



# JOC ACTIVITY

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## CONTACT

4-2 Kasumigaokamachi, Shinjuku-ku, Tokyo

Japan Sport Olympic Square

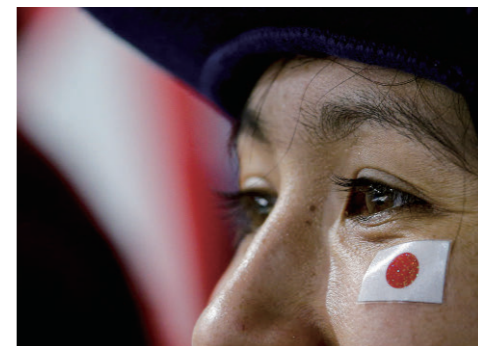
Japanese Olympic Committee

TEL: 03-6910-5950 FAX: 03-6910-5960

**Japanese Olympic Committee**

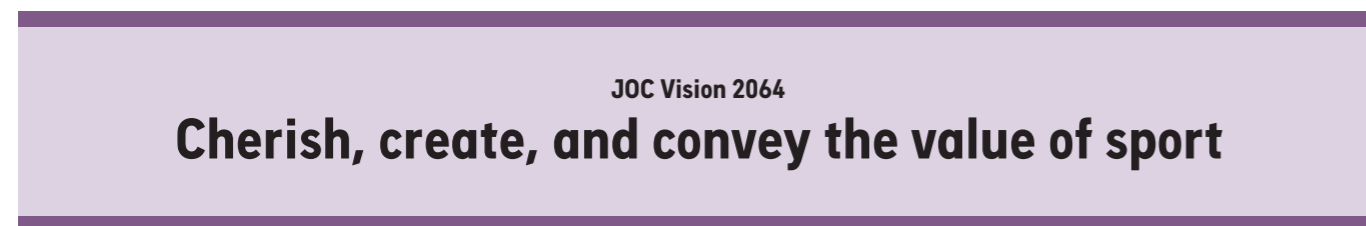


# RISING TOGETHER®



## Formulating “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).”



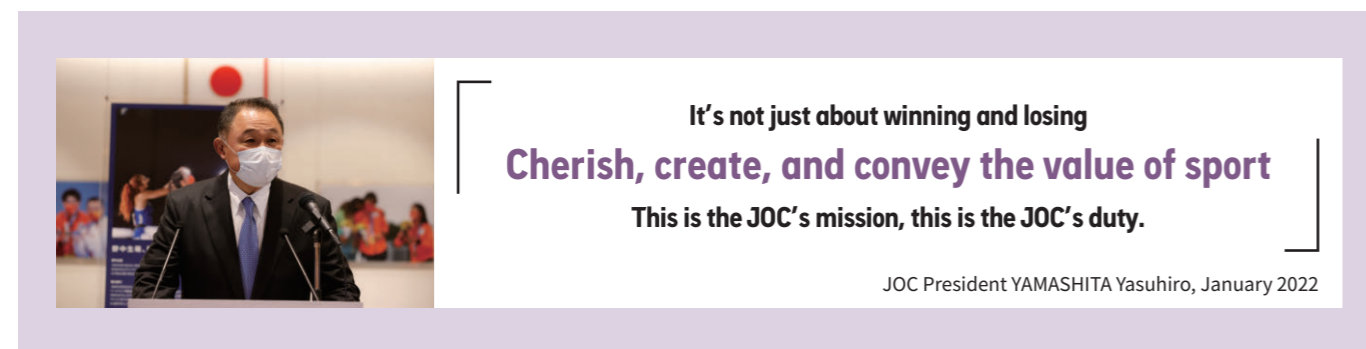
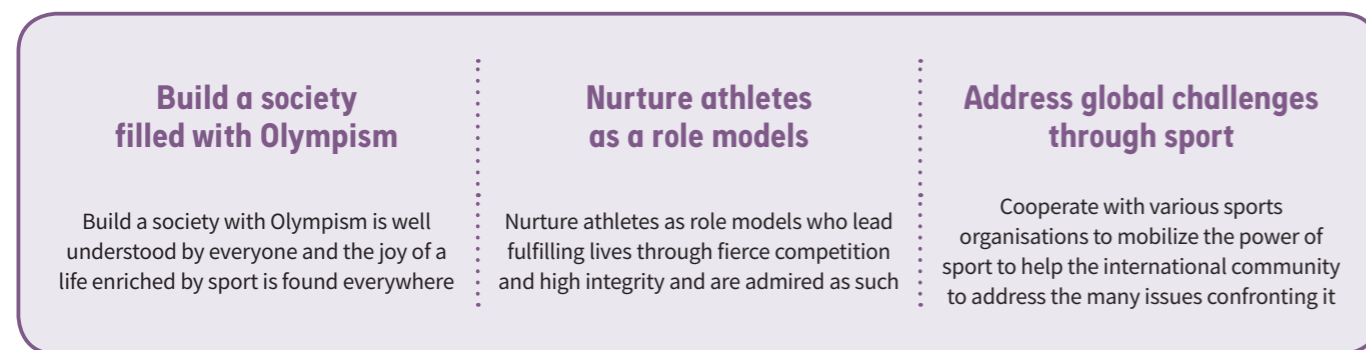
### ■ Vision Background

Around us, our society and environment are changing dramatically. Not only have digital technologies proliferated, but online activities have also become well-established in response to the spread of COVID-19. Even in the sporting world, remote spectatorship is now well established, while social networking sites allow athletes to connect directly with a large number of people. Meanwhile, Tokyo 2020 let many people experience the enduring appeal and splendor of sport by bringing athletes from various countries and regions together to compete at their very best while

strengthening their mutual respect and friendship. The world will continue to change dramatically. Yet whatever such a future may hold, sports will always have great meaning precisely because of what the many athletes at Tokyo 2020 showed us—their courage and hope, their connection and friendship with one another in friendly competition, the excitement of experiencing sport firsthand, and the determination to never give up in pursuit of a goal. We believe the JOC’s role is to cherish this inherent value of sport while creating and promoting new value for the current era of sport.

### ■ Activity Guidelines

Activities will be undertaken in accordance with the following activity guidelines based on “JOC Vision 2064.”

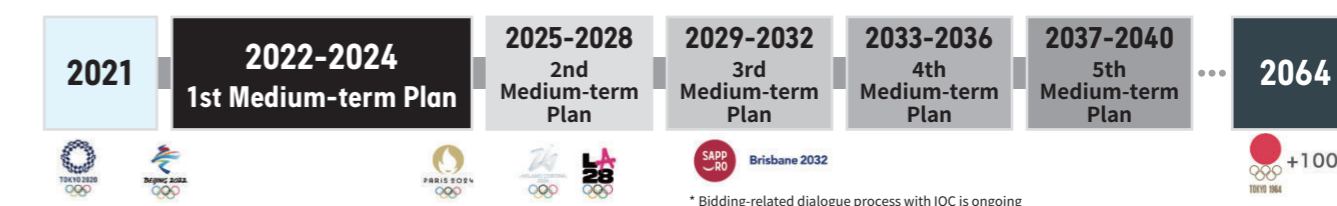


## “JOC Vision 2064” and Medium-term Plan

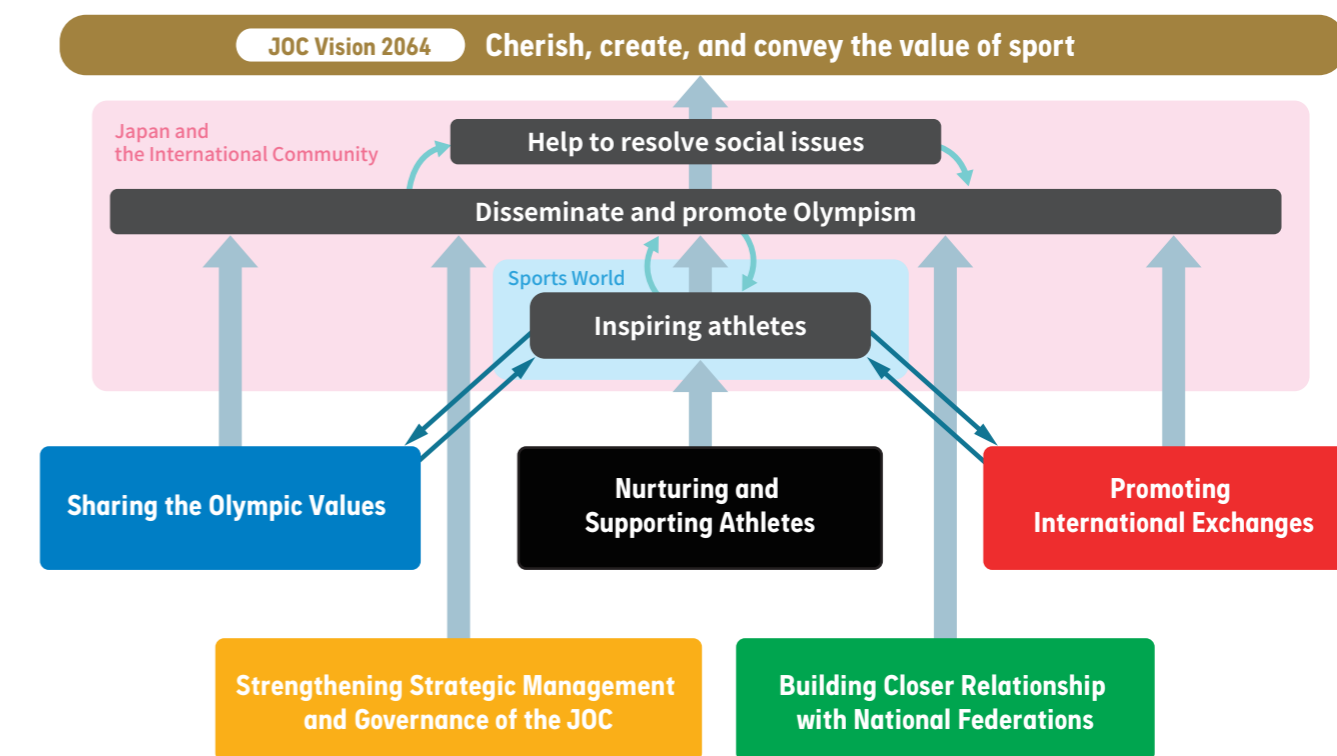
The 1st JOC Medium-term Plan (2022-2024) was created based on a review of “JOC Vision 2064” and “JOC GOAL & ACTION FOR TOKYO 2020” (the three roles to be fulfilled by the JOC as part of Tokyo 2020, as well as the strategies to achieve its goals). Since FY2022, the JOC has been engaged in various projects and worked to strengthen organisational infrastructure based on the Medium-term Plan.



### ■ JOC Medium-term Planning Cycle



### ■ 1st JOC Medium-term Plan (2022-2024) overview



● JOC Medium-term Plan details page

URL <https://www.joc.or.jp/about/About>

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.

To reach this “JOC Vision 2064” will involve not just the JOC, but more than ever will require working with the National Federations and many other stakeholders to broadly communicate the essential value of sports and contribute to the creation of a better society. In October 2021, the TEAM JAPAN Brand was announced to accelerate these activities.



# TEAM JAPAN



### 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.

### The three feelings that TEAM JAPAN values

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.

## PROUD

The pride of a dignified and majestic representative of Japan

## SPIRIT

The passion and yearning that inspire courage and hope

## CONNECTED

The sense of solidarity and community that comes from pursuing our goals together

### The role 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.

**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

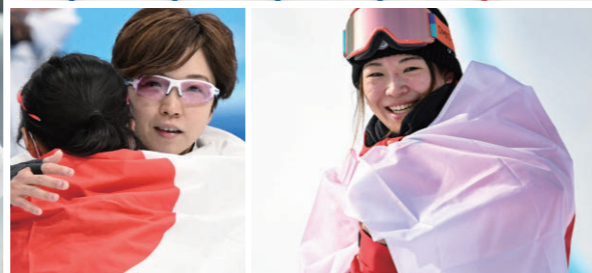
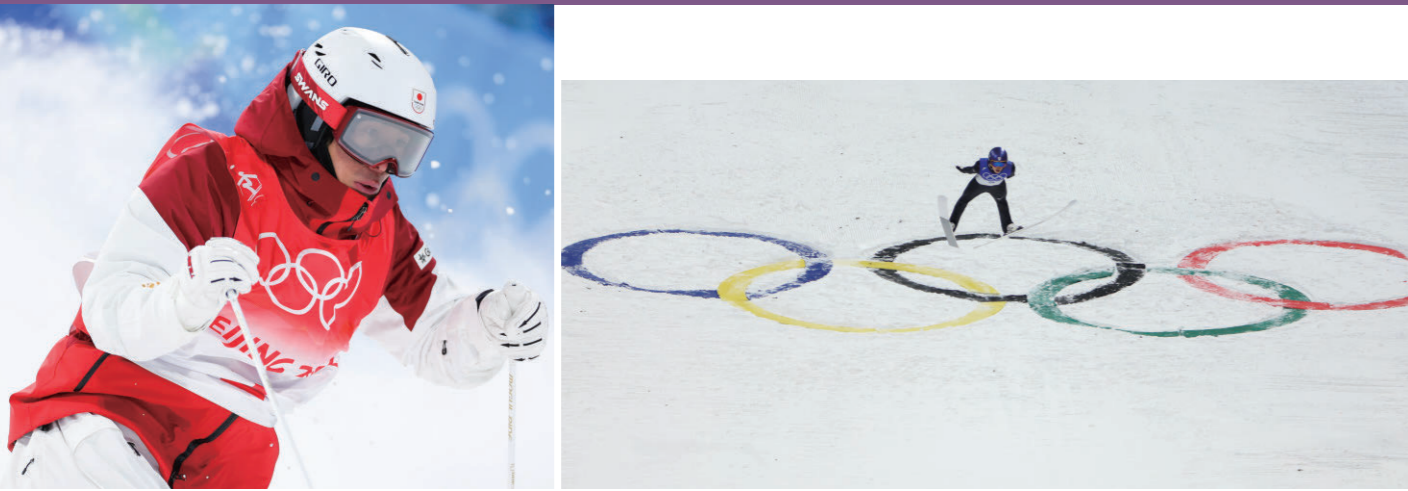
The tagline is a succinct expression of what TEAM JAPAN must be, and is meant to be shared with stakeholders.

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®



TEAM JAPAN Symbol Athletes



## Athletes' Participation in Competitions

### XXIV Olympic Winter Games (2022/Beijing)

The XXIV Olympic Winter Games were held in Beijing and Zhangjiakou, China, for 17 days from February 4 to 20, 2022. A total of 2,834 athletes from 91 NOCs took part in the Games. TEAM JAPAN comprised 262 team members in all, including 124 athletes and 138 coaches, trainers, and other staff, who competed in 7 sports and 68 events. The team garnered a total of 18 medals, with athletes placing eighth or higher in 43 events, both record-high achievements at the Winter Games.

◆ Duration of the Games: February 4 to February 20, 2022

◆ Venue: Beijing and Zhangjiakou/China

Chef de Mission: ITO Hidehito

Captain: TAKAGI Miho (Speed Skating)

Flagbearers: WATABE Akito (Nordic Combined Skiing), GO Arisa (Speed Skating)

◆ Composition: Total of **262** people

Male athletes: 49 / Female athletes: 75 / Coaches, staff, etc.: 138

◆ Participating number of NOCs: **91** NOCs

\*Includes Russian Olympic Committee (ROC)

◆ Number of sports/events held: **7** sports / **109** events

(7 sports/102 events in previous Games)

◆ Japanese sport/event participation: **7** sports / **68** events

◆ Policies for Forming the Japanese Delegation

Members of the Japanese National Team 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 national representatives, and they aim to place highly in every sport and event in which they participate. The Japanese National Team comprises 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.



\* Record number of medals and record number of those placing eighth or higher at the Winter Games (same number as PyeongChang Games)

\* In the previous Games (PyeongChang 2018), there were 13 medals (4 gold, 5 silver, 4 bronze) and 30 athletes in 4th through 8th place, for a total of 43

### TEAM JAPAN List of Medalists

Gold Medal	Silver Medal	Bronze Medal
<b>Ski Jumping</b> ■ Men's Normal Hill KOBAYASHI Ryoyu  <b>Snowboard</b> ■ Men's Halfpipe HIRANO Ayumu  <b>Speed Skating</b> ■ Women's 1000 m TAKAGI Miho	<b>Ski Jumping</b> ■ Men's Large Hill KOBAYASHI Ryoyu  <b>Speed Skating</b> ■ Women's 500 m TAKAGI Miho ■ Women's 1500 m TAKAGI Miho ■ Women's Team Pursuit TAKAGI Miho, SATO Ayano TAKAGI Nana  <b>Figure Skating</b> ■ Men's Singles KAGIYAMA Yuma  <b>Curling</b> ■ Women's FUJISAWA Satsuki, YOSHIDA Chinami SUZUKI Yumi, YOSHIDA Yurika ISHIZAKI Kotomi	<b>Nordic Combined Skiing</b> ■ Men's Large Hill WATABE Akito ■ Men's Large Hill Team WATABE Akito, YAMAMOTO Ryota, WATABE Yoshito, NAGAI Hideaki  <b>Freestyle Skiing</b> ■ Men's Mogul HORISHIMA Ikuma  <b>Snowboard</b> ■ Women's Halfpipe TOMITA Sena ■ Women's Big Air MURASE Kokomo
<b>Speed Skating</b> ■ Men's 500 m MORISHIGE Wataru  <b>Figure Skating</b> ■ Men's Singles UNO Shoma ■ Women's Singles SAKAMOTO Kaori ■ Team UNO Shoma, KAGIYAMA Yuma, SAKAMOTO Kaori, HIGUCHI Wakaba, KIHARA Ryuichi, MIURA Riku, KOMATSUBARA Takeru, KOMATSUBARA Misato	<b>Total 18</b>	



## Games of the XXXII Olympiad (2020/Tokyo)

The Games of the XXXII Olympiad took place over 17 days from July 23 to August 8, 2021, centered primarily in Tokyo. About 11,000 athletes from 205 NOCs and the IOC Refugee Olympic Team took part in the Games. The Japanese National Team (TEAM JAPAN) comprised a total of 1,058 people, including 583 athletes and 475 coaches, staff, and others competing in 33 sports and 258 events. The team garnered a total of 58 medals, with athletes placing eighth or higher in 136 events, both record-high achievements.

- ◆ Duration of the Games: July 23 to August 8, 2021
- ◆ Venue: Tokyo and others, Japan

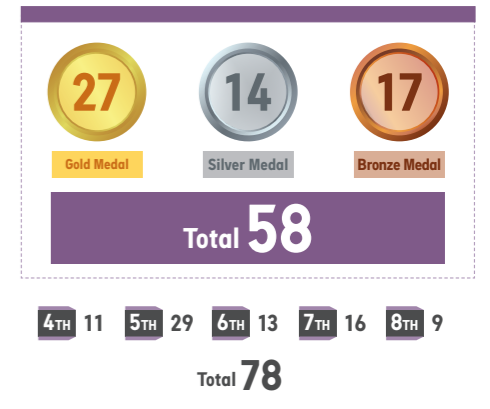
**Chef de Mission:** FUKUI Tsuyoshi; **Deputy Chef de Mission:** OGATA Mitsugi  
**Captain:** YAMAGATA Ryota (Athletics); **Vice-captain:** ISHIKAWA Kasumi (Table Tennis)  
**Flagbearers:** HACHIMURA Rui (Basketball), SUSAKI Yui (Wrestling)

- ◆ Composition: Total of **1,058** people  
Male athletes: 306 / Female athletes: 277 / Managers, coaches, etc. 475

- ◆ Number of participating NOCs: **205** NOCs and the IOC Refugee Olympic Team
- ◆ Number of sports/events held: **33** sports / **339** events (28 sports/306 events in previous Games)
- ◆ Japanese sport/event participation: **33** sports / **258** events

### ◆ Policies for Forming the Japanese Delegation

Members of the Japanese National Team 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 representatives of the host country, and they aim to place highly in every sport and event in which they participate. The Japanese National Team comprises athletes, managers, coaches and others who can stay focused on the core concept of “No integrity, no victory,” adhere closely to the code of conduct, and contribute to building friendly relations with other countries and regions.



\* Total number of medals and those placing eighth or higher were both record highs  
\* In the previous Games (Rio 2016), there were 41 medals (12 gold, 8 silver, 21 bronze) and 47 athletes in 4th through 8th place, for a total of 88

## Japanese Delegation List of Medalists

Gold Medal			Silver Medal			Bronze Medal		
<b>Swimming</b> ■ Women's 200 m Individual Medley OHASHI Yui ■ Women's 400 m Individual Medley OHASHI Yui <b>Boxing</b> ■ Women's Featherweight IRIE Sena <b>Artistic Gymnastics</b> ■ Men's Individual All-Around HASHIMOTO Daiki ■ Men's Horizontal Bar HASHIMOTO Daiki <b>Wrestling</b> ■ Men's Freestyle 65 kg OTOGURO Takuto ■ Women's Freestyle 50 kg SUSAKI Yui ■ Women's Freestyle 53 kg MUKAIDA Mayu ■ Women's Freestyle 57 kg KAWAI Risako ■ Women's Freestyle 62 kg KAWAI Yukako	<b>Table Tennis</b> ■ Mixed Doubles MIZUTANI Jun/ITO Mima <b>Fencing</b> ■ Men's Epee Team YAMADA Masaru, MINOBE Kazuyasu KANO Koki, UYAMA Satoru <b>Judo</b> ■ Men's 60 kg TAKATO Naohisa ■ Men's 66 kg ABE Hifumi ■ Men's 73 kg ONO Shohei ■ Men's 81 kg NAGASE Takanori ■ Men's 100 kg WOLF Aaron ■ Women's 52 kg ABE Uta ■ Women's 70 kg ARAI Chizuru ■ Women's 78 kg HAMADA Shori ■ Women's Over-78 kg SONE Akira	<b>Baseball/ Softball</b> ■ Baseball ■ Softball <b>Karate</b> ■ Men's Kata KIYUNA Ryo <b>Skateboarding</b> ■ Men's Street HORIGOME Yuto ■ Women's Street NISHIYA Momiji ■ Women's Park YOSUZUMI Sakura	<b>Athletics</b> ■ Men's 20 km Race Walk IKEDA Koki <b>Swimming</b> ■ Men's 200 m Butterfly HONDA Tomoru <b>Artistic Gymnastics</b> ■ Men's Team HASHIMOTO Daiki, KAYA Kazuma, TANIGAWA Wataru, TASHIRO Miku, YOSHIDA Tsukasa, ABE Uta <b>Basketball</b> ■ Women's <b>Wrestling</b> ■ Men's Greco-Roman 60 kg FUMITA Kenichiro <b>Track Cycling</b> ■ Women's Omnium KAJIHARA Yumi <b>Table Tennis</b> ■ Women's Team ITO Mima, ISHIKAWA Kasumi, HIRANO Miu	<b>Judo</b> ■ Women's 48 kg TONAKI Funa ■ Mixed Team HARASAWA Hisayoshi, WOLF Aaron, MUKAI Soichiro, NAGASE Takanori, ONO Shohei, ABE Hifumi, SONE Akira, HAMADA Shori, ARAI Chizuru, TASHIRO Miku, YOSHIDA Tsukasa, ABE Uta <b>Golf</b> ■ Women's Individual Stroke Play INAMI Mone <b>Sport Climbing</b> ■ Women's Combined NONAKA Miho <b>Karate</b> ■ Women's Kata SHIMIZU Kiyoko <b>Surfing</b> ■ Men's Short Board IGARASHI Kanoa <b>Skateboarding</b> ■ Women's Park HIRAKI Kokona	<b>Athletics</b> ■ Men's 20 km Race Walk YAMANISHI Toshikazu <b>Boxing</b> ■ Men's Flyweight TANKA Ryomei ■ Women's Flyweight NAMIKI Tsukimi <b>Artistic Gymnastics</b> ■ Men's Pommel Horse KAYA Kazuma ■ Women's Floor Exercise MURAKAMI Mai <b>Wrestling</b> ■ Men's Greco-Roman 77 kg YABIKU Shohei <b>Weightlifting</b> ■ Women's 59 kg ANDOH Mikiko <b>Table Tennis</b> ■ Women's Singles ITO Mima ■ Men's Team HARIMOTO Tomokazu, NIWA Koki, MIZUTANI Jun <b>Judo</b> ■ Women's 57 kg YOSHIDA Tsukasa <b>Badminton</b> ■ Mixed Doubles WATANABE Yuta, HIGASHINO Arisa <b>Archery</b> ■ Men's Individual FURUKAWA Takaharu ■ Men's Team KAWATA Yuki, FURUKAWA Takaharu, MUTO Hiroki <b>Sport Climbing</b> ■ Women's Combined NOGUCHI Akiyo <b>Karate</b> ■ Kumite Over-75 kg ARAGA Ryutaro <b>Surfing</b> ■ Women's Short Board TSUZUKI Amuro <b>Skateboarding</b> ■ Women's Street NAKAYAMA Funa			
27			14			17		
Total 58								

## FISU Winter World University Games (2023/Lake Placid)

The FISU Winter World University Games were held in Lake Placid, New York, USA, for 11 days from January 12 to January 22, 2023. A total of 25,005 athletes, managers, coaches, and others from 50 countries and regions participated. The Japanese National Team (TEAM JAPAN) comprised a total of 208 people, including 138 athletes and 70 coaches, staff, and others competing in 5 sports and 83 events. The team garnered a total of 48 medals, with athletes placing eighth or higher in 98 events.

- ◆ Duration of the Games: January 12 to January 22, 2023
- ◆ Venue: Lake Placid/USA

**Chef de Mission:** ITO Hidehito  
**Captain:** MORISHIGE Wataru (Speed Skating)  
**Flagbearer:** WATANABE Eren (Alpine Skiing)

- ◆ Composition: Total of **208** people  
 Male athletes: 72 / Female athletes: 66 / Coaches, staff, etc.: 70
- ◆ Number of participating countries and regions: **50**
- ◆ Number of participating countries and regions: **2,500**
- ◆ Number of sports/events held: **5** sports / **85** events
- ◆ Japanese sport/event participation: **5** sports / **83** events



## TEAM JAPAN TV

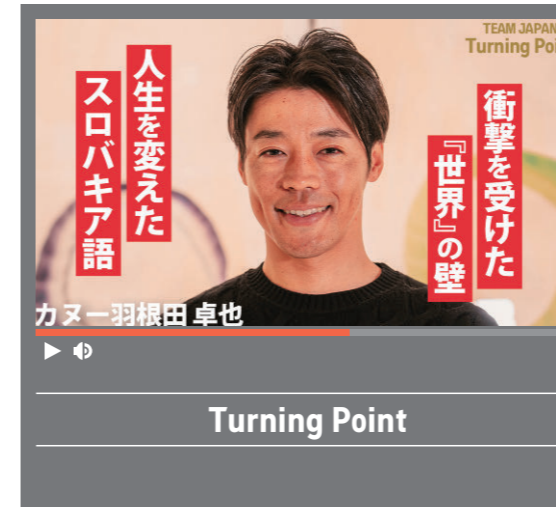
On June 23, 2022, Olympic Day, a new talk show called TEAM JAPAN TV debuted on the JOC's official YouTube channel. Based on JOC Vision 2064's call to "cherish, create, and convey the value of sport," the programme was produced with the aim of using athletes to convey the "value of sports" to a large number of people and to contribute to a brighter future and better society through sports. Approximately 90 programmes will have been released through March 2023. By showing the true faces of athletes, we aim to make sports and athletes more accessible than ever before.



Groups of TEAM JAPAN athletes (Japanese national athletes) talk across the boundaries of their respective sports, highlighting the athletes' appeal both on the field and off. The programme consists of two parts: ON and OFF. During the ON part, the conversation focuses on episodes from their experiences as athletes. Meanwhile, the OFF segment offers a glimpse into what the athletes are like away from sports through games, food, and special showdowns. For the first show, the host WATABE Akito (Nordic Combined) was joined by UNO Shoma (Figure Skating), TAKAGI Miho (Speed Skating), and others as they revealed their ON and OFF sides.



This programme serves up conversations between the TEAM JAPAN athletes that "we want to hear from the most right now." The athletes can ask each other just three questions. Their feelings are revealed as the conversation turns on the three questions they ask each other. The June 24, 2022 show featured KODAIRA Nao and LEE Sang Hwa (both speed skaters). The two competitors and best friends delved into their personal lives as well as their sport. In addition to athletes, conversations with people from a variety of genres beyond the sports world are also planned.



What are some of the unknown ways that TEAM JAPAN athletes suffer? This programme looks at the setbacks and hardships that Olympians have endured, as well as the "turning point" when they overcame them. Through interviews, the programme delves into their lives as athletes, including how they got to where they are today, what attracts them to competition and sports, and what they have felt and noticed as a result of their success. The stories shared in the interviews will inspire everyone—not just children, students, and young athletes. The first episode features the canoeist HANEDA Takuya. He talks about life-changing moments, including a baptism he received in Europe and the comment from a coach that changed his outlook on life.

# GREETINGS

The Tokyo 2020 Olympic and Paralympic Summer Games and the Beijing 2022 Olympic and Paralympic Winter Games, which were both hosted under restrictions imposed by the COVID-19 pandemic, provided an opportunity for us all to reaffirm the connection between sports and society. Many of us in sports were reminded of just how many people are needed for sports even to exist, not to mention the fact that we should never take for granted the opportunity to practice hard every day and compete at our very best. At the same time, I wondered more than ever about what sports should mean to society, given that sports depend on society, and about how its power to connect people and propel society forward could be applied to society building.

The Games of the XVIII Olympiad (Tokyo 1964) provided the impetus to develop Japan's infrastructure. More than 50 years later, the Tokyo 2020 Olympic and Paralympic Games were a catalyst for Japan to become a truly diverse and inclusive society in which everyone can live comfortably.

Moreover, the 2021 IOC General Assembly added "Together" to the Olympic Motto "Faster, Higher, Stronger." These are symbolic of the significant changes in society's expectations of sport and the role it plays in society.

Amid these major changes in the relationship between sports and society, the JOC announced "JOC Vision 2064" — "to cherish, create, and convey the value of sport" — after the Tokyo 2020 Games closed in August 2021. In November of the same year, the new TEAM JAPAN Brand was also announced, and the emblem was redesigned. The TEAM JAPAN Brand was designed to communicate the essential value of sport more widely than ever before in tandem with the National Federations and numerous other stakeholders, while the new emblem has been used since the Beijing 2022 Winter Games to unite an even greater number of athletes, stakeholders, and fans.

By competing at their very best, athletes not only give dreams and courage to the many people who see them, but also actively connect with society away from sports and help to resolve social issues by passing along their experiences based on sports to future children and society.

Beginning in 2022, the JOC has launched new initiatives like this as a part of "TEAM JAPAN SOCIAL ACTION." We are also using social media (SNS) to actively communicate the appeal of athletes and sports. And more than ever before, we will also implement programmes that use the Japan Olympic Museum to engage in activities alongside National Federations, related organisations, TEAM JAPAN partners, and many other stakeholders.

While continuing to strengthen athletes, the JOC will also actively promote efforts to convey the essential value of sport to society at large and strengthen the roots of sport culture by relying on the athletes who are at its heart. And we will work harder than ever to nurture the next generation in an effort to sustain and grow these activities. We greatly appreciate your continued understanding and cooperation.



Japanese Olympic Committee

**YAMASHITA Yasuhiro, President**

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# Sharing the Olympic Values



# Japan Olympic Museum

## Experience the Fascination of the Olympic Games

The Japan Olympic Museum 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. It has developed a wide range of attractive and immersive experiences through which children who bear the next generation and anyone else can get to know more about the Olympics. Here are some of the things that can be learned at the museum, which integrates sports and culture.

### 1st Floor WELCOME AREA

An area for promoting the Olympic Movement from many different viewpoints

#### ◆ Wood associated with the Tokyo 1964 (Tokyo) (1st-floor ceiling and furniture) ①

For the Games of the XVIII Olympiad (Tokyo 1964), delegations of athletes from around the world brought tree seeds that were planted across the country. Of the ones that were carefully raised in Engaru-cho, Monbetsu-gun, Hokkaido over a period of 50 years, 160 have been used for the ceiling louvers and furniture.

#### ◆ WELCOME WALL ②

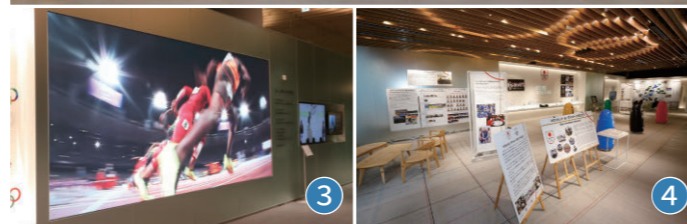
In 2019, a workshop was held for elementary school students from Engaru-cho in Hokkaido and from Shinjuku City in Tokyo, where the museum is located. After learning about the Olympic Games with the Olympians, each participant put their heart into building a collage of Olympic Symbols on the wall, using wood from Engaru-cho.

#### ◆ WELCOME VISION ③

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

#### ◆ WELCOME SALON ④

As a spot for communicating the Olympic Movement, the salon will offer a variety of activities throughout the year, including special exhibits and events.



With Olympians ITO Hanae (Swimming) and OGUCHI Takahisa (Luge)

### Educational Outreach Programmes Using the Japan Olympic Museum

#### JOC Olympic Classes in 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 Olympic values in their daily lives through direct experiences that can only be had at the museum.



### Basic Information

- Name (in Japanese): Nihon Olympic Museum  
Name (in English): Japan Olympic Museum
- Operated by: The Japanese Olympic Committee (JOC)
- Opened: September 14, 2019 (Saturday)
- Address: Japan Sport Olympic Square 1-2F, 4-2 Kasumigaokamachi, Shinjuku-ku, Tokyo 160-0013 JAPAN
- 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 \* For the latest updates, see the official website

### 2nd Floor EXHIBITION AREA

An area for discovering, learning about, feeling, trying and thinking about the Olympic Games

#### ◆ Introduction

This exhibition starts with the question, “What are the Olympic Games?” Learn the story from the origin of the Games to how they became humanity’s biggest event. This audio-visual experience takes place around a circle, allowing each visitor to experience their own connection with the Olympics.

#### ◆ KNOW The World and the Olympic Games ⑤

Learn about the evolutionary history of the Olympic Games, which as a celebration of peace have promoted providing equal opportunities for participation without discrimination of any kind, whether by gender, race or religion.

#### ◆ LEARN Japan and the Olympic Games ⑥

Japan first participated in the Olympics at the 1912 Games in Stockholm. Learn about Japan’s influence on the Olympic Games over the more than 100 years since.

#### ◆ TRY Olympic Games ⑦

This hands-on zone introduces all of the sports of the summer and winter Games, with seven booths where visitors can try to match the physical abilities of Olympians. Visitors will be able to tackle the performance of Olympians as each booth measures their physical movement, including running, throwing and jumping.

#### ◆ FEEL Olympic Theater ⑧

Experience the physical excellence of the athletes through this artistically expressed, immersive audio-visual presentation.

#### ◆ THINK The Story of Olympism ⑨

Look closely at Olympism through interviews and key episodes portraying Olympians embodying understanding and respect for their rivals and teammates, and their full-on approach to reaching their goals.

#### ◆ Ending

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?”

### Outdoors MONUMENT AREA

This area is for experiencing and handing down the legacy of the Olympic Movement. Take a commemorative photo against the backdrop of the National Stadium.



Olympic Cauldron—Tokyo 1964 (3/4 scale)

Olympic Cauldron—Sapporo 1972 (2/3 scale)

Olympic Cauldron—Nagano 1998 (1/2 scale)



Statue of Pierre de Coubertin

Statue of KANO Jigoro

The Olympic Symbol



## TEAM JAPAN SOCIAL ACTION

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



### TEAM JAPAN WINTER FEST

To commemorate the first anniversary of the Beijing 2022 Winter Games, the two-day TEAM JAPAN WINTER FEST was held at Mitsui Shopping Park Urban Dock LaLaport TOYOSU on February 11 and 12, 2023. The Olympians again expressed their gratitude for the outpouring of support they received during the Beijing 2022 Winter Games, and they issued a call for people to join others in using sports to think about solutions to social issues.

The event focused on winter sports, as they are greatly affected by climate change, and aimed to make children aware of the importance of environmental conservation through activities that many children would enjoy, such as touching actual snow. Moreover, Olympians and visitors deepened their interactions through various attractions and events, including a talk show by the participating Olympians and a game that let visitors face off against the Olympians.

Date: February 11 (Saturday/a holiday) and 12 (Sunday), 2023

Venue: Mitsui Shopping Park Urban Dock LaLaport TOYOSU, Seaside Deck (Courtyard) Main Stage Area

Organizer: Japanese Olympic Committee

Cooperation: Ski Association of Japan, Japan Skating Federation, Japan Ice Hockey Federation, Japan Bobsleigh, Luge and Skeleton Federation, Japan Curling Association, Japan Biathlon Federation, The Winter Industry Revitalisation Agency, Mitsui Fudosan, and Aflo

Content: <Snow Content> Snow plaza, snowman display, mini snow sculpture making, mini snow slide

<Stage Content> Athlete talk show, quiz competition (themes: Winter Olympics, winter sports, TEAM JAPAN, environmental issues, etc.), area to challenge Olympians (face off in games using their bodies)

<Other> Photo spot (Bobsleigh, Luge, Skeleton displays, etc.), press photo exhibition, TEAM JAPAN official shop

Participating Olympians:

UEMURA Aiko (Freestyle Skiing), OGIWARA Tsugiharuru (Nordic Combined Skiing), KUBO Hanae (Ice Hockey), TAKAGI Nana (Speed Skating), HIGUCHI Wakaba (Figure Skating), MATSUDA Takeshi (Swimming, Athletes' Committee Chair), TESHIGAWARA Ikue (Short Track Speed Skating), SUZUKI Hiroshi (Bobsleigh)



### 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 sapling in the hole.

Event date: October 21 (Friday), 2022

Event location: Mitsui Fudosan-owned forest in the Town of Biei in Kamikawa, Hokkaido

Participating JOC Athletes' Committee members:

MATSUDA Takeshi, TAKAHASHI Narumi, OTA Yuki, OGUCHI Takahisa, TERAO Satoru, MIYAKE Hiromi



### TEAM JAPAN SYMBOL ATHLETES SOCIAL ACTION

Launched in 2022, this programme supports activities that use sports to tackle various social issues through SOCIAL ACTION taken by the Symbol Athletes of TEAM JAPAN. Symbol Athletes work to develop their own programmes with support from the JOC, partner cities and municipal governments, the National Federations, and others.

#### ● The Circle of Skating for the Future on NAO Ice OVAL / KODAIRA Nao

“The Circle of Skating for the Future on NAO Ice OVAL” was held on Wednesday, November 23, 2022 (national holiday) with KODAIRA Nao (Speed Skating) who retired in October of that year. It was the first SOCIAL ACTION by a TEAM JAPAN Symbol Athlete. Co-organized by Chino City in Nagano Prefecture, the event was aimed at raising children who are “resilient, kind, and full of dreams,” not only by transmitting Ms. Kodaira’s love of skating and inspiring them to reach for the Olympics, but also by giving them the chance to experience the humanity of Ms. Kodaira, known for her dedication to skating and loved for it by people around the world. The event was enjoyed by 154 elementary and junior high school students from skating clubs in Nagano Prefecture who are aspiring to join the next generation of Olympians.

Date: November 23 (Wednesday/a holiday), 2022

Location: NAO Ice OVAL (Chino City International Skating Center)

Organizers: Japanese Olympic Committee, Chino City  
Cooperation: Chino City International Skating Center, Chino Skating Association

Audience: 154 elementary and junior high school students in Nagano Prefecture

Content: (1) Lecture by Ms. Kodaira  
(2) Exchange (Ms. Kodaira and the children played various games)  
(3) Skating class by Ms. Kodaira & coaches  
\* Rainy-weather programme  
(4) Commemorative Photo



## Inauguration Ceremony and Send-off Party

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

The JOC holds TEAM JAPAN inauguration ceremonies and send-off parties (the Olympic Games only) for the Japanese delegations to competitions such as the Olympic Games, Youth Olympic Games, Asian Games, and FISU World University Games.

#### Games of the XXXII Olympiad (2020/Tokyo)

##### TEAM JAPAN Inauguration Ceremony

Date: July 6 (Tuesday), 2021, 5:30-6:30 p.m.

As a measure against COVID-19 infection, the ceremony was restricted to a limited number of participants. The ceremony was observed online by Their Imperial Highnesses Crown Prince and Crown Princess Akishino and attended by Chef de Mission FUKUI Tsuyoshi, Deputy Chef de Mission OGATA Mitsugi, Captain YAMAGATA Ryota (Athletics), Vice-Captain ISHIKAWA Kasumi (Table Tennis), and Flagbearer SUSAKI Yui (Wrestling). Moreover, 767 people attended online, excluding athletes participating in overseas trips, training camps, and other such activities.



##### TEAM JAPAN Send-off Party

Date: July 6 (Tuesday), 2021, 7:00-7:40 p.m.

As with the inauguration ceremony, the number of participants was restricted and the event was held online to protect against COVID-19 infection. Following the inauguration ceremony at the event venue, the Japan Olympic Museum, the Chef de Mission FUKUI Tsuyoshi, Deputy Chef de Mission OGATA Mitsugi, Captain YAMAGATA Ryota (Athletics), Vice-Captain ISHIKAWA Kasumi (Table Tennis), and Flagbearer SUSAKI Yui (Wrestling) were in attendance. Moreover, approximately 800 people participated online, excluding athletes participating in trips, training camps, and other such activities. Facilitated by official Head of Supporters MATSUOKA Shuzo and emcee HIRAI Rio, the event also featured "Solidarity ORIGAMI" with messages gathered from across Japan since 2019 by the supporters' project. The cheer performance included a dance that combined light, music, and images, and the artist Yuzu appeared on stage to sing "Bridge of Glory." Accompanying Yuzu's powerful singing voice were numerous messages of support from across Japan that had been sent to a special website, "Cheers for the Japan National Team." The messages were projected on the screen and delivered to the athletes online.



#### XXIV Olympic Winter Games (2022/Beijing)

##### TEAM JAPAN Inauguration Ceremony

Date: January 29 (Saturday), 2022, 4:00-4:45 p.m.

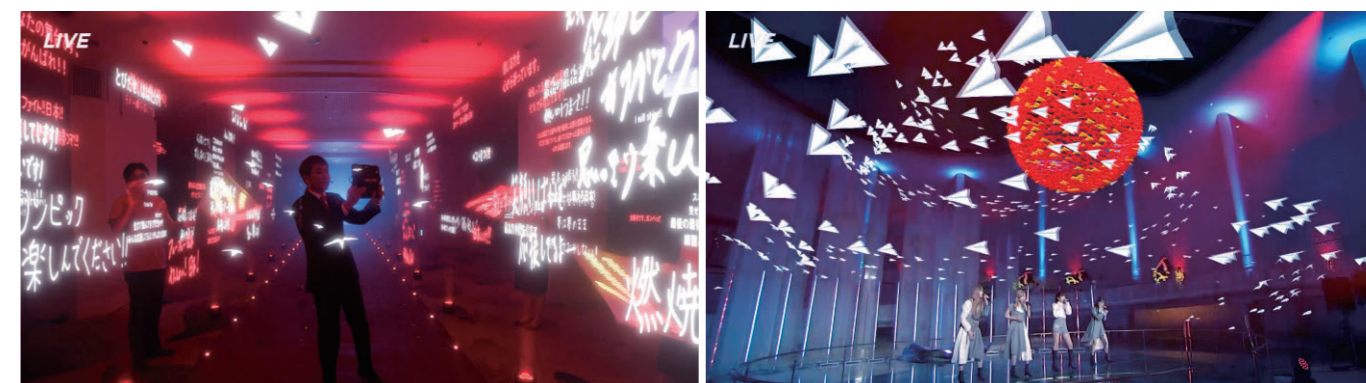
As a measure against COVID-19 infection, the ceremony was restricted to a limited number of participants. The ceremony was observed by Their Imperial Highnesses Crown Prince and Crown Princess Akishino and attended by Chef de Mission ITO Hidehito, Deputy Chef de Mission HARADA Masahiko, Captain TAKAGI Miho (Speed Skating), and Flagbearer GO Arisa (Speed Skating). Moreover, approximately 80 people attended online, excluding athletes participating in overseas trips, training camps, and other such activities.



##### Cheer Performance for TEAM JAPAN Athletes

Date: January 29 (Saturday), 2022, 5:30-5:40 p.m.

Following the inauguration ceremony, an online "cheer performance" was held for the TEAM JAPAN athletes. The performance was directed by NAKAYAMA Hideyuki, with the stage modeled after a runway; as paper airplanes take off for Beijing, augmented reality (AR) technology is used to send the numerous messages of support from the public for TEAM JAPAN flying into the air to be delivered to the athletes watching the event. The cheer performance included a dance that combined light and music, and was followed by the female vocal group Little Glee Monster singing two songs, "The World is Smiling at You" and "ECHO."



# Recognition of Outstanding Achievement

## 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.

In FY2021, the speed skater TAKAGI Miho was selected as Most Valuable Athlete for having won four medals, including gold, at the XXIV Olympic Winter Games (2022/Beijing). In all, there were 22 athletes and organisations recognised with JOC Sports Awards, including recipients of the Special Distinction Award, Merit Award, Rookie of the Year Award, Outstanding Performance Award, Special Contribution Award, Top Athlete Support Award, and Women & Sport Award.

In FY2022, the gymnast HASHIMOTO Daiki was selected as Most Valuable Athlete for having won four medals at the 51st Artistic Gymnastics World Championships, including 1st place in the individual all-around. In all, there were 16 athletes and organisations recognised with JOC Sports Awards, including recipients of the Special Distinction Award, Merit Award, Rookie of the Year Award, Outstanding Performance Award, Special Contribution Award, and Women & Sport Award.



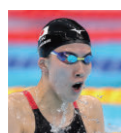
### JOC Sports Awards List of Winners for FY2021

#### Annual Award/Most Valuable Athlete



■ Speed Skating  
**TAKAGI Miho**  
 1st Place, Women's 1000 m, XXIV Olympic Winter Games (2022/Beijing)  
 \* Set a new Olympic record in the Women's 1000 m and won four medals, including a gold medal

#### Annual Award/Special Distinction Awards



■ Swimming  
**OHASHI Yui**  
 Games of the XXXII Olympiad (2020/Tokyo)  
 1st Place, Women's 200 m Individual Medley  
 1st Place, Women's 400 m Individual Medley  
 \* First Japanese female athlete to win two gold medals in the same Summer Games



■ Snowboard  
**HIRANO Ayumu**  
 XXIV Olympic Winter Games (2022/Beijing)  
 1st Place, Men's Halfpipe  
 \* Japan's first gold medal in snowboarding

#### Annual Award/Merit Awards

■ Boxing  
**IRIE Sena**  
 1st Place, Women's Featherweight, Games of the XXXII Olympiad (2020/Tokyo)  
 \* First gold medal in Japanese women's boxing history. First gold medal winner from Tottori Prefecture

■ Table Tennis  
**MIZUTANI Jun/ITO Mima**  
 1st Place, Mixed Doubles, Games of the XXXII Olympiad (2020/Tokyo)  
 \* First gold medal for mixed doubles in Japanese table tennis history

■ Artistic Gymnastics  
**HASHIMOTO Daiki**  
 Games of the XXXII Olympiad (2020/Tokyo)  
 1st Place, Men's Individual All-Around; 1st Place, Men's Horizontal Bar; 2nd Place, Team All-Around  
 \* Won gold medals in individual all-around and horizontal bar in first Olympic appearance. The first gold medal on the horizontal bar in 37 years

■ Ski Jumping  
**KOBAYASHI Ryoyu**  
 XXIV Olympic Winter Games (2022/Beijing)  
 1st Place, Men's Normal Hill Individual; 2nd Place, Men's Large Hill Individual  
 \* First gold medal in ski jumping in 24 years

#### Annual Award/Rookies of the Year

■ Skateboarding  
**NISHIYA Momiji**  
 1st Place, Women's Street, Games of the XXXII Olympiad (2020/Tokyo)  
 \* Youngest Japanese to win a gold medal in Olympic history

■ Snowboard  
**MURASE Kokomo**  
 3rd Place, Women's Big Air, XXIV Olympic Winter Games (2022/Beijing)  
 \* Youngest Japanese woman to win a medal at the Winter Games

#### Annual Award/Outstanding Performance Awards

■ Karate  
**KIYUNA Ryo**  
 1st Place, Men's Kata, Games of the XXXII Olympiad (2020/Tokyo)  
 \* First gold medal in an added sport. First gold medal winner from Okinawa Prefecture  
 \* First gold medal winner from Okinawa Prefecture

■ Figure Skating  
**KAGIYAMA Yuma**  
 2nd Place, Men's Singles, XXIV Olympic Winter Games (2022/Beijing)  
 \* Youngest Japanese figure skater to ever win a silver medal

■ Fencing  
**YAMADA Masaru, MINOBE Kazuyasu, KANO Koki, UYAMA Satoru**  
 1st Place, Men's Epee Team, Games of the XXXII Olympiad (2020/Tokyo)  
 \* First gold medal in the history of epee team

■ Curling  
**Women's Curling Team**  
 2nd Place, Women's Team, XXIV Olympic Winter Games (2022/Beijing)  
 \* First silver medal in Japanese women's curling history

#### Special Contribution Award

##### Tokyo 2020 Volunteers

Volunteers supported Games operations in the face of the COVID-19 pandemic, even when it meant there were no spectators at the events. They stood by the athletes and other people involved and provided emotional support to everyone who was a part of the Games. Moreover, the volunteers were recognised and appreciated not just within Japan but around the world as well.

#### Women & Sport Award

##### Football Japan Women's Empowerment (WE) Professional Football League

Japan's first professional women's football league launched in September 2021, leading the way in Japan's women-empowered society while strengthening "women's professional sports" in Japan. Dedicated to using women's football and sport to help create and grow a society full of diverse dreams and lifestyles, in which every individual shines brightly, the league will pursue activities that reflect these ideals. Likewise, the league's activities will reflect its vision of a women's community that is the world's most active, and of women's football and league that are the world's best.

#### Top Athlete Support Awards

##### <Most Valuable Organisation>

- PARK24

##### <Organisations of Merit>

- Asahi Kasei
- JSDF Physical Training School
- Starts Corporation
- Central Sports
- Tsuchiya Home
- Nippon Sport Science University

JOC Sports Awards List of Winners for FY2022

Annual Award/  
Most Valuable Athlete



Artistic Gymnastics

**HASHIMOTO Daiki**

51st Artistic Gymnastics World Championships  
1st Place, Men's Individual All-Around; 2nd Place, Men's Floor Exercise; 2nd Place, Men's Horizontal Bar; 2nd Place, Men's Team  
\* Won four medals, including a gold medal

Annual Award/Special Distinction Awards

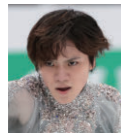


Figure Skating

**UNO Shoma**

ISU World Figure Skating Championships 2023  
1st Place, Men's Singles  
\* First Japanese men's singles champion in two consecutive World Championships



Figure Skating

**SAKAMOTO Kaori**

ISU World Figure Skating Championships 2023  
1st Place, Women's Singles  
\* First Japanese women's singles champion in two consecutive World Championships

Annual Award/Merit Awards

Athletics

**YAMANISHI Toshikazu**

1st place, Men's 20 km Race Walk, 2020 World Athletics Championships  
\* First time that either a male or female Japanese athlete has won two consecutive World Championships

Badminton

**YAMAGUCHI Akane**

1st place, Women's Singles, 2022 BWF World Championships  
\* First Japanese athlete to win two consecutive World Championships in women's singles

Surfing

**IGARASHI Kanoa**

1st Place, Men's Individual, 2022 ISA World Surfing Games  
\* Undefeated victory, with 1st place in all seven matches from the first round to the final. First gold medal ever won by a Japanese athlete

Figure Skating

**MIURA Riku, KIHARA Ryuichi**

1st Place, Pairs, ISU World Figure Skating Championships 2023  
\* Won all of the major international competitions in the same season, including the Grand Prix Final, Four Continents Championships, and World Championships, to become the first Japanese team to complete a Grand Slam

Fencing

**EMURA Misaki**

2022 Fencing World Championships (Cairo, Egypt)  
1st Place, Women's Sabre Individual  
\* Japan's first World Championship gold medal in women's sabre

Annual Award/Rookies of the Year

Snowboard

**HASEGAWA Taiga**

2023 FIS Freestyle Ski and Snowboarding World Championships  
1st Place, Men's Big Air  
\* First Japanese athlete to win a World Championship gold medal in men's big air

Golf

**BABA Saki**

1st Place, Women's Golf, 2022 U.S. Women's Amateur Golf Championship  
\* Only the second Japanese player to win the U.S. Women's Amateur Golf Championship in 37 years

Annual Award/Outstanding Performance Awards

Athletics

**KITAGUCHI Haruka**

3rd place, Women's Javelin, 2020 World Athletics Championships  
\* First-ever medal in a women's athletics event at either the Olympic Games or World Championships

Snowboard

**MIKI Tsubaki**

2023 FIS Freestyle Ski and Snowboarding World Championships  
1st Place, Women's Parallel Giant Slalom  
\* Japan's first World Championship gold medal in women's parallel giant slalom

Ski Jumping

**KOBAYASHI Ryoyu**

2nd Place, Men's Large Hill Individual, 2023 FIS Nordic World Ski Championships  
\* First time in 20 years that a Japanese men's jumping team has won a medal in an individual event at the World Championships

Cycling BMX Freestyle

**NAKAMURA Rim**

2022 UCI Urban Cycling World Championships  
1st Place, Men's BMX Freestyle Park  
\* First Japanese athlete to win gold medal at the World Championships in BMX Freestyle, which became an official event at Tokyo 2020

Special Contribution Award

Baseball

**Japan National Team**

2023 World Baseball Classic Champions  
\* Won a third championship after 14 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, and such children are the future.



Women & Sport Award

Football

**YAMASHITA Yoshimi**

YAMASHITA Yoshimi was chosen as the first-ever female referee for the FIFA World Cup in 2022. Proof that women who have the skills can aim high regardless of gender, she is leading the way on women's advancement in the sporting world. Through the extensive media coverage she received, she also led many people to take a greater interest in football and contributed to increased awareness of the role that referees play. As an international referee, she has officiated at many international matches and made great international contributions as well.

Olympic Classes

Current curriculum guidelines specify understanding the significance of sports and the Olympic Movement as culture as part of "Theory of Sport and Physical Education" under the "Health and Physical Education Theory of Sport and Physical Education" for junior high school students and under the "Physical Education" subject for high school students. The content for "Theory of Sport and Physical Education" under Health and Physical Education for third-year junior high school students states that the significance of the Olympics and other international sporting events is to play a major role in international goodwill and world peace. Based on this, the JOC has been holding Olympic classes since FY2011 for second-year junior high school students to help them discover the content before they study about it in the "Theory of Sport and Physical Education" classes at school. Olympians serve as instructors for Olympic class programmes and discuss their various experiences up until the competitions or from actually competing in the Olympic Games. The classes promote the Olympic values of excellence, friendship and respect as well as the educational values, such as the joy of effort, fair play, respect for others, pursuit of excellence, and balance between body, will and mind, that characterize Olympic spirit. The classes are also intended to teach the students that these 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 also that it is precisely because these concepts exist that the Olympic Games have value.

The classes are only held with the approval of the school and local government, and only after measures to prevent the spread of COVID-19 have been put into place.



Areas Held As of March 2023

FY2011 to FY2022 Number of Schools/Number of Students

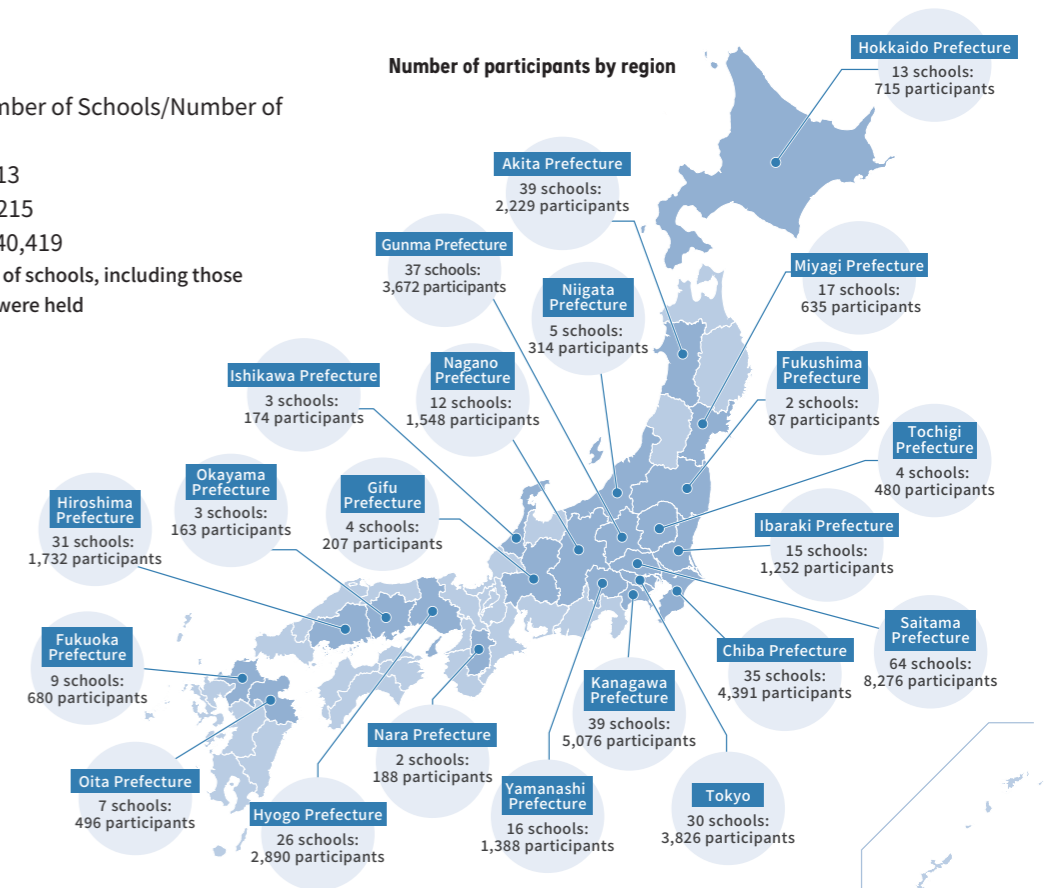
Number of schools: 413

Number of classes: 1,215

Number of students: 40,419

\* This is the total number of schools, including those where multiple classes were held

Number of participants by region



## 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. This event now includes more than 600,000 participants and is open to everyone. The events are easy-to-complete 2-4 km courses that focus on jogging. The objective is to raise understanding of the joy of sports, the Olympic values, and Olympism by encouraging people to participate in various programmes with Olympians.

The events are only held with the approval of the host location, and only after measures to prevent the spread of COVID-19 have been put into place.



## 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 and Olympic values, 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

#### FY2021

March 5, 2022 (Saturday)

Venue: Online

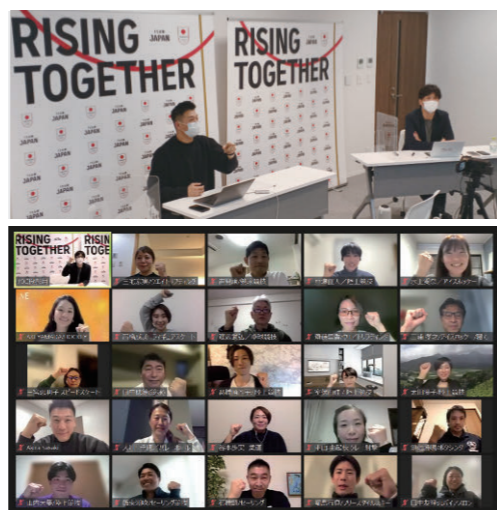
Number of participants:  
35 Olympians

#### FY2022

November 26, 2022 (Saturday)

Venue: Online

Number of participants:  
39 Olympians



## 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. It is an Olympic Movement programme that integrates sports with culture by combining videos of Olympic competitions with orchestral performances. The concert is intended to convey the values and wonder of the Olympics not only to sports fans, but also to music fans who are not familiar with sports or the Olympics.

### ■ Olympic Concert 2021 "Thanks for the Courage, Thanks for the Excitement"

Date: October 12 (Tuesday), 2021, from 6:00 p.m.

Venue: Tokyo Metropolitan Theatre Concert Hall

Participating Athletes: [Olympians]

Swimming: HONDA Tomoru

Boxing: NAMIKI Tsukimi

Wrestling: OTOGURO Takuto, MUKAIDA Mayu

Track Cycling: KAJIHARA Yumi

Fencing: YAMADA Masaru, MINOBE Kazuyasu,  
KANO Koki, UYAMA Satoru

Judo: TAKATO Naohisa, ABE Hifumi, ABE Uta,  
ARAI Chizuru, HAMADA Shori, TONAKI Funa

Archery: KAWATA Yuki, MUTO Hiroki

Sport Climbing: NONAKA Miho, NOGUCHI Akiyo

Skateboarding: NAKAYAMA Funa

[Paralympians]

Athletics: SATO Tomoki, TAKAMATSU Yuka

Judo: SETO Yujiro, OGAWA Kazusa

Swimming: SUZUKI Takayuki, YAMAGUCHI  
Naohide, KIMURA Keiichi

Wheelchair rugby: IKEZAKI Daisuke

### ■ Olympic Concert 2022 "Thanks for the Dreams, Onward to Tomorrow"

Date: June 16 (Thursday), 2022, from 6:30 p.m.

Venue: Tokyo International Forum Hall A

Participating Athletes: [Olympians]

Nordic Combined Skiing: NAGAI Hideaki

Snowboard: MURASE Kokomo

Artistic Gymnastics: HASHIMOTO Daiki

Speed Skating: TAKAGI Miho, TAKAGI Nana

Figure Skating: KAGIYAMA Yuma

Fencing: YAMADA Masaru, MINOBE Kazuyasu,  
KANO Koki, UYAMA Satoru

Karate: KIYUNA Ryo

Skateboarding: NISHIYA Momiji

[Paralympians]

Cross-country skiing: KAWAYOKE Taiki

### Special Concert

#### ■ Olympic Concert 2022 in Fukushima

Date: January 15 (Saturday), 2022, from 6:00 p.m.

Venue: Kenshin Cultural Center Main Hall



## JOC Athletes' Committee Activities

Views on the current state of the NF athletes' committees and their issues, as well as on cross-functional JOC Athletes' Committee policies and planning, are exchanged with participants to strengthen collaboration between the JOC and NF athletes' committees; and, for the purpose of providing useful information for future NF athlete committee decisions regarding activity guidelines, the committee holds joint meetings with NF athletes' committees.

### ■ NF Athletes' Committee Joint Meeting

#### 1st Meeting

Date: September 14 (Wednesday), 2022, 4:00-6:00 p.m.

Meeting location: JSOS and online

Number of Participants: 69 people from 41 organisations

Main agenda:• IOC and OCA athletes' committee issues and efforts to resolve them

- Presentations on NF athletes' committee activities

#### 2nd Meeting

Date: March 14 (Tuesday), 2023, 4:00-6:00 p.m.

Meeting location: JSOS and online

Number of Participants: 62 people from 30 organisations

Main agenda:• Exchanging views with NF athletes' committees

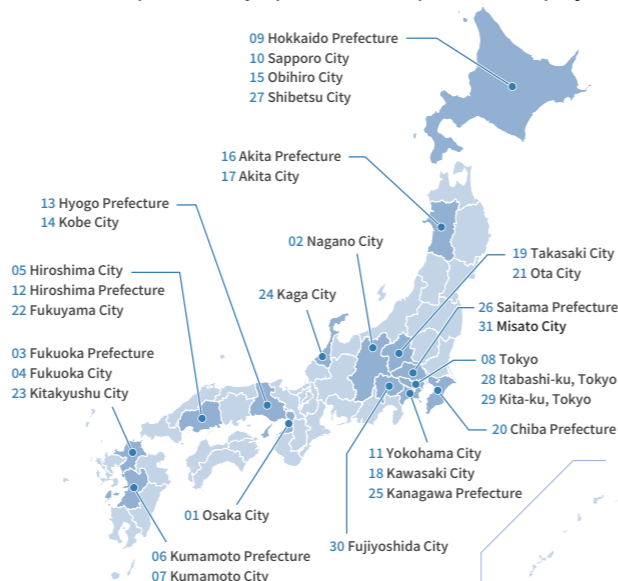
- Information sharing, etc.



## 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, the JOC will work with these partner cities to implement Olympic Movement promotional projects that are beneficial to both parties.

City	Date Signed	City	Date Signed
01 Osaka City	July 30, 2002	17 Akita City	May 15, 2012
02 Nagano City	August 28, 2003	18 Kawasaki City	March 30, 2015
03 Fukuoka Prefecture	November 26, 2004	19 Takasaki City	April 3, 2015
04 Fukuoka City	April 15, 2005	20 Chiba Prefecture	February 5, 2016
05 Hiroshima City	September 14, 2005	21 Ota City	May 23, 2016
06 Kumamoto Prefecture	May 11, 2006	22 Fukuyama City	July 16, 2016
07 Kumamoto City	May 11, 2006	23 Kitakyushu City	December 16, 2016
08 Tokyo	March 5, 2007	24 Kaga City	April 18, 2017
09 Hokkaido Prefecture	December 18, 2007	25 Kanagawa Prefecture	April 21, 2017
10 Sapporo City	December 18, 2007	26 Saitama Prefecture	June 16, 2017
11 Yokohama City	March 28, 2008	27 Shibetsu City	June 11, 2019
12 Hiroshima Prefecture	April 14, 2008	28 Itabashi-ku, Tokyo	August 30, 2019
13 Hyogo Prefecture	December 1, 2008	29 Kita-ku, Tokyo	August 30, 2019
14 Kobe City	December 1, 2008	30 Fujiyoshida City	March 4, 2020
15 Obihiro City	March 3, 2012	31 Misato City	January 13, 2022
16 Akita Prefecture	May 15, 2012		As of March 31, 2022



## Sports Festivals

“Sports Day” was originally called “Health and Sports Day” before the name was changed in 2020. This central commemorative event is a major sports event that brings the entire sports world together. Leading Japanese Olympians and top athletes also participate, conveying the fun and importance of sports to more than 10,000 people who participate each year. The event normally features jogging, athletic meets, sports classes, talk shows and other activities, but the FY2021 event was held online in order to prevent the spread of COVID-19, while the FY2022, also held online, included some in-person activities.

### ■ Sports Festival 2021

Online access: January 10 (Monday/national holiday) to February 13 (Sunday), 2022

Participating Olympians and Paralympians: 3 athletes  
Main programme: Video content released on special website, live-streamed talk show (Sunday, January 16, 2022)

### ■ Sports Festival 2022

Online access: October 3 (Monday) to November 13 (Sunday), 2022

Event venue: Ajinomoto National Training Center East  
\* Athlete talk show only

Number of participants: 50 \* Athlete talk show only  
Participating Olympians and Paralympians: 9 athletes  
Main programme: Video content released on special website, athlete talk show (Monday/national holiday, October 10, 2022)



## Programmes to Provide Sports Information

### Public Relations Programmes

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 core programmes.



### JOC Official Website/Social media

The JOC official website provides a variety of information on the Olympic Movement with photographs, videos, news, columns and more. There, programme achievements and competition-related TEAM JAPAN athletes, results, related news, and more can be viewed. Official Facebook, Twitter, Instagram, and other SNS accounts are also used to share information in an effective way that expands the circle of interest in athletes’ activities and JOC programmes.

### ■ URL and Accounts

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

### “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 hours: MY OLYMPIC: Weekly from Monday to Friday, 6:55 a.m. to 7:00 a.m.  
MY OLYMPIC α: Weekly from Monday to Friday, 2:55 p.m. to 3:00 p.m.  
MY OLYMPIC +: Every Saturday 10:30 p.m. to 10:55 p.m.

\* FM Fukuoka is 5:55 a.m. to 6:00 a.m.,  
FM Aomori, FM Gunma, & Gifu FM re-broadcast the same day 11:55 p.m. to 12:00 a.m.

Planning: Japanese Olympic Committee  
Production: Japan FM Network member companies  
\* JOC website <<https://www.joc.or.jp>>





## Sports and Environmental Preservation Activities Sports and Environment Programmes

To ensure that the global environment will always be conducive to the enjoyment of sports, the JOC is promoting environmental awareness activities by using Olympic athletes and teams to convey messages of environmental conservation and by displaying posters and banners at competition venues.

### 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 2022” 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 2022

Event date: March 12 (Saturday), 2022

Location: Online

Participating Olympians:

UEDA Ai (Triathlon)

KOZUKA Takahiko (Figure Skating)

- Opening lecture (general overview and presenter introduction)

- Keynote address, “Introduction to Sports and the Environment”

- Panel discussion

#### Sports and Environment Conference 2022

16th JOC Sports and Environment Regional Seminar

Event date: December 3 (Saturday), 2022

Venue: In-person at JSOS and online

Participating Olympians:

OHMIYA Anna (Curling)

OGUCHI Takahisa (Luge)

MINAGAWA Kentaro (Alpine Skiing)

- Opening lecture (general overview and presenter introduction)

- Keynote address, “Introduction to Sports and the Environment”

- Presentations on environmental conservation activities by National Federations

- Panel 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.



## Programme Public Relations Activities

### 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).

#### May 31, 2021 Theme: Thinking About Diversity

- Keynote address, “Diversity in the Sporting World: an LGBTQ Perspective”  
SUGIYAMA Fumino, Co-representative Director, NPO Tokyo Rainbow Pride and former Japan Women's National Fencing Team athlete
- Study (1)  
“An Inclusive Society through the Lens of the Paralympics”  
KAWAI Junichi, Chair, Japanese Paralympic Committee
- Study (2)  
“About Diversity”  
MAWULI Evelyn, Japan Women's National Basketball Team Contender (plays for Toyota Antelopes)
- Exchange of views: SUGIYAMA Fumino, KAWAI Junichi, MAWULI Evelyn  
Moderator: INAGAKI Kosuke, The Asahi Shimbun
- Information from Tokyo 2020  
“Initiatives to Promote Gender Equality/Diversity and Harmony”  
KOTANI Mikako, Sports Director, Tokyo 2020 Organizing Committee and head of the Gender Equality Promotion Team

\* Due to speaker scheduling conflicts, the FY2022 event will be held in April 2023



## Nurturing and Supporting 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. These groups, which study various issues in their respective fields to understand current conditions and identify problems, include (1) the Athletes Working Group, 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; (2) the Coaches Working Group, to provide for the continuous training of coaches and other staff and develop a stable coaching system; and (3) the Data & Technology Working Group, to promote and study the use of advanced technology and data to improve athletic performance. Looking ahead, we will continue to pursue activities to grow the project, including interviews with the players and coaches.

## Performance Enhancement Programmes (FY2022 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 following the Olympic Games, and to pursue new athlete enhancement activities using DX.

- ◆ Athlete enhancement activities: 52 federations, 893 projects
- ◆ Next-generation athlete training enhancement: 37 federations, 490 projects
- ◆ Athlete enhancement activities for new lifestyles: 29 federations, 48 projects
- ◆ Coach enhancement: 18 federations, 68 projects
- ◆ Protecting against infectious disease: 44 federations, 245 projects

## Coach Appointment Programmes (FY2022 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.: 45 appointments
- ◆ Staff: 97 appointments
- ◆ Coaches, etc.: 238 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. The JOC promotes collaboration between sports by making the basic policies of the JOC’s Sports Committee known to training staff (coaches, medical, management and other staff), including those in charge of enhancement at each NF, while guiding each NF to take the initiative in improving their international performance abilities.

Conference name	Dates	Venue:	Number of participants:
FY2021 Coach Conference	December 24, 2021	Online	About 330 people
FY2022 Coach Conference	December 23, 2022	Online	About 350 people

## Subsidy Programmes for Private-sector Sports Promotion, Etc. (FY2022 results)

In order to promote goodwill and friendship between Japan and Korea, as well as to improve the athletic performance of Japanese athletes, joint training camps and exchange conferences are held in Japan and Korea among top-level athletes. At the same time, the JOC is also working to train Japanese international referees who are capable of excellent, fair judging so that Japan’s presence at international competitions will enhance the performance of Japanese athletes and the competitive environment.

- ◆ Korea-Japan Sports Exchange (2 sports, 4 programmes)
- ◆ International Referee, Etc. Training Programme (21 sports, 64 programmes)

## Programme to Discover and Develop Athletes with Potential

### JOC Elite Academy

The JOC makes maximum use of the Ajinomoto NTC and other Japan High Performance Sports Center (HPSC) and works in collaboration with NFs to identify promising junior athletes throughout Japan and develop elite athletes capable of competing in international competitions, including the future Olympic Games, under NFs’ integrated coaching system.

The JOC also collaborates with regional educational institutions to expand their integrity and intellectual ability, developing human resources that contribute not only to the sporting world but also to the advancement of the society. As of April 2022, these programmes are being conducted for students in the first year of junior high school through the third year of high school in six sports, including wrestling, table tennis, fencing, rifle shooting, rowing and archery.

### (Description of Activities)

The programmes below are conducted in the belief that enhancement within the Ajinomoto NTC-centered environment needs the “ability to think” at its core and be balanced across “performance ability,” “intellectual ability,” and “life ability.”

- ◆ Programme to enhance performance ability, utilising the functions of the HPSC and top-level, dedicated coaches under the integrated coaching systems of each National Federation
- ◆ Language education aimed at acquiring logical thinking and expression
- ◆ Language training programmes for performing overseas as a member of the Japanese national team
- ◆ Learning (supplementary learning) programmes for inculcating basic academic ability
- ◆ Outdoor activity programmes aimed at raising awareness as members of the “Team Elite Academy”
- ◆ Sports education programmes aimed at thinking about the significance and value of sports

### Workshops Targeted at Olympic Hopefuls

The JOC recognises athletes who have achieved outstanding results in the JOC Junior Olympic Cup and other competitions, and who have the potential to compete in the Olympic Games and other world championships in the future, as “Olympic Hopefuls.” Training sessions are held as a group under the JOC Sports Committee theme of “No integrity, no victory.” They aim to develop world-class athletes through exchanges with athletes and coaches from other sports, and to further develop their performance ability.

### FY2022

Event date: November 19-20, 2022

Event venue: Ajinomoto National Training Center  
Japan National Stadium  
Japan Olympic Museum



## Sports Classes and Games, Sports Trainer Development and Utilisation Programmes

### JOC Career Academy

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

The JOC Career Academy Programme was launched with the main objective of helping athletes dispel anxiety after retiring from competition, so that they concentrate on their sport and further improve their performance ability. The programme involves activities centered around three pillars: ① Training programmes, ② Athnavi, and ③ Athnavi NEXT.

#### ① Education and training, including online formats

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.



#### ② 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. (Actual placements as of March 2023: 219 companies, 367 Federation members)



#### ③ Athnavi NEXT

This system offers support to help athletes make a smooth transition to the next stage of their lives following their retirement. While they are still active, they receive support for their next careers, including seminars that help them acquire career-design skills and individual counseling that uses assessment tools, to enable them to take advantage of their experience and knowledge from their active years, as well as the skills they developed through their life in sports.



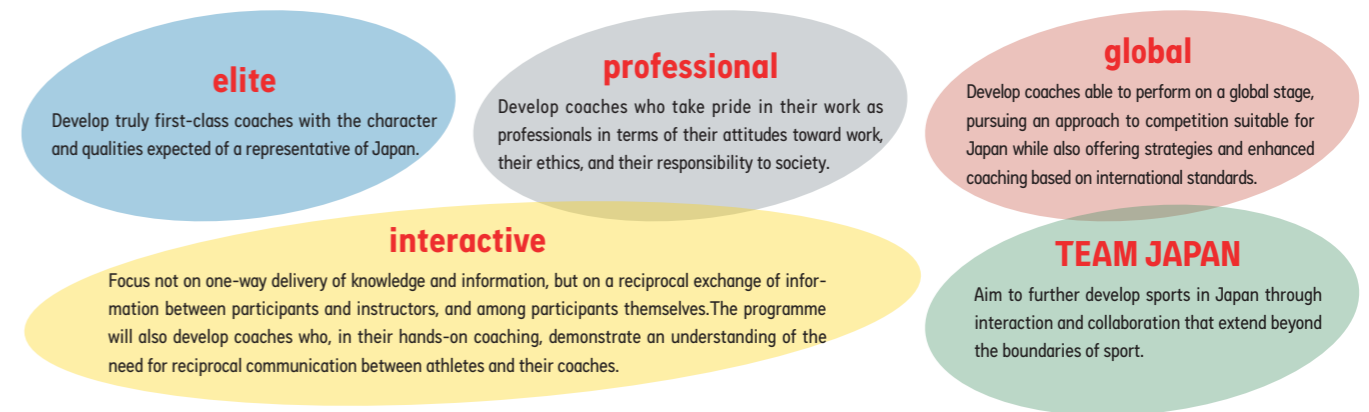
### JOC National Coach Academy

The JOC National Coach Academy 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



##### ◆ Results to date (FY2007 to FY2022)

**615** participants (Official: 440; Special transfers: 97; Non-Japanese: 78)

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, Taekwondo, Biathlon, Breaking, Surfing, Skateboarding

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

	London (2012)		Rio (2016)		Tokyo (2020+1)	
	# of NCA graduates	% of total	# of NCA graduates	% of total	# of NCA graduates	% of total
(Reference) Team Leader	2	25.0%	2	16.7%	4/15	26.7%
Managers	14	50.0%	18	46.2%	29/54	53.7%
Coaches	19	17.9%	32	29.6%	75/219	34.2%
(Reference) General affairs	2	14.3%	4	17.4%	7/46	15.2%
(Reference) Technical staff	0	0.0%	1	20.0%	3/28	10.7%
Manager/coach percentage	33/134	24.6%	50/147	34.0%	106/273	38.8%

	Sochi (2014)		PyeongChang (2018)		Beijing (2022)	
	# of NCA graduates	% of total	# of NCA graduates	% of total	# of NCA graduates	% of total
(Reference) Team Leader	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%
(Reference) General affairs	1	20%	0	0%	0	0%
(Reference) Technical staff	0	0%	0	0%	0	0%
Manager/coach percentage	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 Promotion Support 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.



Anti-doping training at the JOC Elite Academy (JADA cooperation)

## Sports Trainer Overseas Training Programmes

(FY2022 results: 8 people)

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.

## National Training Center Management and Operations Programme

The Ajinomoto National Training Center (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.



## NTC Networking Programmes

The 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, the JOC organises "Joint Meetings of Sport-Specific NTCs" and "Management 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. (32 Olympic sports facilities and two high-altitude training facilities as of March 2023.)

- 1 **J Village**  
Football
- 2 **Kawasaki Heavy Industries Hockey Stadium**  
Hockey
- 3 **Gotemba Horsemanship and Sports Center**  
Equestrian
- 4 **Kanagawa Prefectural Isehara Shooting Range**  
Shooting/Skeet Shooting
- 5 **Kumagaya Sports Culture Park**  
Rugby
- 6 **Phoenix Seagaia Resort**  
Golf
- 7 **Resol no Mori**  
Modern Pentathlon
- 8 **Kawasaki City Port Promotion Hall (Kawasaki Marien) Beach Volleyball Court**  
Volleyball/Beach Volleyball
- 9 **Japan Cycle Sports Center and JKA250**  
Cycling
- 10 **Phoenix Seagaia Resort and surrounding area**  
Triathlon
- 11 **Light BMX Park**  
Cycling/BMX Freestyle
- 12 **Katsushika City Higashikanamachi Athletic Ground Sport Climbing Center**  
Sport Climbing
- 13 **Murakami City Skateboard Park**  
Skateboarding
- 1 **Wakayama Sailing Center (Dinghy Marina)**  
Sailing
- 2 **Toda Park Boat Course & Toda Boathouse**  
Rowing
- 3 **Toyama City Sports Canoe Center**  
Canoe/Slalom
- 4 **Kibagata Canoe Course**  
Canoe/Sprint
- 5 **SURF STADIUM® Shizunami PerfectSwell®**  
Surfing
- 1 **Okurayama Ski Jump Stadium/ Miyanomori Ski Jump Stadium**  
Skiing/Ski Jumping
- 2 **Nishioka Biathlon Stadium**  
Biathlon
- 3 **Hakucho Oji Ice Arena (Tomakomai City Hakucho Arena)**  
Ice Hockey
- 4 **Meiji Hokkaido Tokachi Oval (Obihiro Forest Speed Skating Oval)**  
Skating/Speed Skating
- 5 **Hakuba Ski Jumping Stadium/Hakuba Cross-Country Stadium**  
Skiing/Nordic Combined
- 6 **The Spiral (Nagano City Bobsleigh/Luge Park)**  
Bobsleigh & Luge
- 7 **Nagano City Olympic Memorial Arena (M-WAVE)**  
Skating/Speed Skating
- 8 **Teisan Ice Skate Training Center**  
Skating/Short Track
- 9 **Karuizawa Kazakoshi Park Curling Hall (Karuizawa Ice Park)**  
Curling
- 10 **Kanku Ice Arena**  
Skating/Figure Skating
- 11 **Sugadaira Pine Beak Ski Resort**  
Skiing/Alpine, Skiing/Snowboard (Parallel Giant Slalom)
- 12 **Tohoku Quest**  
Skiing/Freestyle (Slopestyle, Big Air)  
Skiing/Snowboard (Slopestyle, Big Air)
- 13 **Aomori Spring Ski Resort**  
Skiing/Freestyle (Halfpipe)  
Skiing/Snowboard (Halfpipe)
- 1 **Hida Ontake Kogen Highland Sports Training Area**  
High Altitude Training
- 2 **Zao Bodaira Athlete Village**  
High Altitude Training
- 1 **Nikkan Arena Tochigi Indoor Swimming Pool**  
Swimming/Diving

## JOC Integrity Education Programme

Various training programmes are held to help athletes and coaches acquire the knowledge and means to be better representatives of Japan and protect their own personal values. The Athlete App is also used to deliver the latest sports-related news and provide integrity-oriented information. The JOC and NFs share the responsibilities and work in collaboration to run the Programme. As always, we will take into account the opinions of relevant stakeholders and other organisations as we continue to examine the ideal form that the JOC Integrity Education Programme should take.



## Entourage Education (Seminars for Parents of Junior Athletes)

An athlete's entourage refers to all of the people around the athlete. These might include managers, agents, coaches (including teachers), trainers, medical staff, scientists, NFs, sponsors, attorneys and family members. The JOC offers education in dealing with issues that may come up depending on the athlete's age and in risk management methods and conducts activities designed to put in place an environment for athlete development.

The seminar for parents of junior athletes is conducted for parents of athletes in their junior years (ages 10 to 18). Parents share a great deal of time with the athletes at home and have an enormous impact on them, and by teaching them how to interact with and give advice to junior athletes, the JOC aims to increase the likelihood that both parents and their children will achieve a rewarding life through sports, while developing highly competitive athletes.

### Dates of Seminars for Parents of Junior Athletes

#### FY2021

1st Meeting Date: May 15 (Saturday), 2021  
Location: Online

2nd Meeting Date: March 20 (Sunday), 2022  
Location: Online

#### FY2022

1st Meeting Date: November 20 (Sunday), 2022  
Location: Online

2nd Meeting Date: December 17 (Saturday), 2022  
Location: Online

3rd Meeting Date: March 18 (Saturday), 2023  
Location: Online

### (Highlights)

About Olympism, conditioning for junior athletes, what parents can do to help them grow as top athletes (sports psychology), what parents need to know about the dangers and effectiveness of SNS, nutrition for a winning body, panel discussion, etc.



# Promoting International Exchanges



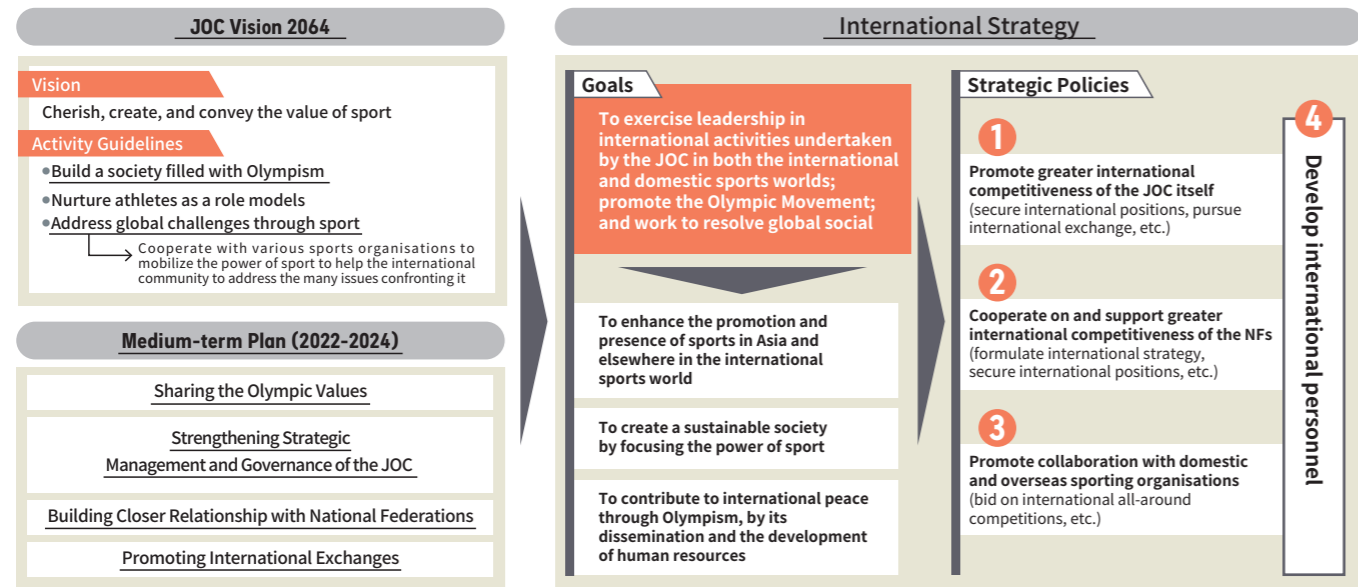
# Basic Policy on International Strategy

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 put together a basic policy that outlines the goals of future international strategy, as well as the strategic policies needed to achieve them.

## Basic Policy on International Strategy

### 1 International Strategy Positioning



\* The underlined parts are particularly relevant to international strategy  
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### 2 Content highlights aligned with the strategic policies



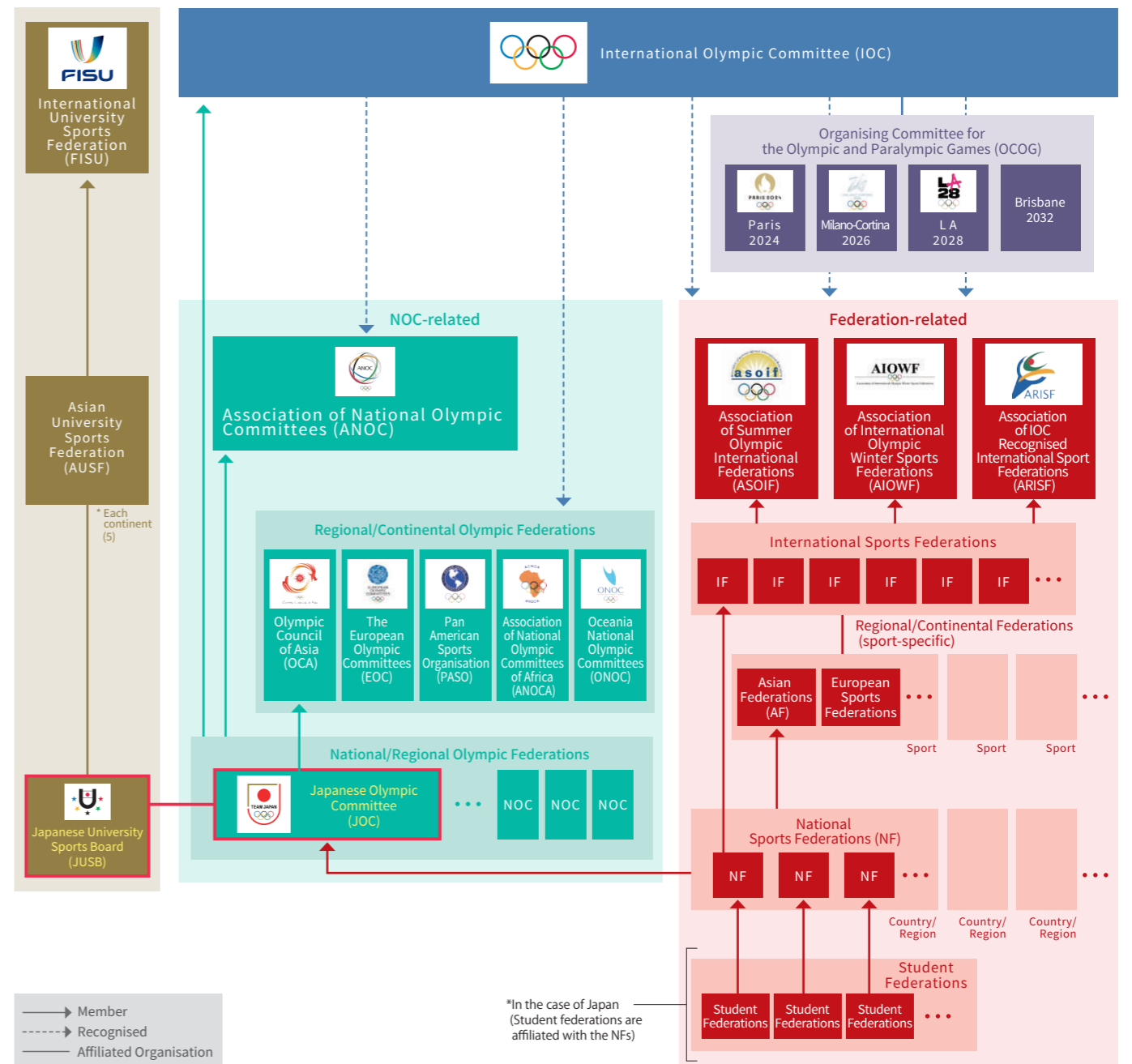
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## International Cooperation

### International Organisation Diagram

The JOC interacts with international sports governing bodies such as the International Olympic Committee (IOC), the Association of National Olympic Committees (ANOC), the Olympic Council of Asia (OCA) and the International University Sports Federation (FISU), and strives to strengthen relationships with the National Olympic Committees (NOC) in each country or region. It aims to enhance the international presence and competitiveness of Japanese sports through international contributions, networking, human resource development and other activities.

### International Sports Organisations Overview



→ Member  
- - - - - Recognised  
— Affiliated Organisation

\*In the case of Japan (Student federations are affiliated with the NFs)

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

## Japan-connected Officials on International Sports Organisations

### Japan-connected Officers and Committee Members on International Sports Organisations

As of October 20, 2022

Organisation	Commissions, etc.	Position	Name	JOC Position, etc.
IOC	IOC Member	—	YAMASHITA Yasuhiro	President
	Athletes' Entourage Commission	Member	WATANABE Morinari	Executive Board member
	IOC Member	—		
	LA2028 Coordination Committee	Member	OTA Yuki	Executive Board member
	Gender Equality, Diversity and Inclusion Committee	Member		
	IOC Member	—		
	Athletes' Committee	Member	KOTANI Mikako	Senior Executive Board member
	Gender Equality, Diversity and Inclusion Committee	Member		
	Athletes' Committee	Liaison	BENTON Caroline	—
	Commission for Olympic Education	Member		
	Revenue and Commercial Partnerships Committee	Member	TANAKA-OLEVEY Miyako	—
	Olympic Programme Commission	Member	ARAKIDA Yuko	International Relations Committee member
	Olympism365 Commission	Member	ARIMORI Yuko	—
	ANOC (2022-2026)	Athletes' Committee	Member	KOTANI Mikako
OCA (2019-2023)	Executive Board	Vice President	TAKEDA Tsunekazu	Honorary Member
	Athletes' Committee	Chair	KOTANI Mikako	Senior Executive Board member
	International Relations Committee	Member	SAITO Yasuo	Honorary Member
	Media Committee	Member	TAKEUCHI Hiroshi	—
	Medical Committee	Member	AKAMA Takao	Anti-doping Department Member
	Medical (Anti-doping) Committee	Member	UEKI Makoto	—
	Rules Committee	Vice Chair	OGURA Fumio	—
	Sports Committee	Member	MURASATO Toshiaki	—
	Sports and Environment Commission	Member	NAKAMORI Yasuhiro	Sports Department Appointed Head
	Gender Equity Commission	Member	YAMAGUCHI Kaori	—
EAO (2019-2023)	Council	Councilor	YOKOI Yutaka	Senior Executive Board member
	Medical Committee	Member	AKAMA Takao	Anti-doping Department Member
	Rules and Sports Committee	Member	KAWATEI Naohiro	International Relations Committee member
WOA (2021-2024)	World Olympians Association	Vice President	KOTANI Mikako	Senior Executive Board member
FISU (2019-2023)	Executive Board	Executive Board member	IGARASHI Hisato	JUSB Vice Chair
	International Medical Committee	Member	WATABE Koichi	Anti-doping Department Member
	International Control Committee	Member	ISHIKAWA Senji	International Relations Department Head
AUSF (2018-2022)	Executive Board	Executive Board member	IGARASHI Hisato	JUSB Vice Chair

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

### Japanese Officers on International Sports Organisations (IF)

As of March 10, 2023

No.	IF	IF Headquarters Location	Name	IF Position
1	Gymnastics	FIG Lausanne, Switzerland	WATANABE Morinari	President
2	Skiing	FIS Oberhofen am Thunersee, Switzerland	MURASATO Toshiaki	Vice President
3	Table Tennis	ITTF Lausanne, Switzerland	MAEHARA Masahiro	Executive Vice President
4	Triathlon	ITU Lausanne, Switzerland	OTSUKA Shinichiro	Vice President
5	Mountaineering & Sport Climbing	IFSC Turin, Italy	KOBINATA Toru	Vice President
6	Athletics	IAAF Monaco	YOKOKAWA Hiroshi	Executive Board member
7	Swimming	FINA Lausanne, Switzerland	SUZUKI Daichi	Executive Board member
8	Football	FIFA Zurich, Switzerland	TASHIMA Kozo	Executive Board member
9	Tennis	ITF London, United Kingdom	KAWATEI Naohiro	Executive Board member
10	Rowing	FISA Lausanne, Switzerland	HOSOBUCHI Masakuni	Executive Board member
11	Hockey	FIH Lausanne, Switzerland	ANZAI Hiroya	Executive Board member
12			OGURA Fumio	Executive Board member
13	Volleyball	FIVB Lausanne, Switzerland	SHIMAOKA Kenji	Executive Board member
14			SAEKI Yuji	Executive Board member
15	Gymnastics	FIG Lausanne, Switzerland	KITAGAWA Tammy	Executive Board member
16	Basketball	FIBA Geneva, Switzerland	MITSUYA Yuko	Executive Board member
17	Skating	ISU Lausanne, Switzerland	MATSUMURA Tatsuro	Executive Board member
18	Sailing	ISAF Southampton, United Kingdom	OTANI Takao	Executive Board member
19	Weightlifting	IWF Lausanne, Switzerland	MIYAKE Hiromi	Executive Board member
20	Handball	IHF Basel, Switzerland	WATANABE Yoshihide	Executive Board member (Asian Representative)
21	Fencing	FIE Lausanne, Switzerland	OTA Yuki	Executive Board member
22	Judo	IJF Lausanne, Switzerland	YAMASHITA Yasuhiro	Executive Board member
23			UEMURA Haruki	Executive Board member
24	Badminton	BWF Kuala Lumpur, Malaysia	ZENIYA Kinji	Executive Board member
25	Rifle Shooting	ISSF Munich, Germany	MATSUMARU Kiichiro	Executive Board member
26	Rugby	WR Dublin, Ireland	IWABUCHI Kensuke	Executive Board member (Japan's Representative)
27			SAIKI Naoko	Executive Board member (Japan's Representative)
28	Canoe	ICF Lausanne, Switzerland	FURUYA Toshihiko	Executive Board member
29	Archery	WA Lausanne, Switzerland	HATA Kotaro	Executive Board member
30	Curling	WCF Perth, Scotland	OGAWA Toyoy	Executive Board member
31	Golf	IGF Lausanne, Switzerland	HIRAYAMA Nobuko	Executive Board member
32	Surfing	ISA California, United States	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 venues. In order to enhance Japan's voice in the world of sports and to actively participate in the decision-making process of international rule-making, we are commissioned by the Japan Sports Agency to provide support to NFs to secure officer positions at IFs and other such organisations 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 holding seminars for NFs to inform them of the importance of international strategies, as well as seminars and individual consultations for officer candidates, etc. on approaches to IF officer elections provided by overseas consultants, etc.



International Strategy Seminar for National Federations (NFs)

## JOC/NF International Forum

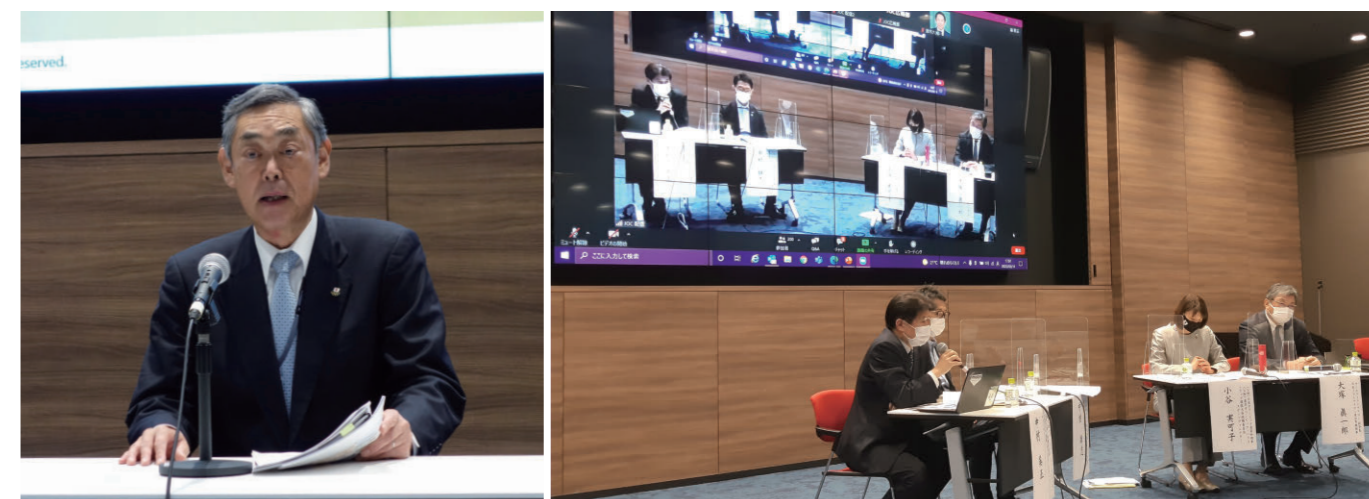
The JOC/NF International Forum is normally held once annually to strengthen the international capabilities of the JOC and NFs working together as TEAM JAPAN. The forum aims to provide each NF with the latest information on international relationships promoted by the JOC, as well as to reaffirm the roles that are expected internationally and to discuss with each organisation how Japanese NOCs and NFs can continue to have an influence and voice while continuing to contribute even after the home Olympics are over.

### ● Year R3

Date: March 14 (Monday), 2022, 3:00-5:30 p.m.

Method: Online format

Theme: Implementing SDGs through sport



Opening Remarks by Chair Yokoi



# International Sports Leadership Academy

## 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 in the policy-making process of international sports organisations, who can play an active role in international negotiations, and who can pursue international cooperation and contributions.

**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  
\* In FY2022, a portion of the programme was also held online

**Eligible participants**

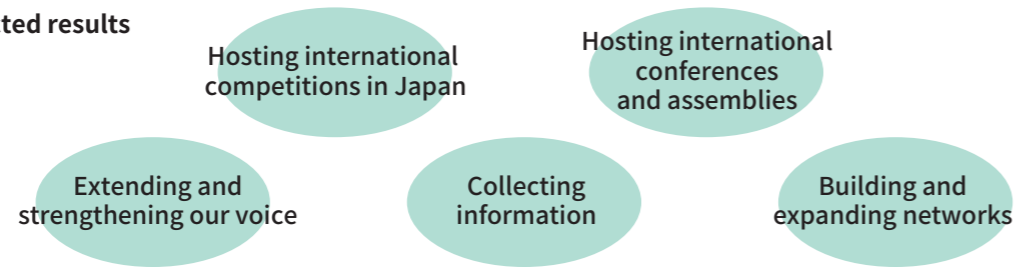
- 1) The following nominees of the JOC or its affiliated National Federations
  - (1) Candidates who could potentially represent the JOC or its member National Federations in international organisations such as IOC, IF or AF, as executives or standing committee members, or actively participate in the policy-making in such organisations as programme managers, etc. for international competitions.
  - (2) International officials of the JOC or JOC-affiliated National Federations or candidates expected to reach such positions in the future
- 2) Other candidates approved by the JOC

## FY2022 Curriculum

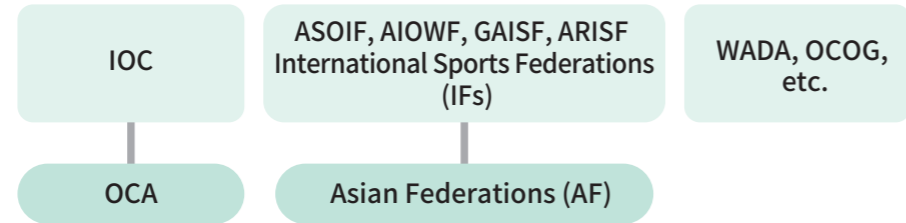


## Personnel produced for IFs, AFs, and other international sports organisations

### Expected results



### International Sports Community (International Sports Community)



Cooperation on support to secure positions

Japan Sports Agency, Ministry of Foreign Affairs, Japan Sport Council, Etc.

JOC International Sports Leadership Academy (JISLA)  
Gaining knowledge to work in international sports organisations

National Sports Federations (NFs)

Exchange of personnel between NFs, sharing of best practices



Participants are often asked to think for themselves, and not just listen to lectures



Schoolmasters advise on Academy management and lecture structure



Practical international communication exercises in English



Participants come from a variety of sports organisations

## 2 JISLA Conference 2023

In past years, follow-up workshops have been held for past graduates of the Academy to provide learning and networking opportunities for Academy graduates (for the past two years, these workshops were cancelled due to COVID-19). The year 2022 marks 12 years since the programme began, and the total number of graduates stands at 329. The JISLA Conference was held to encourage network-building and reciprocal information-sharing across graduating classes with the aim of motivating the individual internationalization of alumni, as well as the internationalisation of the NF through the alumni.

## 3 Participation

### Number of Academy Participants (as of the end of FY2022)



















































Year	Number of New Participants	Year	Number of New Participants	Year	Number of New Participants
FY2011	20	FY2015	27	FY2019	36
FY2012	21	FY2016	42	FY2020	33
FY2013	20	FY2017	25	FY2021	20
FY2014	27	FY2018	43	FY2022	28
		<b>Total</b>		<b>57 Federations, 342 people</b>	

## 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.

NOC logos are from <https://olympics.com/ioc/national-olympic-committees>  
Agreements signed with 50 NOCs (as of March 1, 2023)

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

- |  |   |  |  |
|--|---|--|--|
| <p> <b>01. Cuba / Cuban Olympic Committee</b><br/>September 25, 2000 Signed in Sydney</p>   | <p> <b>14. Ireland / Olympic Council of Ireland</b><br/>February 13, 2008 Signed in Dublin</p>   | <p> <b>28. Bhutan / Bhutan Olympic Committee</b><br/>May 11, 2011 Signed in Bhutan / Thimphu</p>  | <p> <b>41. Finland / Finnish Olympic Committee</b><br/>March 22, 2017 Signed in Tokyo</p>   |
| <p> <b>02. Austria / Austrian Olympic Committee</b><br/>September 27, 2000 Signed in Sydney<br/>May 16, 2014 Renewed in Tokyo</p>   | <p> <b>15. Bulgaria / Bulgarian Olympic Committee</b><br/>February 22, 2010 Signed in Vancouver</p>  | <p> <b>29. Hungary / Hungarian Olympic Committee</b><br/>August 26, 2011 Signed in Tokyo</p>  | <p> <b>42. Slovenia / Olympic Committee of the Slovenia Association of Sports Federations</b><br/>February 11, 2018 Signed in PyeongChang</p> |
| <p> <b>03. America / United States Olympic Committee</b><br/>February 5, 2002 Signed in Salt Lake City<br/>April 22, 2011 Renewed in Tokyo</p>  | <p> <b>16. Australia / Australian Olympic Committee Inc.</b><br/>February 24, 2010 Signed in Vancouver</p>   | <p> <b>30. Panama / Comité Olímpico de Panamá</b><br/>December 6, 2013 Signed in Tokyo</p>  | <p> <b>43. Poland / Polish Olympic Committee</b><br/>February 15, 2018 Signed in PyeongChang</p>  |
| <p> <b>04. Germany / German Olympic Sports Confederation</b><br/>November 2, 2002 Signed in Nuremberg<br/>November 16, 2006 Renewed in Frankfurt</p>  | <p> <b>17. Chinese Taipei / Chinese Taipei Olympic Committee</b><br/>August 17, 2010 Signed in Singapore</p>                                       | <p> <b>31. France / Comité National Olympique et Sportif Français</b><br/>August 16, 2014 Signed in Nanjing</p>                         | <p> <b>44. Senegal / Comité National Olympique et Sportif Sénégalais</b><br/>March 16, 2018 Signed in Tokyo</p>                               |
| <p> <b>05. China / Chinese Olympic Committee</b><br/>April 1, 2003 Signed in Tokyo</p>  | <p> <b>18. Brazil / Comitê Olímpico do Brasil</b><br/>August 18, 2010 Signed in Singapore</p>  | <p> <b>32. Costa Rica / Comité Olímpico Nacional de Costa Rica</b><br/>May 25, 2015 Signed in Tokyo</p>                                 | <p> <b>45. Uruguay / Comité Olímpico Uruguayo</b><br/>October 10, 2018 Signed in Buenos Aires</p>   |
| <p> <b>06. Lithuania / National Olympic Committee of Lithuania</b><br/>April 14, 2004 Signed in Tokyo</p>  | <p> <b>19. Singapore / Singapore National Olympic Council</b><br/>August 19, 2010 Signed in Singapore</p>  | <p> <b>33. Mongolia / Mongolian National Olympic Committee</b><br/>September 1, 2015 Signed in Tokyo</p>                                | <p> <b>46. Tajikistan / National Olympic Committee of the Republic of Tajikistan</b><br/>November 29, 2018 Signed in Tokyo</p>               |
| <p> <b>07. Republic of Korea / Korean Sport &amp; Olympic Committee</b><br/>August 25, 2004 Signed in Athens</p>  | <p> <b>20. Egypt / Egyptian Olympic Committee</b><br/>August 20, 2010 Signed in Singapore</p>   | <p> <b>34. Netherlands / Nederlands Olympisch Comité* Nederlandse Sport Federatie</b><br/>February 13, 2016 Signed in Lillehammer</p> | <p> <b>47. Qatar / Qatar Olympic Committee</b><br/>October 17, 2019 Signed in Doha</p>  |
| <p> <b>08. Britain / British Olympic Association</b><br/>September 15, 2005 Signed in London</p>  | <p> <b>21. New Zealand / New Zealand Olympic Committee Inc.</b><br/>August 21, 2010 Signed in Singapore</p>                                      | <p> <b>35. Jordan / Jordan Olympic Committee</b><br/>August 5, 2016 Signed in Rio de Janeiro</p>                                      | <p> <b>48. Kuwait / Kuwait Olympic Committee</b><br/>October 17, 2019 Signed in Doha</p>  |
| <p> <b>09. Russian Federation / Russian Olympic Committee</b><br/>February 9, 2006 Signed in Turin<br/>March 22, 2011 Renewed in Sochi<br/>September 5, 2019 Renewed again in Vladivostok</p> | <p> <b>22. Ukraine / National Olympic Committee of Ukraine</b><br/>August 22, 2010 Signed in Singapore<br/>October 11, 2017 Renewed in Tokyo</p> | <p> <b>36. Sri Lanka / National Olympic Committee of Sri Lanka</b><br/>August 8, 2016 Signed in Rio de Janeiro</p>                    | <p> <b>49. Montenegro / Montenegrin Olympic Committee</b><br/>November 27, 2019 Signed in Tokyo</p>   |
| <p> <b>10. Italy / Comitato Olimpico Nazionale Italiano</b><br/>February 13, 2006 Signed in Turin</p>   | <p> <b>23. Georgia / Georgian National Olympic Committee</b><br/>September 10, 2010 Signed in Tokyo</p>  | <p> <b>37. Philippines / Philippine Olympic Committee</b><br/>August 15, 2016 Signed in Rio de Janeiro</p>                            | <p> <b>50. Romania / Romanian Olympic and Sports Committee</b><br/>August 5, 2021 Signed in Tokyo</p>                                       |
| <p> <b>11. Canada / Canadian Olympic Committee</b><br/>August 16, 2006 Signed in Tokyo</p>  | <p> <b>24. Uzbekistan / National Olympic Committee of the Republic of Uzbekistan</b><br/>September 29, 2010 Signed in Tashkent</p>               | <p> <b>38. Guatemala / Comité Olímpico Guatemalteco</b><br/>August 17, 2016 Signed in Rio de Janeiro</p>                              |  |
| <p> <b>12. Thailand / National Olympic Committee of Thailand</b><br/>December 4, 2006 Signed in Doha</p>  | <p> <b>25. Jamaica / Jamaica Olympic Association</b><br/>October 21, 2010 Signed in Acapulco</p>   | <p> <b>39. Belgium / Comité Olympique Et Interfédéral Belge</b><br/>October 12, 2016 Signed in Tokyo</p>                              |  |
| <p> <b>13. Sweden / Swedish Olympic Committee</b><br/>September 1, 2007 Signed in Osaka<br/>October 10, 2014 Renewed in Tokyo</p>   | <p> <b>26. Croatia / Croatian Olympic Committee</b><br/>October 22, 2010 Signed in Acapulco</p>  | <p> <b>40. Slovakia / Slovak Olympic and Sports Committee</b><br/>March 8, 2017 Signed in Tokyo</p>                                   |  |
|  | <p> <b>27. Barbados / The Barbados Olympic Association Inc.</b><br/>October 26, 2010 Signed in Barbados / Saint Michael</p>                      |  |  |

#### 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.

## ② International Contribution Programmes

Although many programmes were cancelled in FY2021 and FY2022 out of concern for the spread of COVID-19, the JOC still made international contributions through various programmes operated in cooperation with the various related organisations, NFs, and others.

Specifically, the NFs and the JOC conducted programmes to strengthen international trust, such as 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 provided support for athletes from developing countries and regions who continue to train in Japan after the Tokyo Games in preparation for the subsequent Paris Games under the IOC Olympic Solidarity programme.

### Tokyo 2020-related

#### ● JAPAN HOUSE

JOC JAPAN HOUSE 2020 was arranged at the Japan Olympic Museum (JOM) during the Games of the XXXII Olympiad (2020/Tokyo). The plan was to highlight the JOM's appeal and encourage exchange among invited partners, guests, IOC members, NOC Presidents and Secretaries-General, and others. However, due to the COVID-19 pandemic, visitors were limited to domestic residents or those who had been in Japan for more than 14 days, and food and beverages for hospitality purposes were not provided. In the past, the JOC has also held in-person receptions, but only an online "JOC HYBRID EVENT" could be held at this year's Games. As the host NOC, the JOC connected participants in Tokyo, Fukushima, and Sapporo online to encourage exchange among the Olympic Family and other involved on the theme of "Recovery and Tokyo 2020."



President Yamashita and emcee Chris Pepler



Thoughts shared by a Soma High School Volleyball Club member (Fukushima)



Young Athletes' Talk (athletes participating in the recovery support mission)



Performance by Soma High School Taiko Drum Club (Fukushima)



YOSAKOI Soran Performance (Sapporo)



Message from IOC President Bach on recovery

## Strengthening Strategic Management and Governance of the JOC



# JOC Marketing Programmes

## Role of Marketing

JOC marketing plays an important role in ensuring stable financial resources to support the activities that will lead the way to JOC Vision 2064 based on the Medium-term Plan.

Additionally, the new JOC marketing builds a stronger system of partnerships and cooperation with stakeholders centered on the “TEAM JAPAN Brand” that has been powerfully designed to further accelerate and expand activities for JOC Vision 2064. In this way, we not only aim to enhance the value of our marketing programmes but also contribute to the TEAM JAPAN Brand goal of creating a better society.

## Overview of Marketing Programmes

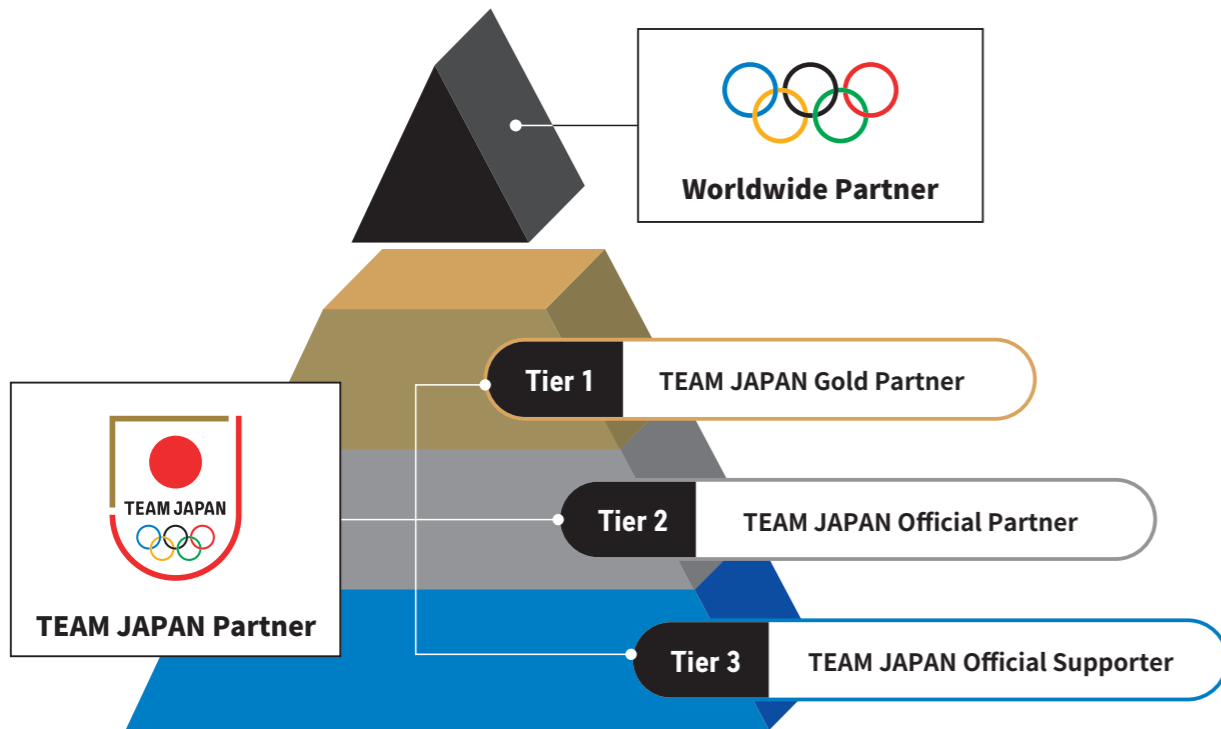
### TEAM JAPAN Partnership Programme Objectives

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.)

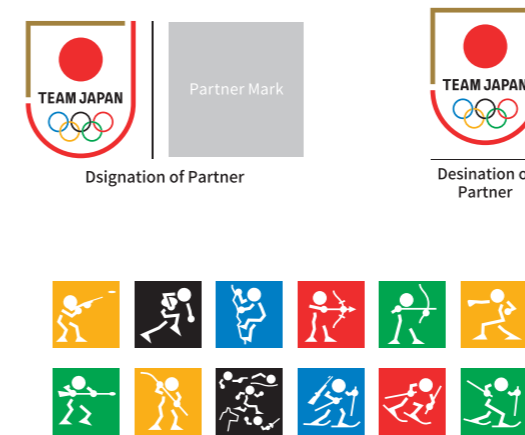


### Main rights

- ◆ 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!”  
JOC communication logo, 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 NF joint marketing
  - ◆ Rights related to recognition
  - ◆ 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.



**RISING TOGETHER.<sup>®</sup>**  
**がんばれ!ニッポン!<sup>®</sup>**



### Partner Companies



**TEAM JAPAN Licensing Programme**

This programme manufactures and sells officially licensed TEAM JAPAN products by providing the JOC and contracted companies (licensees) with the right to use and commercialize the JOC's logos.

Officially licensed TEAM JAPAN products are conceived as the closest point of contact between TEAM JAPAN and the many TEAM JAPAN supporters. The goal is to expand nationwide beyond just the online shop and existing stores so that people can feel closer than ever to top athletes by easily picking up and wearing the product.

**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**

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



**Support TEAM JAPAN Goods**

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

Online Shop URL:  
<https://www.teamjapanshop.jp/>



**Use of Funds Obtained through Marketing**

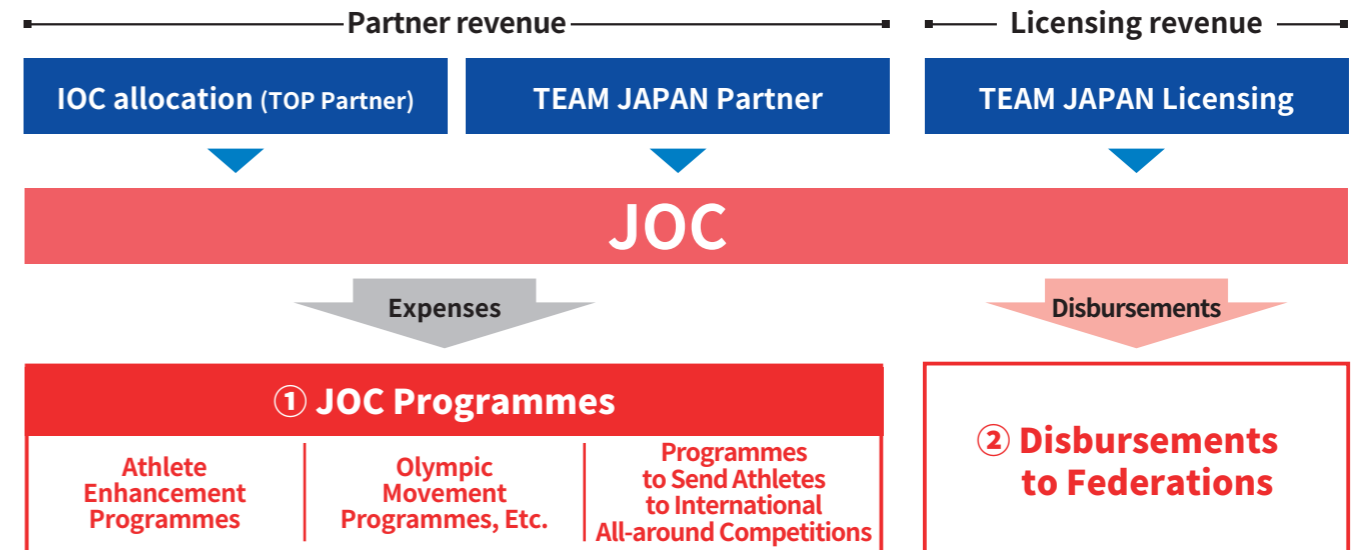
Marketing revenues from partner sponsorships and sales of officially licensed products are broadly used toward 1) JOC operational expenses and 2) disbursements to the National Federations.

**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 allaround competitions.

**2) Disbursements to Federations**

Funds are used toward athlete enhancement in JOC-affiliated National Federations, as well as sending them to competitions.



**Protection of Intellectual Property**

**Examples of major Olympics-related intellectual property**

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 JOC-related intellectual property**

Major Olympics-related intellectual property includes the Olympic symbol, the Games emblem, the Games name, the Games mascot, pictograms, the Games motto, 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.



## Prevention of Ambush Marketing

The IOC and JOC marketing programmes are structured around the right to use trademarks, logos and other Olympics-related intellectual property.

Partners 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."



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

Marketing guidelines URL:

[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

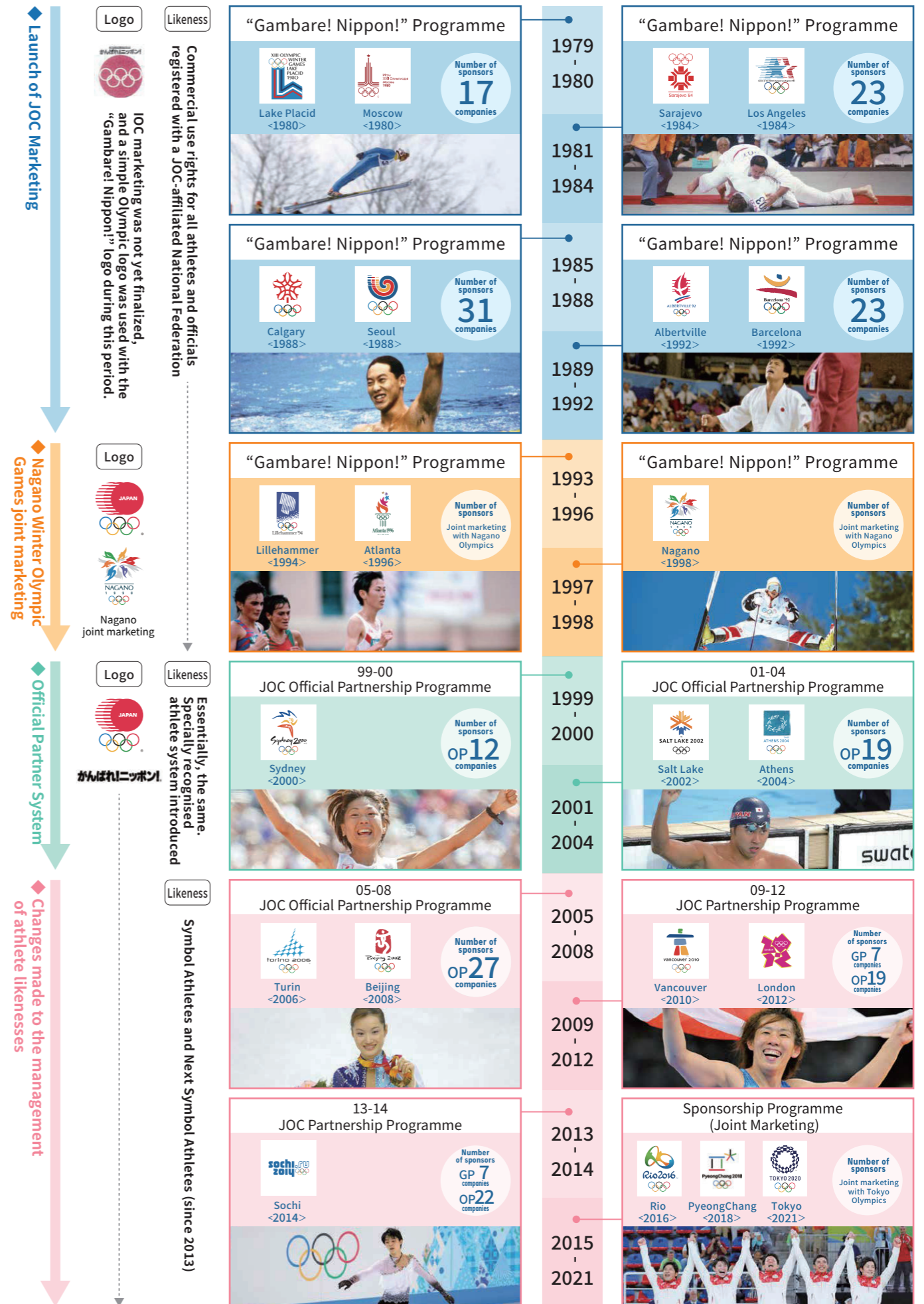
In 1979, the JOC began its "Gambare! Nippon!" campaign, a marketing programme that offers likeness use rights for athletes and executives registered with the National Federations. At the time, commercial use of fame gained by athletes through their performance in competition was prohibited by the rules 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, based on its partnership with sponsors and 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. At the 2012 London Olympic Games, the JOC and its partners launched the "125 Million Person Cheering Squad" project. At the 2016 Rio de Janeiro Games, in addition to a support plan involving licensees, a joint parade was held following the Games with both Olympians and Paralympians, sharing their joy with the citizens of

Japan. Finally, at the 2018 PyeongChang Winter Olympic Games, in addition to its usual support plan with its partners, the JOC implemented a plan for the Japan Olympic team to cheer on the Japanese Paralympic Team members prior to the opening of the PyeongChang Winter Paralympic Games.

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 (Organizing Committee) 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.

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.



GP / Gold Partner OP / Official Partner

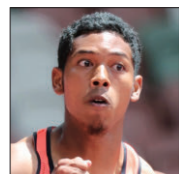
## TEAM JAPAN Symbol Athletes and Next Symbol Athletes

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.”

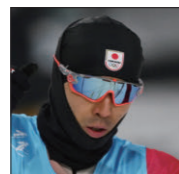


### TEAM JAPAN Symbol Athletes

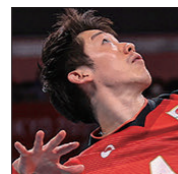
Athletes who represent TEAM JAPAN, who show outstanding performance and integrity and are an inspiration to all, are recognised by the JOC as “TEAM JAPAN Symbol Athletes.” Their role is to communicate the value of sports to society, assisting actively in JOC programmes and marketing activities to promote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



**SANI BROWN Abdul Hakim**  
Athletics



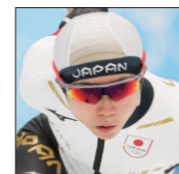
**WATABE Akito**  
Nordic Combined Skiing



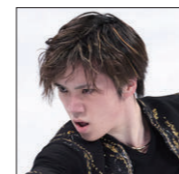
**ISHIKAWA Yuki**  
Volleyball



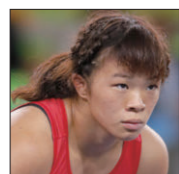
**HASHIMOTO Daiki**  
Artistic Gymnastics



**TAKAGI Miho**  
Speed Skating



**UNO Shoma**  
Figure Skating



**KINJO Risako**  
Wrestling



**MINOBE Kazuyasu**  
Fencing



**ABE Hifumi**  
Judo



**ABE Uta**  
Judo



**UENO Yukiko**  
Softball



**MOMOTA Kento**  
Badminton

### TEAM JAPAN Next Symbol Athletes

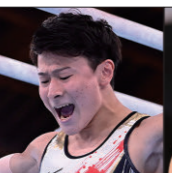
“TEAM JAPAN Next Symbol Athletes” are young athletes recognised by the JOC as representatives of the next generation of Japanese sport. By assisting actively in JOC programmes and marketing activities to promote the Olympic Movement, they aim to become the next generation of Symbol Athletes to lead TEAM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



**YANAGITA Hiroki**  
Athletics



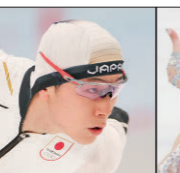
**HONDA Tomoru**  
Swimming



**KITAZONO Takeru**  
Artistic Gymnastics



**TODO Nanako**  
Basketball



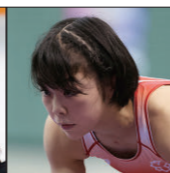
**MORISHIGE Wataru**  
Speed Skating



**KAWABE Mana**  
Skating/  
Figure Skating



**ITO Makoto**  
Ice Hockey



**FUJINAMI Akari**  
Wrestling



**KIHARA Miyuu**  
Table Tennis



**KOGA Wakana**  
Judo



**UENO Yuka**  
Fencing



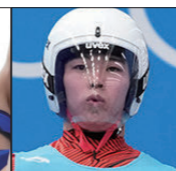
**GUNJI Riko**  
Badminton



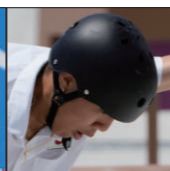
**HIRANO Yume**  
Rugby



**TANII Natsuki**  
Sport Climbing



**KOBAYASHI Seiya**  
Luge



**AOKI Yukito**  
Skateboarding

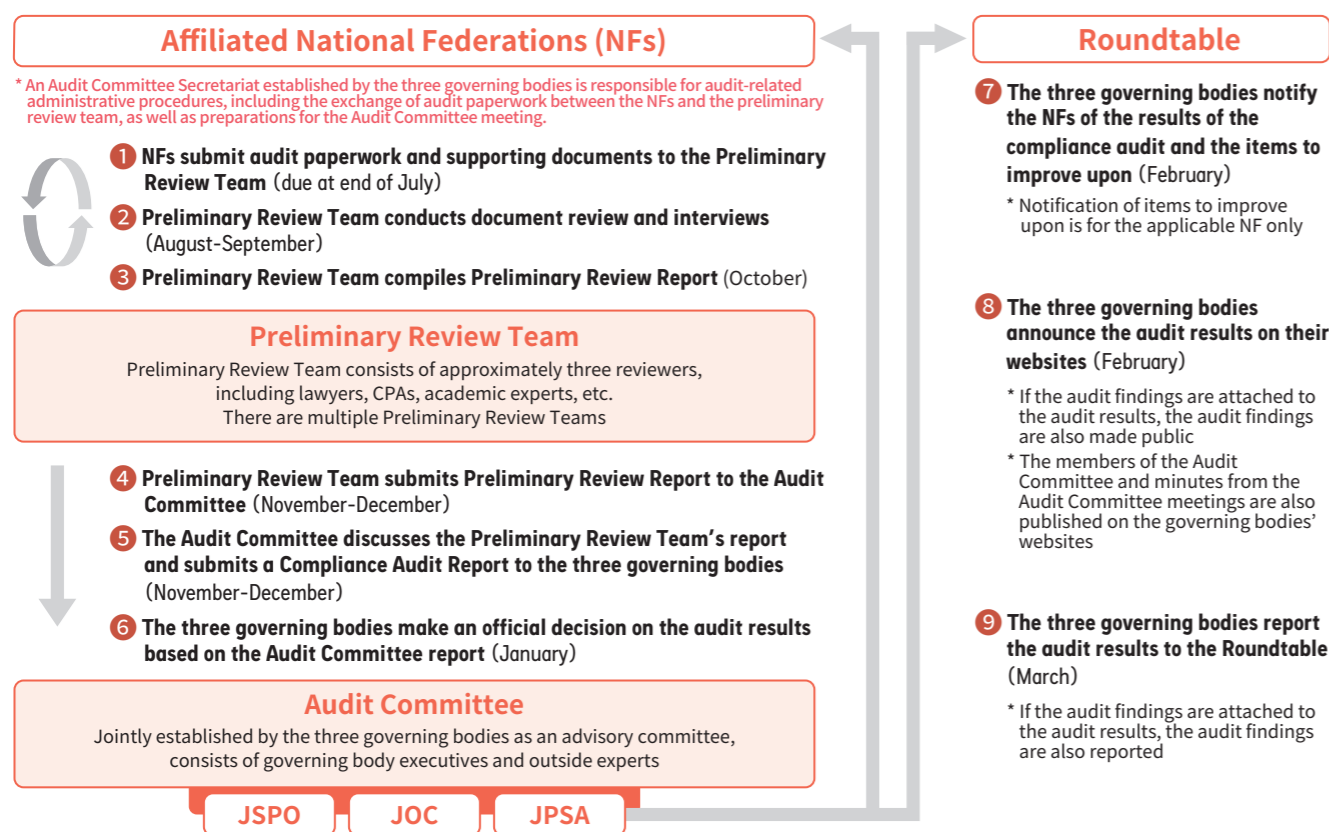
# Building Closer Relationship with National Federations



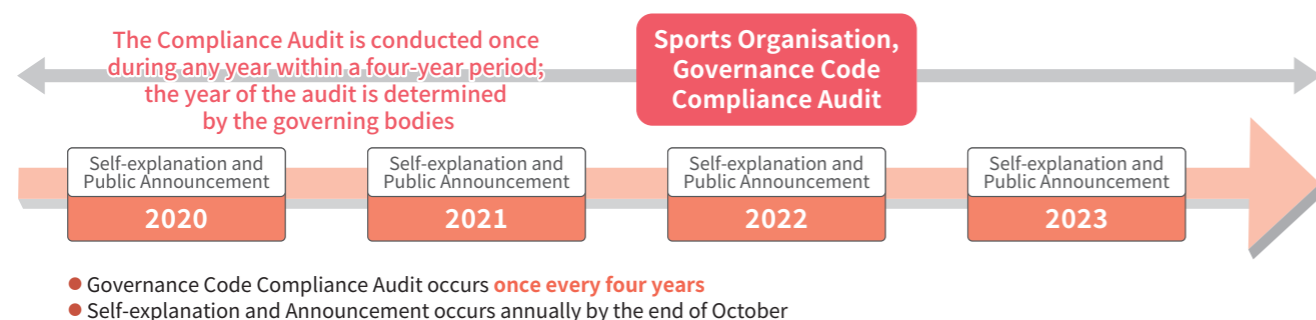
## Sports Organisation, Governance Code Compliance Audit Programme

The Code of Governance for Sports Organisations (for National Federations) was established by the Japan Sports Agency in June 2019 as a set of principles and norms for appropriate organisational management in response to a series of scandals in the sports world due to governance issues. At a roundtable consisting of the heads of the Japan Sports Agency, Japan Sport Council (JSC), Japanese Olympic Committee (JOC), Japan Sport Association (JSPO), and Japanese Para Sports Association (JPSA), it was decided that the three governing bodies of JOC, JSPO, and JPSA would conduct a compliance audit of the governance code every four years, while the National Federations (NFs) would conduct an annual self-explanation and public announcement on its compliance status. The purpose of this is to create an environment and enable sports organisations to properly govern themselves by having NFs examine and improve their own governance and explain it to society at large so that all people who “play,” “watch,” and “support” sports can enjoy sports in a fair, equitable, and safe manner.

### Sports Organisation, Governance Code Compliance Audit, Schematic Diagram



### Relationship Between “Compliance Audit” and “Self-explanation and Public Announcement”



## National Federation Support Center Programme

### History of the Establishment of the National Federation Support Center

Established in April 2015 for the purpose of improving management systems related to the appropriate use of subsidies and grants and accounting operations, as well as to optimize athlete enhancement programmes. This was done through preventive audits of affiliated National Federations, training for executives and staff, advice and guidance on accounting practices, and business support related to these operations.

In addition, legal support was newly added to the support menu beginning in June 2022 for the purpose of improving the governance of affiliated National Federations, preventing legal problems, and resolving them in a consistent manner. TMI Associates were retained as a legal advisor for the National Federation Support Center, and training sessions four times a year and a weekly consultation booth have been established, receiving a total of about 80 consultations from officials and employees of affiliated National Federations.

Dates	Number	Highlights
July 13, 2022	1st Meeting	Governance of National Federations in compliance with the Sports Organisation Governance Code
September 15	2nd Meeting	What to know when selecting players: Basic knowledge and key points
January 16, 2023	3rd Meeting	What to know about disciplinary actions: Basic knowledge and key points
March 6	4th Meeting	What to know about utilising rights: Basic knowledge and key points

### 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.

Date	Highlights
September 30, 2022	“About TEAM JAPAN Social Media Public Relations Coordination” (tentative title) <ul style="list-style-type: none"> <li>• Present official JOC social media initiatives since Tokyo 2020 to the present</li> <li>• Methods for communicating sport information on official JOC social media</li> </ul>



## Programmes to Promote Women in Sports

### Support to Develop Female Executives in Sports Organisations

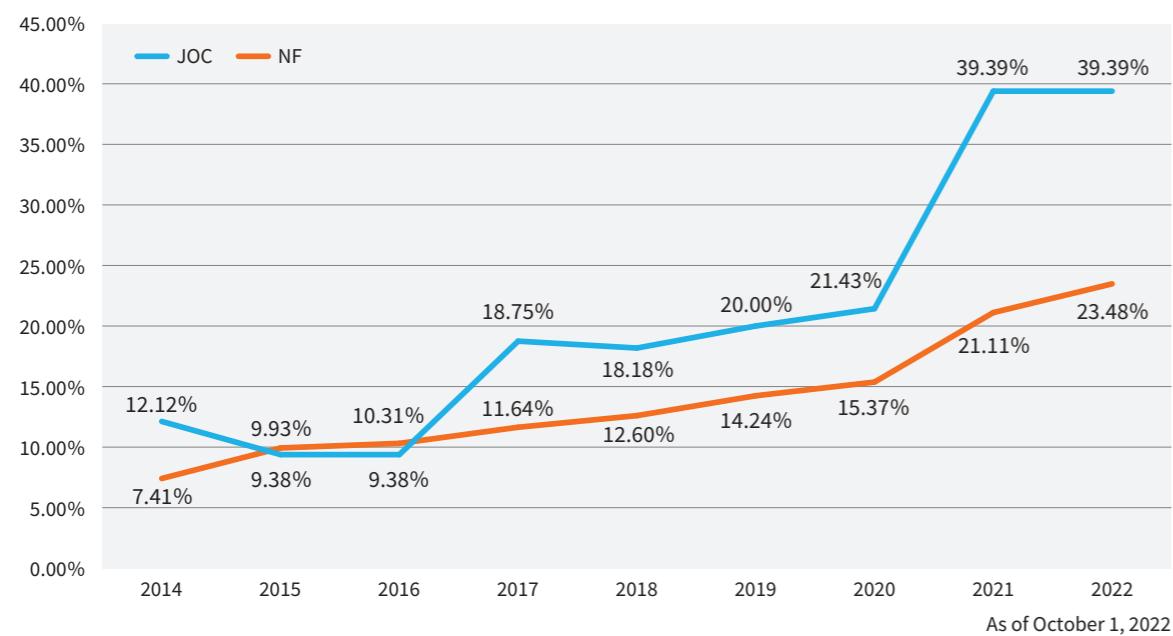
With the goal of promoting women's participation and success in society through sports by creating an environment that encourages women to play, watch and support sports, this programme provides support for the development of female executives in sports organisations. We have developed a training programme for female executives and executive candidates of National Federations (NFs) to provide the knowledge required to become an NF executive, and are also conducting model training, etc.

#### ● JOC Sports Woman Career Up

In April 2020, the JOC opened its "JOC Sports Women Career Up" e-learning site, created as part of the "Programme to Develop Female Executives in Sports Organisations" commissioned by the Japan Sports Agency. The Governance Code for Sport Federation members states that federations shall set a target percentage for outside executives (25% or more) and female directors (40% or more). This website is part of efforts to promote the participation and success of women in society through sports, and to support the development of female executives in sports organisations. In addition to interviews with eight female executives, the website also publishes a list of approximately 50 female executives of sports organisations, and disseminates information that will lead to the appointment of outside and female executives at central and regional National Federations.



Change in Percentage of Female Executives at the JOC and JOC-affiliated National Federations



## Initiatives with Related Organisations / JOC Organisational Structure



## 20th Asian Games Aichi-Nagoya 2026

The JOC has been providing advice and coordinated support to the Asian Games Organising Committee (AINAGOC) to plan and prepare for the 20th Asian Games, to be held in September 2026. Additionally, the JOC has worked with Aichi Prefecture and Nagoya City, the host city, to help generate momentum for the event among prefectural and city residents by organizing a drawing contest for children of elementary school age and younger.



## Sapporo Bidding Activities

The JOC, together with the City of Sapporo, established the “Hokkaido/Sapporo 2030 Olympic and Paralympic Winter Games Promotion Committee” in May 2022 to discuss the significance and merits of hosting the 2030 Winter Games, and has been disseminating information on the bid website and conducting momentum-building activities at domestic competitions and sporting events with the aim of winning further support from the public. However, with the headwinds from the incidents surrounding Tokyo 2020, it was essential to restore trust in the Olympic and Paralympic Games. In order to gain the understanding from more citizens, residents of Hokkaido, and the general public, in September 2022, we announced a joint declaration with the City of Sapporo and exert for a clean Sapporo Olympic and Paralympic Games. After December 2022, we suspended active momentum-building activities and focused on promoting understanding of the significance of holding the Sapporo Games, reviewing the Games management system, and examining the governance system, while working with the Sports Agency to formulate “Guidelines on the Governance Structure and Other Aspects of the Organising Committees and Other Bodies of Major International or National Sporting Events” and launched “the Human Resource Development and support programs in relation to international Games Management.” However, it was difficult regain understanding of the bid activities,

and on October 11, 2023, the decision was changed to explore the possibility of hosting the Winter Games from 2030 to 2034. Subsequently, through the IOC's Future Host Commission, on November 30, 2023, the IOC Executive Board “invited the French National Olympic Committee (CNOSF) and the US Olympic and Paralympic Committee (USOPC) into Targeted Dialogues towards hosting the Olympic and Paralympic Winter Games 2030 in the French Alps, and the 2034 edition in Salt Lake City-Utah.” Also, “the IOC EB decided to grant the non-edition-specific project, Switzerland 203x, a special status by inviting it into “Privileged Dialogue” for the Olympic and Paralympic Winter Games 2038.” Based on these results, the City of Sapporo decided to suspend the Sapporo bid after hearing opinions from related organizations and stakeholders on December 19, 2023. In line with this, the JOC had its own Executive Board Meeting on February 9, 2024 and approved to suspend the Sapporo bidding Activities. With this circumstance, the JOC will study the best pathway to regain support towards the Olympic Movement and how to host the future Olympic Games.



Bidding website top page



Joint Declaration for a “Clean” Sapporo Games

## Agreement with Pride House Tokyo

On June 13, 2022, a comprehensive agreement was signed with Pride House Tokyo (Secretariat: Good Aging Yells, an Approved Specified Nonprofit Corporation). In August 2021, envisioning an inclusive society where everyone can live in their own way, the JOC announced the “Tokyo 2020 D&I Action,” declaring its aim of becoming an organisation that respects and recognises each individual's race, color, gender, sexual orientation, gender identity, disability, religion, nationality, age, etc., and allows each individual to make the most of his or her individuality and be active in his or her own way. The agreement was signed as a concrete step toward the goals set forth in the Tokyo 2020 D&I Action, creating a legacy for the Tokyo 2020 Games. Given the importance of first deepening the sports community's understanding of LGBTQ+ issues, training sessions have been organized for JOC officials, while information has been provided to affiliated National Federations.



## Efforts to Prevent Sexual Harassment through the Use of Athlete Photos and Video

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. Against this backdrop, 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.



Conditions surrounding the JOC have gone through significant changes in the 30 years since it went independent, including adoption of The Basic Act on Sports in 2011, formulation of the Sport Basic Plan and a tight national economy. The Basic Act on Sports states, "Living life happily and fruitfully through sport is the right of all citizens," and it seeks the elimination of unfair discriminatory treatment of persons who engage in sports as well as the fair and appropriate implementation of sports-related activities. The act also creates a duty for sports organisations to strive to ensure appropriate operations. Society demands enhanced compliance and governance by organisations, and the IOC issued the Olympic Agenda 2020 recommendations based on integrity and transparency in sports. The JOC is in full acknowledgment of the recommendations issued by the IOC and believes that it must ensure transparency in its business activities and work practices to establish the highest possible standards.



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

The conference is held as an opportunity to join with the Presidents, Secretaries-General of the NFs and others in thinking about sports integrity, with the goal of establishing governance in sports and working rigorously to prevent compliance violations, ensuring the sound, appropriate organisational operations of NFs. Free discussion time was set aside to exchange opinions on NF issues, requests to the JOC, etc.

★ **JOC-affiliated National Federation Presidents' Conference**  
**Date: November 16 (Wednesday), 2022, 4:00-5:40 p.m.**  
**Meeting format: JSOS 14th Floor, Kishi Seiichi Memorial Room, and online**  
**Participants: Total 58/67 NFs (30 people onsite, 28 people online)**  
**Agenda: (1) Ensuring good governance**  
**(2) Free discussion**  
**(3) Other (requests for assistance)**

★ **JOC-affiliated National Federation, Secretary-Generals' Conference**  
**Date: December 16 (Friday), 2022, 3:00-4:30 p.m.**  
**Meeting format: JSOS 14th Floor, Kishi Seiichi Memorial Room, and online**  
**Participants: Total 59/67 NFs (25 people onsite, 34 people online)**  
**Agenda: (1) Issues of organisational operations**  
**(2) Free discussion**  
**(3) Other**

## Compliance and Governance

The JOC is a governing organisation of National Federations and is composed mainly of National Federations. As such, cases of misconduct committed by affiliated National Federations can also be regarded as cases of misconduct by the JOC. The JOC being composed mainly of National Federations makes it a presence close to athletes, and it should exert the utmost efforts with its affiliated National Federations to strengthen compliance and governance with the aim of eradicating misconduct. The JOC believes that such measures are demanded by society and desired by athletes.

### Report and Consultation Hotline for Athletes and Coaches

In response to successive acts of violence in sports, the JOC has enacted regulations for handling reports and consultations regarding violence and has quickly established a report and consultation hotline toward the elimination of violent conduct in sports. According to the Olympic Charter, the role of the IOC is "to encourage and support the promotion of ethics and good governance in sport as well as education of youth through sport and to dedicate its efforts to ensuring that, in sport, the spirit of fair play prevails and violence is banned"; and the IOC calls on National Olympic Committees to "take action against any form of discrimination and violence in sport." Wishing to preserve athletes' dignity as well as the dignity of sports in Japan, the JOC, together with each National Federation, exerts the utmost effort to continuously revert to the fundamental understanding of wiping out violence from sports activities as a main pillar of its Olympic Movement activities toward the elimination of violence in sports. As one of its measures, the JOC has enacted regulations for handling reports and consultations and has established a report and consultation hotline. The major elements of the above-mentioned measures are the following seven items:

- 1 Establish a report and consultation hotline in a solicitor's office
- 2 Keep the user's confidentiality and take due care in preventing prejudice against the user
- 3 If grounds are shown that the report is true, the report may also be given anonymously and accepted as such
- 4 Those who may use the hotline are JOC-certified athletes targeted for Olympic high performance, high performance staff entrusted with training, executives and regular employees of the JOC and JOC-affiliated National Federations and anyone of the above-mentioned possible users who has lost his or her position/status within no more than the past two years
- 5 The content of reports, etc., covered include violations of laws and regulations, verbal abuse, violent acts including intimidation of others, power harassment and sexual harassment concerning the JOC and JOC-affiliated National Federations that occurred within two years from the time of submission
- 6 Take corrective and preventive measures after a necessary decision has been made if it is clear that a wrongful act was committed based on a fact-finding investigation
- 7 If there is truth to the contents of the report, after taking necessary measures, release the contents of the report, findings, corrective measures and others while giving consideration to keeping confidentiality

The Report and Consultation Hotline is as follows:

### Kowa Law Office, IIDA Takashi, Attorney

**Contact** Address Shin-Nisseki Bldg. 9th fl., 3-4-2 Marunouchi, Chiyoda-ku, Tokyo  
 TEL 03-3214-5419 (Telephone hours: 10:00 a.m. to 6:00 p.m. weekdays; an answering machine will respond after hours)  
 FAX 03-3214-5421 MAIL iida.joc-madoguchi@kowa-law.com

\* If Attorney Iida is unavailable, other attorneys at the office shown at left may handle inquiries

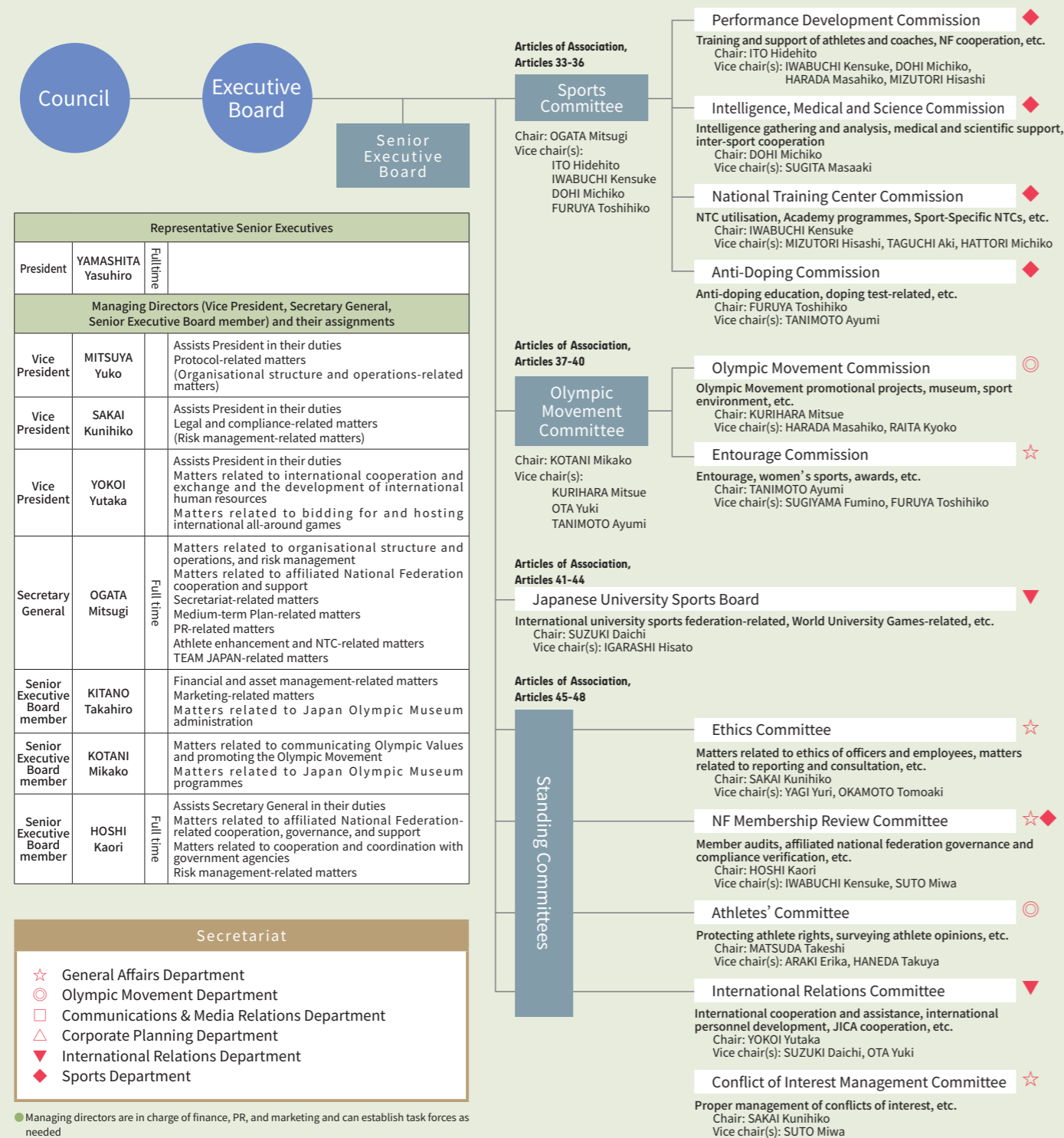
JOC Executives (FY2023-FY2024)	
Position	Name
President	YAMASHITA Yasuhiro
Vice President	MITSUYA Yuko
"	SAKAI Kunihiko
"	YOKOI Yutaka
Secretary General	OGATA Mitsugi
Senior Executive Board member	KITANO Takahiro
"	KOTANI Mikako
"	HOSHI Kaori
Executive Board member	ARAKI Erika
"	ITO Hidehito
"	IWABUCHI Kensuke
"	ENDO Toshiaki
"	OTA Yuki
"	OKAMOTO Tomoaki
"	KURIHARA Mitsue
"	SUGIYAMA Fumino
"	SUZUKI Daichi
"	SUTO Miwa
"	TAGUCHI Aki
"	TANIMOTO Ayumi
"	DOHI Michiko
"	HARADA Masahiko
"	HATTORI Michiko
"	FURUYA Toshihiko
"	MATSUDA Takeshi
"	MIZUTORI Hisashi
"	MURAI Mitsuru
"	YAGI Yuri
"	RAITA Kyoko
"	WATANABE Morinari
Auditors	KUDO Yoko
"	TERADA Masahiro
"	NUSHI Junko

Executive Board members 30, Auditors 3, Total 33

Past JOC Presidents (Chairs)		
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 Ryutaro	(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-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 Isato	(1936-1939)
6	NAGAI Matsuzo	(1939-1950)
7	TAKAISHI Shingoro	(1939-1967)
8	AZUMA Ryutaro	(1950-1968)
9	TAKEDA Tsuneyoshi	(1967-1981)
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-present)
16	OTA Yuki	(2021-present)



Organisational Chart



Affiliated National Federations

No.	Federation	No.	Federation
— Affiliated National Federations —			
1	Japan Association of Athletics Federations	35	All Japan Archery Federation
2	Japan Swimming Federation	36	Japan Karatedo Federation
3	Japan Football Association	37	All Japan Jukendo Federation
4	Ski Association of Japan	38	Japan Clay Target Shooting Association
5	Japan Tennis Association	39	All Japan Naginata Federation
6	Japan Rowing Association	40	Japan Bowling Congress
7	Japan Hockey Association	41	Japan Bobsleigh Luge and Skelton Federation
8	Japan Amateur Boxing Federation	42	Baseball Federation of Japan
9	Japan Volleyball Association	43	Japan Sports Arts Association
10	Japan Gymnastics Association	44	Japan Wushu Taijiquan Federation
11	Japan Basketball Association	45	Japan Curling Association
12	Japan Skating Federation	46	Japan Triathlon Union
13	Japan Ice Hockey Federation	47	Japan Golf Association
14	Japan Wrestling Federation	48	Japan Squash Association
15	Japan Sailing Federation	49	Nippon Billiard Association
16	Japan Weightlifting Association	50	Japan Bodybuilding & Fitness Federation
17	Japan Handball Association	51	All Japan Taekwondo Association
18	Japan Cycling Federation	52	Japan Dance Sport Federation
19	Japan Soft Tennis Association	53	Japan Biathlon Federation
20	Japan Table Tennis Association	54	Nippon Surfing Association
21	Japan Rubber Baseball Association	55	World Skate Japan
— Semi-Affiliated National Federations —			
22	Japan Sumo Federation	56	Japan Kabaddi Association
23	Japan Equestrian Federation	57	Japan Sepaktakraw Federation
24	Federation Japonaise d' Escrime	58	Japan American Football Association
25	All Japan Judo Federation	59	Foundation of Japan Cheerleading Association
26	Japan Softball Association	60	Japan Cricket Association
27	Nippon Badminton Association	— Recognised National Federations —	
28	All Nippon Kyudo Federation	61	Japan Orienteering Association
29	National Rifle Association of Japan	62	Japan Powerlifting Association
30	All Japan Kendo Federation	63	Japan Petanque Boules Federation
31	Modern Pentathlon Association of Japan	64	Japan Flying Disk Association
32	Japan Rugby Football Union	65	Japan Contract Bridge League
33	Japan Mountaineering and Sport Climbing	66	Japan Aeronautic Association
34	Japan Canoe Federation	67	Japan Waterski Wakeboard Federation

## Summary of Financial Results for FY2022

Unit: Yen

### Changes in Ordinary Income & Expenditures

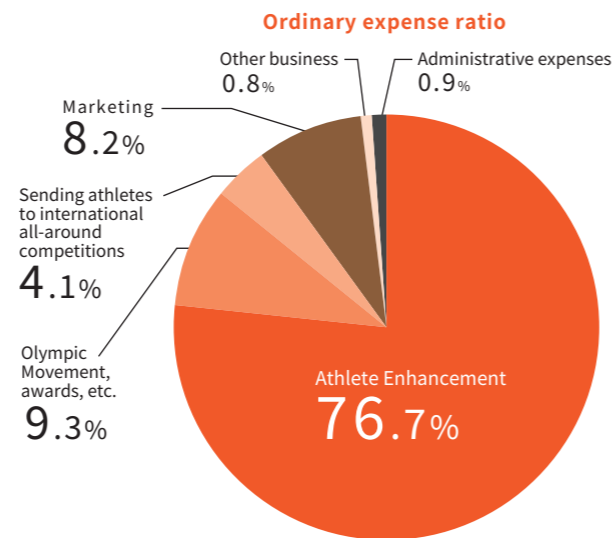
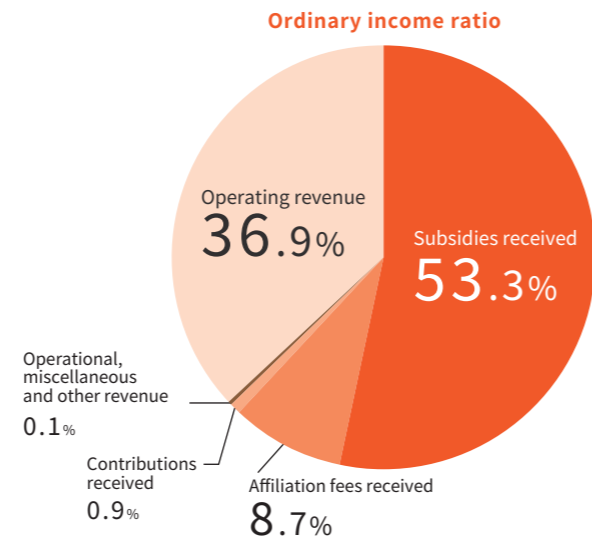
Ordinary revenue	
Basic asset investment profit	7,142,749
Designated asset investment profit	10,000
Membership fees received, etc.	6,150,000
Operating revenue	5,670,356,626
Subsidies received	8,174,917,739
Affiliation fees received	1,337,503,459
Contributions received	144,173,412
Miscellaneous and other revenue	9,550,386
<b>Total ordinary revenue</b>	<b>15,349,804,371</b>

Ordinary expenses	
Athlete Enhancement	10,322,360,290
Olympic Movement, awards	1,249,064,849
Sending athletes to international all-around competitions	557,095,639
Marketing	1,098,026,923
Other business	112,014,103
Administrative expenses	120,425,377
<b>Total ordinary expenses</b>	<b>13,458,987,181</b>

Change in ordinary profit and loss without appraisal	1,890,817,190
Profit and loss on appraisal	△ 39,831,345
Other change in extraordinary income	△ 13,505,610
Corporate income taxes, resident taxes, and business taxes	180,667,800
Change in general net assets for the current term	1,656,812,435
General net assets at beginning of term	8,829,788,384
<b>General net assets at end of term</b>	<b>10,486,600,819</b>

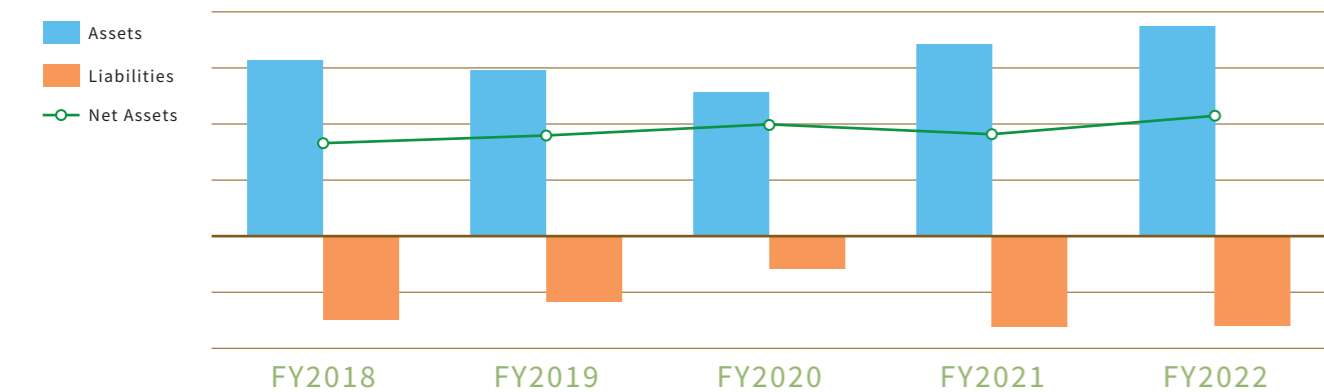
### Change in designated net assets

Specified designated net assets at end of term	205,000,000
<b>Net assets at end of term</b>	<b>10,691,600,819</b>



Ratio of Public Interest Businesses **90.11%**

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



Total Assets	15,637,727,292	14,751,592,523	12,821,822,395	17,089,526,911	18,690,974,812
Total Liabilities	7,410,323,490	5,833,833,376	2,901,720,509	8,054,738,527	7,999,373,993
Total Net Assets	8,227,403,802	8,917,759,147	9,920,101,886	9,034,788,384	10,691,600,819