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**Sport for Tomorrow successfully promoted at ‘Presenting Japan’ event and empowered by London's international legacy initiative**

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As part of its efforts to promote the Olympic and Paralympic movements and the value of sport worldwide, members of the Sport for Tomorrow consortium recently joined the ‘Presenting Japan’ event held in London, which celebrated Japanese culture and sport. On 28 October, personnel from the government and major Olympic and Paralympic organisations in Japan set out the Sport for Tomorrow programme, a Japanese government-initiated promotion for international cooperation through sport. Joined by the chair of London 2012’s International Inspiration Programme Sir Martin Davidson KCMG, the members gave presentations on various aspects of the Sport for Tomorrow programme, and held a lively discussion session.

The ‘Presenting Japan’ event followed on from a similar event held at the 2014 FIFA World Cup in Brazil, and targeted rugby fans from across the world gathered in London for the 2015 Rugby World Cup. Ahead of the 2019 Rugby World Cup to be held in Japan, and the Tokyo 2020 Olympic and Paralympic Games, the ‘Presenting Japan’ event gave rugby fans, Londoners and tourists a preview of what to expect from the host nation of both these major sporting events.

The event provided an opportunity to contrast the international engagement efforts for the Tokyo 2020 Games with those implemented for the London 2012 Games. The International Inspiration Programme was conducted to inspire 12 million children and young people across 20 countries as part of its engagement initiatives for the 2012 Games. Japan also has a long history of international cooperation through sport. For many years, various Japanese public and private sector organisations have been conducting sports-related programmes overseas. When Tokyo was elected as the host city of the 2020 Games, the Sport for Tomorrow programme built on the

foundations laid by the various activities of these multiple organisations to achieve its ultimate aims. Today, the Sport for Tomorrow Consortium plays a key role in facilitating collaborations between member organisations, and strengthening the programme by bringing together public and private sector organisations to pool their resources on a variety of related projects.

The 'Presenting Japan' event provided an occasion to showcase the Sport for Tomorrow initiatives to an international audience, highlighting its ongoing efforts to implement a variety of sporting events and activities that deliver sporting values to over ten million people in over 100 countries until 2020. Led by the newly appointed Japan Sports Agency Commissioner Daichi Suzuki, the presentation team also included Tokyo 2020 Organising Committee Chief Operating Officer Yukihiro Nunomura; Barcelona 1992 and Atlanta 1996 Olympic Games Judo silver medallist Yoko Tanabe; and Japan Rugby 2019 Organising Committee Chief Strategic Officer Masahiro Kunda.

During his presentation, Suzuki highlighted the power of sport to serve as a force for positive change: "Sport has the power to transcend environmental, cultural, linguistic, and various other boundaries. I hope this event will serve as an opportunity to further promote the activities of the Sport for Tomorrow programme. Our dream is for people, both young and old, around the world to benefit from and enjoy the value and richness of sport and the spirit of the Olympic and Paralympic movements."

The event took place in Westminster, London, between 24–30 October, attracting a total of 4,374 people.

**For further inquiries, please contact:**

Weber Shandwick

Email: [sportfortomorrow@webershandwick.com](mailto:sportfortomorrow@webershandwick.com)

**About the Sport for Tomorrow Programme:**

The Sport for Tomorrow programme is one of the Japanese government's commitments to leveraging the power of sport and further promoting the Olympic and Paralympic movements to create a brighter future for people throughout the world. The programme aims to implement a variety of sporting events and activities that will engage over ten million people in over 100 countries spanning a seven-year period, culminating in 2020. This will enable Japan to achieve its objectives of providing assistance to developing countries, training future sports leaders at new international sports academies, and protecting both athletes and the integrity of sport by promoting global anti-doping initiatives. In 2014, the Sport for Tomorrow programme engaged some 520,000 worldwide people through its various activities.

**About the Sport for Tomorrow Consortium:**

The Sport for Tomorrow Consortium was launched in August 2014 in order to align the concerned organisations in both the public and private sectors with a common vision. Chaired by representatives of the Japan Sports Agency, the newly established government agency within the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and the Ministry of Foreign Affairs (MOFA), the consortium's Steering Committee is made up of key members of the Japanese sporting community with the remit of making the optimal use of existing resources. The Japan Sport Council serves as the consortium's secretariat.

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