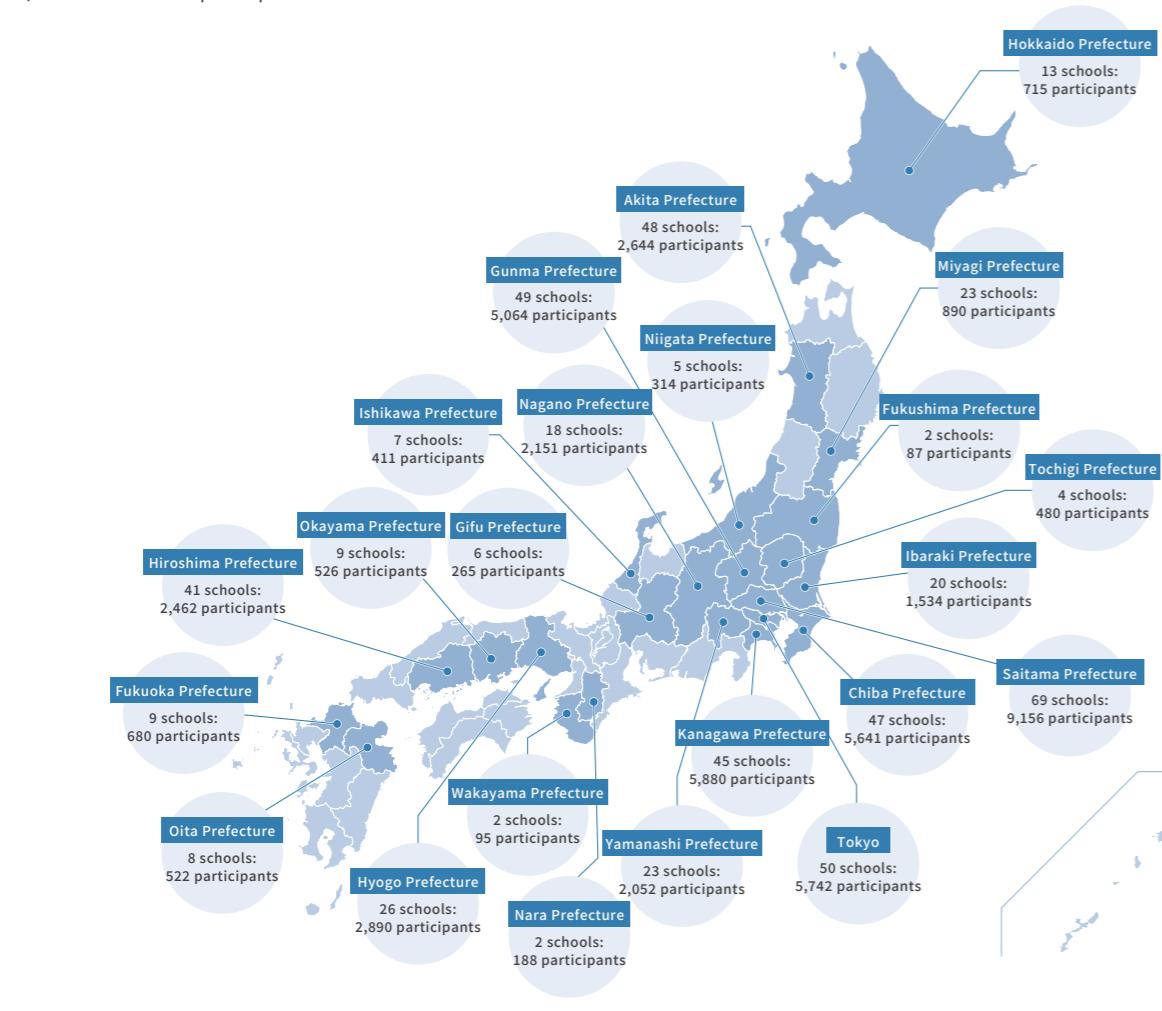
## ■ Top Athlete Support Awards

| Award                      | Name of organisation  | Recommended National Federations           | Achievements recognized   |
|----------------------------|---|--|---|
| Most Valuable Organisation | NEXUS   | Japanese Fencing Federation                | <ul style="list-style-type: none"> <li>Provides financial support for training camps and tournament participation for athletes and coaches, assists with team formation, and supports the development of coaches.</li> <li>Operates Japan's largest fencing club, to which many athletes belong—from national team members in each age group to Olympic representatives—and provides substantial support for their training activities.</li> <li>Supports the hosting of the Prince Takamado Trophy World Cup, the only international tournament.</li> </ul> <p>[Major athlete achievements (Paris 2024 Games)] MINOBE Kazuyasu (silver medal), SHIKINE Takahiro (gold medal), NAGANO Yudai (gold medal, men's foil team)</p>   |
|                            | Japan Airlines  | Japan Association of Athletics Federations | <ul style="list-style-type: none"> <li>The company has been hiring top athletes as employees since 2018. In addition to KITAGUCHI and MURATAKE, many elite athletes—including TOBE Naoto, a representative at the Tokyo 2020 Olympic Games—belong to the company as athletes.</li> <li>The company holds JAL Athlete Academy classes at locations throughout Japan, led by its athlete employees. Through these, they convey the joy of sports and offer competition-related guidance to children, contributing to the development of the next-generation and local communities.</li> </ul> <p>[Major athlete achievements (Paris 2024 Games)] KITAGUCHI Haruka (gold medal), MURATAKE Rachid (5th place)</p>   |
|                            | JFA Academy Fukushima (Women's)                               | Japan Football Association                 | <ul style="list-style-type: none"> <li>Since its establishment in 2006, the academy has consistently produced a large number of players for national teams across age categories: 17 for Nadeshiko Japan (Japan Women's National Football Team), 15 for the U-20 Japan Women's National Team, 16 for the U-19 Japan Women's National Team, 32 for the U-17 Japan Women's National Team, and 27 for the U-16 Japan Women's National Team.</li> <li>In the Asian Football Confederation's Elite Youth Scheme, which recognizes clubs that excel in player development, the academy earned the highest three-star certification in 2022—becoming the first women's club to receive this distinction. The academy has established a strong presence not only within Japan but also throughout the Asian women's football community. By sharing its activities and the expertise it has cultivated, it contributes to the development of women's football and serves as a model for building robust player-development foundations.</li> </ul> <p>[Major athlete achievements (Paris 2024 Games)] Japan Women's National Football Team (HIRAO Chika, KITAGAWA Hikaru, KOGA Toko, TANIKAWA Momoko, MORIYA Miyabi, ISHIKAWA Rion, OHBA Shu, MITO Shunsuke, UENAKA Asahi) (5th place)</p> |
| Organisations of Merit     | Central Sports Co., Ltd.                                      | Japan Gymnastics Association               | <ul style="list-style-type: none"> <li>The organization has cultivated top-level athletes for many years, contributing to the advancement of competitive gymnastics in Japan.</li> <li>It actively promotes regional sports development, and supports local residents in increasing physical activity and improving health.</li> </ul> <p>[Major athlete achievements (Paris 2024 Games)] HASHIMOTO Daiki (gold medal), KAYA Kazuma (gold medal), TANIGAWA Wataru (gold medal)</p>  |
|                            | Tokushukai Gymnastics Club                                    |  | <ul style="list-style-type: none"> <li>The organization has cultivated top-level athletes for many years, contributing to the advancement of competitive gymnastics in Japan.</li> <li>Also engages in junior athlete development, with athletes trained here going on to excel at all-Japan competitions and international tournaments.</li> <li>It actively promotes regional sports development, and supports local residents in increasing physical activity and improving health.</li> </ul> <p>[Major athlete achievements (Paris 2024 Games)] OKA Shinnosuke (gold and bronze medals), SUGINO Takaaki (gold medal)</p>   |
|                            | National Federation of Agricultural Co-operative Associations | Japan Table Tennis Association             | <ul style="list-style-type: none"> <li>The federation provides Japanese cuisine to the national team and junior national team during overseas tours.</li> <li>It also supported the 2019 ITTF Team World Cup Tokyo held at Tokyo Metropolitan Gymnasium, serving as the title sponsor under the name ZEN-NOH.</li> <li>As the title sponsor of the All Japan Championships (Hopes, Cubs, and Bambi divisions), which determine the top elementary school players in Japan, JA ZEN-NOH not only supports the main tournament but also provides prizes (food items) for the qualifying rounds held in all 47 prefectures, receiving words of appreciation from across the country.</li> </ul>   |
|                            | PARK24 CO., LTD.  | All Japan Judo Federation                  | <ul style="list-style-type: none"> <li>The company has cultivated top-level athletes for many years, contributing to the advancement of competitive judo in Japan.</li> <li>It actively engages in social contribution activities, such as hosting free judo classes for elementary school students living near practice halls.</li> <li>Coaches from the company regularly take part in All-Japan training camps, contributing to the national team by supporting the national coaching staff and sharing information on athlete conditions, etc.</li> </ul> <p>[Major athlete achievements (Paris 2024 Games)] WOLF Aaron (silver medal), HASHIMOTO Soichi (silver and bronze medals), ABE Hifumi (gold and silver medals), SONE Akira (silver medal), ABE Uta (silver medal)</p>   |

\*For the JOC Sports Awards, candidates for the Annual Award, Special Contribution Award, Top Athlete Support Award, and Women & Sports Award were selected based on their performances and achievements at international multi-sport events and world championships, including junior categories, held during the 2024 fiscal year.

## Olympic Classes

The Olympic classes are provided by the JOC to aid in promoting and raising awareness of the Olympic Movement. The Curriculum Guidelines established by the Ministry of Education, Culture, Sports, Science and Technology explicitly state that, under “Theory of Sport and Physical Education” within the Health and Physical Education curriculum for third-year junior high school students, they must learn the significance of the Olympic Movement and of sports as an aspect of culture—namely, that the Olympics and other international sporting events is to play a major role in international goodwill and world peace. To accommodate this, the JOC provides Olympic classes for second-year junior high school students, with Olympians—who embody Olympism—serving as instructors. The initiative aims to raise awareness among the students before entering the Theory of Sport and Physical Education, and to make them more familiar with Olympism (the Olympic spirit) and the Olympic values of excellence, friendship, and respect. Another goal is for students to understand that these Olympic values can be put into practice not just by athletes who compete in the Olympic Games but by all people in their day-to-day activities, and that it is precisely this philosophy that gives the Olympic Games their meaning. Over the 14 years from the start of this program in 2011 through to 2024, more than 50,000 students have participated in the classes.



## Olympic Day Run

The Olympic Day Run is one of the Olympic day commemorative events held around the world to commemorate Olympic Day on June 23. In Japan, the JOC has played a central role in holding the Olympic Day Run nationwide since 1987, and to date, more than 610,000 people have participated. The event is open to people of all ages, and seeks to promote the joy of sports and an understanding of Olympism (the Olympic spirit) and the Olympic values of excellence, friendship, and respect. Together with Olympians, participants enjoy a variety of programs, including 2-4 km jogs and opportunities to experience with Olympic sports.



## Olympic Concerts

The Olympic Concert is a unique Japanese event organized by the JOC since 1997 as part of the Olympic Day events held around the world to commemorate Olympic Day on June 23.

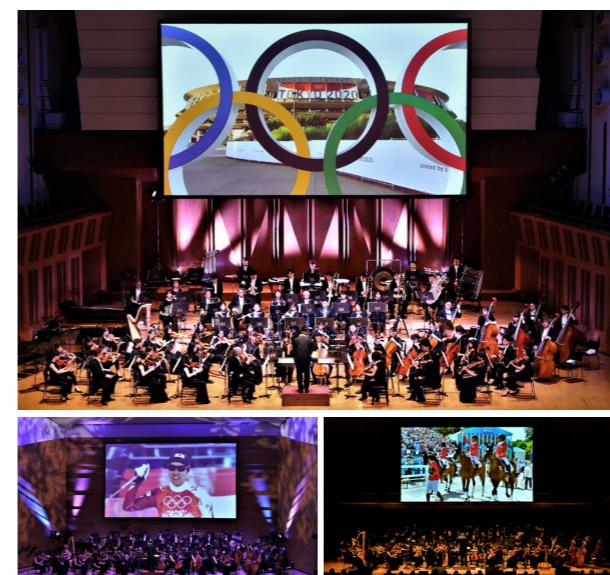
The concert promotes the Olympic Movement by combining inspiring Olympic footage (sports) with an orchestral performance (culture) and incorporating discussions by Olympians and other athletes, with the goal of enabling music fans who may not be familiar with sports or the Olympics to experience the wonderful Olympic values of excellence, friendship, and respect.

### Olympic Concert 2023 “To Believe in the Power of Dreams”

| Date & Time   | 6:00 p.m. Friday, June 23, 2023         |
|---|---|
| Venue   | Tokyo Metropolitan Theatre Concert Hall |
| Participating athletes<br>(in Japanese syllabary order)   |   |
| [Olympians]<br>UNO Shoma (Skating/Figure Skating)<br>EMURA Misaki (Fencing)<br>SAKAMOTO Kaori (Skating/Figure Skating)<br>HASHIMOTO Daiki (Artistic Gymnastics)<br>HASEGAWA Taiga (Skiing/Snowboard)<br>MIKI Tsubaki (Skiing/Snowboard)<br>YAMAGUCHI Akane (Badminton)<br>WATABE Akito (Nordic Combined Skiing)<br>[Paralympians]<br>MIZUTA Mika (Shooting) |   |

### Olympic Concert 2023 in Nagano 25th Anniversary of the Nagano 1998 Winter Games

| Date & Time  | 4:30 p.m. Saturday, July 15, 2023 |
|--|-----------------------------------|
| Venue  | Nagano City Arts Center Main Hall |
| Participating athletes<br>(in Japanese syllabary order)  |                                   |
| [Olympians]<br>UEMURA Aiko (Skiing/Freestyle)<br>OGIWARA Tsugiharu (Nordic Combined Skiing)<br>KIKUCHI Ayaka (Speed Skating)<br>HARADA Masahiko (Skiing/Ski Jumping) |                                   |



### Olympic Concert 2024 Shining the Olympic Spirit Onward into a New Century

| Date & Time   | 6:30 p.m. Tuesday, October 8, 2024 |
|---|------------------------------------|
| Venue   | Sumida Triphony Hall Auditorium    |
| Participating athletes<br>(in Japanese syllabary order)   |                                    |
| [Olympians]<br>EMURA Misaki (Fencing)<br>OZAKI Nonoka (Wrestling)<br>KITAGUCHI Haruka (Athletics)<br>SAKURAI Tsugumi (Wrestling)<br>SATO Taishu (Modern Pentathlon)<br>TAKATANI Daichi (Wrestling)<br>TOMOTO Kazuma (Equestrian)<br>HIGUCHI Rei (Wrestling)<br>FUJINAMI Akari (Wrestling)<br>FUMITA Kenichiro (Wrestling)<br>MIYAWAKI Karin (Fencing)<br>YOSHIOKA Miho (Sailing)<br>[Paralympians]<br>KINOSHITA Aira (Swimming)<br>SUZUKI Takayuki (Swimming) |                                    |

# JOC Athletes' Committee Activities

## Workshops for Olympians

The JOC Athletes' Committee, under the JOC's Olympic Movement Commission, plays a central role in holding Workshops for Olympians, which teach them about Olympism (the Olympic spirit) and the Olympic values of excellence, friendship, and respect; encourage them to participate actively in Olympic Movement programmes; and are intended to be useful to their future activities.

Instructors are invited to participate and teach Olympians basic knowledge regarding the Olympics and Paralympics, and group discussions are held both offline and online to encourage network building among Olympians.



### ● Highlights

Basic knowledge about the Olympics, about the Paralympics, about various programmes conducted by the JOC, group discussions and other activities

| 2023                   |   |
|------------------------|---|
| Date                   | Friday, June 23, 2023                                       |
| Venue                  | Hybrid format:<br>Japan Olympic Museum and online           |
| Number of participants | 65  |
| 2024                   |   |
| Date                   | Saturday, January 20, 2024                                  |
| Venue                  | Hybrid format:<br>JSOS 3rd Floor Conference Room and online |
| Number of participants | 22  |
| Date                   | Saturday, June 22, 2024                                     |
| Venue                  | Hybrid format:<br>Japan Olympic Museum and online           |
| Number of participants | 61  |

## Athlete Forum

The Athlete Forum, led by the JOC Athletes' Committee, has been held since 2023 as a venue for conveying the roles of the JOC and the JOC Athletes' Committee, while also sharing insights aimed at resolving issues faced within the sports community. The forum is an extension of the conventional Workshops for Olympians and was introduced as a new program, drawing inspiration from the activities of the IOC and OCA. It aims to facilitate the activities of Olympians and the athletes' committees of National Federations (NFs), and provides opportunities to come into contact with diverse perspectives and new knowledge through lectures and discussions.

| 2023                   |                                   |
|------------------------|-----------------------------------|
| Date                   | Wednesday, March 13, 2024         |
| Venue                  | JSOS and the Japan Olympic Museum |
| Number of participants | 111                               |

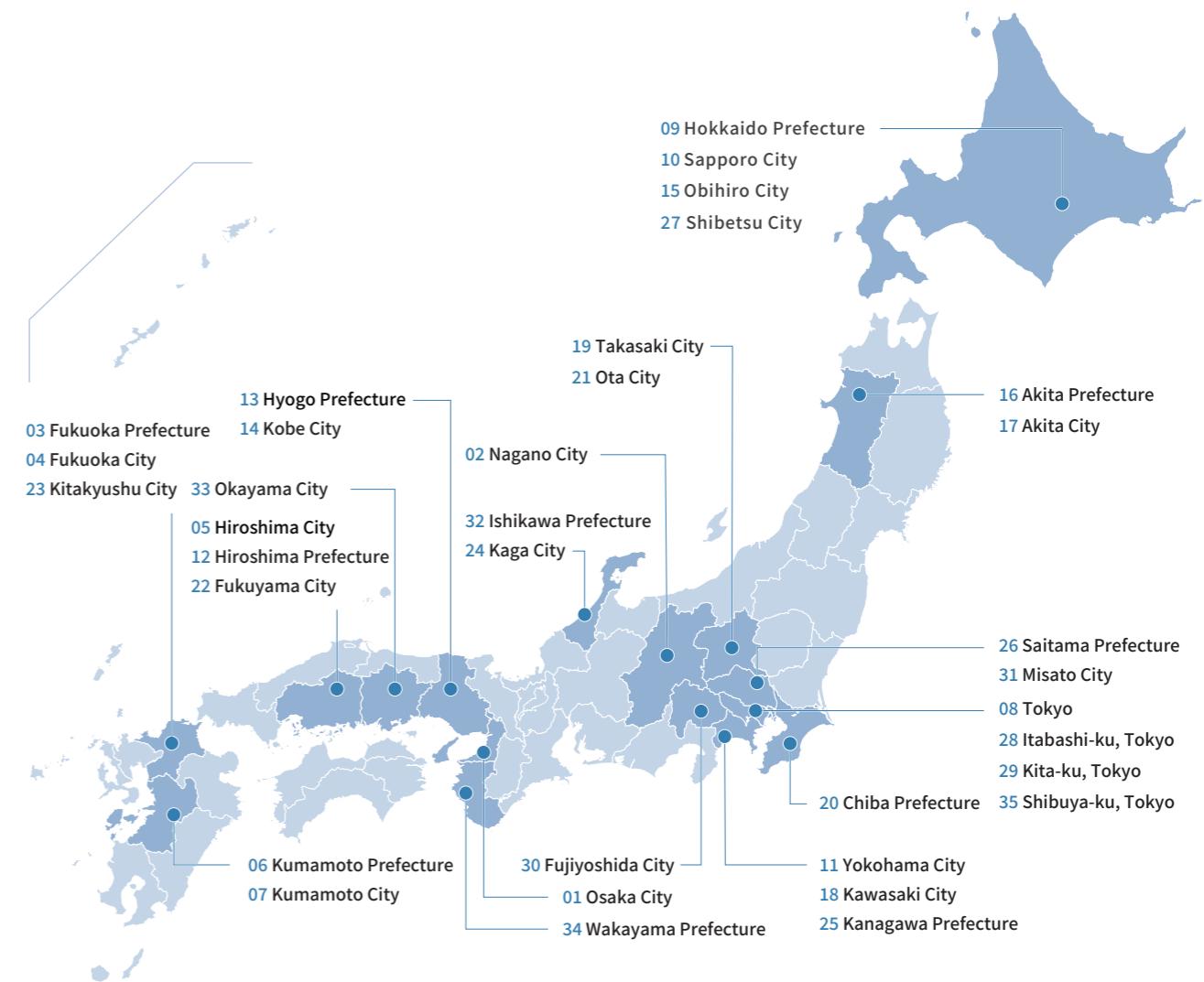


| 2024                   |                                   |
|------------------------|-----------------------------------|
| Date                   | Sunday, February 16, 2025         |
| Venue                  | JSOS and the Japan Olympic Museum |
| Number of participants | 114                               |



# JOC Partner Cities

JOC Partner City Agreements were started as a part of the Event-Specific Affiliated Network Concept, one of the strategies adopted by the JOC in May 2001 to enhance international competitiveness (JOC Gold Plan). The objective of such agreements is to collaborate with municipal governments to enable elite athletes to use the sports facilities of local governments to enhance their skills and competitiveness. With the initial objectives largely achieved in FY2018, the JOC reviewed the positioning of these partner cities and decided to enter into agreements with those cities willing to implement Olympic Movement promotion projects on an ongoing and long-term basis, primarily in collaboration with the JOC. Based on these agreements, JOC will work with these partner cities to implement Olympic Movement promotional projects that are beneficial to both parties.



|    | City                 | Date Signed |
|----|----------------------|-------------|
| 1  | Osaka City           | 7/30/2002   |
| 2  | Nagano City          | 8/28/2003   |
| 3  | Fukuoka Prefecture   | 11/26/2004  |
| 4  | Fukuoka City         | 4/15/2005   |
| 5  | Hiroshima City       | 9/14/2005   |
| 6  | Kumamoto Prefecture  | 5/11/2006   |
| 7  | Kumamoto City        | 5/11/2006   |
| 8  | Tokyo                | 3/5/2007    |
| 9  | Hokkaido Prefecture  | 12/18/2007  |
| 10 | Sapporo City         | 12/18/2007  |
| 11 | Yokohama City        | 3/28/2008   |
| 12 | Hiroshima Prefecture | 4/14/2008   |

|    | City             | Date Signed |
|----|------------------|-------------|
| 13 | Hyogo Prefecture | 12/1/2008   |
| 14 | Kobe City        | 12/1/2008   |
| 15 | Obihiro City     | 3/3/2012    |
| 16 | Akita Prefecture | 5/15/2012   |
| 17 | Akita City       | 5/15/2012   |
| 18 | Kawasaki City    | 3/30/2015   |
| 19 | Takasaki City    | 4/3/2015    |
| 20 | Chiba Prefecture | 2/5/2016    |
| 21 | Ota City         | 5/23/2016   |
| 22 | Fukuyama City    | 7/16/2016   |
| 23 | Kitakyushu City  | 12/16/2016  |
| 24 | Kaga City        | 4/18/2017   |

|    | 都市名                 | 締結日       |
|----|---------------------|-----------|
| 25 | Kanagawa Prefecture | 4/21/2017 |
| 26 | Saitama Prefecture  | 6/16/2017 |
| 27 | Shibetsu City       | 6/11/2019 |
| 28 | Itabashi-ku, Tokyo  | 8/30/2019 |
| 29 | Kita-ku, Tokyo      | 8/30/2019 |
| 30 | 富士吉田市               | 3/4/2020  |
| 31 | Misato City         | 1/13/2022 |
| 32 | Ishikawa Prefecture | 5/19/2023 |
| 33 | Okayama City        | 5/25/2023 |
| 34 | Wakayama Prefecture | 1/26/2024 |
| 35 | Shibuya-ku, Tokyo   | 3/7/2024  |

As of March 31, 2025

## Sports Festivals

This event brings the entire sports world together on the central commemorative event Sports Day, a national holiday established to commemorate the 1964 Tokyo Olympics. Japan's leading Olympians and top athletes participate to share the joy and importance of sports with as many people as possible, encourage the public to engage in physical activity, and foster physical and mental health.

### Sports Festival 2023

|   |  |
|---|--|
| Date  | Monday (National Holiday), October 9, 2023   |
| Venue   | Ajinomoto National Training Center East  |
| Participating Olympians, Paralympians, and athletes | 6  |
| Main programme                                      | Opening ceremony; self-check and improvement exercises led by the Commissioner of the Japan Sports Agency; Kachimeshi® cooking class; practice viewing; sports classes; panel and mascot exhibits; Paris 2024 Games-related displays; and more |



### Sports Festival 2024

|   |   |
|---|---|
| Date  | Monday (National Holiday), October 14, 2024   |
| Venue   | Ajinomoto National Training Center West, Japan Institute of Sports Sciences   |
| Participating Olympians, Paralympians, and athletes | 6   |
| Main programme                                      | Opening ceremony; self-check and improvement exercises led by the Commissioner of the Japan Sports Agency; square stepping exercise; Olympic and Paralympic sport practice viewing and workshops; active child program; "Let's Challenge! Fun Sports"; virtual sports program; safe mountain climbing experience; Kachimeshi® cooking class; and more |



## Programmes to Provide Sports Information / Programme Public Relations Activities

The JOC distributes information relating to international multi-sports events including the Olympic Games, the Asian Games, and the FISU World University Games as well as other sports-related information via its official website, social media, and its public relations magazine "OLYMPIAN."

### "OLYMPIAN," the Public Relations Magazine of the JOC

The "OLYMPIAN" the public relations magazine is issued once a year in booklet and digital form. The aim is to provide content that lets readers feel that the Olympics is a more familiar presence through interviews with Olympians and young athletes, as well as introductions to the JOC's main programmes.



### JOC Official Website/Social media

The JOC official website provides a variety of information on the Olympic Movement, featuring results, relevant news articles, columns, and more relating to programme achievements and TEAM JAPAN athletes at international all-around competitions. On social media, based on JOC Vision 2064's call to "cherish, create, and convey the value of sport," the JOC communicates effectively with the aim of using athletes to convey the value of sports to a large number of people and to contribute to a brighter future and better society through sports. By posting a wide variety of content showcasing the true natures of the athletes and the appeal of their sports, we aim to familiarize people with sports and the athletes that engage in them.

|           |   |
|-----------|---|
| Website   | <a href="https://www.joc.or.jp">https://www.joc.or.jp</a> |
| YouTube   | TEAMJAPAN   |
| Instagram | teamjapanjoc  |
| X         | TeamJapan   |
| TikTok    | japan_olympic   |
| Facebook  | Team JAPAN  |
| LINE      | team_japan  |

### "My Olympic" Radio Programme

"My Olympic," a JOC-produced radio programme, has been broadcast since 1999 with the cooperation of all FM radio stations that are members of the Japan FM Network (JFN).

On the programme, athletes ranging from those who have competed in the Olympic Games to junior athletes who hope to compete in the Games in the future discuss what they gained from competing in the Games, the day-to-day sentiments of those who hope to compete in the future, Olympic dreams and passions, and the joys of competition.

|                  |                                       |
|------------------|---------------------------------------|
| ● Presenters     | ARAKAWA Shizuka, TAKAHASHI Naoko      |
| ● Broadcasters   | Network of 38 JFN stations nationwide |
| ● Broadcast time | 6:55 a.m. to 7:00 a.m.                |
| ● Planning       | Japanese Olympic Committee            |
| ● Production     | Japan FM Network member companies     |

\*JOC Official Website: <https://www.joc.or.jp>

JOC企画スポーツラジオ番組

# MY OLYMPIC

JFN系 FMラジオ局  
全国ネットで放送中!

ナビゲーター 荒川 静香、高橋 尚子  
企画 公益財団法人日本オリンピック委員会  
制作 JAPAN FM NETWORK 加盟各社

### Journalist Seminar

An integral part of promoting the Olympic Movement, the Journalist Seminar is held to promote mutual understanding between the media and the National Federations (NFs).

4/25/2023

**Theme**  
**Sports and the SDGs**

#### ● Keynote address, "Sports as a Means of Solving Social Issues"

JOC High Performance Manager / JUDOs Chair : INOUE Kosei

#### ● Panel discussion, "Considering the SDGs in Sports"

JOC High Performance Manager / JUDOs Chair : INOUE Kosei

Japan International Cooperation Agency (JICA) Youth Overseas Cooperation Volunteers Secretariat Senior Advisor : KATSUMATA Susumu

Athlete (Paratriathlon) : TANI Mami

The Nippon Foundation Volunteer Center Advisor : FUTAMIYA Masaya

Yomiuri Shimbun Editorial Committee member : YUKI Wakako

Facilitator (Japanese Sports Press Association Director General) : SHODA Hiroo



## Sports and Environmental Preservation Activities

The JOC promotes a variety of initiatives to raise awareness of the importance of environmental conservation among as many people as possible and to help protect the global environment so that sports can be enjoyed for generations to come. This includes sharing environmental messages through TEAM JAPAN and national federations (NFs), as well as displaying posters and banners at competition venues. In February 2024, the JOC signed the Sports for Climate Action Framework, launched under the leadership of the United Nations Framework Convention on Climate Change (UNFCCC) secretariat and the IOC in response to the Paris Agreement, and is engaged in initiatives based on its five principles. The JOC has also published its environmental philosophy and action guidelines, and has formulated the JOC Environmental Policy and Action Agenda to ensure that activities remain specific and effective.

### Sports and Environment Conference

The JOC Sports and Environment Regional Seminar has been co-hosted once a year with JOC partner cities and other cooperating organisations. Its objective has been to work with those involved with regional sports to learn about the need for environmental conservation and methods for its practice, with specific practical examples from sports-related organisations. Beginning in 2021, the "Sports and Environment Conference" will be co-hosted with the Japan Sports Association (JSPO), to think alongside participants, including those from affiliated National Federations, about the SDGs and the need for environmental protection with the aim of learning how to put them into practice and to provide the latest information on awareness-raising and practical activities.



| Sports and Environment Conference 2023  |  |
|---|--|
| Date  | Wednesday, January 31, 2024                                    |
| Venue   | JAPAN SPORT OLYMPIC SQUARE                                     |
| Participating Olympians   | IMOTO Naoko (Swimming)   |
| Details   |  |
| Opening lecture (overview of objectives, introduction of speakers), presentation of environmental conservation initiatives by sports organizations (Triathlon Japan), corporate case studies (Mitsui Fudosan Co., Ltd.; Mizuno Corporation), panel discussion |  |
| Sports and Environment Conference 2024  |  |
| Date  | Wednesday, December 4, 2024                                    |
| Venue   | JAPAN SPORT OLYMPIC SQUARE                                     |
| Participating Olympians   | SAITO Rika (Weightlifting)<br>MINAGAWA Kentaro (Alpine Skiing) |
| Details   |  |
| Opening lecture (overview of objectives, introduction of speakers), presentation of environmental conservation initiatives (Shiga Prefecture Culture and Sports Department, Yokohama City), panel discussion, group discussion                                |  |

### ● Various Materials

#### Environmental Conservation Awareness Poster

The JOC produces posters intended to raise awareness of environmental conservation. Posters and electronic data are distributed to JOC-affiliated National Federations and related organisations, and the poster designs are displayed at the venues of sponsored events and competitions, as well as being featured in competition pamphlets and other materials, in a concerted effort by the sports community to raise awareness of environmental conservation.



#### Environmental Conservation Awareness Banner

The JOC produces banners to raise environmental conservation awareness and lends them to JOC-affiliated National Federations. They are displayed at programme and event venues as a part of activities to raise environmental conservation awareness among participants and visitors.



#### Video Message from Athletes on Sports and Environment

In cooperation with the COOL CHOICE awareness programme endorsed by the Ministry of the Environment, the JOC creates video messages from athletes on sports and the environment. The objective of the messages is for the sporting world to raise awareness of the environment, with the messages aired in JOC programmes and on Aurora Vision screens at competition and event venues hosted by the National Federations, as well as through the official website and social media.



## Nurturing and Supporting Athletes

Creating an environment that cultivates inspiring athletes.

## Athlete Enhancement, Enhancement Staff Development and Support

### ● Athlete Enhancement Medium-term Strategic Project

In accordance with JOC Vision 2064 and the Medium-term Plan, this project has established three working groups whose activities are aimed at developing as many “inspiring athletes” as possible, and full-scale efforts have been underway since 2023.

#### Athlete Working Group

Through the Athlete Academy, the JOC is working to create an environment for the continuing success of top athletes, as well as an integrated learning environment and a process for systematic learning from the junior level onward. Specifically, we are enhancing support for athletes by conducting online training sessions and social contribution activities for current and future top-level athletes targeted for high Olympic performance.



#### Coaches Working Group

The JOC aims to enable the continuous training of coaches and other staff and develop a stable coaching system, primarily targeting program managers and program assistant managers who demonstrate high levels of performance. Through online workshops and forums that bring leaders together, we are promoting information sharing and growth among coaches and trainers.



#### Data & Technology Working Group

The JOC promotes the use of advanced technology and data to improve athletic performance, while also monitoring the current circumstances and identifying issues in various fields. Through these efforts, we aim to provide relevant stakeholders with information in an efficient and effective manner, and improve operational efficiency. We will continue to pursue these activities to further develop the project.

### ● Performance Enhancement Programmes (FY2024 results)

Training camps are held in Japan and overseas and teams are sent to competitions held abroad in order to enhance top-level athletes, primarily those targeted for Olympic high performance and national teams from the National Federations implementing the Olympics. Programmes also exist to develop and strengthen athletes who can be expected to compete in the Olympic Games after next, and to pursue new athlete enhancement activities using DX.

|   |                              |
|---|------------------------------|
| ● Athlete enhancement   | 56 federations, 763 projects |
| ● Coach enhancement   | 20 federations, 90 projects  |
| ● Next-generation athlete training enhancement                    | 41 federations, 443 projects |
| ● Support to promote digital transformation to enhance activities | 27 federations, 34 projects  |

### ● Coach appointment programmes (FY2024 results)

To achieve results at international multi-sport competitions such as the Olympic Games, and to develop and enhance athletes based on long-term, consistent measures for enhanced performance, there have been high performance directors, national head coaches, national team coaches, medical staff, information science staff and others appointed to the JOC, as well as affiliated National Federations implementing the Olympics.

|                                     |                  |
|-------------------------------------|------------------|
| ● High performance directors, etc.: | 83 appointments  |
| ● Coaches, etc.:                    | 292 appointments |
| ● Staff:                            | 170 appointments |

Staff conferences (coach conferences, joint intelligence, medical, science conferences, etc.) are held to improve coaching skills and enhance the coaching system through mutual training and information exchange among coaches, etc. in each sport. We are focusing our efforts on promoting cross-sport collaboration to enable training staff (coaches, medical, management and other staff), including those in charge of enhancement at each NF, to take a proactive role in enhancing international competitiveness. We are also working to raise overall athletic performance through information sharing and cooperation between different sports.

| Conference name        | FY2023 Coach Conference          |
|------------------------|----------------------------------|
| Date                   | December 11, 2023                |
| Venue                  | Grand Prince Hotel Shin Takanawa |
| Number of participants | About 200 people                 |

| Conference name        | FY2024 Coach Conference          |
|------------------------|----------------------------------|
| Date                   | November 11, 2024                |
| Venue                  | Grand Prince Hotel Shin Takanawa |
| Number of participants | About 270 people                 |



### ● Subsidy Programmes for Private-sector Sports Promotion, Etc. (FY2024 results)

With a focus on dispatching TEAM JAPAN to international multi-sport competitions, the JOC carries out preliminary investigations to ensure safety as a means of improving the competitive abilities of Japanese athletes, and also holds joint training camps and exchange conferences in Japan and Korea among top-level athletes to promote goodwill and friendship between Japan and Korea, as well as to improve the athletic performance of Japanese athletes. At the same time, the JOC is also working to train Japanese international referees who are capable of excellent and fair judging, boosting Japan's presence at international competitions to enhance the performance of Japanese athletes and the competitive environment.

|   |                          |
|---|--------------------------|
| ● Korea-Japan sports exchange                     | 9 sports, 19 programmes  |
| ● International referee, etc. training programmes | 26 sports, 60 programmes |

## ● Athlete Scouting and Development Programme

### JOC Elite Academy

The JOC makes maximum use of the Ajinomoto NTC and other High Performance Sports Centers (HPSC), with the aim of laying the foundation for athletes who not only excel at the Olympics but also lead fulfilling lives, contribute to addressing social issues, and become inspiring figures.

As of April 2024, 22 athletes in the first year of junior high school through the third year of high school are enrolled in the academy for six sports, including wrestling, table tennis, fencing, rifle shooting, rowing, and archery.

It also carries out collaborative activities with the Speed Skating Academy (JSF Academy), an independent academy operated by the various federations.

| Description of activities  |  |
|--|--|
| Within an environment centered on the HPSC, we engage in the following in coordination with federations to enhance both athletic performance and personal development in a well-balanced manner, as a means of developing the ideal athlete profile. |  |

|                      |   |
|----------------------|---|
| Athletic performance | <ul style="list-style-type: none"> <li>◆ Enhancing the performance of athletes based on the athlete pathways established by federations</li> <li>◆ Providing programs that raise the sport-specific performance of athletes in terms of both theory and practice</li> <li>◆ Providing language training and overseas training opportunities to help athletes broaden their perspective to include the global stage</li> </ul>   |
| Personal development | <ul style="list-style-type: none"> <li>◆ Improving academic life in coordination with schools and providing the necessary programs to help athletes gain foundational knowledge and improve their interpersonal relationships</li> <li>◆ Operating dormitories to help athletes develop self-discipline and the ability to live independently</li> <li>◆ Providing career guidance programs and opportunities to hear lectures by Olympians and alumni to help athletes envision their future</li> <li>◆ Establishing programs related to Olympism and social issues to help athletes contribute to promoting the Olympic Movement and address social issues</li> </ul> |



## ● Career Support Programme for Athletes and Coaches

### JOC Career Academy

#### Supports the careers of Japan's top athletes

The JOC Career Academy Programme provides job placement support, career counseling, and educational training from the time athletes are still active in competition to dispel post-retirement anxiety so that they can concentrate on their sport and further improve their performance ability. The programme centers on two main areas of activity: (1) Athnavi and (2) Education and training.

#### 1 The “Athnavi” employment support navigation tool for top athletes

“Athnavi” is a free job search support programme conducted by the JOC since 2010. The system works by matching “wins” for athletes, who can stabilize their lives through employment and acquire basic skills through work, with “wins” for companies, which consider hiring athletes to improve their sense of unity and engagement in their organisations. This builds a “win-win” relationship between the two. With the support of various economic organisations, about 10 “Athnavi” Presentations are held each year to bring athletes and companies together.

(A total of 236 companies and 424 federation members as of March 2025)



#### 2 Education and training

The JOC offers training programmes that meet the issues and needs of each National Federation. These include self-analysis and goal-setting to help athletes think deeply about themselves, as well as team-building to improve empathy for teammates and others who support them. Additionally, the “Career Workshop” allows current athletes and coaches/staff who participate to have conversations based on talks by senior athletes.



## ● Sports Trainer Development and Utilisation Programmes

### JOC National Coach Academy

The JOC National Coach Academy (NCA) was established in 2022 as part of the "Third Sport Basic Plan" and is designed to "create an environment where top coaches in each sport can use seminars and lectures to exchange experiences and knowledge through case methods and curricula in such areas as 'coaching,' 'management,' and 'communication' in order to further improve the quality of coaches and staff members who are dispatched to large-scale international competitions, including the Olympics." The Plan also clearly states that the Academy should promote understanding of the programme's philosophy and advance cooperation with other organisations' coaching programmes, while also supporting the training of high-quality coaches. The JOC conducts activities for JOC-certified national head coaches and national team coaches, as well as the enhancement staff at National Federations, in order to train world-class coaches and various staff so they can develop and coach athletes capable of competing in the Olympics and other international competitions. The programme consists of the mutual exchange of information between participants and lecturers, and includes not only the knowledge necessary for coaching but also debate practice, presentation practice, strategic communication, etc. Follow-up programmes are also offered for those who have completed the programme.

| Description of activities |              |   |
|---------------------------|--------------|---|
| Concept                   | elite        | Develop truly first-class coaches with the character and qualities expected of a representative of Japan.   |
|                           | professional | Develop coaches who take pride in their work as professionals in terms of their attitudes toward work, their ethics, and their responsibility to society.   |
|                           | global       | Develop coaches able to perform on a global stage, pursuing an approach to competition suitable for Japan while also offering strategies and enhanced coaching based on international standards.  |
|                           | interactive  | Focus not on one-way delivery of knowledge and information, but on a reciprocal exchange of information between participants and instructors, and among participants themselves. The programme will also develop coaches who, in their hands-on coaching, demonstrate an understanding of the need for reciprocal communication between athletes and their coaches. |
|                           | TEAM JAPAN   | The programme will also develop coaches who, in their hands-on coaching, demonstrate an understanding of the need for reciprocal communication between athletes and their coaches.  |

### ■ Results to date (FY2007 to FY2024)

| 708 participants (Official: 521; Special transfers: 97; Non-Japanese: 90) |   |
|---|---|
| Participating sports  | Athletics, Swimming, Football, Skiing, Tennis, Rowing, Hockey, Boxing, Volleyball, Gymnastics, Basketball, Skating, Ice Hockey, Wrestling, Sailing, Weightlifting, Handball, Cycling, Table Tennis, Equestrian, Fencing, Judo, Softball, Badminton, Rifle Shooting, Modern Pentathlon, Rugby, Sports Climbing, Canoe, Archery, Karate, Skeet Shooting, Bobsleigh, Luge, Skeleton, Baseball, Curling, Triathlon, Golf, Squash, Taekwondo, Biathlon, Breaking, Surfing, Skateboarding |

### ■ Percentage of TEAM JAPAN managers, coaches and others who have completed the programme

|                     | Rio (2016)              |            | Tokyo (2020+1)          |            | Paris (2024)            |            |
|---------------------|-------------------------|------------|-------------------------|------------|-------------------------|------------|
|                     | Number of NCA graduates | % of total | Number of NCA graduates | % of total | Number of NCA graduates | % of total |
| Team leaders        | 2                       | 16.7%      | 4                       | 26.7%      | 9                       | 56.3%      |
| Managers            | 18                      | 46.2%      | 29                      | 53.7%      | 21                      | 61.8%      |
| Coaches             | 32                      | 29.6%      | 75                      | 34.2%      | 65                      | 45.1%      |
| General affairs     | 4                       | 17.4%      | 7                       | 15.2%      | 4                       | 16.7%      |
| Technical staff     | 1                       | 20.0%      | 3                       | 10.7%      | 2                       | 9.5%       |
| Manager/coach ratio | 50/147                  | 34.0%      | 106/273                 | 38.8%      | 86/178                  | 48.3%      |

|                     | Sochi (2014)            |            | PyeongChang (2018)      |            | Beijing (2022)          |            |
|---------------------|-------------------------|------------|-------------------------|------------|-------------------------|------------|
|                     | Number of NCA graduates | % of total | Number of NCA graduates | % of total | Number of NCA graduates | % of total |
| Team leaders        | 0                       | 0.0%       | 1                       | 33.3%      | 1                       | 33.3%      |
| Managers            | 1                       | 7.7%       | 5                       | 45.5%      | 4                       | 80.0%      |
| Coaches             | 11                      | 17.7%      | 16                      | 23.9%      | 27                      | 50.0%      |
| General affairs     | 1                       | 20.0%      | 0名                      | 0.0%       | 0                       | 0.0%       |
| Technical staff     | 0                       | 0.0%       | 0名                      | 0.0%       | 0                       | 0.0%       |
| Manager/coach ratio | 12/75                   | 16.0%      | 21/78                   | 26.9%      | 31/59                   | 52.5%      |

## ● Programmes to Provide Information on Enhancing International Competitiveness

Through the Paris 2024 project, Milan Cortina 2026 project, and intelligence, medical, and scientific support, information was provided on policies, strategies, tactics, and measures for improving international competitiveness to those involved in sports, thereby supporting each NF's athlete development and enhancement strategies.



### ● Anti-Doping Activity Promotion Programme

In cooperation with the Japan Anti-Doping Agency (JADA) and the Japan Sport Fairness Commission (J-Fairness), the JOC conducts anti-doping education and awareness activities for athletes and enhancement staff, etc.

In particular, the JOC is actively engaged in anti-doping education for candidate athletes to be dispatched to international multi-sport competitions, taking advantage of the opportunities provided by the dispatching process.

\*This session has been recorded for those who were unable to attend.

※本日参加できなかった方のために、本セッションは録画はしています  
-パリ2024大会に向けて-  
**IF-RTP/TP、JADA-RTP  
居場所情報提出・更新チェックポイント**

**JABA** **FAIR  
PRIDE** **Japanese  
Olympic  
Committee**

公益財団法人 日本アンチ・ドーピング機構 (JADA)  
教育部

Copyright©JAPAN Anti-Doping Agency

### ● National Training Center Management and Operations Programme

The Ajinomoto NTC was built in 2008 in the Nishigaoka district of Kita-ku, Tokyo, and is Japan's first training facility dedicated to top athletes. It is used by athletes, staff and others who belong to the JOC and its member National Federations. In 2019, construction was also completed on the Indoor Training Center East, designed to be fully barrier-free with the objective of creating a new training site. With this, the Nishigaoka district of Kita-ku, Tokyo, now has dedicated training sites in place for 16 sports and 19 events, including the Japan Institute of Sports Sciences (JISS). All facilities are operated on a joint-use basis with the Olympic and Paralympic sports, contributing to the improvement of Japan's international performance ability through various synergistic effects in training methods, coaching methods, etc.



### ● Sports Trainer Overseas Training Programmes

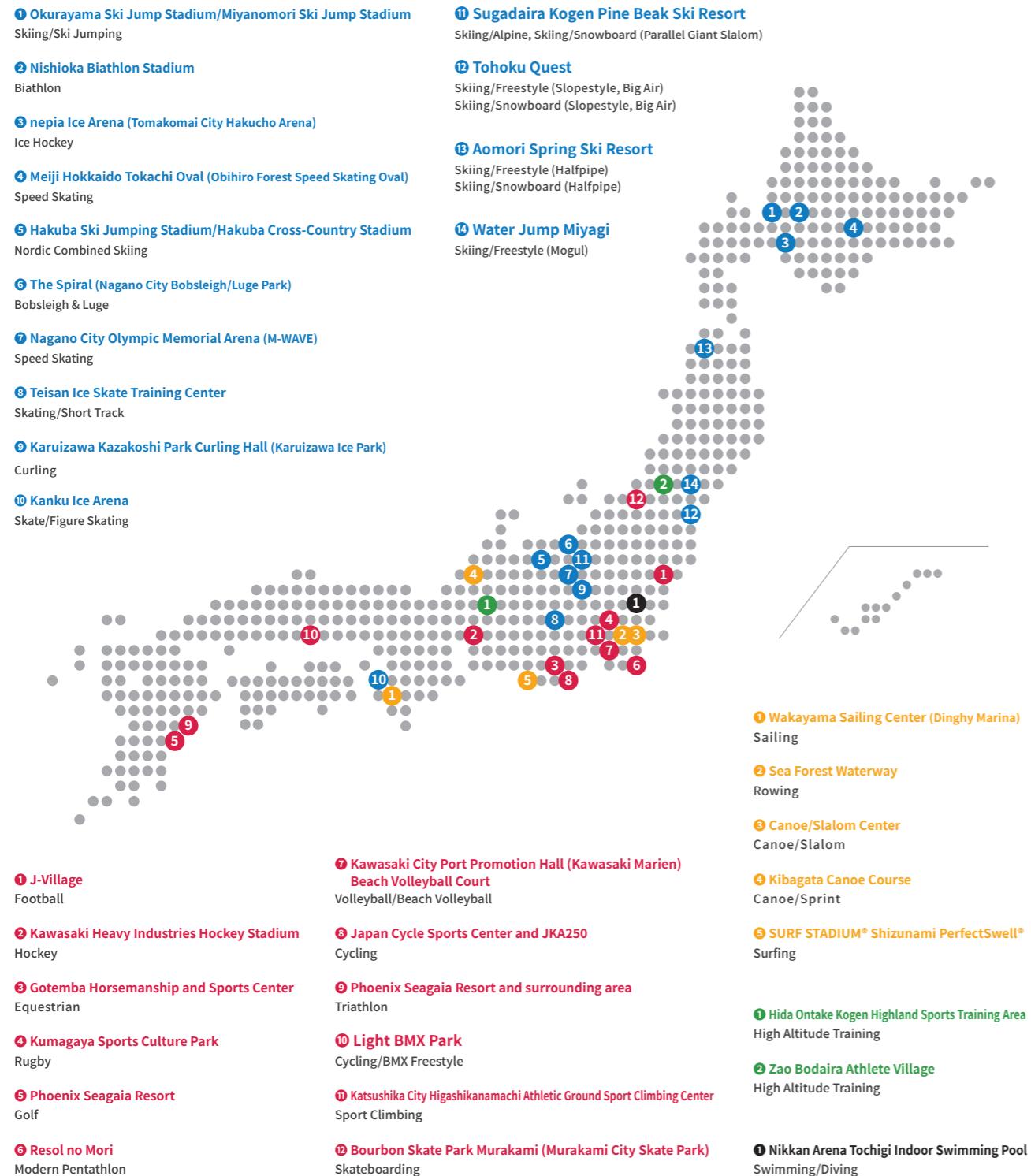
The JOC dispatches up-and-coming young trainers as overseas sports trainees to train them in specific methods for improving the level of their specialty sport, as well as to conduct surveys and research into real conditions for athlete enhancement support and coaching training overseas, in order to develop trainers who will lead Japan's sporting world in the future. Seven trainers were dispatched in FY2024.

## ● Seven trainers were dispatched in FY2024.

JOC provides consulting for improving the environment and building systems at the designated Sport-Specific NTCs to ensure effective implementation of training as well as information, medical and scientific support in accordance with the special characteristics of each sport. Moreover, to enable sport-specific NTCs in each region to smoothly collect information about other sports and collaborate with them, JOC organises "Sport-Specific NTC Project Briefings" and "Joint Meetings of Sport-Specific NTCs" to share a wide range of the latest information useful for athlete enhancement, including trends in domestic and overseas sports and activities of the NTCs.

### Sport-Specific NTCs

The government has designated existing domestic facilities as Sport-Specific NTCs for training that cannot be handled at the Ajinomoto National Training Center. These include winter sports, ocean and water-based sports, outdoor sports and high-altitude training.



## ● Entourage-related Initiatives

"Entourage" is a French term meaning followers or environment, and in this context, it refers to the stakeholders who work together to prepare the competitive environment so that athletes can perform at their highest level. The JOC has carried out activities with the following objectives.

2013 Third Executive Board Meeting (Held on June 28, 2013)

|   |  |   |   |
|---|--|---|---|
| 1 | Matters relating to activities to provide athletes with the best possible environment          | 2 | Matters relating to protecting the health, social development, and ethics of athletes                             |
| 3 | Matters relating to cooperation and coordination between all stakeholders who support athletes | 4 | Matters relating to education and training for athletes, coaches, and all other stakeholders who support athletes |

### 1 Development of Video Materials for Parents of Junior Athletes

For Olympians as well as the parents and coaches who have supported them, we have produced a total of 16 videos incorporating real examples from Olympians, parents, and coaches to support the entourages currently nurturing athletes.



### 2 JOC Ishikawa Women's Sports Symposium

The symposium was held with the aim of promoting women's participation in sports, contributing to the maintenance and improvement of health, and broadly communicating the significance of these efforts. It included a keynote lecture on the significance of promoting women's sports, case studies on efforts to establish regular sports participation in Ishikawa Prefecture, and a panel discussion.



### 3 Survey of Athletes Targeted for Olympic High Performance

This survey was conducted with the cooperation of approximately 1,800 athletes targeted for Olympic high performance in 2024, focusing on five themes: Anxieties and concerns inside and outside the context of competition; second careers; matters relating to female athletes; harassment; and being a victim of voyeurism. The following initiatives are planned for 2025 and 2026.

|                           |   |
|---------------------------|---|
| Safe sports               | Sharing and organizing information on safe sports   |
| Seminars                  | Parent seminars and women's sports seminars (events linked to the Aichi-Nagoya Asian Games)   |
| JOC internal coordination | Coordination meetings held between the Entourage Commission, the Athletes' Committee, and medical science representatives   |
| JOC external coordination | Sharing information on activities engaged in by all organizations (JSPO, HPSC, JPC, the Sasakawa Sports Foundation, etc.), and participation in the OCA Gender Equity Seminar |
| JOC awards system         | Review of the JOC Sports Awards Regulations and related provisions  |

## ● Efforts to Prevent Sexual Harassment through Photographing and Filming Athletes

With regards to the voyeuristic filming of athletes, the situation was handled on a sport-by-sport basis because the characteristics of each sport vary, such as indoor versus outdoor sports and the scale of the competitions. That said, there is a limit to what a single National Federation can do alone. With the development of social media and other tools, the misuse of photos and videos for sexual purposes is becoming more varied, including not only voyeuristic filming at sports competitions, but also the addition of obscene language to ordinary competition photos which are then posted and spread. The JOC believes it is essential to clarify its stance on preserving an environment in which athletes can compete with peace of mind, so that many people can enjoy and become familiar with sports even after the Tokyo 2020 Games. As a result, working with related organisations in a position to support athletes, the JOC has been addressing this issue across the sports world as a whole.



## ● Legal Support Programme to Protect Athletes from Defamation

As part of our collaborative efforts with the Japan Paralympic Committee (JPC), we have been taking proactive measures since March 2025. These include establishing a consultation hotline and providing athletes with other forms of support; conducting educational activities in cooperation with federations; carrying out public relations and awareness campaigns to curb slander and abuse on social media and other platforms; training personnel to protect athletes (such as safeguarding officers); and monitoring various social media platforms.

|                                |  |
|--------------------------------|--|
| Legal support                  | Establishing a consultation hotline and taking legal action in response to defamation and slander directed at athletes     |
| Public relations and awareness | The JOC and JPC take the lead in conducting public relations and awareness initiatives using publications and video media. |
| Education and training         | Implementing educational activities in collaboration with federations  |
| Human resource development     | Training personnel who protect athletes, such as safeguarding officers   |
| Monitoring                     | Monitoring of various social media platforms   |



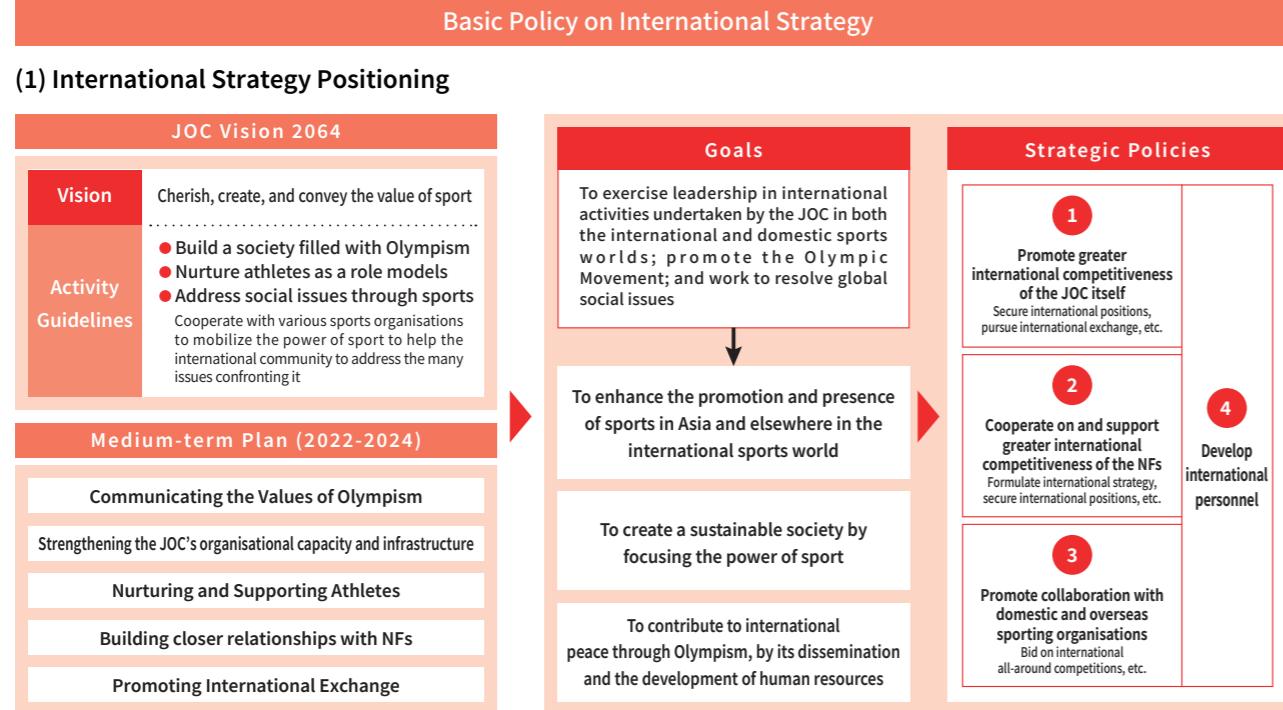
## Promoting International Exchange

Harnessing the power of sports to promote international peace and friendship.

# International Strategy

## ● Basic Policy

When the JOC announced the Gold Plan and Gold Plan STAGE II, it presented specific measures to enhance athletic performance and strengthen international competitiveness. Hosted by Japan, the Tokyo 2020 Games produced 27 gold medals, the third highest number in the world, and achieved a demonstrable degree of success in enhancing athletic performance and strengthening our international competitiveness. The 2021 "JOC Vision 2064" outlined JOC's long-term vision for its "ideal self," which includes "using sports to help resolve social issues," while the 2022 "JOC Medium-term Plan 2022-2024," announced the following year, outlined policies to promote international exchange and strengthen JOC organisational capacity and infrastructure. Building on the above, the International Relations Committee established a working group in FY2022 to discuss the issues and define the goals of JOC's future international strategy and formulate a basic policy to achieve them. These were incorporated into the 2nd JOC Medium-term Plan (2025-2028).



Copyright © Japanese Olympic Committee All Rights Reserved.

## (2) Content highlights aligned with the strategic policies



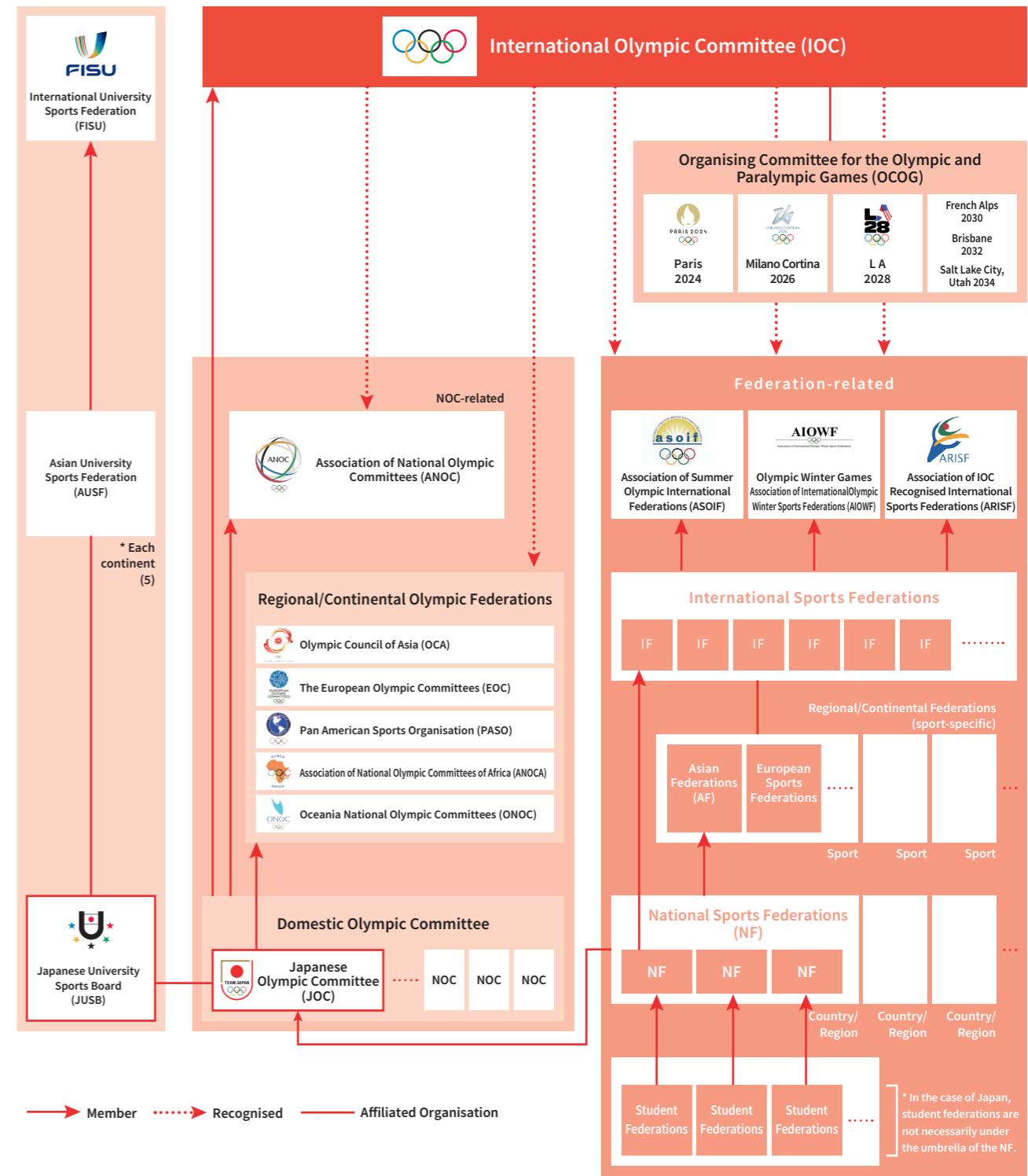
Copyright © Japanese Olympic Committee All Rights Reserved.

# International Relations

## ● International Sports Organisations

The JOC gathers information from international sports governing bodies such as the IOC, the Association of National Olympic Committees (ANOC), the OCA, and the International University Sports Federation (FISU), and strives to strengthen relationships with NOCs in each country or region. It also aims to enhance Japan's presence and bolster the international competitiveness of Japanese sports through international contributions, networking, human resource development and other activities.

### International Sports Organisations Overview



## Strengthening Relations with International Sports Organisations and Cultivating Human Resources

### ● Japan-connected Officials in International Sports Organisations

End of March 2025

| Organisation     | Commissions, etc.                                     | Position               | Name                 | JOC Position, etc.  |
|------------------|---|------------------------|----------------------|---|
| IOC              | IOC Member  | -                      | YAMASHITA Yasuhiro   | President / (Judo IF Executive Board Member)  |
|                  | Athletes' Entourage Commission                        | Member                 |                      |   |
|                  | IOC Member  | -                      | WATANABE Morinari    |   |
|                  | LA2028 Coordination Committee                         | Member                 |                      | Executive Board Member / (Gymnastics IF President)  |
|                  | Gender Equality, Diversity and Inclusion Committee    | Member                 |                      |   |
|                  | IOC Member  | -                      | OTA Yuki             |   |
|                  | Athletes' Committee                                   | Member                 |                      | International Relations Committee Vice Chairperson / (Fencing IF Executive Board Member)            |
|                  | Gender Equality, Diversity and Inclusion Committee    | Member                 |                      | KOTANI Mikako   |
|                  | Milano Cortina 2026 Coordination Committee            | Member                 | MATHESON Miki        | Senior Executive Board member   |
|                  | Esports Committee                                     | Member                 | NAMEKAWA Shinji      | —   |
|                  |   | Member                 | YAGI Yuri            | Executive Board member  |
|                  | Commission for Olympic Education                      | Member                 | BENTON Caroline      | (Vice President, University of Tsukuba)   |
|                  | Revenue and Commercial Partnerships Committee         | Member                 | TANAKA-OULEVY Miyako | —   |
|                  | Olympism365 Commission                                | Member                 | ARIMORI Yuko         | —   |
| OCA (2024-2028)  | Executive Board                                       | Executive Board member | KOTANI Mikako        | Senior Executive Board member   |
|                  | Athletes' Committee                                   | Member                 | TOBE Naoto           | Athletes' Committee   |
|                  | Aichi-Nagoya Asian Games Coordination Committee       | Member                 | KONO Takanori        | —   |
|                  | Harbin 2025 Asian Winter Games Coordination Committee | Member                 | YOKOI Yutaka         | Vice President / International Relations Committee Chairperson                                      |
|                  | International Relations Committee                     | Member                 | OKAMOTO Hideki       | —   |
|                  | Esports Committee                                     | Member                 | KOBAYASHI Shinsuke   | —   |
|                  | Media Committee                                       | Member                 | DOHI Michiko         | Executive Board Member / Sports Committee Intelligence, Medicine and Science Commission Chairperson |
|                  | Medical Committee                                     | Member                 | INOUE Kosei          | Sports Committee Athlete Enhancement Programme Commission Member                                    |
|                  | Sports Committee                                      | Member                 | KURIHARA Mitsue      | Executive Board Member / OM Programme Commission Chairperson  |
|                  | Sports and Environment Commission                     | Member                 | ITO Hanae            | OM Programme Headquarters Entourage Commission Member / Athletes' Committee Vice Chairperson        |
|                  | Education Committee                                   | Member                 | SUGIYAMA Fumino      | Executive Board Member / OM Programme Headquarters Entourage Commission Member                      |
|                  | Gender Equality Committee                             | Member                 | YOKOI Yutaka         | Vice President  |
| EAOC (2023-2027) | Council   | Councilor              | NAKAJIMA Kohei       | Intelligence, Medicine and Science Commission Medical Support Team Deputy Leader                    |
|                  | Medical Committee                                     | Member                 | KAWATEI Naohiro      | International Relations Committee member  |
|                  | Rules and Sports Committee                            | Member                 | KOTANI Mikako        | Senior Executive Board member   |
| WOA (2021-2024)  | World Olympians Association                           | Vice President         | SUZUKI Daichi        | Executive Board Member / JUSB Chairperson   |
| FISU (2023-2027) | Executive Board                                       | Executive Board member | WATABE Koichi        | Anti-doping Department Member   |
|                  | International Medical Committee                       | Member                 | ISHIKAWA Senji       | International Relations Department Head   |
|                  | International Control Committee                       | Member                 | SUZUKI Daichi        | Executive Board Member / JUSB Chairperson   |
| AUSF (2023-2027) | Executive Board                                       | Executive Board member |                      |   |

\* Names are generally listed in the order in which they appear on each organisation's listing

### ● List of Japanese IF Officials in Olympic Events

End of March 2025

| No. | IF             | End of March 2025                   | Name               | IF Position                       |
|-----|----------------|-------------------------------------|--------------------|-----------------------------------|
| 1   | Athletics      | Monaco                              | ARIMORI Yuko       | Executive Board member            |
| 2   | Swimming       | Lausanne, Switzerland               | SUZUKI Daichi      | Executive Board member            |
| 3   | Football       | Zurich, Switzerland                 | TASHIMA Kozo       | Executive Board member            |
| 4   | Skiing         | Oberhofen am Thunersee, Switzerland | MURASATO Toshiaki  | Vice President                    |
| 5   | Tennis         | London, United Kingdom              | KAWATEI Naohiro    | Executive Board member            |
| 6   | Rowing         | Lausanne, Switzerland               | HOSOBUCHI Masakuni | Executive Board member            |
| 7   | Hockey         | Lausanne, Switzerland               | OGURA Fumio        | Executive Board member            |
| 8   | Volleyball     | Geneva, Switzerland                 | ANZAI Hiroya       | Executive Board member            |
| 9   | Gymnastics     | Lausanne, Switzerland               | SAEKI Yuji         | Executive Board member            |
| 10  | Basketball     | Geneva, Switzerland                 | WATANABE Morinari  | President                         |
| 11  | Skating        | Lausanne, Switzerland               | MITSUYA Yuko       | Executive Board member            |
| 12  | Weightlifting  | Lausanne, Switzerland               | MATSUMURA Tatsuro  | Executive Board member            |
| 13  | Handball       | Basel, Switzerland                  | MIYAKE Hiromi      | Executive Board member            |
| 14  | Table Tennis   | Lausanne, Switzerland               | WATANABE Yoshihide | Vice President                    |
| 15  | Equestrian     | Lausanne, Switzerland               | SAKUMA Katsuhiro   | Committee Member                  |
| 16  | Fencing        | Lausanne, Switzerland               | MAEHARA Masahiro   | Vice President                    |
| 17  | Judo           | Lausanne, Switzerland               | YAGI Yuri          | FEI Tribunal                      |
| 18  | Badminton      | Kuala Lumpur, Malaysia              | OTA Yuki           | Executive Board member            |
| 19  | Shooting       | Munich, Germany                     | YAMASHITA Yasuhiro | Executive Board member            |
| 20  | Rugby          | Dublin, Ireland                     | UEMURA Haruki      | Executive Board member            |
| 21  | Sport Climbing | Turin, Italy                        | ZENIYA Kinji       | Executive Board member            |
| 22  | Canoe          | Lausanne, Switzerland               | MATSUMARU Kiichiro | Executive Board member            |
| 23  | Archery        | Lausanne, Switzerland               | IWABUCHI Kensuke   | Executive Board member            |
| 24  | Baseball       | Lausanne, Switzerland               | KAGAWA Akane       | Executive Board member            |
| 25  | Softball       | California, United States           | TSUCHIDA Masato    | Executive Board member            |
| 26  | Triathlon      | Lausanne, Switzerland               | YAMANAKA Masatake  | Executive Board Member (Baseball) |
| 27  | Golf           | Lausanne, Switzerland               | ROKKAKU Ayako      | Executive Board member            |
| 28  | Surfing        | California, United States           | UTSUGI Taeko       | Executive Board member            |
| 29  |                |                                     | OTSUKA Shinichiro  | Vice President                    |
| 30  |                |                                     | HIRAYAMA Nobuko    | Executive Board member            |
| 31  |                |                                     | IMOTO Kimifumi     | Executive Board member            |

### ● Programme for the Formation of a Foundation for International Sports Development (Programme to Support Attainment of IF Officer Positions, etc.) \*Commissioned by the Japan Sports Agency

It is important to increase the number of Japanese officials at International Sports Federations (IFs), etc., in order for Japanese athletes to be able to fully demonstrate their abilities and perform well at international competitions. It is also important to enhance Japan's voice in the world of sports and actively participate in the decision-making process of international rule-making. Therefore, the JOC has been commissioned by the Japan Sports Agency to provide support to NFs by supporting their election activities undertaken at international competitions and international conferences to secure IF and other officer positions for outstanding individuals from National Federations (NFs). Other activities include implementing strategies provided by overseas consultants to aid prospective board members and other candidates in winning IF board elections.



\*Scene from the 2024 NF briefing session held on June 6, 2024

### ● JOC/NF International Information Sharing Forum

Two JOC/NF International Information Sharing Meetings were held in 2024, each with approximately 100 participants, in order to promote the formulation of international strategies by NFs and the acquisition of IF/AF positions in line with the JOC's basic policy on international strategy. Following the meetings, information-exchange sessions and networking opportunities were organized to foster lateral coordination among IF officials and NFs.



\*Scene from the first meeting

| First Meeting in FY2024  |   |  |
|--------------------------|---|--|
| Date & Time              | 1:00 p.m. to 3:30 p.m. Friday, November 29, 2024  |  |
| Venue                    | Kishi Memorial Rooms 1 to 3, 14th Floor, Japan Sport Olympic Square                                       |  |
| Details                  | JOC's International Strategy and Initiatives for the Paris 2024 Olympics, and NF International Activities |  |
| Second Meeting in FY2024 |   |  |
| Date & Time              | 4:00 p.m. to 7:00 p.m. Friday, February 28, 2025  |  |
| Venue                    | Kishi Memorial Rooms 1 to 3, 14th Floor, Japan Sport Olympic Square                                       |  |
| Details                  | NF International Collaboration Activities, Means of Securing IF Positions, IF Executive Roundtable, etc.  |  |



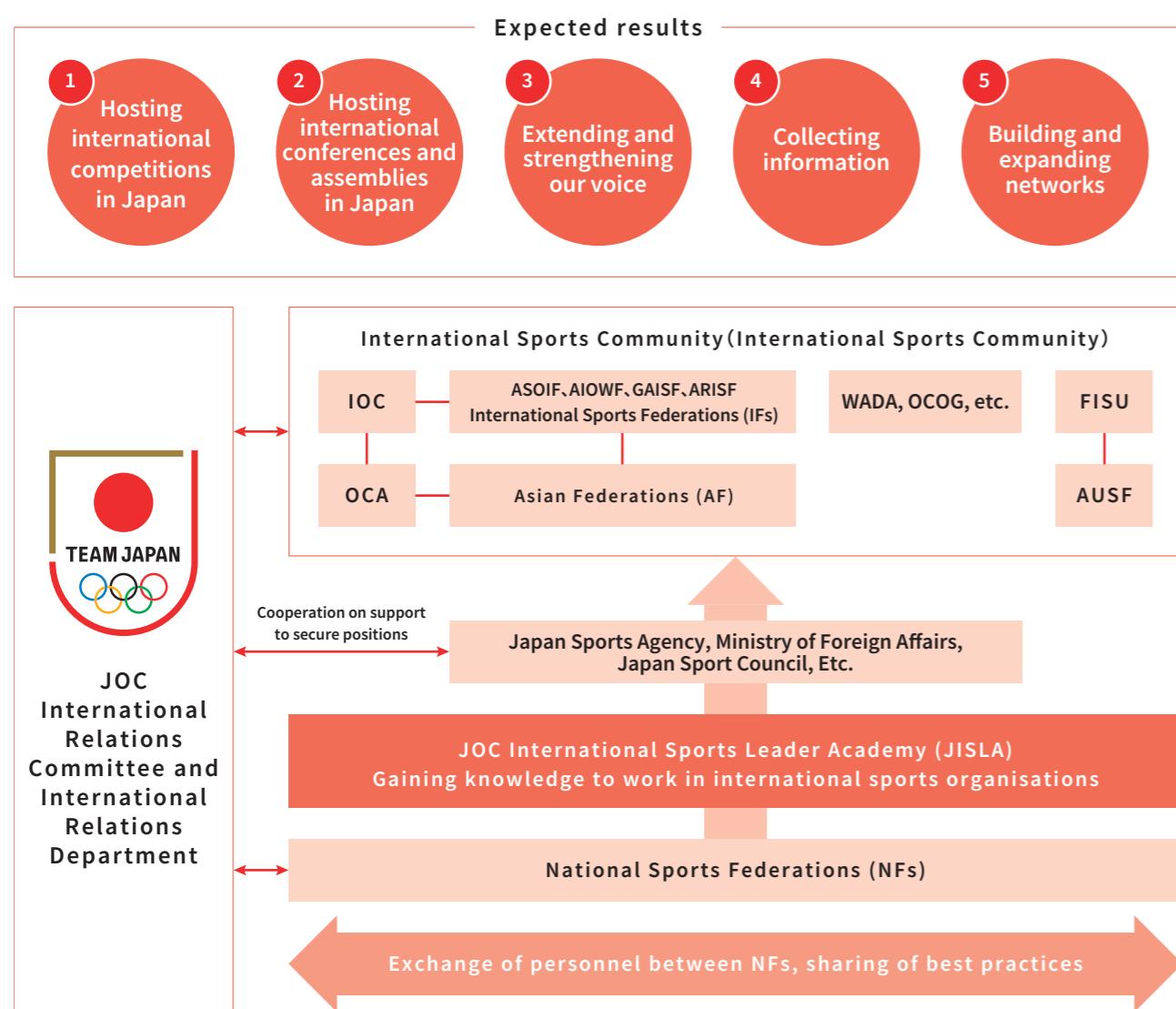
\*Scene from the second meeting (IF Executive Roundtable)

## ● JOC International Sports Leader Academy (JISLA)

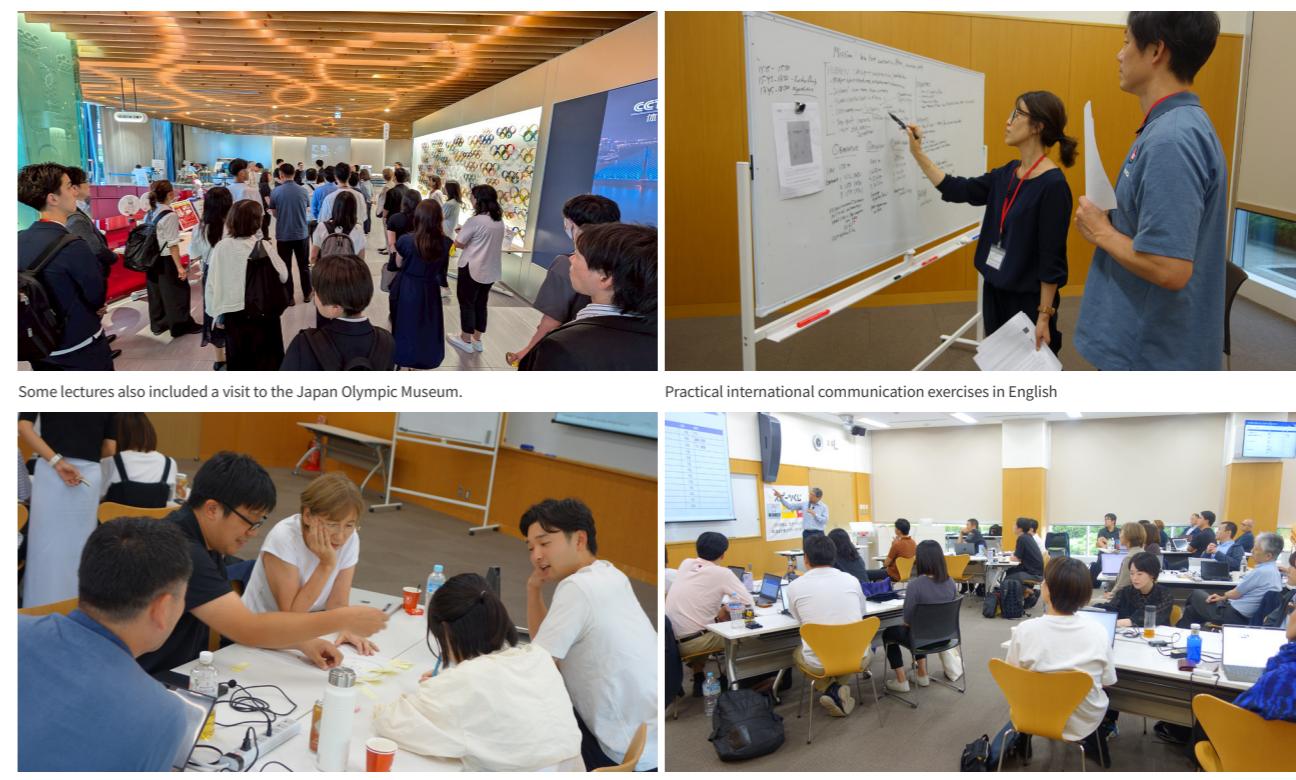
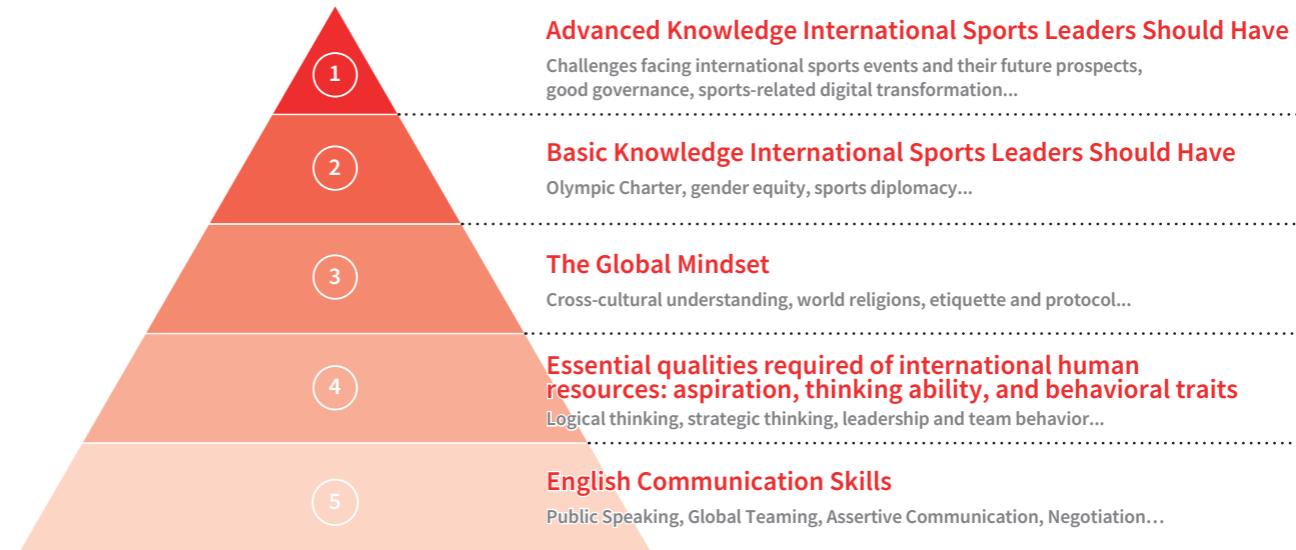
### 1 Academy Overview

|  |   |   |
|--|---|---|
| Aims and Objectives                      | The academy is a human resource development programme that aims to support domestic sports organisations in strengthening their relationship with international sports organisations so as to enhance the international capabilities of their human resources. The programme aims to develop human resources who can represent their domestic sports organisations within international sports organisations, exert influence, and enhance the presence of their organizations. |   |
| Eligible participants                    | (1) The following nominees of the JOC or its affiliated National Federations  |   |
|  | 1   | Individuals who have concrete plans to represent their affiliated organisation in the future by assuming roles such as executive officers or standing committee members (refereeing, competition rules, medical affairs, coaching, marketing, etc.) within international sports organizations such as the IOC, OCA, or IF/AF, or by serving as referees, competition officials, administrative staff, or operational directors of international competitions—thereby exerting influence within those organizations. Or individuals capable of working toward such goals through dedicated training and development. |
|  | 2   | Individuals responsible for international relations, who promote the internationalization of their affiliated organisation, serve as liaisons for communication with international sports organisations, or provide various forms of support to candidates seeking to become executive officers or standing committee members within international sports organisations.  |
| (2) Other candidates approved by the JOC |   |   |
| Format                                   | 8 weeks of 3-day (Friday, Saturday, Sunday) programmes comprising lectures and practical training = Total 24 days   |   |
| Venue                                    | Ajinomoto National Training Center, Japan Sport Olympic Square, and other   |   |

### Personnel produced for IFs, AFs, and other international sports organisations



## Curriculum Based on the Essential Requirements Model for International Human Resources



### 2 Follow-up Training Sessions

Each year, follow-up training sessions are held for graduates of the academy. As of 2024—its 14th year—the academy has had a total of 391 participants. These follow-up sessions serve not only as opportunities for graduates to gather regularly and learn about the latest topics in the international sports world, but also as a forum for building networks between those who graduated at different times. They allow graduates to reconnect, share their current initiatives, gain new insights and information, and inspire one another.

### 3 Participation Number of Academy Participants (as of the end of FY2024)

| Year | Number of New Participants | Year  | Number of New Participants |
|------|----------------------------|-------|----------------------------|
| 2011 | 20                         | 2019  | 36                         |
| 2012 | 21                         | 2020  | 33                         |
| 2013 | 20                         | 2021  | 20                         |
| 2014 | 27                         | 2022  | 28                         |
| 2015 | 27                         | 2023  | 24                         |
| 2016 | 42                         | 2024  | 23                         |
| 2017 | 25                         | Total | 59 federations, 391 people |
| 2018 | 43                         |       |                            |

## ● Partner NOCs

The JOC has entered into partner agreements with the National Olympic Committees of each country and region for the purpose of promoting interaction and exchange of opinions among executives and employees, promoting exchanges among athletes and coaches, and exchanging information on marketing programmes and Olympic Movement activities.



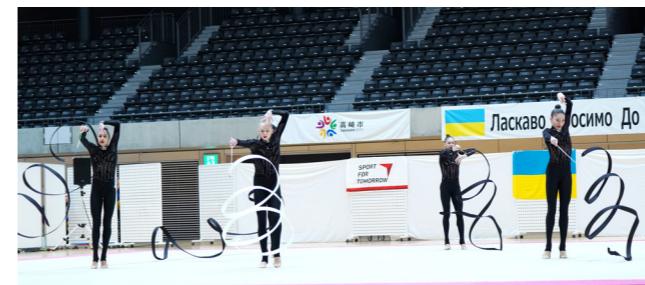
### NOCs That Have Signed Partnership Agreements with the JOC

|    |   | End of March 2025   |
|----|---|---|
| 1  | Cuba / Cuban Olympic Committee<br>September 25, 2000 Signed in Sydney   | 11 Jordan / Jordan Olympic Committee<br>August 5, 2016 Signed in Rio de Janeiro<br>January 28, 2025 Renewed   |
| 2  | China / Chinese Olympic Committee<br>April 1, 2003 Signed in Tokyo<br>February 8, 2025 Renewed in Harbin  | 12 Philippines / Philippine Olympic Committee<br>August 15, 2016 Signed in Rio de Janeiro<br>January 28, 2025 Renewed                                     |
| 3  | Republic of Korea / Korean Sport & Olympic Committee<br>August 25, 2004 Signed in Athens<br>August 7, 2024 Renewed in Paris                                   | 13 Guatemala / Comité Olímpico Guatemalteco<br>August 17, 2016 Signed in Rio de Janeiro<br>October 22, 2024 Renewed                                       |
| 4  | Canada / Canadian Olympic Committee<br>August 16, 2006 Signed in Tokyo  | 14 Finland / Finnish Olympic Committee<br>March 22, 2017 Signed in Tokyo<br>March 5, 2025 Renewed   |
| 5  | Sweden / Swedish Olympic Committee<br>September 1, 2007 Signed in Osaka<br>October 10, 2014 Renewed in Tokyo<br>December 2, 2024 Renewed again                | 15 Slovenia / Olympic Committee of the Slovenia Association of Sports Federations<br>February 11, 2018 Signed in PyeongChang<br>February 18, 2025 Renewed |
| 6  | Ireland / Olympic Council of Ireland<br>February 13, 2008 Signed in Dublin  | 16 Poland / Polish Olympic Committee<br>February 15, 2018 Signed in PyeongChang<br>January 31, 2025 Renewed   |
| 7  | Bulgaria / Bulgarian Olympic Committee<br>February 22, 2010 Signed in Vancouver<br>March 12, 2025 Renewed   | 17 Qatar / Qatar Olympic Committee<br>October 17, 2019 Signed in Doha   |
| 8  | Australia / Australian Olympic Committee Inc.<br>February 24, 2010 Signed in Vancouver<br>August 8, 2024 Signed in Paris                                      | 18 Kuwait / Kuwait Olympic Committee<br>October 17, 2019 Signed in Doha   |
| 9  | Ukraine / National Olympic Committee of Ukraine<br>August 22, 2010 Signed in Singapore<br>October 11, 2017 Renewed in Tokyo<br>December 2, 2024 Renewed again | 19 Montenegro / Montenegrin Olympic Committee<br>November 27, 2019 Signed in Tokyo<br>December 2, 2024 Renewed  |
| 10 | Netherlands / Nederlands Olympisch Comité* Nederlandse Sport Federatie<br>February 13, 2016 Signed in Lillehammer<br>March 19, 2025 Renewed                   | 20 Romania / Romanian Olympic and Sports Committee<br>August 5, 2021 Signed in Tokyo  |
|    |   | 21 Saudi Arabia / Saudi Olympic and Paralympic Committee<br>August 6, 2024 Signed in Paris  |

Primary Types of Exchanges Based on These Agreements • Exchanges between NOC executives and employees, exchange of opinions, etc. • Promotion of exchanges between athletes and coaches • Marketing cooperation (sponsorships, etc.) • Information exchanges regarding Olympic Movement activities, etc.

## International Contribution Programmes

The JOC carries out a variety of international contribution programmes in cooperation with related organisations and NFs. Specifically, these include programmes to accept overseas athletes who are unable to train in their own countries due to conflicts, etc., as well as programmes to provide equipment and coaching by Japanese coaches in developing countries and regions. In addition, the JOC also continued providing support for athletes from developing countries and regions who continued to train in Japan after the 2020 Tokyo Games in preparation for the 2024 Paris Games under the IOC Olympic Solidarity programme. This aided some of the athletes in qualifying for the 2024 Paris Games.



FY2024 post-SFT promotion programme: Ukraine performance of rhythmic gymnastics  
[Photo courtesy of the Japan Sports Association]



FY2024 toto subsidized dispatch to Indonesia [Photo courtesy of the All Japan Judo Federation]

### ● 2024 Paris Games - TEAM JAPAN HOUSE

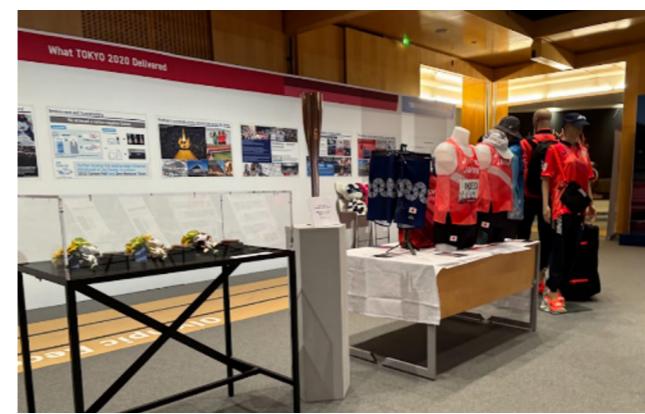
TEAM JAPAN HOUSE was arranged at the Maison de la Culture du Japon à Paris (The Japan Foundation) during the Games of the XXXIII Olympiad (2024 / Paris). At the Games, in addition to functions such as medalist press conferences, social media outreach, and operating the hospitality lounge, we created exhibition and hands-on workshop areas in collaboration with relevant sports organisations, with a focus on presenting the Tokyo 2020 legacy. These spaces served as information hubs for domestic and international Olympic stakeholders as well as on-site visitors (by reservation).  
[Reference] Number of visitors: 18,123 (including 475 media representatives)



Exterior during the 2024 Paris Games



Disseminating information in collaboration with sports organizations



Exhibition of the 2020 Tokyo Games legacy



Commemorative photo at the medalist celebration

## ● Collaborative Support for the Asian Games Aichi-Nagoya

The JOC has been providing advice and coordination to the Aichi-Nagoya Asian Games and Asian Para Games Organizing Committee (AINAGOC) to plan and prepare for the 20th Asian Games, to be held in September 2026. Additionally, the JOC will work with Aichi Prefecture and Nagoya City, the host city, to continue generating momentum for the event among international sports stakeholders as well as among residents of the city, prefecture, and nation.

|                                     |  |
|-------------------------------------|--|
| Overview                            | 20th Asian Games (2026 / Aichi, Nagoya)                        |
| Duration                            | 16 days from Saturday, September 19 to Sunday, October 4, 2026 |
| Number of sports                    | 41   |
| Number of participating countries   | 45 countries and regions in Asia                               |
| Delegation (athletes and officials) | Up to 15,000 people  |
| Opening and closing ceremony venue  | Paloma Mizuho Stadium  |

### Games Slogan

### IMAGINE ONE ASIA

ここで、ひとつに。

#### - Games Emblem

Curved lines express the dynamism of sports, while the shining sun (the OCA symbol) and the central straight line formed by purple, gold, and green represent people coming together as one and moving into the future. The emblem includes purple for Aichi Prefecture's flower, the Japanese iris; gold for Nagoya Castle and its decorative shachihoko ornaments; and green to symbolize a commitment to the environment. It also incorporates the letters A for "Asia" and "Aichi," as well as N for "Nagoya."



#### - Games Mascot

The passionate spirit in the hearts of the athletes bursts into flame and merges with the shachihoko—Aichi and Nagoya's guardian figure—to give birth to this mascot. Its name derives from the word "honohō," the ancient Japanese word for "flame."



## ● Study Meeting on Hosting International Competitions to Advance the Olympic Movement

In light of issues surrounding the 2020 Tokyo Games and the course of bidding for the Olympic Winter Games, the JOC established the Study Meeting on Hosting International Competitions to Advance the Olympic Movement to review and consider the hosting of future Games. Following the 2024 Paris Games, we held a total of four study meetings by May 2025. We engaged in multifaceted discussions drawing on various analyses and interviews with local governments and other stakeholders, and released a summary of the findings to the media in June of the same year. Specifically, we identified four essential policies: strengthening day-to-day collaboration with local governments; enhancing cooperation with domestic sports organisations for international competitions held in Japan; selecting domestic candidate cities for future bids to host major events based on objective evaluations; and JOC leadership. Moving forward, while not specifying any particular timeframe, we aim to present a new vision for the Games—one that also contributes to the development of society—and will work toward hosting future international competitions that generate broad support and enthusiasm.

**The JOC aims to establish a structure capable of incorporating future roles, to present a new vision for the Olympics through JOC leadership, and to host Games that earn broad public support**

**We will contribute to addressing social issues by presenting a vision for society and working closely with local governments and NFs while advancing the Olympic Movement through steady, long-term efforts**

#### Strengthening collaboration with local governments

We will strengthen day-to-day relationships with local governments and engage in ongoing dialogue to deepen discussions on the future of the Olympic and Paralympic Games and the significance of hosting them in Japan.

#### Strengthening collaboration with NFs

We will clarify the value that the JOC provides at international competitions hosted or bid for by NFs, and contribute to holding events that help address social issues in the host communities.

#### Determining domestic candidate cities based on objective evaluations

When determining domestic candidate cities, we will refine evaluation criteria in advance from the perspective of citizens of the city and Japan as a whole, as well as from the perspective of securing a successful bid, and make decisions based on objective evaluations.

#### Leadership

We will engage in activities and communicate in a way that earns public support, and drive an All-Japan framework under the leadership of the JOC.

**Proactively sharing information and exchanging opinions, exploring what kind of society sports can help create, and promoting the JOC's vision**



**The necessity of international competitions and the growing desire to host them**

**The JOC aims to present its vision for a new kind of Olympic Games and host events that earn support from the public, local governments, the national government, businesses, the sports community, and many others.**

## Strengthening Strategic Management and Governance of the JOC

**Building better relationships with society through self-discipline and integrity.**

# JOC Marketing Programmes

## ● Role of Marketing

The JOC operates marketing programmes to ensure stable funding for activities based on the Medium-term Plan. We aim to enhance the value of our marketing programmes by building a stronger system of partnerships and cooperation with stakeholders centered on the “TEAM JAPAN Brand” set forth in 2021, and will continue contributing to the TEAM JAPAN Brand goal of creating a better society.

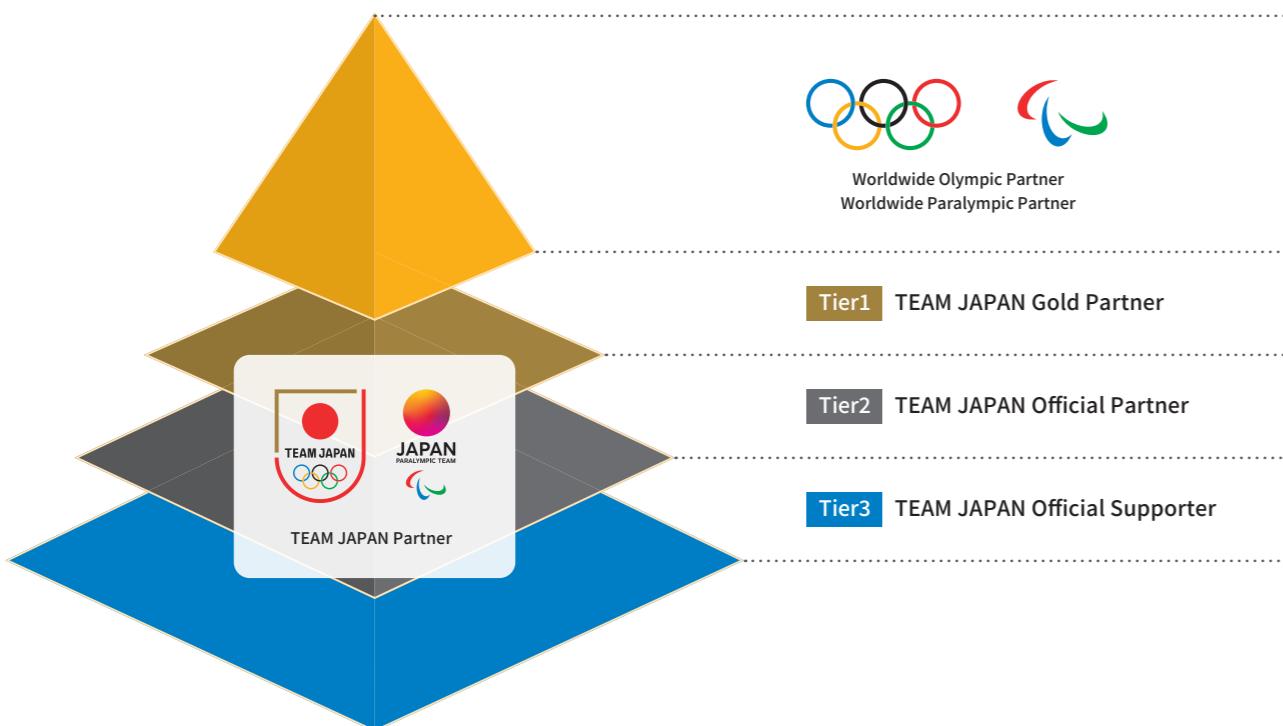
## ● Overview of Marketing Programmes

### TEAM JAPAN Partnership Programme

This programme attracts funding, professional know-how, products, and services that help support TEAM JAPAN and the JOC. In addition to providing sponsors with use rights to the JOC’s emblem, slogan, and other logos, as well as hospitality services, the programme builds true partnerships by actively promoting joint programmes with the partners that are mutually beneficial for athlete enhancement, the Olympic Movement, etc. Moreover, partner activation (exercise of rights) will also help to spread the values of not only Olympism but also of TEAM JAPAN, the athletes, and sport to people throughout Japan.

### Partnership Programme Structure

The Olympic marketing partnership structure is a dual structure of both Worldwide Olympic Partners managed by the IOC, and NOC and OCOG partners. The TEAM JAPAN Partnership Programme offers packages in three tiers—Tier 1, Tier 2, and Tier 3—and is open to partners in Japan only. (\*Rights can be exercised only in Japan.) Starting in 2025, the rights and opportunities of the Olympic Japan Team and the Paralympic Japan Team will be sold as a unified package, creating an environment and set of rules that make it easier for partners to activate both sets of rights simultaneously.



### Main rights

#### ● Right to use designations

TEAM JAPAN Gold Partner  
Japan Olympic Team “TEAM JAPAN,” etc.

#### ● Right to use logos, etc.

TEAM JAPAN Brand  
JOC slogan “Gambare! Nippon!” etc.

#### ● Right to use athletes’ likeness

TEAM JAPAN Symbol Athletes  
TEAM JAPAN Next Symbol Athletes

#### ● Contracted category products and services supply rights

● Premium use rights for TEAM JAPAN officially licensed products, etc.

● Rights related to the JOC joint project development programme

● Rights related to NF joint marketing

● Rights related to partner logo exposure

● Rights related to hospitality

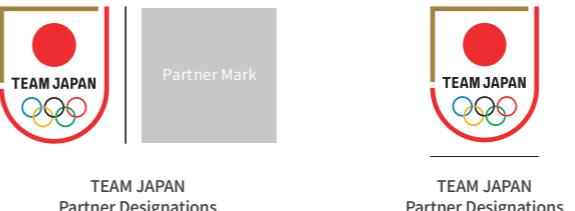
● Right to use related materials

Olympics-related videos, photos, etc.

Japan Olympic Team videos, photos, etc.

\* Note that the exercisable rights vary depending upon the three tiers—Tier 1, Tier 2, or Tier 3

Example of Main Logos, Etc.



### ● Partner Companies



**RISING TOGETHER**  
**がんばれ!ニッポン!**

## TEAM JAPAN Licensing Programme

This programme manufactures and sells officially licensed TEAM JAPAN products by providing companies (licensees) under contract with the JOC with the right to use and commercialize the JOC's logos. Officially licensed TEAM JAPAN products are conceived as the point of contact between TEAM JAPAN and the many TEAM JAPAN supporters. We are expanding beyond just the online shop and permanent stores open limited-time shops nationwide so that people can feel closer than ever to top athletes by easily picking up and wearing the products. During the Paris 2024 Games, official TEAM JAPAN shops were operated at 11 locations across Japan, and in the host city of Paris, merchandise was also sold inside the TEAM JAPAN HOUSE. Demand surged as spectators rushed to attend the competitions, and nearly all products brought to the sites sold out.



## ● Protection of Intellectual Property

Examples of Major Intellectual Property Related to the Olympics: Emblems, logos, terms, names, and other Olympics-related intellectual property are protected in Japan under the Trademark Act, Unfair Competition Prevention Act, Copyright Act, etc.

Examples of Major Intellectual Property Related to the Olympics and the JOC: Major Olympics-related intellectual property includes the Olympic symbol, the Games emblem, team emblem, the Games name, the Games mascot, pictograms, the Games slogan, Olympic terminology, images and sounds, etc. In accordance with the Olympic Charter established by the IOC, the JOC, together with the IOC, is responsible for the management of these rights in Japan, and their use requires prior permission from the rights holder.

**TEAM JAPAN Officially Licensed Products**

**Special Edition**

The bold design incorporates graphic elements that express the tension and conviction of athletes using straight lines and the dynamism and connection between people using curved lines, together with a tagline that expresses the spirit of TEAM JAPAN.

**Classic Series**

In conjunction with the Olympics, merchandise will be designed to align with the TEAM JAPAN concept for each event.

**Support TEAM JAPAN Goods**

The unchanging design uses the TEAM JAPAN emblem symbolically, to be developed as part of the general product lineup.

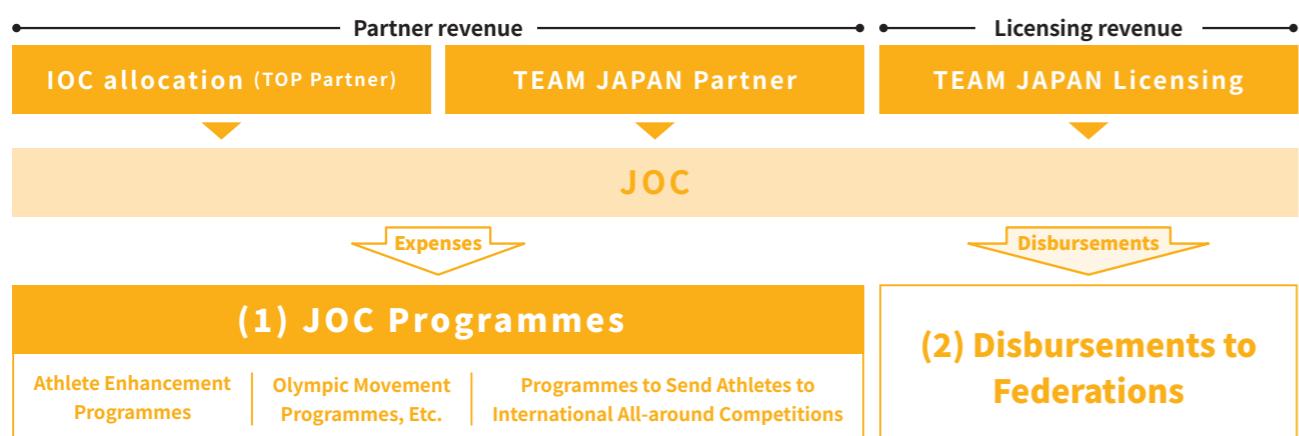
**Link to the online shop ►►►**

<https://www.teamjapanshop.jp/>

## ● Use of Funds Obtained through Marketing

Marketing revenues from partner sponsorships and sales of officially licensed products are broadly used toward 1) JOC operational expenses and 2) disbursements to the National Federations.

|   |                              |   |
|---|------------------------------|---|
| 1 | JOC Programmes               | Funds are used toward athlete enhancement programmes (National Training Center fees, development of young athletes, trainer development, career support for athletes, etc.), the Olympic Movement and other such programmes (management and operation of the Japan Olympic Museum, Olympic classes, etc.), and sending TEAM JAPAN to international all-around competitions. |
| 2 | Disbursements to Federations | Funds are used toward athlete enhancement in JOC-affiliated National Federations, as well as sending them to competitions.  |



**RISING TOGETHER®**  
**がんばれ!ニッポン!**

## ● Prevention of Ambush Marketing



Guidelines for the Use of Intellectual Property at the Olympic Games and Other Events

The IOC and JOC marketing programmes are structured around the right to use trademarks, logos and other Olympics-related intellectual property. Partner companies are granted permission to use such intellectual property in exchange for their generous donations of funds and know-how necessary for the Games, TEAM JAPAN athlete enhancement, and the promotion of the Olympic Movement. Unauthorized use of the Olympic symbols, etc. by an organisation or individual, whether intentionally or unintentionally, without the permission of the IOC or JOC as rights holders, or the misappropriation of the Olympic image, is called ambush marketing. It not only violates the intellectual property rights of the IOC and JOC but may also cause a decrease in marketing revenue, which in turn may seriously impede athlete enhancement and various Games-related programmes. To prevent such acts of ambush marketing, the JOC has issued "Guidelines for the Use of Intellectual Property at the Olympic Games and Other Events."

**Link to the marketing guidelines ►►►**

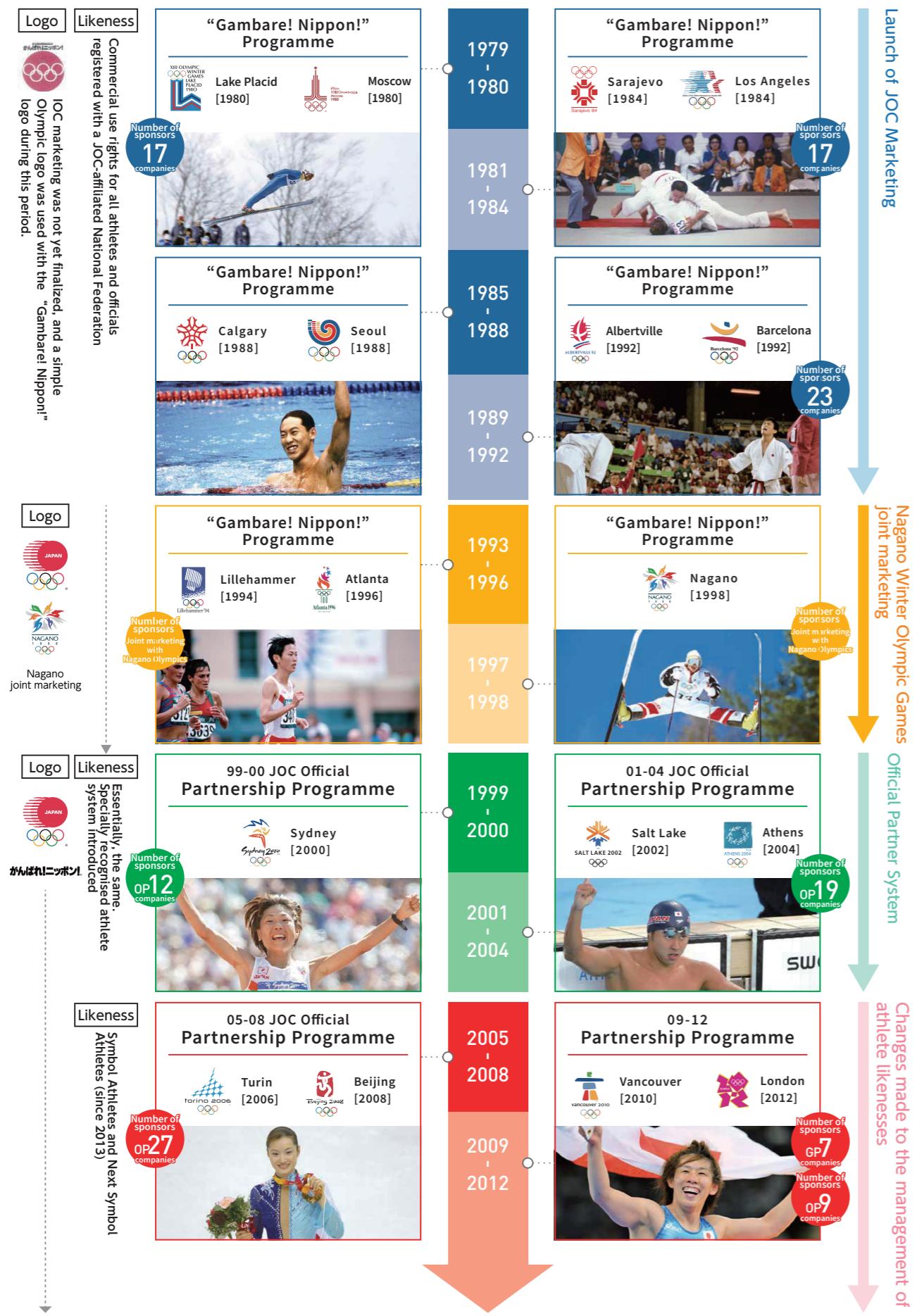
[https://www.joc.or.jp/about/brand\\_protection/pdf/guidelines2023\\_06.pdf](https://www.joc.or.jp/about/brand_protection/pdf/guidelines2023_06.pdf)



## ● Changes in JOC Marketing

In 1979, the JOC began its "Gambaré! Nippon!" campaign, a marketing programme that offers likeness use rights for athletes and executives registered with the National Federations. At the time, commercial use of fame gained by athletes through their performance in competition was prohibited by the rules of amateurism. In the public interest, the JOC took custody of the likenesses of athletes, managers and coaches, etc., distributing the income gained by providing rights to their use to sponsor companies to the National Federations as enhancement fees. This new type of sports marketing programme was the first of its kind in the world, and played a major role in developing and enhancing athletes. Subsequently, in preparation for the 1998 Nagano Winter Olympic Games, the JOC developed a new marketing programme in four-year blocks utilising the knowledge, JOC brand value and other assets acquired through its joint marketing programme with the Games Organising Committee. Based on this programme, every four years the JOC works to review and expand its content in order to build even stronger partnerships. As host NOC at the Tokyo 2020 Olympic Games in 2021, the JOC pursued an integrated Olympic marketing campaign under the supervision of the IOC together with the Tokyo Organising Committee for the Olympic and Paralympic Games in order to obtain not only the funding required to organize the Games but also the specialized know-how, products, and services that are indispensable to running the Games and supporting the Japanese delegation. Starting in 2025, the JOC and JPC will jointly develop marketing programmes for products that had previously been sold separately by each organization. Through this, we aim to maximize the value of both the Japanese Olympic Team and the Japanese Paralympic Team, and— together with our marketing partners—deliver the value of sports more widely to society. Additionally, JOC marketing activities provided partners and licensees opportunities for effective activation, underscoring the important role the JOC plays in enhancing athletes and promoting the Olympic Movement by working together with its partners and licensees to develop Olympic Movement activities and create a TEAM JAPAN that resonates with the public. In addition to the above, since the COVID-19 pandemic, the JOC has also been promoting collaborative programmes that seek to resolve social issues through sport.

## ● Timeline of Changes in JOC Marketing



Changes made to the management of athlete likenesses

GP/Gold Partner OP/Official Partner OS/Official Supporter

## ● TEAM JAPAN Symbol Athletes and Next Symbol Athletes

The TEAM JAPAN Symbol Athlete Programme is a programme that recognises athletes who are symbols of "inspiring athletes" as outlined in the activity guidelines of JOC Vision 2064. To "create a society in which Olympism is found everywhere," recognised athletes assist in JOC programmes and other efforts to promote the Olympic Movement and pursue initiatives that aim to "use sports as a starting point to resolve social issues."

### TEAM JAPAN Symbol Athletes

Athletes who represent TEAM JAPAN, who show outstanding performance and integrity and are an inspiration to all, are recognised by the JOC as "TEAM JAPAN Symbol Athletes." Their role is to communicate the value of sports to society, assisting actively in JOC programmes and marketing activities to promote the Olympic Movement.

### TEAM JAPAN Next Symbol Athletes

"TEAM JAPAN Next Symbol Athletes" are young athletes recognised by the JOC as representatives of the next generation of Japanese sport. By assisting actively in JOC programmes and marketing activities to promote the Olympic Movement, they aim to become the next generation of Symbol Athletes to lead TEAM JAPAN.



### ● Review of the 1st JOC Medium-term Plan (2022-2024)

In 2022, the JOC formulated the 1st JOC Medium-term Plan (2022-2024) based on a review of "JOC Vision 2064" and "JOC GOAL & ACTION FOR TOKYO 2020" (the three roles to be fulfilled by the JOC as part of Tokyo 2020, as well as the strategies to achieve its goals).

This Medium-term Plan categorized a total of 21 themes and 34 milestones under five pillars. From 2022 to 2024, we advanced various initiatives and worked to strengthen our organizational foundation.

#### List of themes for under pillar in the 1st JOC Medium-term Plan (2022-2024)

##### Pillar1 Sharing the Olympic Values

- Promoting the Olympic Movement (OM) to improve awareness and understanding of Olympism
- Promoting and advancing Olympism through bid activities and efforts to build momentum for the Games
- Olympism promotion activities utilizing the Japan Olympic Museum (JOM)
- Advancing collaboration with the Paralympics to create a legacy
- Establishing and spreading the TEAM JAPAN Brand to promote Olympism
- Restructuring the awards system to promote Olympism
- Better communicating the value of sports to promote Olympism

##### Pillar2 Nurturing and Supporting Athletes

- Support to develop and strengthen inspiring athletes
- Improving the environment around athletes
- Developing trainers and improving the training system
- Promoting advanced technology & data utilisation to strengthen competitiveness, etc.

Total of 21 themes (34 milestones)

##### Pillar3 Promoting International Exchange

- Strengthening JOC's international presence and promoting international contributions
- Developing and strengthening JOC's international human resources
- Support for strengthening NF international capabilities, etc.

##### Pillar4 Strengthening the JOC's organisational capacity and infrastructure

- Establishing labor systems and workplace environments that accommodate diverse work styles
- Promoting human-resource revitalisation
- Organisational operations management based on the Medium-term Plan
- Strengthening financial base through brand utilisation

##### Pillar5 Building Closer Relationships with National Federations

- Supporting NF autonomy and self-reliance – strengthening governance
- Supporting NF autonomy and self-reliance – strengthening financial base and organizational structure
- Supporting NF autonomy and self-reliance – enhancing training to develop female managers

## Building Closer Relationships with National Federations

Working hand-in-hand with sports federation partners.

### ● Formulation of the 2nd JOC Medium-term Plan (2025-2028)

From 2023 to 2024, we worked on formulating the 2nd JOC Medium-term Plan for enactment in 2025. The 1st JOC Medium-term Plan—our first-ever—aimed to embed the implementation of initiatives based on JOC Vision 2064 and the overall structure of the medium-term plan.

As measures based on JOC Vision 2064 and the overall framework introduced under the 1st JOC Medium-term Plan now continue to take root, we formulated the 2nd JOC Medium-term Plan to carry over the core pillars set forth therein as the JOC's pursuits remain unchanged.

Furthermore, in the 2nd JOC Medium-term Plan, we established lateral working groups led by the secretariat responsible for implementing measures under each pillar. While gathering input from the JOC Executive Board along with the various standing committees and commissions, we worked to enhance the effectiveness of each initiative and strengthen its alignment with the JOC's strategic direction.

As we reviewed the measures under each pillar, five important points emerged consistently. Based on these, to underscore the stance of "placing greater importance than ever on collaborating with athletes and contributing to the resolution of social issues through sports," the 2nd JOC Medium-term Plan sets "Harnessing the power of sports—together with athletes—for the benefit of society" as its fundamental objective. The JOC is committed to carrying forward its various projects and initiatives from 2025 through to 2028 in line with this fundamental objective.

- Enhanced collaboration with athletes
- Broader and deeper collaboration with domestic and international stakeholders
- The importance of social collaboration through sports
- The need to better disseminate information
- The need to prioritize future generations as a particularly important target

For more details on the 1st JOC Medium-term Plan (2022-2024), please visit to the official JOC website.▶▶▶

<https://www.joc.or.jp/about/vision2064/>

Details of the 1st JOC Medium-term Plan (2022-2024)



Summary of the 1st JOC Medium-term Plan (2022-2024)





Based on the Code of Governance for Sports Organisations (for National Federations) established by the Japan Sports Agency (June 10, 2019; revised September 29, 2023), and in accordance with the Operational Rules on Compliance Assessments, the three governing bodies—the JOC, JSPO, and JPSA—conduct fair and objective compliance assessments with the mission of ensuring proper governance in their member sports organizations. A total of 20 member organizations (out of 33 affiliated with the three governing bodies) were reviewed in 2023, and 13 member organizations (out of 27 affiliated with the three governing bodies) were reviewed in 2024, all of which were found to be compliant. Furthermore, 2024 marked the fifth year since the assessments began, making this the second review cycle for affiliated NFs.

2023 compliance assessment results ►

[https://www.joc.or.jp/about/regulation/pdf/review\\_report\\_202401.pdf](https://www.joc.or.jp/about/regulation/pdf/review_report_202401.pdf)

2024 compliance assessment results ►

[https://www.joc.or.jp/about/regulation/pdf/review\\_report\\_202501.pdf](https://www.joc.or.jp/about/regulation/pdf/review_report_202501.pdf)

## ● JOC-affiliated National Federation Presidents' Conference / Secretary-Generals' Conference

Meetings such as the NF Presidents' Conference and the Secretary-Generals' Conference have been held to promote closer communication between the JOC and its member NFs, share information on JOC policies and various initiatives, deepen understanding of the challenges faced by member NFs, and reflect these in JOC measures.

### JOC-affiliated National Federation Presidents' Conference (in principle, held once a year)

|         |   |
|---------|---|
| Date    | November 21, 2023   |
| Details | <ul style="list-style-type: none"> <li>(1) Ensuring good governance (Explanation of revisions to the Governance Code)</li> <li>(2) International all-around competitions (Hangzhou Asian Games, Aichi-Nagoya Asian Games, Hokkaido-Sapporo 2030 bid, 2024 Paris Games, 2026 Milan-Cortina Winter Games, 2028 Los Angeles Games)</li> <li>(3) Free discussion (Based on the NF questionnaire)</li> </ul> |

|         |   |
|---------|---|
| Date    | March 31, 2025  |
| Details | <ul style="list-style-type: none"> <li>(1) 2nd JOC Medium-term Plan (2025-2028)</li> <li>(2) Games of the XXXIII Olympiad (2024 / Paris) report</li> <li>(3) 20th Asian Games (2026 / Aichi, Nagoya)</li> <li>(4) Athletes' Committee case study: Initiatives of the All Japan Judo Federation</li> <li>Sports integrity initiatives: Legal support programmes to protect athletes from defamation and other forms of harassment</li> </ul> |

### JOC-affiliated National Federation, Secretary-Generals' Conference (in principle, held twice a year)

|         |   |         |   |
|---------|---|---------|---|
| Date    | December 22, 2023   | Date    | July 2, 2024  |
| Details | <ul style="list-style-type: none"> <li>(1) Ensuring good governance</li> <li>(2) International strategy</li> <li>(3) Free discussion</li> </ul> | Details | <ul style="list-style-type: none"> <li>(1) Paris Games (composition, establishment of the JH)</li> <li>(2) Esports</li> <li>(3) Aichi-Nagoya Asian Games</li> </ul> |

|         |   |
|---------|---|
| Date    | December 20, 2024   |
| Details | <ul style="list-style-type: none"> <li>(1) 2024 Paris Games report</li> <li>(2) Aichi-Nagoya Asian Games</li> <li>(3) NF joint marketing</li> <li>(4) OM programmes</li> <li>(5) Recommendations of candidates for JOC Executive Board Members</li> <li>(6) The NTC East wall collapse accident</li> <li>(7) Legal support programme to protect athletes from defamation</li> </ul> |

## ● National Federation Support Center Programme

### 1 Audit support relating to the NF Support Center (performance)

To ensure the proper use of subsidies and grants within NFs, establish management systems related to accounting operations, and promote the proper implementation of NF programmes for athlete enhancement and privately funded sports-promotion subsidy programmes, we carried out management-level audits; responded to inquiries by phone and email; provided guidance and practical support for accounting and financial processing within NFs; dispatched staff to athlete training camps and competition sites; conducted training for executive officers and staff members; and provided services related to verifying grant application documents.

| FY2024 Activity Report                |  |
|---------------------------------------|--|
| NF programmes for athlete enhancement | 1,353 programmes   |
| Inquiry responses                     | 485 cases  |
| Support for individual visits         | 11 cases (including online conferences)                              |
| Training sessions                     | 2 sessions (one for managers and one for staff, both held on June 5) |

### 2 Center legal support services and comprehensive training for NFs (performance)

The JOC provides member NFs with support in the following areas: (1) Consultation rules related to the Sports Organisation Governance Code, (2) Preparation of manuals (new manuals, revisions to existing manuals, and coordination among the regulations), (3) Establishment and operational support for governance systems (such as conflict-of-interest management systems, reporting systems, disciplinary systems, etc.), and (4) Other legal support, including routine operations (such as contract reviews, legal research and analysis, etc.)

| FY2024 Activity Report                                       |  |
|--|--|
| Number of NFs receiving legal consultation / Number of cases | 27 NFs, 205 cases  |
| Main topics of consultation                                  | Establishing regulations based on the Sports Organisation Governance Code; coordination between athletes and NFs; disputes related to internal NF operations, etc. |
| Training sessions  | Held four times per year (total participation: approx. 470 people)   |

### 3 Legal support regarding the Governance Code

We confirmed compliance with the NF Governance Code, and reviewed the JOC's organizational status as the umbrella organization. Furthermore, because some NFs expressed a desire to use the JOC's explanation as a reference, we updated the content to be more detailed, under the supervision of legal counsel. Key points include formulating personnel and recruitment policies, formulating marketing policies, developing regulations, reviewing the approval process for forming the Japanese delegation, ensuring proper information disclosure and communication, and informing athletes of disciplinary regulations. Efforts are underway to make improvements in these areas.

### JOC's Explanation of the Governance Code: Key Points

| Principle | Review Item | Details                | Responsible Department     | Details  |
|-----------|-------------|------------------------|----------------------------|--|
| 1         | 2・3         | Medium-term Plan       | General Affairs Department | Formulation of personnel, recruitment, and marketing policies  |
| 2         | 9           | Regulation revision    | General Affairs Department | Addition to Article 3(6) of the Regulations Concerning the Selection of Executive Candidates, etc. Addition of "one or two terms of reappointment" |
| 3,7       | 17,29       | Team-related           | Sports Department          | Reviewing the approval process for forming the Japanese delegation, and ensuring proper information disclosure and communication                   |
| 3,4,5,9   | 19,20,22,33 | Staff training         | General Affairs Department | Compliance training for executive officers and staff members, and review of the content  |
| 5         | 23          | Training sessions      | Sports Department          | Compliance training for athletes and coaches, and review of the content  |
| 7         | 30          | Information disclosure | General Affairs Department | Clarification of the content of the JOC's explanation of the Governance Code and the review method   |
| 9         | 34          | Reporting system       | General Affairs Department | The JOC's explanation of the operational framework of the reporting system   |
| 10        | 35          | Disciplinary actions   | General Affairs Department | Informing athletes of disciplinary regulations   |
| 11        | 38          | Disciplinary actions   | General Affairs Department | Clarification of methods for notifying individuals subject to disciplinary action  |
| 13        | 42・43       | NF responses           | General Affairs Department | Incorporating candid opinions from member NFs<br>Implementation of this fiscal year's Secretary-Generals' Conference and Presidents' Conference    |

## JOC-NF Public Relations Officers' Collaboration Seminar

This seminar is held regularly and is intended to improve the skills of NF public relations officers through sharing of practical PR expertise, while linking infrastructure between the JOC and the NFs thereby enhancing the ability of the sports world as a whole to disseminate information.

### FY2024

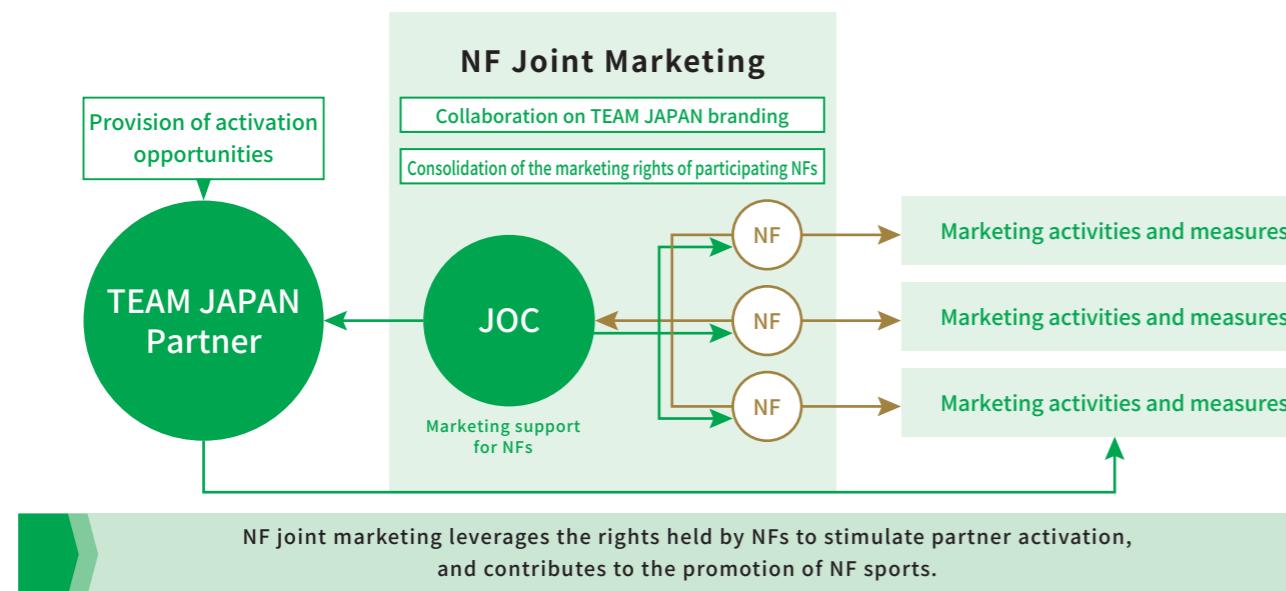
| 1st Meeting |  |
|-------------|--|
| Date        | Thursday, June 13, 2024  |
| Highlights  | PR collaboration for the 2024 Paris Games  |
| 2nd Meeting |  |
| Date        | Thursday, January 30, 2025   |
| Highlights  | PR measures during the 2024 Paris Games and information-exchange meetings with each NF |



## NF Joint Marketing

This new programme, launched in 2022, aims to unify the branding of the various Japanese national teams under TEAM JAPAN and to develop new intellectual properties and activation opportunities in order to enhance the value of the sports world as a whole while supporting the mutual growth of the JOC and NFs. By combining and coordinating the TEAM JAPAN brand with the existing rights and opportunities of the JOC and those held by NFs, as well as by engaging in multifaceted joint development, we are boosting the activation of TEAM JAPAN partners and contributing to NF marketing activities and the promotion of sports. Through this programme, we aim to expand the marketing domains of both parties, aid NFs in advancing their own independent marketing activities in the future, and secure as much self-generated funding as possible.

### - NF Joint Marketing Structure

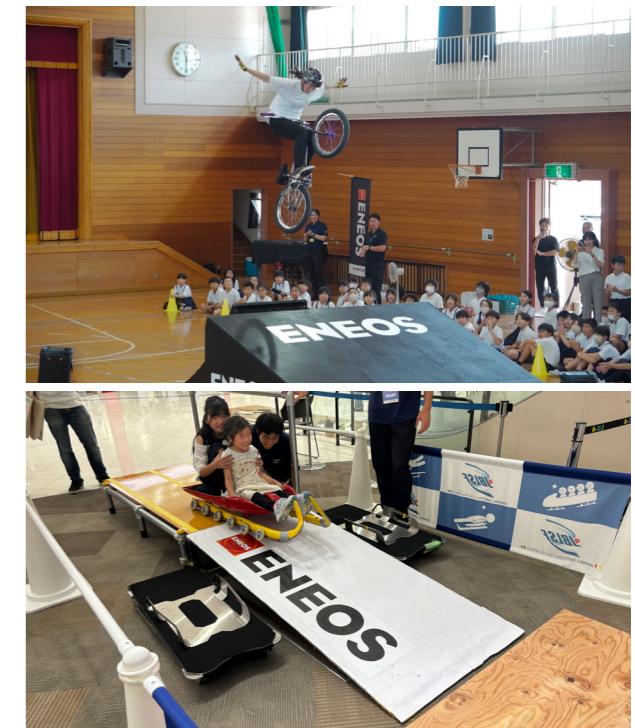


### NF Joint Programmes

This programme targets Olympic sport federations, using the TEAM JAPAN brand as the central point of connection. It opens up new areas that previously required rights from both the TEAM JAPAN partnership programme and the NF marketing programmes in order to activate. This allows for TEAM JAPAN partner activation within a scope that does not affect the rights of NF marketing programmes. TEAM JAPAN partners are able to receive tickets to events hosted by participating NFs and make use of rights such as designations related to Japan National Teams under participating NFs, which in turn receive marketing cooperation fees from the JOC as compensation for the rights they grant.

### NF Option Programme

This programme allows NFs affiliated with the JOC to receive sponsorship for their marketing initiatives through the use of TEAM JAPAN points granted by the JOC to TEAM JAPAN partners. TEAM JAPAN partners are able to directly support a wide range of NF programmes, including athlete enhancement, sport promotion, event sponsorship, and initiatives aimed at addressing social issues.



## About e-Sports

In June 2023, the JOC hosted Olympic Esports Week in Singapore, advocating for Olympic Agenda 2020+5, adopted in June 2021, which encourages the development of virtual sports and further engagement with video gaming communities. In Japan, the Third Sport Basic Plan—formulated in March 2022 by the Ministry of Education, Culture, Sports, Science and Technology (MEXT)—noted the need to consider the relationship between “virtual” and “sports,” taking into account the IOC guidelines and other domestic and international developments. The JOC also proposed the strategic promotion of esports at Japan Sport Kaigi 2024, hosted by the Japan Sport Policy Commission in January 2024. Therefore, taking these domestic and international developments into consideration—while also looking ahead to the Aichi-Nagoya Asian Games in 2026, where esports will be included as official events—we have proposed JOC activity guidelines and related measures for esports.

### ● JOC e-Sport Activity Policy (Overview)

May 27, 2024: Esports-related Study Project

#### Events leading up to the formulation of activity guidelines (the Olympic Movement and current circumstances in Japan)

| ◆ IOC      |   |
|------------|---|
| 2021       | Olympic Agenda 2020+5 Recommendation 9: “Encourage the development of virtual sports and further engage with video gaming communities”  |
| 2021       | Hosting of the Olympic Virtual Series   |
| 2023       | Hosting of Olympic Esports Week, establishment of an Esports Committee, and reference to the creation of the Olympic Esports Games  |
| ◆ OCA      |   |
| 2018       | Adoption as a demonstration sport at the Asian Games (Jakarta-Palembang, Indonesia)   |
| 2023       | Adoption as an official sport at the East Asian Youth Games (Ulaanbaatar, Mongolia) and the Asian Games (Hangzhou, China)   |
| 2026       | Adoption as an official sport at the Asian Games (Aichi-Nagoya, Japan)  |
| ◆ In Japan |   |
| 2022       | The Sport Basic Plan (March, formulated by MEXT) mentions creating new opportunities for sports participation through the use of advanced digital technologies and other means. |
| 2023       | Signing of a Memorandum of Cooperation and Understanding by the Japan Sport Council with World Rowing for an international joint research project on virtual sports             |
| 2024       | Explained the expected role of esports and emphasized the need for its strategic promotion at the Japan Sport Kaigi (January), hosted by the Nippon Sport Policy Commission     |

## Establishment of the JOC esports study project and meeting status

The Esports Study Project was established in February 2024 to consider the JOC's approach to esports. Five meetings were held to discuss the formulation of activity guidelines, the Japan Esports Union's affiliation with the JOC, and the selection of esports titles for the Asian Games to be held in Aichi-Nagoya.

| Esports Study Project Members  |                   |   |
|--|-------------------|---|
| Chairperson  | SAKAI Kunihiko    | JOC Vice President  |
| Acting chairperson   | HOSHI Kaori       | JOC Senior Executive Board Member                                 |
| Member   | YAGI Yuri         | JOC Executive Board Member, IOC Esports Committee Member          |
|  | OTSUKA Shinichiro | World Triathlon Vice President                                    |
|  | HATTORI Michiko   | JOC Executive Board Member (in charge of enhancement)             |
|  | MATSUDA Takeshi   | JOC Executive Board Member (Athletes' Committee Chairperson)      |
|  | ARAKI Erika       | JOC Executive Board Member (Athletes' Committee Vice Chairperson) |
|  | RAITA Kyoko       | JOC Executive Board Member (in charge of the Olympic Movement)    |
|  | TAGUCHI Aki       | JOC Executive Board Member (Paralympian)                          |
|  | ITO Koichi        | JOC Director General  |
| Advisors   |                   |   |
| WATANABE Morinari (IOC member), OTA Yuki (IOC member), and KOTANI Mikako (OCA executive) |                   |   |

|                            |  |
|----------------------------|--|
| [Session 1]<br>February 20 | - The background and history of JOC's involvement with esports<br>- Initiatives by stakeholders  |
| [Session 2]<br>March 5     | - Information from the Japan Esports Union<br>- Talk by top athletes   |
| [Session 3]<br>March 18    | - Exchange of opinions based on review meetings held during Sessions 1 and 2   |
| [Session 4]<br>April 9     | - The circumstances surrounding esports in Japan and overseas<br>- Initiatives by IFs and NFs  |
| [Session 5]<br>May 27      | - Report from the Virtual Sports Project Team under the Research Commission for the Establishment of a Sports Oriented Nation<br>- Finalization of the activity policy |

## Promoting Ethics, Compliance, and Governance (Report and Consultation Hotline)

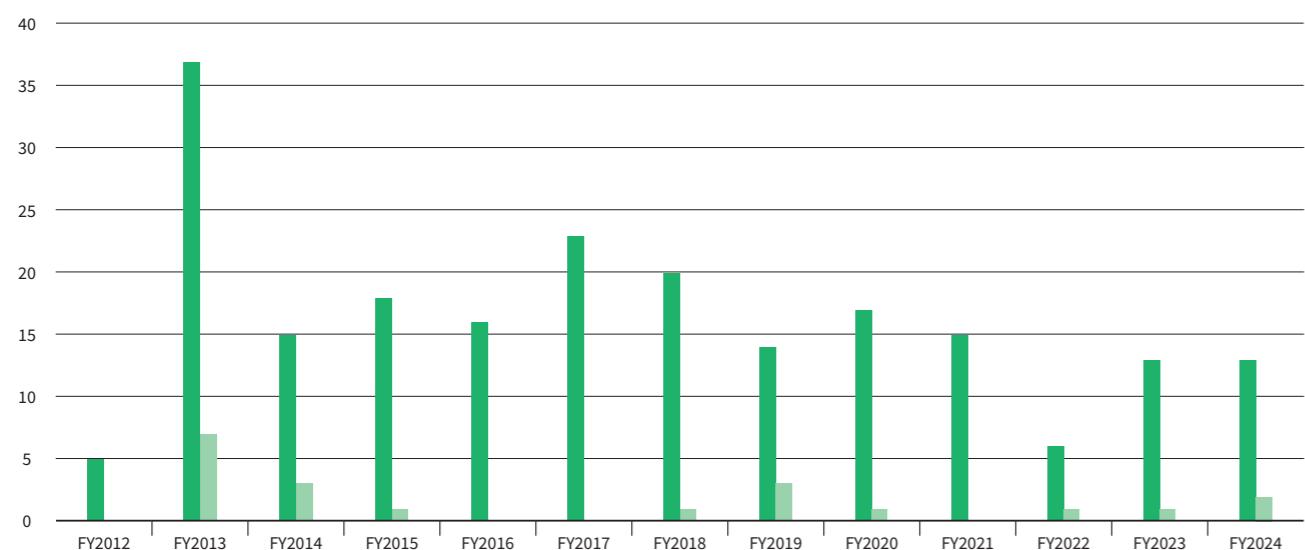
This report and consultation hotline and accompanying service guide have been established to protect the rights and interests of those who participate in sports; to ensure opportunities to engage in sports in a fair environment; and to work toward the early detection, correction, and prevention of recurrence of power harassment, sexual harassment, and other organizational or individual misconduct—including acts of violence in sporting contexts—in order to pursue the purposes and activities set forth in Articles 3 and 4 of the Articles of Incorporation.

Details on eligible users and the types of cases handled by the report and consultation hotline ▶ <https://www.joc.or.jp/for-athletes/reporting/harassment/>

### JOC Report and Consultation Hotline

Number of consultations      The number of which handled by the hotline (including inquiries to NFs)

● Trends in the number of consultations received by the JOC report and consultation hotline (established in March 2013)



### The Report and Consultation Hotline is as follows:

ITO & WASEMOTO LAW OFFICE      Attorney ITO Takashi

4F Nozawa Bldg., 9-8 Ichibancho, Chiyoda-ku, Tokyo 102-0082

\* If Attorney ITO is unavailable, other attorneys at the office shown above may handle inquiries.

Contact

【TEL】03-6261-2704 / FAX: 03-6261-2714

Phone hours: Weekdays, 10:30 a.m. to 6:00 p.m.

\*Voice messages may be left outside these hours.

【Email】ito.joc-madoguchi@i-wlaw.com

## Other / Basic Information

## JOC Organization

| List of Officers on the Japanese Olympic Committee for 2025-2026 |                   |
|--|-------------------|
| Position   | Name              |
| President  | HASHIMOTO Seiko   |
| Vice President   | MITSUYA Yuko      |
| "  | WATANABE Morinari |
| Secretary General  | OTA Yuki          |
| Senior Executive Board member                                    | KITANO Takahiro   |
| "  | KOTANI Mikako     |
| "  | HOSHI Kaori       |
| "  | HAYASHI Hajime    |
| "  | INOUE Kosei       |
| "  | YAGI Yuri         |
| Executive Board member   | AKAMA Takao       |
| "  | ITO Hidehito      |
| "  | ITO Koichi        |
| "  | IWABUCHI Kensuke  |
| "  | ENDO Toshiaki     |
| "  | OKUBO Hideaki     |
| "  | KURIHARA Mitsue   |
| "  | SUGIYAMA Fumino   |
| "  | SUZUKI Daichi     |
| "  | SUTO Miwa         |
| "  | TAGUCHI Aki       |
| "  | TASHIMA Kozo      |
| "  | TANIMOTO Ayumi    |
| "  | HANEDA Takuya     |
| "  | HARADA Masahiko   |
| "  | MIZUTORI Hisashi  |
| "  | MIYAKE Hiromi     |
| "  | MURAI Mitsu       |
| "  | MURAKAMI Megumi   |
| "  | RAITA Kyoko       |
| Auditors   | KUDO Yoko         |
| "  | TERADA Masahiro   |
| "  | NUSHI Junko       |

30 Executive Board Members and 3 Auditors for a total of 33

| Past JOC Presidents (Chairpersons) |                      |                |
|------------------------------------|----------------------|----------------|
| 1                                  | KANO Jigoro          | (1911-1921)    |
| 2                                  | KISHI Seiichi        | (1921-1933)    |
| 3                                  | OSHIMA Matahiko      | (1936-1937)    |
| 4                                  | SHIMOMURA Hiroshi    | (1937-1945)    |
| 5                                  | HIRANUMA Ryozo       | (1945-1946)    |
| 6                                  | AZUMA Ryotaro        | (1947-1958)    |
| 7                                  | TSUSHIMA Juichi      | (1959-1962)    |
| 8                                  | TAKEDA Tsuneyoshi    | (1962-1969)    |
| 9                                  | AOKI Hanji           | (1969-1973)    |
| 10                                 | TABATA Masaji        | (1973-1977)    |
| 11                                 | SHIBATA Katsuji      | (1977-1989)    |
| 12                                 | TSUTSUMI Yoshiaki    | (1989-1990)    |
| 13                                 | FURUHASHI Hironoshin | (1990-1999)    |
| 14                                 | YAGI Yushiro         | (1999-2001)    |
| 15                                 | TAKEDA Tsunekazu     | (2001-2019)    |
| 16                                 | YAMASHITA Yasuhiro   | (2019-2025)    |
| 17                                 | HASHIMOTO Seiko      | (2025-present) |

\* Position was "Chair" until SHIBATA Katsuji

| Past Japanese IOC Members |                    |                |
|---------------------------|--------------------|----------------|
| 1                         | KANO Jigoro        | (1909-1938)    |
| 2                         | KISHI Seiichi      | (1924-1933)    |
| 3                         | SUGIMURA Yotaro    | (1933-1936)    |
| 4                         | SOEJIMA Michimasa  | (1934-1948)    |
| 5                         | TOKUGAWA Iesato    | (1936-1939)    |
| 6                         | NAGAI Matsuzo      | (1939-1950)    |
| 7                         | TAKAISHI Shingoro  | (1939-1967)    |
| 8                         | AZUMA Ryotaro      | (1950-1968)    |
| 9                         | TAKEDA Tsuneyoshi  | (1967-1982)    |
| 10                        | KIYOKAWA Masaji    | (1969-1989)    |
| 11                        | IGAYA Chiharu      | (1982-2011)    |
| 12                        | OKANO Shunichiro   | (1990-2011)    |
| 13                        | TAKEDA Tsunekazu   | (2012-2019)    |
| 14                        | WATANABE Morinari  | (2018-present) |
| 15                        | YAMASHITA Yasuhiro | (2020-2025)    |
| 16                        | OTA Yuki           | (2021-present) |

## Affiliated National Federations

| Affiliated National Federations |  |    |  |
|---------------------------------|--|----|--|
| 1                               | Japan Association of Athletics Federations | 30 | All Japan Kendo Federation                   |
| 2                               | Japan Swimming Federation                  | 31 | Modern Pentathlon Association of Japan       |
| 3                               | Japan Football Association                 | 32 | Japan Rugby Football Union                   |
| 4                               | Ski Association of Japan                   | 33 | Japan Mountaineering and Sport Climbing      |
| 5                               | Japan Tennis Association                   | 34 | Japan Canoe Federation                       |
| 6                               | Japan Rowing Association                   | 35 | All Japan Archery Federation                 |
| 7                               | Japan Hockey Association                   | 36 | Japan Karatedo Federation                    |
| 8                               | Japan Amateur Boxing Federation            | 37 | All Japan Jukendo Federation                 |
| 9                               | Japan Volleyball Association               | 38 | Japan Clay Target Shooting Association       |
| 10                              | Japan Gymnastics Association               | 39 | All Japan Naginata Federation                |
| 11                              | Japan Basketball Association               | 40 | JAPAN BOWLING                                |
| 12                              | Japan Skating Federation                   | 41 | Japan Bobsleigh Luge and Skeleton Federation |
| 13                              | Japan Ice Hockey Federation                | 42 | Baseball Federation of Japan                 |
| 14                              | Japan Wrestling Federation                 | 43 | Japan Sports Arts Association                |
| 15                              | Japan Sailing Federation                   | 44 | Japan Wushu Taijiquan Federation             |
| 16                              | Japan Weightlifting Association            | 45 | Japan Curling Association                    |
| 17                              | Japan Handball Association                 | 46 | Triathlon Japan                              |
| 18                              | Japan Cycling Federation                   | 47 | Japan Golf Association                       |
| 19                              | Japan Soft Tennis Association              | 48 | Japan Squash Association                     |
| 20                              | Japan Table Tennis Association             | 49 | Nippon Billiard Association                  |
| 21                              | Japan Rubber Baseball Association          | 50 | Japan Bodybuilding & Fitness Federation      |
| 22                              | Japan Sumo Federation                      | 51 | All Japan Taekwondo Association              |
| 23                              | Japan Equestrian Federation                | 52 | Japan Dance Sport Federation                 |
| 24                              | Federation Japonaise d' Escrime            | 53 | Japan Biathlon Federation                    |
| 25                              | All Japan Judo Federation                  | 54 | Nippon Surfing Association                   |
| 26                              | Japan Softball Association                 | 55 | World Skate Japan                            |
| 27                              | Nippon Badminton Association               | 56 | Japan American Football Association          |
| 28                              | All Nippon Kyudo Federation                | 57 | Japan Cricket Association                    |
| 29                              | National Rifle Association of Japan        | 58 | Japan Lacrosse Association                   |

| Semi-Affiliated National Federations |  |
|--------------------------------------|--|
| 59                                   | △ Japan Kabaddi Association                    |
| 60                                   | △ Japan Sepaktakraw Federation                 |
| 61                                   | △ Foundation of Japan Cheerleading Association |
| 62                                   | △ Japan Esports Union                          |

| Recognised National Federations |                                       |
|---------------------------------|---------------------------------------|
| 63                              | ▲ Japan Orienteering Association      |
| 64                              | ▲ Japan Powerlifting Association      |
| 65                              | ▲ Japan Petanque Boules Federation    |
| 66                              | ▲ Japan Flying Disk Association       |
| 67                              | ▲ Japan Contract Bridge League        |
| 68                              | ▲ Japan Aeronautic Association        |
| 69                              | ▲ Japan Waterski Wakeboard Federation |

\*1 Period: March 21, 2024 to March 31, 2029

\*2 Period: November 26, 2024 to March 31, 2029

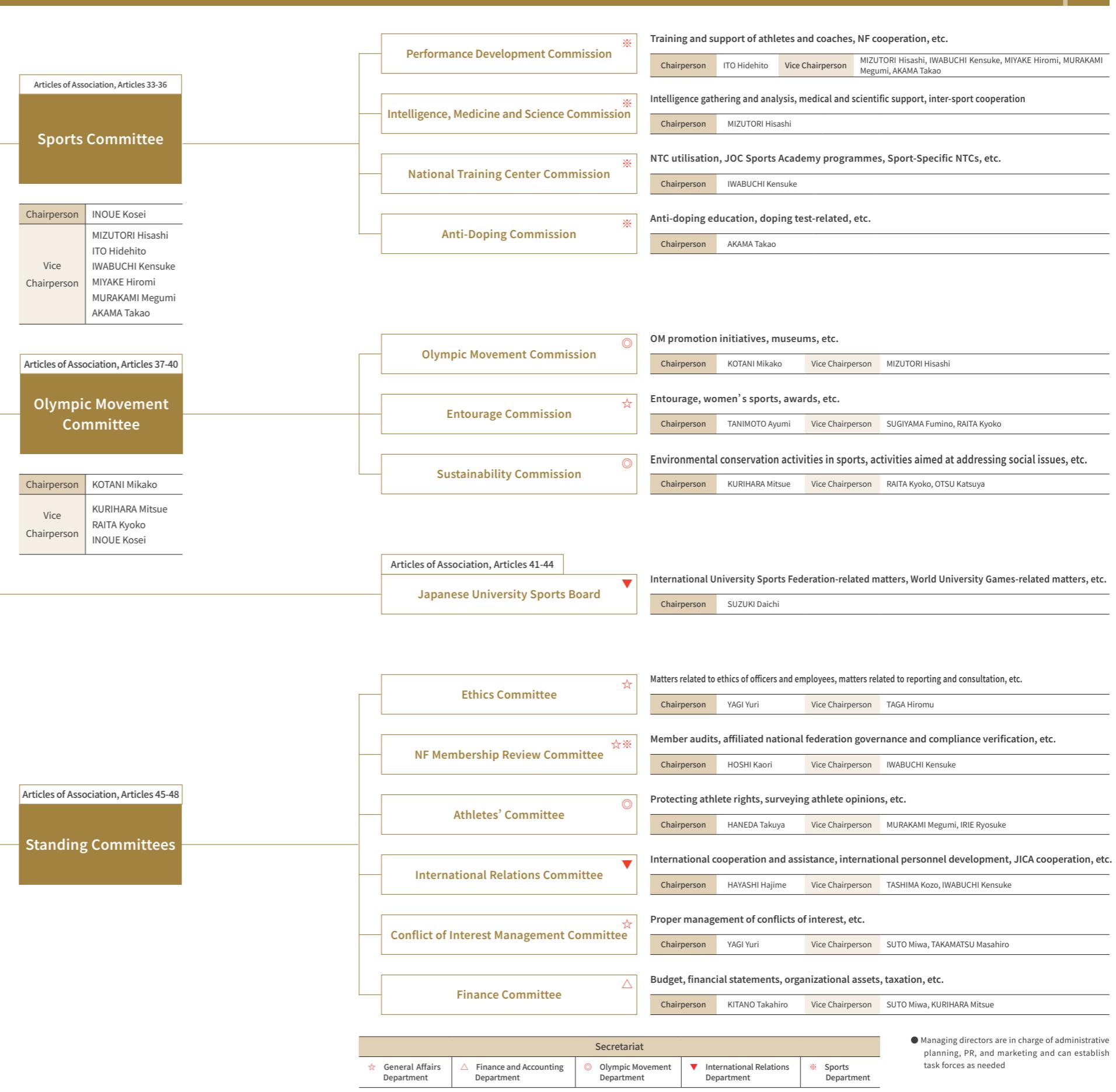
\*3 Period: June 11, 2024 to March 31, 2027

\*Affiliated National Federations are marked with △, and Recognised National Federations with ▲

# Organizational Structure of the Japanese Olympic Committee for 2025-2026

As of September 11, 2025

| Representative Senior Executives  |                   |  |
|---|-------------------|--|
| President   | HASHIMOTO Seiko   |  |
| Managing Directors (Vice President, Secretary General, Senior Executive Board member) and their assignments |                   |  |
| Vice President  | MITUYA Yuko       | Assists President in their duties<br>Protocol-related matters<br>(Organisational structure and operations-related matters)   |
| Vice President  | WATANABE Morinari | Assists President in their duties<br>Protocol-related matters<br>Matters related to cooperation with the IOC   |
| Vice President  | KITANO Takahiro   | Assists President in their duties<br>Financial and asset management-related matters<br>Marketing-related matters<br>Matters related to Japan Olympic Museum administration   |
| Secretary General   | OTA Yuki          | Matters related to organisational structure and operations, and risk management<br>Matters related to affiliated National Federation cooperation and support<br>Matters related to cooperation with the IOC<br>Medium-term Plan-related matters<br>PR-related matters<br>Matters related to the development of projects to secure funding sources<br>Secretariat-related matters |
| Senior Executive Board member   | KOTANI Mikako     | Matters related to sharing the Olympic Values and promoting the Olympic Movement<br>Matters related to Japan Olympic Museum programmes   |
| Senior Executive Board member   | HOSHI Kaori       | Assists Secretary General in their duties<br>Matters related to affiliated National Federation-related cooperation, governance, and support<br>Matters related to cooperation and coordination with government agencies(Risk management-related matters)   |
| Senior Executive Board member   | HAYASHI Hajime    | Matters related to the promotion of international cooperation and exchange and the development of international human resources<br>Matters related to bidding for and hosting international all-around games   |
| Senior Executive Board member   | INOUE Kosei       | Athlete enhancement and NTC-related matters<br>TEAM JAPAN-related matters  |
| Senior Executive Board member   | YAGI Yuri         | Legal and compliance-related matters<br>(Risk management-related matters)  |



## Summary of Financial Results for FY2024

(Unit: Yen)

### Changes in Ordinary Income & Expenditures

| Ordinary revenue                   |                       |
|------------------------------------|-----------------------|
| Basic asset investment profit      | : 7,144,530           |
| Designated asset investment profit | : 105,505             |
| Membership fees received, etc.     | : 7,590,000           |
| Operating revenue                  | : 7,131,394,355       |
| Subsidies received                 | : 7,495,178,076       |
| Affiliation fees received          | : 1,248,511,753       |
| Contributions received             | : 139,869,207         |
| Miscellaneous and other revenue    | : 10,288,284          |
| <b>Total ordinary revenue</b>      | <b>16,040,081,710</b> |

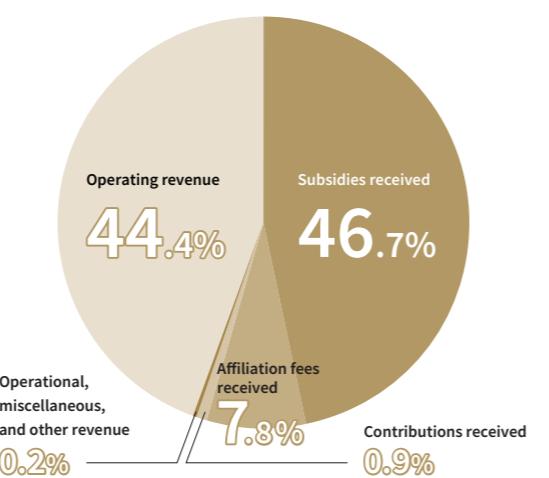
### Ordinary expenses

| Athlete Enhancement  |                       |
|--|-----------------------|
| Athlete Enhancement  | : 8,811,334,644       |
| Olympic Movement, awards                                   | : 1,591,124,427       |
| Sending athletes to international all-around competitions  | : 2,349,480,838       |
| Marketing  | : 2,828,653,796       |
| Other business   | : 91,384,378          |
| Administrative expenses                                    | : 88,177,173          |
| <b>Total ordinary expenses</b>                             | <b>15,760,155,256</b> |
| Change in ordinary profit and loss without appraisal       | : 279,926,454         |
| Profit and loss on appraisal                               | : △ 45,524,495        |
| Other change in extraordinary income                       | : 0                   |
| Corporate income taxes, resident taxes, and business taxes | : 70,000              |
| Change in general net assets for the current term          | : 234,331,959         |
| General net assets at beginning of term                    | : 10,098,433,437      |
| General net assets at end of term                          | : 10,332,765,396      |

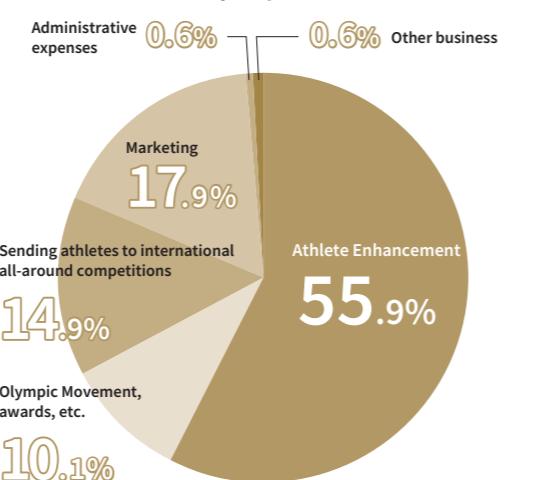
### Change in designated net assets

|  |                  |
|--|------------------|
| Specified designated net assets at end of term | : 205,000,000    |
| Net assets at end of term                      | : 10,537,765,396 |

### Ordinary income ratio

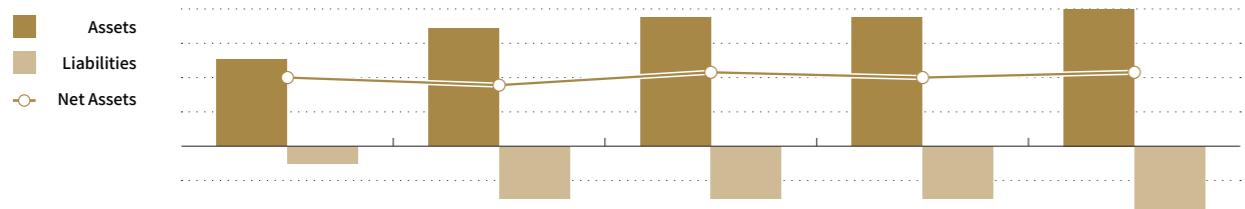


### Ordinary expense ratio



Ratio of Public Interest Businesses : **80.91%**

### Changes in assets, liabilities and net assets in the past five fiscal years



|                  | FY2020         | FY2021         | FY2022         | FY2023         | FY2024         |
|------------------|----------------|----------------|----------------|----------------|----------------|
| Net Assets       | 12,821,822,395 | 17,089,526,911 | 18,690,974,812 | 18,368,600,683 | 19,994,427,440 |
| Total Assets     | 2,901,720,509  | 8,054,738,527  | 7,999,373,993  | 8,065,167,246  | 9,456,662,044  |
| Total Net Assets | 9,920,101,886  | 9,034,788,384  | 10,691,600,819 | 10,303,433,437 | 10,537,765,396 |