

Volunteering Strategy for the Olympic and Paralympic Games Tokyo 2020

December 2016

Tokyo Metropolitan Government

Tokyo Organising Committee of the Olympic and Paralympic Games
(Tokyo 2020)

—Table of Contents —

- Introduction ----- 1
- Chapter 1 Volunteers for the Tokyo 2020 Games ----- 2
 - 1. Volunteers at the Olympic and Paralympic Games
 - 2. Volunteers for the Tokyo 2020 Games
 - 3. Collaboration with related local governments and others
- Chapter 2 Promotion of active involvement by diverse participants ----- 11
 - 1. Volunteering by people with impairment
 - 2. Volunteering by children and students
 - 3. Volunteering by working-age and child-rearing adults
 - 4. Other
- Chapter 3 Recruitment ----- 13
 - 1. Recruitment initiatives
 - 2. Application requirements and conditions
 - 3. Recruitment period
 - 4. Recruitment methods
 - 5. Applicant screening
- Chapter 4 Training ----- 17
 - 1. Training
 - 2. Accommodating multiple languages
- Chapter 5 Cultivating enthusiasm for volunteering and expanding the base of
volunteers ----- 20
 - 1. Promoting information on volunteering at the Games and other programs
 - 2. Tokyo Volunteerism Promotion Council (TVPC)
 - 3. Initiatives aimed at expanding the range of participants
- Chapter 6 Post-Games Legacy ----- 25
 - 1. Toward the realization of a “community of support”
- Chapter 7 Volunteer recruitment and selection schedule ----- 27
- Reference: Volunteering ----- 28
 - 1. What is volunteering?
 - 2. Volunteering in Japan
 - 3. Volunteers currently active in Tokyo

Introduction

The Tokyo 1964 Games generated great excitement throughout Japan and are still remembered today by many people.

To make the Olympic and Paralympic Games Tokyo 2020 (hereafter “Tokyo 2020 Games”), the second Games to be held in Tokyo, a historic event that is cherished in the hearts of the people, it is crucial that we work to build excitement for the Games through all-Tokyo and all-Japan efforts.

Athletes and those affiliated with the Games from 200 or more countries and areas around the world will participate, and a large number of spectators will come to Japan. It is also said that about 4.8 billion people will watch the Games on television or other forms of media, making the Games a prime opportunity to convey the attractions of Tokyo and Japan to the world.

To achieve these objectives, it is imperative to have each and every resident of Tokyo and Japan play a role in the success of the Games. Of these various roles, volunteering offers participants the valuable opportunity to experience a form of excitement that can only be obtained by uniting with the many others affiliated with the Games to make them happen.

The Volunteering Strategy for the Olympic and Paralympic Games Tokyo 2020 (hereafter “the Strategy”) sets forth the basic concept for how the volunteer program should be operated at the Tokyo 2020 Games, including recruitment and training, as well as other aspects such as expanding the base of volunteers.

Along with advancing preparations for the start of volunteer recruitment, which will begin around the summer of 2018, in accordance with the Strategy, the Tokyo Metropolitan Government (hereafter “TMG”) and the Tokyo Organising Committee of the Olympic and Paralympic Games (hereafter “the Organising Committee”) will collaborate to the extent possible with respect to the formulation of this Strategy and volunteer operations, including volunteer recruitment and training, and post-Games initiatives.

Based on this plan, the TMG and the Organising Committee will also advance studies in preparation for collaboration with other local governments where venues are located.

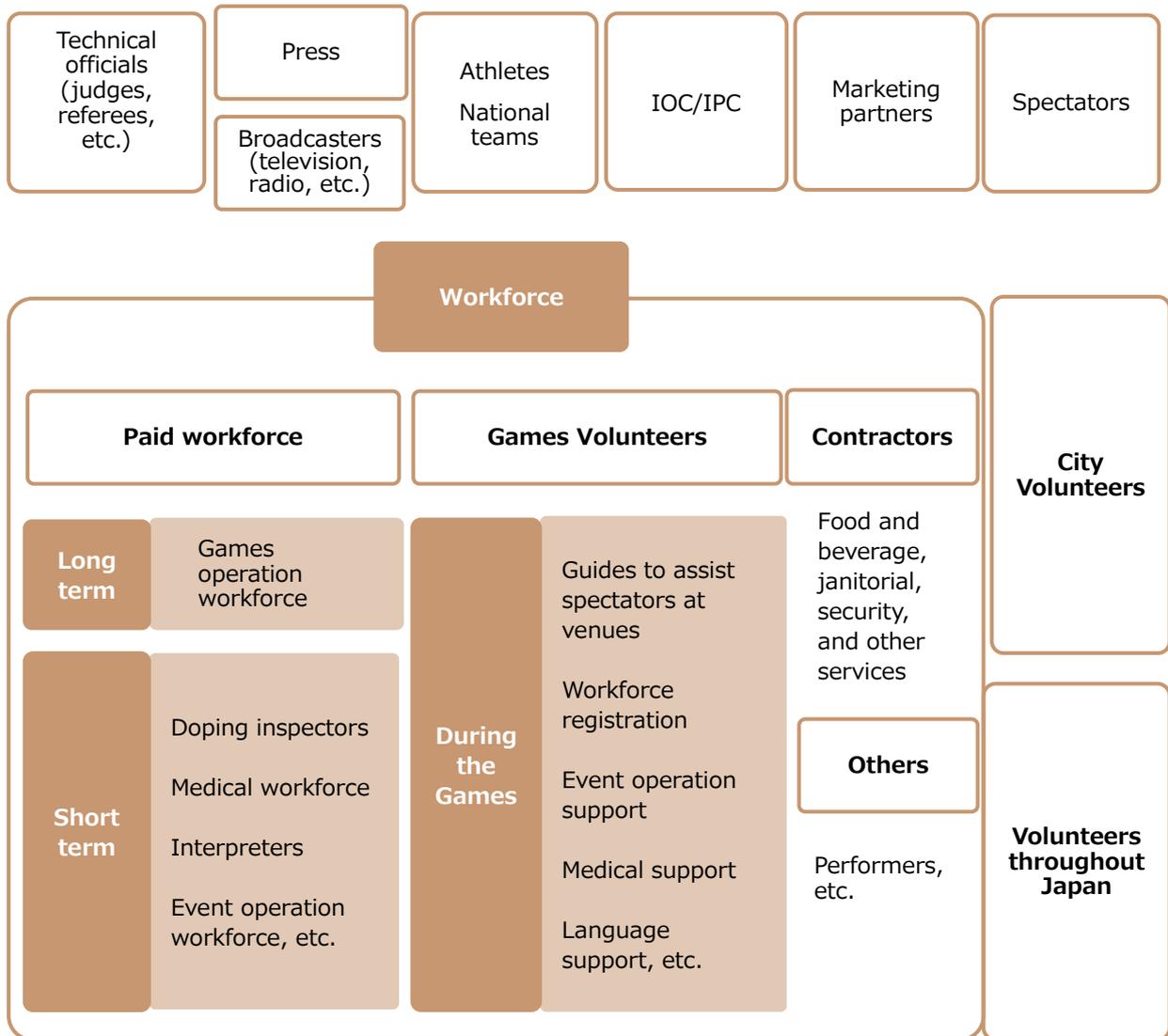
We would like to invite the people of Tokyo and Japan to consider volunteering. In addition to the groups of volunteers recruited, trained, and managed by the TMG and the Organising Committee, we hope that the people will also get involved in a range of other ways, including participation in activities that will be organized nationwide to support the Tokyo 2020 Games.

Chapter 1 Volunteers for the Tokyo 2020 Games

1. Volunteers at the Olympic and Paralympic Games

A large number of people take part in the Games in various capacities. This includes national teams, made up of the athletes, who are the stars of the competition, coaches, and others, technical officials such as referees, sports federations, media from around the world, those affiliated with the International Olympic Committee (IOC) and International Paralympic Committee (IPC), marketing partners, and spectators. In addition, those who support the operation of the Games, referred to as workforce, include paid workforce such as event operations workforce, doping control, doctors, and nurses, as well as contractors and volunteers.

Volunteers are expected to play an important role in the operation of the Games, including providing support and information at Games-related venues such as competition venues and the Olympic Village, prior to, during, and following the Games. These volunteers are called “Games Volunteers.” This system provides a means for many people to become directly involved with the Games, and the volunteers themselves contribute to cultivating the Games atmosphere.



During the Games, a second group of volunteers called “City Volunteers” stationed at airports, major train stations, sightseeing spots, and other locations will provide services to visitors from across Japan and abroad, such as tourism and transport information, as well as guidance to spectators at stations nearest to competition venues.

City Volunteers, as “the face” of the host city, warmly welcome those affiliated with the Games, such as athletes, tourists, and spectators, in the spirit of *omotenashi* (Japanese hospitality). City Volunteers complement the Games by creating a bright and friendly atmosphere and contribute to building excitement for the Games.

At the London 2012 Games, people with various backgrounds and abilities applied to serve as volunteers. About 240,000 people applied to become Games Volunteers, and about 24,000 applied to become City Volunteers.

Of the applicants selected, about 70,000 Games Volunteers, called “Games Makers,” and 8,000 City Volunteers, called “London Ambassadors,” took pride playing a role as professionals in their respective capacities, leading the Games to success.

Carrying on the volunteer network and distribution of volunteer recruitment information when the Games ended has resulted in many people continuing to be active in volunteering even after the Games.

At the Rio 2016 Games, about 50,000 people were involved in the operation of the Games as Games Volunteers, and about 1,700 people served as City Hosts, guiding and assisting visitors from around the world.

It is said that that each and every volunteer and workforce member raised the level of excitement of the Games as a whole by enjoying the roles they do and assisting visitors in a bright and friendly manner.

	London 2012 Games	Rio 2016 Games
Number of people	Total number of Games Volunteers and City Volunteers about 78,000	Games Volunteers: About 50,000 City Hosts: About 1,700(*)
Names for volunteers	Games Volunteers were called “Games Makers.” City Volunteers were called “London Ambassadors.”	Games Volunteers were first called “Heroes’ hero.” However, the name was later changed to “volunteers.” “City Hosts” provided assistance such as tourist information.
Mission of Games Volunteers	“I DO ACT” Be Inspirational Be Distinctive Be Open Be Alert Be Consistent Be part of the TEAM	The Team that does more for Sport Engagement Respect Fun

*City Hosts were workforce paid by the city of Rio de Janeiro.

Volunteers actively participating in past Games

〈London 2012 Games〉

【Games Volunteers】



©IOC

【City Volunteers】



Courtesy of the GLA

〈Rio 2016 Games〉

【Games Volunteers】



Photos by Tokyo 2020/Shugo Takemi

【City Host】



2. Volunteers for the Tokyo 2020 Games

(1) The role of volunteers at the Tokyo 2020 Games

The participation of 90,000 or more people (both Games Volunteers and City Volunteers in Tokyo) is expected at the Tokyo 2020 Games.

Games Volunteers are to be recruited, trained, and managed by the Organising Committee, while the TMG will be responsible for recruiting, training, and managing City Volunteers in Tokyo.

In order to widely promote the attractions of Japan to the world through the Tokyo 2020 Games, having each Games Volunteer and City Volunteer demonstrate the strengths of the Japanese people, such as the Japanese spirit of hospitality, *omotenashi*, and sense of responsibility, as they engage in activities will also be an important factor to the success of the Games.

The sight of each of the volunteers eagerly participating, truly enjoying their role, and actively volunteering with a smile as part of a team will be conveyed to the athletes and visitors. Along with bringing more excitement to the Games atmosphere, this sight will also enhance the attraction of the Games overall.

The participation of volunteers will also play a major role in achieving the three concepts contained in the Games vision—“Achieving Personal Best,” “Unity in Diversity,” and “Connecting to Tomorrow.”

As with the “Games Maker” and “London Ambassador” names from the London 2012 Games, we will formulate and announce volunteer names and missions befitting the Tokyo 2020 Games at the appropriate time.

Tokyo 2020 Games Vision

Sport has the power to change our world and the future.
 The Tokyo 1964 Games completely transformed Japan. The Tokyo 2020 Games, as the most innovative in history, will bring positive reform to the world by building on three core concepts:
 “Striving for your personal best (Achieving personal best)”
 “Accepting one another (Unity in diversity)”
 “Passing on Legacy for the future (Connecting to tomorrow)”

	Games Volunteers	City Volunteers
Management entity	The Organising Committee	TMG (*1)
Areas of activity	Games-related facilities, such as competition venues and the Olympic Village	Airports, major stations, tourist areas, and around stations that are the closest to competition venues
Activities (*2)	Services for spectators, event operations support, media support, etc.	Provide tourist and transportation information to visitors from Japan and abroad, provide support and information to spectators in areas around the stations nearest to event venues
Scale	An estimated total of 90,000 people or more	

*1: Establishment of City Volunteer programs by local governments outside of Tokyo is under consideration

*2: See below for examples of activities.

(2) Games Volunteers activities

Games Volunteers have a wide variety of roles. Using the London and Rio Games as a reference, activities Games Volunteers are expected to engage in are listed below. As we advance with preparations for delivering the Games, we will now examine the number of people required to carry out each activity.

Activity	Description (Examples)
Guidance at venues	Guide spectators and those affiliated with the Games at venues, check tickets, provide support for regulating entrance to venues, etc.
Doping control	Provide support for doping inspectors as they test athletes who have finished competition
Driver	Transport those affiliated with the Games between venues by car
workforce registration	Sign in workforce at venues. Check the workforce member's shift by referring to their personal ID, and relay necessary information to them.
Uniform distribution	Pass out uniforms to workforce members (volunteers and others) at a uniform distribution facility
Media support	Provide support to Japanese and foreign media covering the Games at venues, the Press Center, and other locations
Language services	Provide communication support to those affiliated with the Games, including athletes, the media, and foreign dignitaries
Support for teams	Support the teams that come from around the world. Start preparations prior to the teams entering the Olympic Village to facilitate a comfortable stay.
Logistics support	Support the management and organization of goods brought to competition venues, the Olympic Village, etc.

Support for rental services	Support rental services that will supply athletes, the media, and others related to the Games with various items at the Olympic Village, Media Center, etc.
Support for sustainability and recycling	Show athletes, spectators, and others how to separate garbage for recycling to achieve consideration for the sustainability of venues and other facilities
Support issue of IDs	Issue IDs to be carried by those affiliated with the Games based on pre-registered information
Event operation support	Assist with event operations. Following the instructions of event officials, perform duties such as assisting with the progress of the event and providing support for athletes at venues and practice areas.
Medical support	Act as a first responder who will rapidly respond in the event someone among the spectators or those related to the Games suddenly falls ill or becomes injured

A volunteer leader position is established for activities that involve a large number of Games Volunteers.

The leader performs roles such as contacting team members, confirming the attendance of team members, and adjusting shifts.

Those who play a role as leaders will need to have a great deal of experience in sports volunteering so that they can respond flexibly according to the situation.

It is also important for leaders to have good listening skills and the ability to see things from the perspective of team members.

(3) City Volunteers activities

The activities of City Volunteers are expected to include the following.

- a. Provide tourism and transport information to athletes, those affiliated with the Games, and Japanese and foreign visitors at booths set up at airports, major train stations, sightseeing spots, and other locations
- b. Provide support and information to spectators in areas around the stations nearest to event venues

As with the Games Volunteers, leaders will be appointed among the City Volunteers. Volunteer leader roles will include confirming the attendance of team members and checking on team members in the event of an emergency.

Those who play a role as leaders will need to have volunteering experience, consideration for team members, and good listening skills, as they are required to act flexibly depending on the situation.

(4) Activities across Japan

At the time of the Games, in addition to Games Volunteers and City Volunteers, it is expected that volunteer guides at tourist attractions and other locations throughout Japan will play an active role in volunteering.

Regardless of whether one is a Games Volunteer or City Volunteer, it is anticipated that the people of Tokyo and Japan will support the Games in a variety of ways, coming together in all-Japan efforts to energize the Games.

3. Collaboration with related local governments and others

The TMG and the Organising Committee will fully cooperate with related organizations, including local governments of prefectures and municipalities where event venues are located, and consider the promotion of integrated measures to ensure the Games achieve success nationwide.

(1) Cooperation with local governments of prefectures and municipalities outside of Tokyo where competition venues are located

The TMG and the Organising Committee will work with local governments of prefectures and municipalities outside of Tokyo where venues are located to consider areas in which integrated measures are needed to facilitate effective volunteer activities.

Specifically, we will enhance the quality of City Volunteer services by considering the adoption of a unified design for City Volunteer uniforms and bases for volunteer activities, and offering the same training in select areas such as service and Games information.

While cultivating a sense of unity by using the same names to refer to volunteers and recruiting volunteers during the same period, for example, we will coordinate with other local governments to ensure effective operations.

(2) Cooperation with the local governments throughout Japan

Efforts to encourage and enable the spectators who came to Tokyo to visit other destinations across Japan, including areas that were affected by natural disasters, so that the benefits of holding the Games are felt nationwide, are also essential to the success to the Games.

The TMG will work with local governments to implement effective measures, such as distributing sightseeing information on every region of Japan at bases for volunteer activities.

(3) Cooperation with local communities (Tokyo municipalities, transportation providers, existing volunteer organizations, etc.)

Throughout Tokyo, a variety of organizations provide information and support at transportation and tourist facilities on a daily basis, and have accumulated experience in this area.

In order for City Volunteers to be able to smoothly carry out their activities and effectively provide information on the frontlines, full cooperation between the TMG and such organizations is essential. Therefore, the parties will discuss topics such as the division of roles and establishment of bases for volunteer activities according to the situation in each area.

With the cooperation of municipalities in Tokyo, neighborhood associations, related organizations, and others, we will also consider ways that many motivated residents of Tokyo and Japan can volunteer during the Games so that each and every individual can feel that they have contributed to the Games.

(4) Cooperation with Rugby World Cup 2019

A portion of the City Volunteers for the Tokyo 2020 Games will be recruited ahead of schedule enabling them to also serve at Rugby World Cup 2019 (RWC2019) and then carry on that experience to the Tokyo 2020 Games the following year.

Specifically, we will work to raise the overall abilities of the volunteers by sharing the experience and know-how gained from RWC2019 through training and other means. Following RWC2019, we will evaluate the performance of volunteers and volunteer operations at the event, and carry out a review related to the plan for volunteer operations at the Tokyo 2020 Games accordingly.

(5) Cooperation with companies and other organizations

We will also work with corporate sponsors, relevant organizations, and others to raise enthusiasm for volunteering and develop measures to encourage the active participation of working-age adults.

In addition, we will consider and apply the experience and know-how obtained from the Tokyo Marathon related to volunteer operations, as 10,000 or more volunteer at the event each year.

Chapter 2 Promotion of active involvement by diverse participants

As illustrated by one of the core concepts of the Tokyo 2020 Games, “Unity in Diversity,” it is essential to encourage participation in society by various people with a view to after the Games. We will consider initiatives to enable various people to play active roles as volunteers at the Tokyo 2020 Games, regardless of factors such as age, gender, nationality, and whether or not they have a disability, and to continue volunteering after the Games have ended.

1. Volunteering by people with impairment

We will improve the environment at each stage of the process, including recruitment, training, and placement, so that anyone can take part in volunteering with peace of mind regardless of whether or not one has a disability.

We will also consider matters such as methods of ascertaining the type of support or consideration needed with respect to placement and activities when an applicant applies.

2. Volunteering by children and students

To give our youth, who will lead the future, the opportunity to try volunteering, along with considering ways for junior high and high school students to participate through school and club activities, including those in areas that have been affected by natural disasters, we will also consider ways for students to experience City Volunteer activities, such as allowing children from elementary schools in Tokyo to participate with their parents.

In addition, we will separately considering opportunities for children and students to play a role at the Games, including making appearances at various ceremonies and providing support for event operations.

3. Volunteering by working-age and child-rearing adults

We will also work with the central government, corporate sponsors, relevant organizations, and others to promote measures to enable busy working-age adults to actively participate in volunteer activities, such as promoting the establishment of systems to allow employees to take time off to volunteer and use of such systems at companies or other employers.

Furthermore, we will work with related institutions to consider measures to enable those engaged in child rearing to volunteer, such as measures to facilitate the use childcare facilities.

4. Other

In addition to making volunteering more accessible through tangible improvements such as infrastructure upgrades to enable different people to take part in volunteering safely and comfortably, we will also enhance our response in intangible areas, including implementing training to promote understanding related to diversity and ensuring that a range of information is displayed in multiple languages.

We will also work with the central government and others to consider measures to make it easier for university students to volunteer during the Games, including encouraging schools to give consideration to the Games when setting up test schedules.

Chapter 3 Recruitment

1. Recruitment initiatives

Using various means such as symposiums, websites, public relations publications, and advertising media, we will publicize the types of volunteers needed, so that the people of Tokyo and Japan fully understand the duties of Games Volunteers and City Volunteers, and can apply to volunteer based on factors including their interests and abilities.

We will also consider the possibility of volunteering as a group, enabling individuals to participate with their peers.

The TMG and the Organising Committee will work together to consider a seamless method of recruitment.

2. Application requirements and conditions

(1) Games Volunteers

Games Volunteers are expected to play an important role as workforce members directly involved in Games operations.

In light of factors such as early morning and late night activities, the age requirement for Games Volunteers shall be set at 18 years and above (as of April 1, 2020). This does not apply to the aforementioned initiatives that will allow children and students to experience volunteering. Based on past Games, the estimated number of days volunteers will serve shall be set at 10 or more days.

Volunteers should be capable of fulfilling their roles to the end and being a considerate team member.

Basic knowledge regarding the Olympic and Paralympic Games, volunteer experience such as sports volunteering, the desire to utilize English or other foreign language skills to welcome athletes and spectators from around the world, as well as while engaging in activities with other volunteers from around the world, are examples of experience and qualities that can be applied by volunteers at the Games. Therefore, publicizing information on the types of experience we would like those interested in becoming Games Volunteers to acquire by the start of the Games will be considered.

〈Application requirements under consideration〉

- ① 18 years old and above as of April 1, 2020
- ② Able to participate in volunteer training sessions
- ③ Japanese national or foreign national with permission to stay in Japan
- ④ Able to volunteer 10 or more days
- ⑤ Able to enthusiastically fulfill ones roles through to the end, helping to contribute to the success of the Tokyo 2020 Games
- ⑥ Has the desire to volunteer as a part of a team and treat other team members with consideration

〈Experience and qualities to be used by Games Volunteers〉 (draft)

- ① Basic knowledge of Olympic and Paralympic Games
- ② Volunteering experience such as sports volunteering experience
- ③ The desire to use English and other foreign language skills

(2) City Volunteers

The age requirement for City Volunteers shall be set at 18 years old and above (as of April 1, 2020), the same as that for Games Volunteers. This does not apply to the aforementioned initiatives that will allow children and students to experience volunteering. The estimated number of days and hours per day volunteers will serve shall be 5 or more days (5 hours or more per day), making it relatively easy for working-age and child-rearing adults to participate.

The qualities of being capable of fulfilling assigned roles to the end and being a considerate team member are desirable for both City Volunteers and Games Volunteers.

Additionally, as City Volunteers will also provide tourist and transportation information to visitors from Japan and abroad, we will establish application requirements to ensure the recruitment of a wide variety of people, including those who possess a specialized expertise and skills other than foreign language abilities.

〈Application requirements under consideration〉

- ① 18 years and above as of April 1, 2020
- ② Able to participate in volunteer training sessions
- ③ Japanese national or foreign national with permission to reside in Japan
- ④ Able to volunteer at least 5 days (5 hours per day) during the Games
- ⑤ Able to enthusiastically fulfill ones roles through to the end, helping to contribute to the success of the Tokyo 2020 Games
- ⑥ Has the desire to volunteer as a part of a team and treat other team members with consideration

〈Experience and qualities to be used by City Volunteers〉 (draft)

- ① The desire to use knowledge, skills, and experience related to giving Tokyo tourist and transportation network information
- ② The desire to use knowledge related to disaster preparedness, crime prevention, emergency lifesaving care, etc.
- ③ The desire to use English and other foreign language skills

Games Volunteers and City Volunteers are not compensated. In principle, these volunteers will be responsible for transportation costs to and from Tokyo and for securing their own accommodations. Providing information related to accommodations will be considered.

Meanwhile, we will now consider details concerning what may be provided to volunteers, including uniforms that instill a sense of unity and pride, training, and meals.

3. Recruitment period

Recruitment will, in principle, start around the summer of 2018. However, a portion of the City Volunteers for the Tokyo 2020 Games will be recruited ahead of schedule, starting at the end of FY2017 to first support Rugby World Cup 2019 (RWC2019). That experience will then be applied to the Tokyo 2020 Games.

Following RWC2019, we will evaluate the performance of volunteers and volunteer operations at the event, and carry out a review related to the plan for volunteer operations at the Tokyo 2020 Games accordingly.

We will now consider matters such as recruitment requirements for City Volunteers at RWC2019 based on the overall event.

4. Recruitment methods

Concerning methods of applying, in addition to accepting applications online, as a general rule, we will also consider accepting applications by mail and other methods for City Volunteers. Regarding online applications, we will consider application forms that take accessibility into account, including webpage design that makes it easier for different people to apply.

We will also consider an application form that can be completed on devices other than personal computers, including cell phones, smartphones, and tablet devices.

5. Applicant screening

Methods such as examining applications and documents and interviews will be used to screen applicants.

For those who applied, but were unfortunately not selected to serve as a volunteer, we will work with the central government and related organizations to consider matters such as the provision of various types of information to enable these people to widely support the success of the Games in other capacities.

Chapter 4 Training

In addition to helping participants understand the importance of each of the roles to be played as volunteers and master the required knowledge, training will also be conducted to build a sense of unity.

The TMG and the Organising Committee will work together to provide training in areas that overlap between Games Volunteers and City Volunteers, such as knowledge related to the Olympic and Paralympic Games.

Furthermore, to make volunteering more appealing, we will roll out various measures in addition to training. For example, along with considering measures that enable participants to feel the excitement of interacting with each other and expanding their network, including the use of social network services, we will also consider methods to allow volunteers to participate in Olympic and Paralympic related events held by the TMG and the Organising Committee.

Taking into account that the Tokyo 2020 Games will be held during the summer and other matters, we will consider measures to facilitate a safe environment for volunteers to be active, including measures to combat the heat.

1. Training

(1) Standardized training

Games Volunteers and City Volunteers will learn the basic knowledge needed by all of the volunteers through standardized training. We are considering including the topics listed below as the main content to be covered. In addition to conducting in-person, group training sessions, we will also consider the use of e-learning.

In addition, we will work with the central government and relevant organizations in determining the specific content to be covered, securing locations to conduct training sessions, selecting instructors, and other areas.

Topics to be covered by standardized training (examples)	Method of conducting training
Olympic and Paralympic Values and Histories	Group training sessions, e-learning
Being a volunteer (<i>omotenashi</i> —the Japanese spirit of hospitality, the Japanese sense of responsibility, the joy of volunteering, etc.)	
Promoting understanding regarding diversity	

Service and manners (Tokyo 2020 Accessibility Guidelines)	
An overview of the Games (basic knowledge regarding sports, venues, etc.)	
Sustainability	

(2) Leadership training

We will consider the implementation of leadership training for those who will fulfill leadership roles among the volunteers.

In developing the training, we will consider incorporating the experience and expertise gained from the Tokyo Marathon and other events to create an effective training program.

(3) Specialized training

In addition to standardized and leadership training programs, we will also implement training tailored to each role so that each and every volunteer can acquire the information and skills necessary to fulfill a particular role, as well as training according to the location or Games venue volunteers will be stationed at, allowing them to learn information specific to each location or Games venue.

2. Accommodating multiple languages

(1) Accommodating various languages, printed materials

Volunteers need to smoothly respond to the needs of those affiliated with the Games and visitors from around the world. Therefore, we will consider matters such as the languages that should be accommodated and stationing those with foreign language skills based on the location and needs of each base for volunteer activities.

We will also consider which languages printed materials to be handed out will be offered in, including maps and guidebooks.

(2) Utilizing Information and Communication Technology (ICT)

To support volunteers in assisting in multiple languages, we will consider the use of multilingual voice and handwritten text translation applications. We will also consider the use of digital signage capable of displaying information in multiple languages, including maps, railway network maps, and information related to the Games.

Additionally, we will consider the signage and devices installed at each base of activity, such as maps and digital signage, as well as the devices and materials to be carried by City Volunteers.

Chapter 5 Cultivating enthusiasm for volunteering and expanding the base of volunteers

In order to have the 90,000 or more volunteers, a number exceeding that of the London 2012 Games, play active roles at the Tokyo 2020 Games, we must advance broad measures that target many people early on in the lead-up to the Games, including measures to cultivate enthusiasm for participation and create a mechanism capable of expanding the base of volunteers to obtain applications from a broad spectrum of people.

The results of the FY2015 Survey on Specified Nonprofit Corporations and State of Citizen Interest in Contributing to Society conducted by the Cabinet Office show that although about 60 percent of those surveyed were interested in volunteering, only about 23 percent of those surveyed had actual experience volunteering.

In the same survey, in addition to “no time to get involved,” many also cited the methods of information distribution used by organizers, including “a lack of sufficient information” and “procedures for participating in activities difficult to understand,” as reasons preventing them from volunteering.

Taking the above information into account, we need to take steps, including further increasing the number of people interested in volunteering and removing the uneasiness felt by those holding back from getting involved despite their interest, so that many volunteers will participate. To that end, we will implement the following initiatives, working to cultivate enthusiasm for volunteering and expand the base of volunteers.

1. Promoting information on volunteering at the Games and other programs

(1) Websites

In FY2015, the TMG launched the Tokyo Metropolitan Volunteerism Navigation Website, which conveys the appeal of volunteering, and working with the Organising Committee, introduces the activities volunteers will be a part of at the Tokyo 2020 Games, schedule leading up to the Games, the situation at past Games, including examples of volunteer activities at the London 2012 Games, and other topics.

The site also broadly introduces volunteering programs run by the government and various private organizations, including TMG initiatives such as the OMOTENASHI TOKYO program, in which volunteers warmly welcome and assist foreign visitors, and

Omotenashi language volunteer program.

The Organising Committee has also released information on volunteering at the Games on its website, and will continue to further enhance the contents.

Furthermore, we will use a range of tools, including social networking services, to widely distribute information.

Tokyo Metropolitan Volunteerism Navigation Website

<http://www.city-volunteer.metro.tokyo.jp/jp/index.html>

Organising Committee volunteering website

<https://tokyo2020.jp/jp/get-involved/volunteer/>

(2) Olympic and Paralympic Games volunteer symposiums

To cultivate enthusiasm for volunteering at the Games and expand the base of volunteers, the TMG and Organising Committee are jointly organizing symposiums that feature guests, including Olympians and Paralympians, as well as those who have volunteering experience at the Olympic or Paralympic Games, to introduce information related to volunteering at the Games and the appeal of volunteering.

2. Tokyo Volunteerism Promotion Council (TVPC)

With the participation of a variety of entities, both government and private organizations, including the Organising Committee, the Tokyo Volunteerism Promotion Council (TVPC) was launched in FY2015. The council is working to generate enthusiasm for getting involved, including widely publicizing the attraction of volunteering to the people of Tokyo, considering the operating scheme related to volunteering at the Games, among other efforts.

Tokyo Volunteerism Promotion Council

- ① Publicizing information: Promote volunteering to Tokyo residents, who lack interest in volunteering, those who will benefit from volunteering, and others.
- ② Expand volunteer base: Encourage the development of new opportunities for volunteers to get involved and options that make it easy to participate.
- ③ Successful delivery of the Games: Study expanding the base of Games-related volunteers(*1) and the operating scheme for City Volunteers

Subcommittee for Games-Related Volunteers

- ① Share information concerning Games-related volunteers
- ② Subcommittee members support and promote various types of training and initiatives

City Volunteer Study Group

Study matters including the operating scheme for City Volunteers and type of activities they will be responsible for

Subcommittee for Cultivating Momentum

- ① Consider the types of initiatives to be implemented from the standpoint of each entity that makes up the council so that various entities can take part in volunteer activities, including the people of Tokyo.
- ② Gather and distribute information that will lead to the creation of more enthusiasm for volunteering and a broader base of volunteers.

*1: The term Games-related volunteers covers both Games Volunteers and City Volunteers.

3. Initiatives aimed at expanding the range of participants

(1) TMG guidelines for the promotion of the creation of a community of support

Seizing the opportunity presented by the Tokyo 2020 Games, the TMG formulated guidelines for the promotion of the creation of a community of support in February 2016, with the aim to establish a culture of volunteerism and realize a community of support with volunteering at its center, and is advancing a range of initiatives.

In accordance with these guidelines, the TMG established an award in FY2016 to honor companies and organizations implementing ongoing or advanced initiatives related to volunteering. The award was established with the aim to recognize activities to date, as well as to help build enthusiasm for volunteering.

The TMG has also been engaged in activities such as holding events that target young people who are not familiar with volunteering. Through such initiatives, we will encourage the participation of many people in volunteering at the Tokyo 2020 Games.

(2) Omotenashi language volunteers

With an eye to the Tokyo 2020 Games, the TMG will train Omotonashi language volunteers to actively use basic foreign language skills to offer assistance when they see foreign visitors around the city in need of support or information, and prepare an environment that allows foreign visitors to stay in Tokyo with peace of mind.

(3) Omotenashi goodwill ambassador training courses

The TMG is training junior high and high school students, who will lead the next generation, to become Omotenashi goodwill ambassadors, volunteers who will assist foreign tourists at sightseeing areas in Tokyo, demonstrating the spirit of Japanese hospitality, *omotenashi*. The students will learn how to assist foreign tourists and Tokyo's own style of *omotenashi*, among other skills.

(4) Olympic and Paralympic education (volunteer mindset)

Positioning "instilling a volunteer mindset" as one of the elements of Olympic and Paralympic education which must be developed with priority, the TMG will promote the Tokyo Youth Volunteer initiative at all public schools in Tokyo to cultivate a volunteer mindset.

This initiative will enhance and grow initiatives already being implemented at each school to foster the spirit of contributing to society, and contribute to developing a volunteer mindset within the children. To raise self-esteem, the initiative will also facilitate systematic and ongoing volunteering, according to each developmental stage.

(5) Tokyo 2020 Nationwide Participation Programme

In October 2016, the Organising Committee launched the Tokyo 2020 Nationwide Participation Programme. The program promotes a framework to enable various organizations and groups linked through the Olympic and Paralympic Games to implement projects for the Games, generate momentum, and take steps toward the creation of legacies. The Organising Committee has recommended the use of volunteers in this program.

Chapter 6 Post-Games Legacy

1 Toward the realization of a “community of support”

With many residents of Tokyo and Japan volunteering at the Tokyo 2020 Games and playing an active role, enthusiasm for volunteering is expected to rise even after the Games.

Steadily maintaining and keeping excitement for volunteering going, linking it to participation in a range of activities, will contribute to the establishment of a culture of volunteerism and realization of a “community of support” where everyone supports each other, which will be passed on as a post-Games legacy.

(1) Keeping the excitement for volunteering going

We will consider initiatives to keep excitement for volunteering going steadily even after the Games.

a) Expressing gratitude to volunteers

To express our gratitude to the volunteers, as well as channel volunteering at the Games into future activities, we will consider specific initiatives so that volunteers can truly feel that their activities supported the Games.

b) Creation of a system to manage volunteers with an eye to after the Games

We will coordinate with relevant institutions to create a system that can be smoothly transitioned to, in order to preserve the volunteer network built at the Games and enable those who volunteered to participate in a variety of other activities after the Games.

(2) Post-Games initiatives

We will establish a system by 2020 that enables the volunteers involved with the Tokyo 2020 Games to also play an active role after the Games, aiming to firmly establish a culture of volunteerism in Japan.

a) Improving the environment for volunteering

Even after the Games, we will continue to promote the establishment of an environment to make it easier to volunteer, encouraging the use of systems for taking time off to volunteer and ensuring accessibility.

b) Enhancing the provision of information and matching functions

With the cooperation established through the Tokyo Volunteerism Promotion Council (TVPC) as the foundation, the use of a website, and other means, we will provide a wide array of information on volunteering opportunities and activities.

Through efforts such as training and utilizing volunteer coordinators, we will also enhance functions to match those who wish to volunteer with opportunities to volunteer that fit their needs.

c) Sharing management know-how

By sharing knowledge obtained through the recruitment, training, and management of volunteers with related organizations via the Tokyo Volunteerism Promotion Council (TVPC), among other efforts, we will support the initiatives of the organizations.

Chapter 7 Volunteer recruitment and selection schedule

Recruitment of both Games Volunteers and City Volunteers is scheduled to start around the summer of 2018. We will then screen applicants by reviewing applications and holding interviews, with the main portion of training scheduled to start in 2020.

	2017	2018	2019	2020
Consider various aspects of the program, prepare for operations	→			
Recruitment (*)		→		
Application screening			→	
Interviews			→	
Selection of volunteers and notification				→
Training				→

Start of the Tokyo 2020 Games

* A portion of the City Volunteers will be recruited ahead of schedule (around the end of FY2017) to start activities prior to the Tokyo 2020 Games at RWC2019.

Reference: Volunteering

1. What is volunteering?

Although there are various definitions of volunteering, as an example of such definitions, ministries of the central government define volunteering as shown below.

	Definition of volunteering
Ministry of Health, Labour and Welfare (Social Welfare and War Victims' Relief Bureau)	Generally, volunteering is said to refer to “the act of voluntarily contributing to others or society.” Examples of the nature of volunteer activities include “self-initiated (initiative),” “for society (for the collective),” and “not for compensation (unpaid).”
Cabinet Office (Social Policy Bureau)	Volunteering refers to activities, other than business and schoolwork, in which participants donate time, labor, knowledge, skills, and other talents for the benefit of the community or society.
Ministry of Internal Affairs and Communications	Volunteering refers to activities conducted to promote the welfare of the community and society, as well as that of individuals and organizations, in which participants donate labor, skills, and time without getting paid.

As seen above, it can be said that volunteering is defined as activities conducted for the purpose of society (for society, for the collective), in which participants willingly engage in (self-initiated), having no expectation of compensation (uncompensated, unpaid).

Reference: Sports volunteering

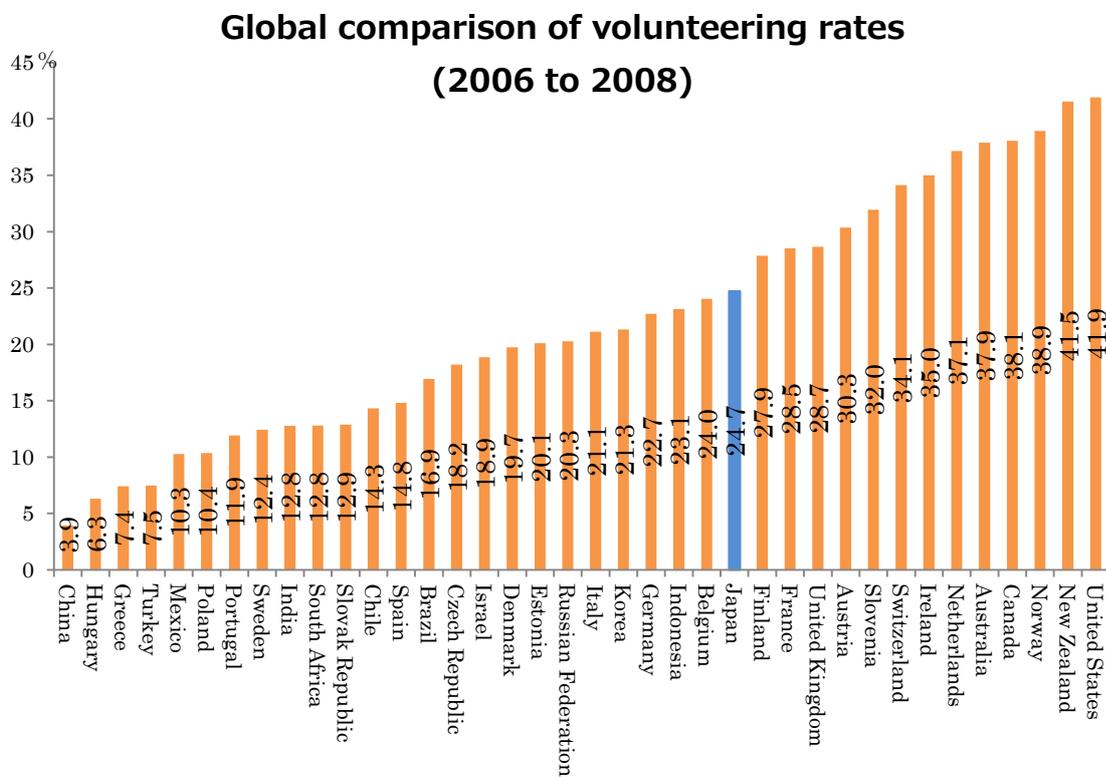
According to the Research Study on Vitalizing Volunteering in Sports (Research Study on Individuals Engaged in Volunteering in Sports) conducted by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) in FY2014, sports volunteers are those who regularly support operations and instruction at local sports clubs or organizations not for pay, and those who voluntarily offer their expert capabilities, time, and other talents at international and local sports competitions, supporting the operation of the competitions.

Sports volunteers can be divided into three main categories based on the role they play and the extent of that role—event volunteers, who serve at occasional events, club and organization volunteers, who serve on a regular basis, and athlete volunteers, who are top athletes or professional athletes.

2. Volunteering in Japan

(1) Rate of engagement in volunteer activities in Japan

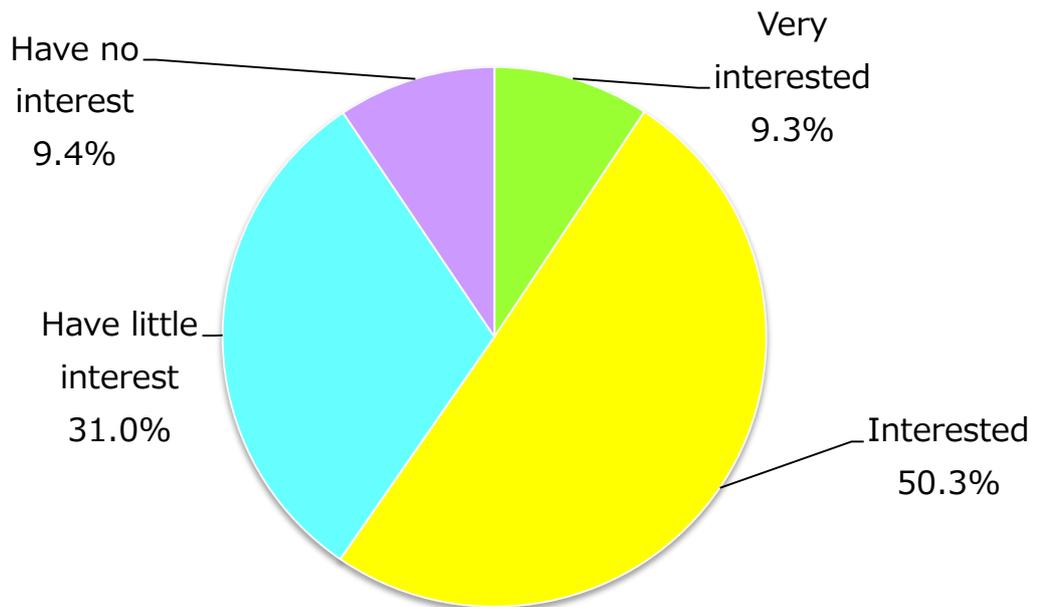
According to a global comparison of volunteering rates between 2006 and 2008, conducted by the OECD (Organisation for Economic Co-operation and Development) Japan ranks 14th out of 38 countries in terms of volunteering rates.



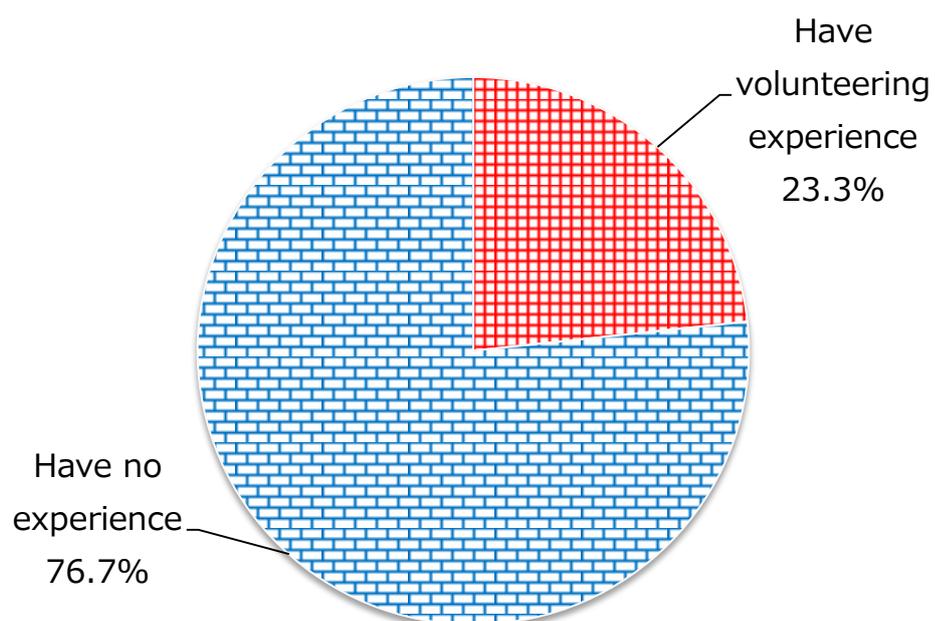
(2) Volunteering environment in Japan

According to the FY2015 Survey on Specified Nonprofit Corporations and State of Citizen Interest in Contributing to Society conducted by the Cabinet Office, about 60 percent of those surveyed were interested in volunteering, however, only about 23 percent of those surveyed had actual experience volunteering.

Interest in volunteering



Experience volunteering



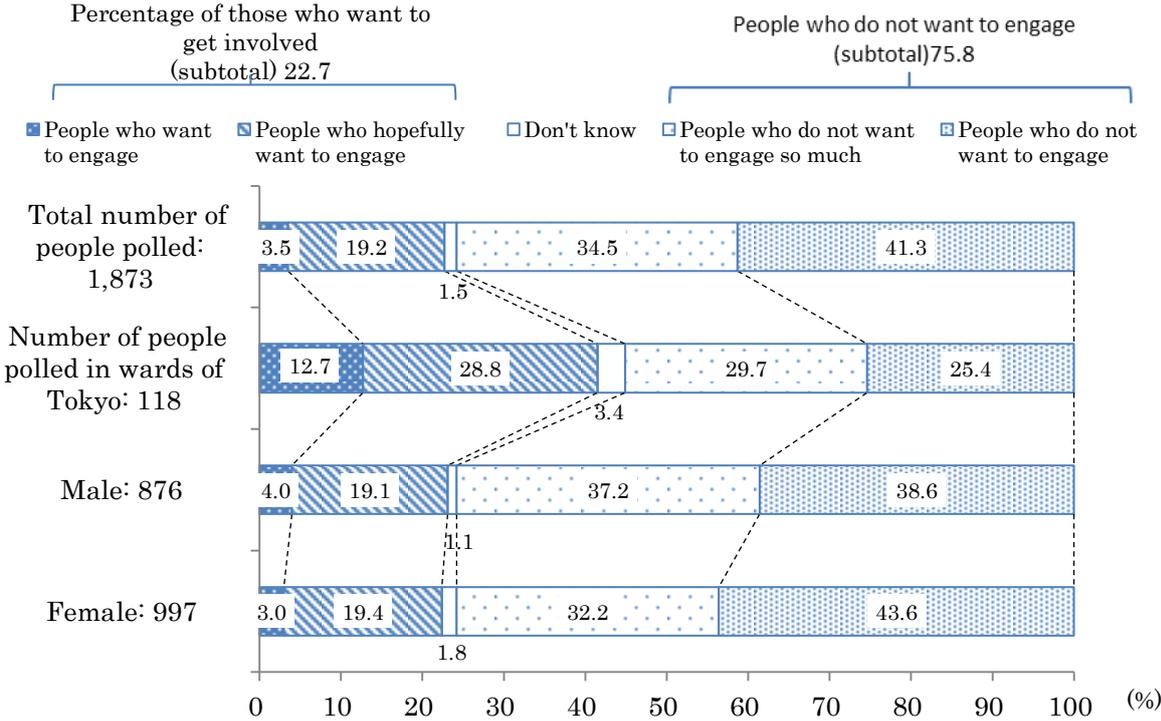
Furthermore, according to the 2011 Basic Survey on Social Life conducted by the Ministry of Internal Affairs and Communications indicates that the volunteering rate for citizens of Tokyo is 24.6 percent. Tokyo ranks 35th out of Japan's 47 prefectures.

		Volunteering participation rate(*) (%)	Total number of volunteers (Unit: thousands)				
All of Japan		26.3	29,951				
Volunteering rates for Japan's 47 prefectures							
1	Yamagata	35.3	365	25	Nara	27.7	347
2	Shimane	34.8	219	26	Ehime	27.4	345
3	Kagoshima	34.4	511	27	Fukuoka	27.3	1,222
4	Tottori	33.9	175	28	Fukushima	27.2	483
5	Iwate	33.7	396	29	Nagasaki	26.9	333
6	Nagano	33.1	631	30	Mie	26.7	440
7	Gifu	32.8	607	31	Tochigi	26.2	467
8	Shiga	32.6	408	32	Chiba	26.0	1,449
9	Saga	31.8	235	33	Ibaraki	25.8	682
10	Fukui	31.3	222	34	Hyogo	25.7	1,279
11	Okayama	31.3	537	35	Tokyo	24.6	2,949
12	Yamanashi	31.2	239	36	Kanagawa	24.4	1,986
13	Yamaguchi	31.0	396	37	Tokushima	24.3	168
14	Miyagi	30.7	488	38	Wakayama	24.2	215
15	Kumamoto	30.7	639	39	Saitama	24.0	1,556
16	Toyama	29.6	286	40	Hokkaido	23.8	1,162
17	Gunma	29.2	301	41	Kochi	23.7	159
18	Ishikawa	29.2	519	42	Niigata	23.5	498
19	Akita	28.9	279	43	Kyoto	23.2	548
20	Hiroshima	28.9	303	44	Aichi	23.1	1,526
21	Oita	28.9	731	45	Aomori	22.7	275
22	Shizuoka	28.5	952	46	Okinawa	22.4	269
23	Kagawa	27.8	244	47	Osaka	20.6	1,638
24	Miyazaki	27.8	276				

* Percentage of people of 10 years old and above who volunteered during the past year, donating labor, skills, and time to enhance the welfare of local communities and individuals or organizations.

The FY2015 Tokyo Olympic and Paralympic Games Opinion Poll conducted by the Cabinet Office also indicates that 22.7 percent of the total number of people polled want to engage in volunteering activities related to the Tokyo 2020 Olympic and Paralympic Games, and 41.5 percent of those polled in Tokyo's special ward area want to engage in said volunteer activities.

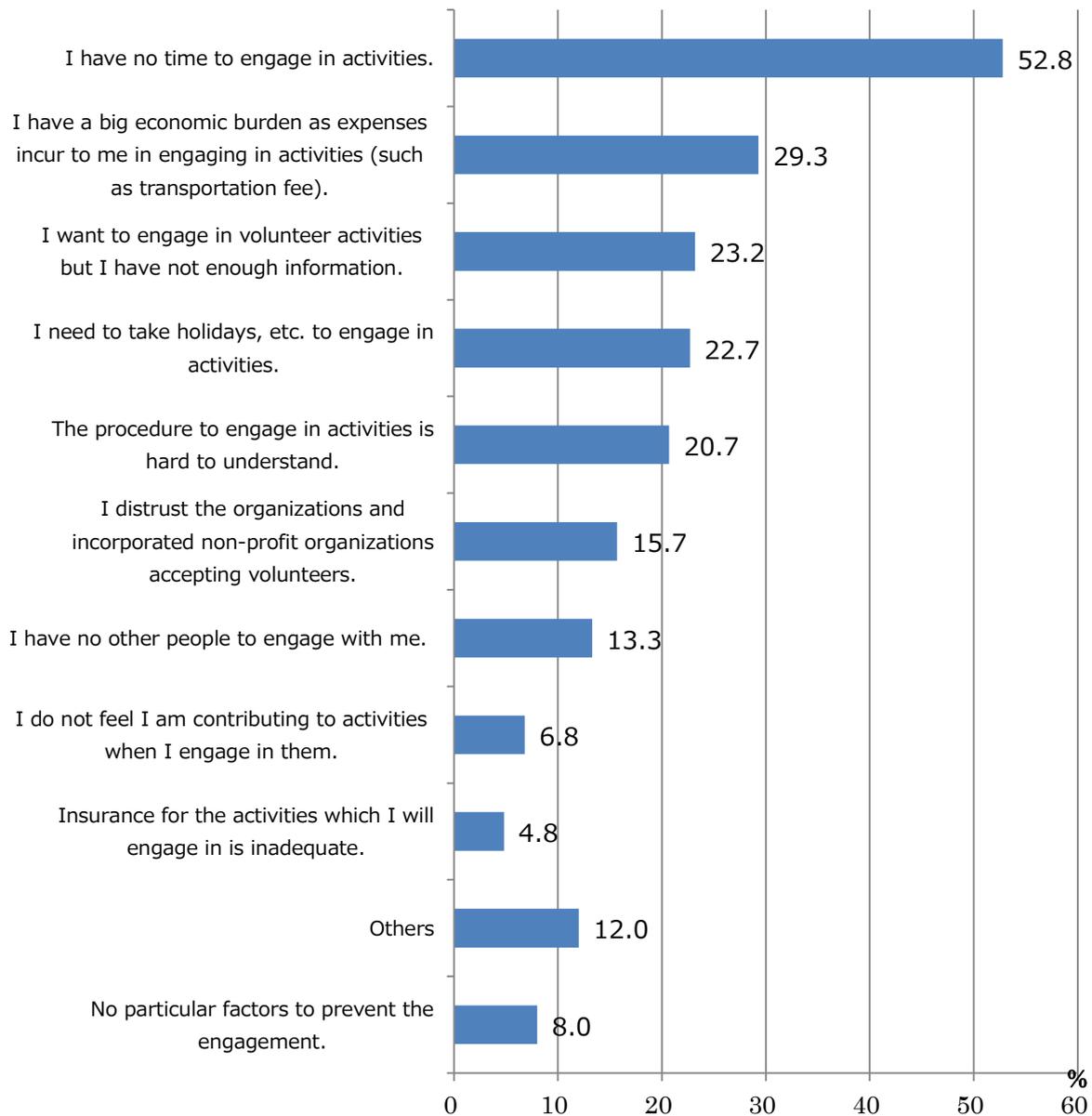
Public's attitude toward volunteering at the Olympic and Paralympic Games Tokyo 2020



(3) Factors preventing people from volunteering

According to the FY2015 Survey on Specified Nonprofit Corporations and State of Citizen Interest in Contributing to Society conducted by the Cabinet Office, more than half of the people surveyed cited not having any time to volunteer as a factor preventing them from getting involved.

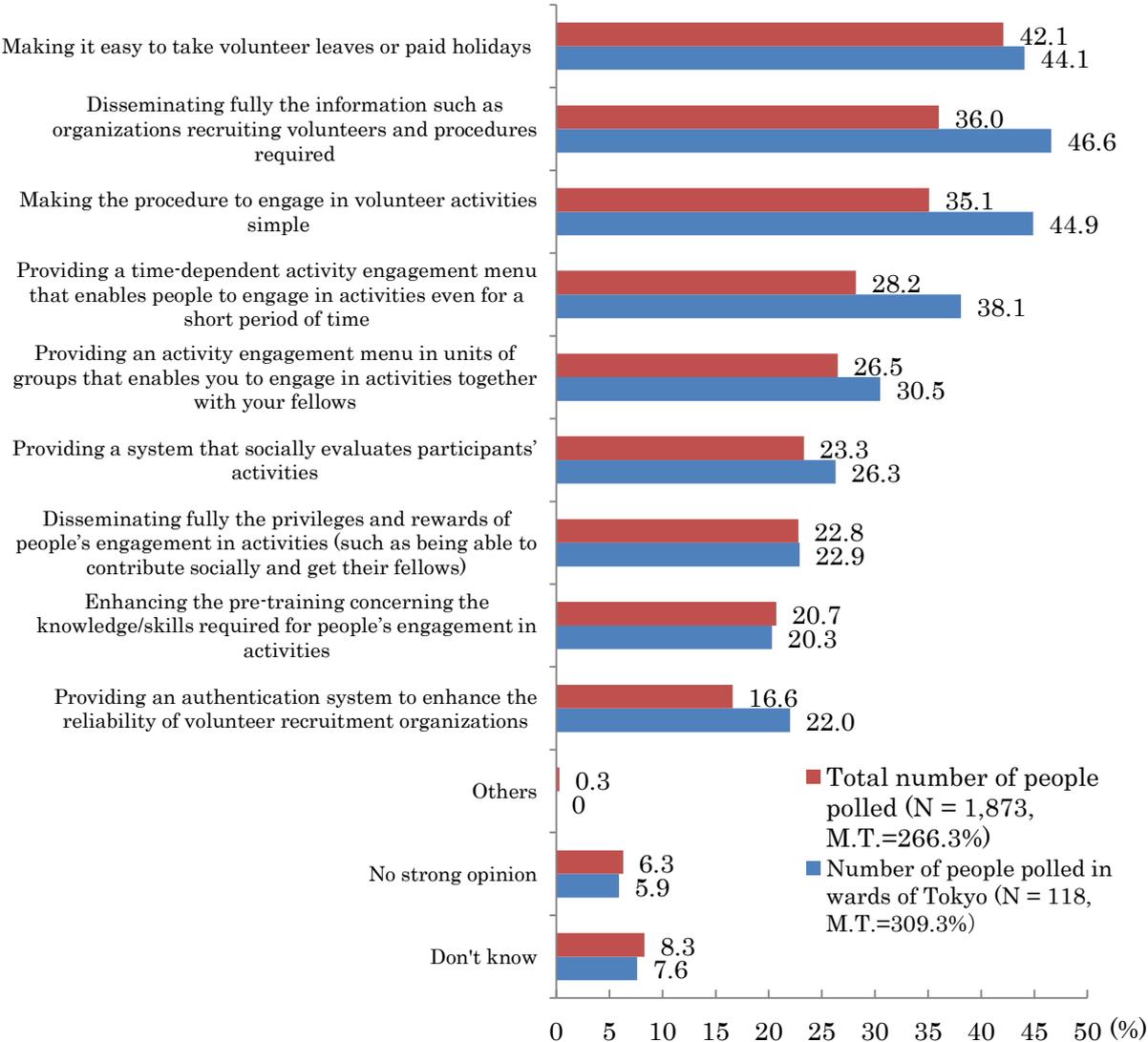
Factors preventing people from volunteering



In addition, according to the FY2015 Tokyo Olympic and Paralympic Games Opinion Poll conducted by the Cabinet Office, when asked, “What types of initiatives do you feel will be effective in encouraging participation in sports volunteering,” the highest percentage of respondents, 42.1 percent, selected initiatives to “make it easier to take time off to volunteer or use paid vacation time.” This was followed by initiatives to “better disseminate information on organizations looking for volunteers, required procedures, etc.” selected by 36.0 percent and initiatives to “simplify procedures for participating,” selected by 35.1 percent of respondents.

Initiatives to encourage participation in sports volunteering

(Multiple answers allowed)



3. Volunteers currently active in Tokyo

With an eye to the Tokyo 2020 Games, the TMG is currently recruiting and training the following volunteers who provide assistance to foreign visitors and others, allowing foreign tourists to stay in Tokyo with peace of mind.

The TMG plans to have Tokyo sightseeing volunteers (Omotenashi Tokyo volunteers) play a central role in City Volunteer activities during the Games.

Volunteer type	Tokyo sightseeing volunteers (Omotenashi Tokyo)	Omotenashi language volunteers
Management entity	Tourism Division, Bureau of Industrial and Labor Affairs, Tokyo Metropolitan Government	Citizens' Affairs Division, Bureau of Citizens and Cultural Affairs, Tokyo Metropolitan Government
Activity	<p>Provide assistance and tourist information to foreign visitors in several languages and introduce the attractions of Tokyo.</p> <ul style="list-style-type: none"> -Give tours of the Tokyo Metropolitan Government Buildings and observations decks located there. -Provide information on 10 touring courses around popular sightseeing areas in Tokyo -Dispatch volunteers to international conferences and events. -Give support and information around the city. 	<p>Actively offer assistance to foreign nationals within the course of daily life.</p> <p>Those who complete one of the following two courses will be registered as Omotenashi language volunteers.</p> <ul style="list-style-type: none"> -Set training course Omotenashi training session (3 hours and 30 minutes) and language training session (Four two-hour sessions) -Omotenashi training course Omotenashi training session (3 hours and 30 minutes) only
Application requirements	<p>18 years old or over.</p> <p>Has attained a certain level of foreign language ability (for example, has acquired Level 2 on the Test in Practical English Proficiency or higher).</p> <p>Able to engage in activities once every 1-2 months.</p>	<p>15 years old or over (excludes middle school students).</p> <p>Resides, works, or goes to school in Tokyo.</p> <p>Able to attend the training courses listed above.</p>

Number of people	Approx. 2,000 people (Number of registered volunteers in FY2016), aiming to increase the number to 3,000 people in FY2018.	Approx. 13,000 people (Number of volunteers expected to be registered by the end of FY2016), aiming to increase the number to 50,000 people in FY2019.
------------------	--	--