

# Positioning (1/3)

## Core Values

- The essence of the Olympic Games is sport, athletes and the power of the world coming **together as one**.
- Tokyo 2020 is **focused on athletes, sustainable development, recovery, reconstruction** and the **power of sports** to help communities find a better future.
- These core pillars will be the framework for organising Tokyo 2020 in 2021.

## Before the COVID-19 outbreak

- Tokyo was getting ready to host the world's greatest sports event and celebration in 2020.
- The plans focused on record participation, providing the highest levels of **Japanese hospitality**, and maximizing **worldwide engagement, collaboration** and excitement through **innovation**.

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# Positioning (2/3)

## After COVID-19

- The COVID-19 outbreak has **changed the world and focused our priorities.**
- A new challenge has been presented to us of organising the first-ever postponed Olympic and Paralympic Games in a new global context
- To succeed, we will need all stakeholders to continue to **work together** like never before during this complex period, with **creativity, flexibility** and **determination.**
- We will continue to focus on what is **essential for the delivery of the Games and useful** for local **communities and people.**
- **But this global situation also presents a huge opportunity for Japan, the Olympic Movement and the whole world**

## Tokyo 2020 in 2021

- The first-ever postponed Olympic and Paralympic Games.
- The Games will be an unprecedented celebration of **unity and solidarity.**
- The Games will be a milestone in the **world's shared journey of recovery** and a light at the end of the tunnel
- The Games will be a symbol of **hope, resilience** and the **power of humanity working together as one.**
- The Games will be a **sustainable springboard** to the future, bringing together **the best of Japan, supporting the economy** and showing how **sport can improve** the **health and happiness** of people and the world.
- The Games will be **sport at its best.**

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# Positioning (3/3)

## Games preparation

- With this vision in mind, we will work together to carry out preparations for the Games following three principles:

To prioritize the **health and safety** of **athletes, spectators, stakeholders, volunteers and staff**

To reduce the cost impact of postponement and promote public interest.

To simplify and **reduce the complexity of the Games** to ensure they can be organized efficiently. **safely and sustainably** in this new context.