THE PLAYBOOK
MARKETING PARTNERS
Your guide to a safe and successful Games

February 2021
Marketing Partner Accredited Executives

Marketing Partner Accredited Workforce

Marketing Partner Hospitality Guests*

*Information on Marketing Partner Hospitality Guests will be available when confirmed, no later than the April 2021 update of this Playbook.
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It’s been a long wait for the Olympic and Paralympic Games Tokyo 2020, but it is now just a few months away. We have all faced challenges in our preparations – challenges that we are working through together as we develop plans for a safe and successful event this summer. We look forward to the moment when the power of sport and of the Games will unite everyone, and athletes will inspire the world once again. Stronger than ever, stronger together.

To get there, we each have our part to play. The health and safety of everyone at the Olympic and Paralympic Games Tokyo 2020 is our top priority. That is why this Playbook has been created – to outline the rules that will allow each and every one of us to contribute to safe and successful Games.

If you have been to the Games before, we know this experience will be different in a number of ways. For all Games participants, there will be some conditions and constraints that will require your flexibility and understanding.

No doubt you will have questions. This first version of the Playbook aims to provide the main principles that will guide us all as we continue to build more detailed plans – and the context that we will face becomes clearer. An update will be published by April and may change as we get closer to the Games. We will make sure you have all the information you need, as quickly as possible.

We are #StrongerTogether. The values we share – Excellence, Friendship and Respect – will lead us to a safe and successful Games. We firmly believe that if every single one of us commits to following the Playbook, we will come together in the summer for an extraordinary Games that will stand out in memory for all the right reasons.

Thank you and see you at the Games.

Timo Lumme,
Managing Director IOC TMS
COVID-19 is transmitted through infected droplets in our breath exhaled by coughing, sneezing, talking, shouting or singing – and is passed from person to person when we are in close contact. The risks of catching COVID-19 grow in crowded poorly-aired spaces and when we spend time in proximity to those carrying COVID-19. That is why it is important to minimise social interaction, wear a mask, and avoid the 3Cs: spaces that are closed, crowded or involve close contact.

**MINIMISE PHYSICAL INTERACTION**

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<tr>
<td>Keep physical interactions with others to a minimum</td>
<td>Avoid physical contact, including hugs and handshakes</td>
<td>Keep two metres, distance from athletes and at least one metre from others, including in operational spaces</td>
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<tr>
<td>Avoid enclosed spaces and crowds where possible</td>
<td>Use Games transport systems according to your own specific Playbook. Do not use public transport unless given permission</td>
<td>Complete and follow what you describe in your activity plan</td>
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To stop the spread of COVID-19, it is vital to break the chain of human-to-human transmission. That is why it is important to identify who has the COVID-19 virus, through testing; understand who the disease might have been passed to, through contact tracing; and to use isolation and quarantining to stop the virus from spreading further.

#1 Download Japan's COCOA and health reporting smartphone applications (apps)

#2 Get tested and provide proof of a negative result before you depart for the Games. You may be tested again when you arrive (depending on where you arrive from)

#3 Follow the additional restrictions that apply to your first 14 days in Japan, detailed in your own specific Playbook

#4 If required for your role, have regular screening tests for COVID-19 during the Games

#5 Get a test and isolate if you experience any symptoms or are told to by tracing services
THINK HYGIENE

COVID-19 can live on everyday surfaces through droplets exhaled by an infected person. If we touch those objects with our hands and then touch our eyes, nose or mouth we run the risk of becoming infected. That is why we must not forget the basics of good hygiene — regularly and thoroughly cleaning our hands, disinfecting surfaces, avoiding touching our face, and covering our mouths when we sneeze or cough.

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<td>Wash your hands regularly and use hand sanitisers where available</td>
<td>Wear a face mask at all times, unless outside and two metres away from others</td>
<td>Cough into your mask, sleeve or tissue</td>
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<tr>
<td>Support athletes by clapping and not singing or chanting</td>
<td>Avoid using shared items where possible, or disinfect them</td>
<td>Ventilate rooms and common spaces every 30 minutes</td>
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YOUR JOURNEY
The Playbooks are the basis of our game plan to ensure all Olympic and Paralympic Games participants and the people of Japan stay safe and healthy this summer. They have been developed jointly by Tokyo 2020, the International Olympic Committee (IOC) and the International Paralympic Committee (IPC). They are based on the extensive work of the All Partners Task Force, which also includes the World Health Organization, Government of Japan, Tokyo Metropolitan Government, independent experts and organisations from across the world.

This Playbook sets out your responsibilities as a member of the Olympic and Paralympic Family and should be considered alongside wider information received from your Responsible Organisation and Tokyo 2020. They apply to everyone in the Olympic and Paralympic Family, regardless of who you are or where you are living – just as they apply to all other Games participants.

Please take time to understand the plans, the steps you must take and the rules you must follow – starting 14 days before you travel and throughout the length of your stay in Japan. As a member of the Olympic and Paralympic Family, your actions will be crucial to set the standard for others.

If you are already living in Japan, please consider how this information applies to you as you prepare for the Games.

**IMPORTANT INFORMATION**

Every organisation will be required to appoint a dedicated COVID-19 Liaison Officer. This person will be your key contact for all matters related to COVID-19. They will also be the contact for the IOC/IPC, Tokyo 2020 and the Japanese health authorities. Your COVID-19 Liaison Officer will be responsible for ensuring you understand and follow this Playbook. They will receive their own detailed guidelines related to their role.

**PLEASE NOTE:**

This Playbook is written under the current understanding of the IOC, IPC and Tokyo 2020. Further changes may need to be made to certain countermeasures in the future, in collaboration with the Government of Japan and TMG, to ensure the evolutions of conditions and regulations in Japan can be fully taken into account. This could mean that future versions of the Playbook could include more restrictions than those currently listed.

This Playbook will be updated as required to ensure it reflects the latest developments. The next version will be published by April 2021.

We trust that the measures laid out will mitigate any risks and impacts involved in participating in the Games, and we fully count on your support to comply with them. However, despite all care taken, risks and impacts may not be fully eliminated, and therefore you agree to attend the Olympic and Paralympic Games at your own risk.
**PRINCIPLES THROUGHOUT YOUR JOURNEY**

**1 BEFORE YOU TRAVEL**
- Your journey starts 14 days prior to your departure for Japan
- Make sure you have all the relevant documentation (Pre-Valid Card (PVC) or visa and negative COVID-19 test certificate) in place
- Complete an activity plan for the first 14 days of your stay in Japan
- Download, install and register on the COCOA and health reporting smartphone applications. Monitor your health daily for 14 days before you travel to Japan
- Prepare a list of all the people you expect to have close contact with during your stay in Japan
- Take a COVID-19 test within 72 hours of the departure time of your flight to Japan and only travel if your test is negative

**2 ENTERING JAPAN**
- Present immigration authorities with your PVC, OIAC/PIAC or visa and evidence of your negative COVID-19 test
- Be ready to take a COVID-19 test when you enter Japan
- Move quickly through the airport when you arrive and keep your activities to a minimum

**3 AT THE GAMES**
- Participants will be screened (if required for your role) and tested for COVID-19 at different intervals along their journey
- You must get a test and isolate if you experience any COVID-19 symptoms or are told to by contact tracing services
- Follow only the activities in your 14 day activity plan
- Support athletes by clapping and not singing or chanting
- Specific rules may apply to your role, sport and at certain locations

**4 LEAVING JAPAN**
- Know the latest entry requirements for your destination country, as well as any countries you will pass through in transit
- Be ready to take a final COVID-19 test before departure, if required

**ALL THE TIME**
- Keep physical interactions with others to a minimum
- Keep two metres’ distance from athletes and one metre’s distance from others
- Avoid enclosed spaces and crowds where possible
- Use Games transport systems according to your own specific Playbook. Do not use public transport unless given permission
- Practice good hygiene, including washing your hands regularly and wearing a face mask
- Be ready to be screened (if required for your role) and tested for COVID-19 at different intervals throughout your journey
- Make sure you have access to enough face masks to last throughout your stay in Japan
Your journey does not begin at the airport. Starting from now, ensure you take time to read and understand each latest version of the Playbook thoroughly when you receive it. If you have any questions, contact your Responsible Organisation or COVID-19 Liaison Officer* (once appointed) in good time before the Games.

Rules in this Playbook apply from 14 days before your travel. It’s important to adopt the right mindset in this period.

*More guidance on the COVID-19 Liaison Officer role will be available when confirmed, no later than the April 2021 update of this Playbook

Read this Playbook thoroughly
Before you travel, confirm that you have read and understand the Playbook, and that you agree to the rules. See ‘Compliance and sanctions’, page 32

You will be required to have medical treatment and repatriation insurance covering the entire period of your stay in Japan
TEST, TRACE AND ISOLATE

- Make sure you have a Pre-Valid Card (PVC) (which will be validated into your Olympic Identity and Accreditation Card (OIAC)/Paralympic Identity and Accreditation Card (PIAC). Otherwise, you may need a visa to enter Japan

- Complete an activity plan* for the first 14 days of your stay in Japan, which you will need to share with the Japanese authorities. It should include:
  - All your planned activities
  - Where you will travel – restricted to Official Games Venues (as per your accreditation privileges), your accommodation and limited additional locations as defined by the ‘List of Destinations and Movement’. See ‘At the Games’, page 21
  - How you will travel
  - Where you will stay

*More details on the activity plan (including template) will be provided when confirmed, no later than the April 2021 update of this Playbook

- Make sure you know the latest information on COVID-19 testing and certificates needed by your airline, for any transit countries and for entry into Japan. See Japanese government advice

- Download, install and register on the Contact Confirming App (COCOA) and health reporting smartphone applications (apps). See ‘Supplementary annex - smartphone applications’

- Monitor your health daily for the 14 days before you travel to Japan
  - Take and record your temperature daily
  - Proactively monitor your personal health every day (for example, body temperature and any other COVID-19 symptoms). Report the results on the health reporting app. This information will be shared with the Japanese health authorities, Tokyo 2020 and your COVID-19 Liaison Officer, in accordance with relevant laws and regulations regarding personal information protection (details to be confirmed)
Before You Travel

**TEST, TRACE AND ISOLATE**

- If you experience any symptoms of COVID-19 in the 14 days before departure:
  - Do not travel to Japan
  - Inform your COVID-19 Liaison Officer, who will explain the next steps. See WHO guidelines on COVID-19 symptoms

- Take a test approved by the Government of Japan within 72 hours of the departure time of your flight to Japan (first flight if you are on an indirect route)
  - Currently, approved test types (saliva or nose and/or throat swab) are real-time PCR, nucleic acid amplification (LAMP) and antigen (CLEIA) tests.
  - Measures are also being considered to ensure the authenticity of certificates

- If your COVID-19 test is negative:
  - Obtain a certificate of your negative COVID-19 test
  - Be ready to present your negative test result to the Japanese immigration authorities when you arrive in Japan
  - You may be asked to submit your negative test result via the health reporting app

- If your COVID-19 test is positive:
  - Immediately begin self-isolation in line with local rules
  - Inform your COVID-19 Liaison Officer, who will record your symptoms, test results and close contacts, as well as inform the organisers and agree on next steps
Keep your physical contact with other people to a minimum during the 14 days before you travel to Japan.

Prepare a list of all the people you expect to have close contact* with during your time in Japan, for example immediate members of your team:

- The list will be submitted to and validated by your COVID-19 Liaison Officer, who will use it to help with contact tracing if needed.

*More guidance on close contacts will be available when confirmed, no later than the April 2021 update of this Playbook.
HYGIENE

- **Follow good hygiene practice** – including wearing a face mask, washing your hands regularly or using hand sanitiser

- **Make sure you have access to enough face masks** to last throughout your stay in Japan. Everyone is responsible for their own supply
  - Follow WHO recommendations on mask wearing
  - If using fabric masks, ensure that they can be washed in high temperatures regularly, with at least two but ideally three layers:
    - Inner layer of absorbent material, such as cotton
    - Middle layer of non-woven material, such as polypropylene
    - Outer layer of non-absorbent material, such as polyester or polyester blend

- **Check the manufacturer’s recommendations** and health certification of the product

- **Note:**
  - You will need to replace your masks as soon as they become damp and wash them once a day. You may use more masks than usual in hot and humid weather
  - Please also be aware of guidelines related to face mask branding

See WHO guidance on wearing a mask
When you arrive, you must observe the following protocols at the airport and for your onward journey.

Physical distancing and good hygiene measures must be followed throughout your time in Japan. Additional rules also apply for the first 14 days of your visit.

Have your Pre-Valid Card (PVC) ready to validate into an Olympic Identity and Accreditation Card (OIAC) or Paralympic Identity and Accreditation Card (PIAC), which will be required to enter Japan.
TEST, TRACE AND ISOLATE

- Be ready to show immigration authorities:
  - Your PVC, OIAC/PIAC or visa, along with your passport or other travel certificate associated with your PVC/visa
  - Evidence of your negative COVID-19 test taken within 72 hours of your departure

- Be ready to take a COVID-19 test at the airport, depending on the country you travelled from and where you’ve been in the last 14 days
  - If your test result is confirmed positive you must isolate* in accordance with the instructions of the Japanese health authorities, which may be in a government-approved isolation facility

*More guidance on isolation will be available when confirmed, no later than the April 2021 update of this Playbook
SOCIAL

- **Use the Games-specific lanes** provided at official airports to minimise contact with others

- **Move as quickly as possible through the airport.** Do not stop to visit any shops or other services, other than the Accreditation Validation Counter (if you hold a PVC)

- **Do not use public transport,** unless given permission
PARALYMPIC CONSIDERATIONS

- If you use a wheelchair or other mobility device that may be handled by another person under certain circumstances (for example airline staff during travel), please regularly disinfect the relevant surfaces with sanitising wipes.
During your stay in Japan, you will be expected to limit your activities to what is required in order to carry out your role.

Physical distancing and good hygiene measures must be followed throughout your time in Japan, to help keep everyone safe and healthy. Additional rules also apply for the first 14 days of your stay.

Capacities for all venues will potentially be limited according to the countermeasures implemented, with pre-booking for Olympic/Paralympic Family stands and lounge areas.*

You are responsible for proactively monitoring and reporting your personal health every day via the health reporting app.

Testing will be a crucial part of minimising transmission: used for general screening and for those identified as a close contact of a positive case; as well as used for diagnosis for those experiencing symptoms of COVID-19.

*More detailed information on pre-booking application will be available when confirmed, no later than the April 2021 update of this Playbook.
TEST, TRACE AND ISOLATE

- **Proactively monitor** your personal health every day (for example, body temperature and any other COVID-19 symptoms). **Report the results** on the health reporting app. See ‘Supplementary annex - smartphone applications’

- **You will be tested for COVID-19** regularly during the Games (depending on your role)

- **If you have a confirmed positive test for COVID-19 during the Games:**
  - Immediately begin isolating* and inform your COVID-19 Liaison Officer
  - You will either be required to continue isolating or be hospitalised
  - The location (which may be in a government-approved isolation facility) and length of your isolation period will be determined by Japanese health authorities, depending on the severity and symptoms of your infection
  - You will be discharged from isolation in accordance with the discharge guidelines in Japan

- **Your COVID-19 Liaison Officer** will review your activities, including those you have had close contact with and Games venues visited, from two days prior to your first symptom or time of test to when you are isolated
  - They will work with the Japanese health authorities and Tokyo 2020 to determine further measures such as sanitisation of certain spaces, and will determine the impact on operations

- **Your close contacts** will be informed and will need to follow further instructions from the Japanese health authorities and Tokyo 2020 organisers

*More guidance on isolation and testing (timing, frequencies and locations) will be available when confirmed, no later than the April 2021 update of this Playbook
TEST, TRACE AND ISOLATE

- If you are a close contact of someone who tests positive for COVID-19 during the Games
  - You will be informed via the COCOA app and/or called for testing by your COVID-19 Liaison Officer
  - Your COVID 19 Liaison Officer will contact you regarding the next steps
  - Go for testing immediately after receiving the notification

- Be ready to have your temperature checked every time you enter a Games venue – including marketing showcase and hospitality sites*
  - If you record a temperature of 37.5 degrees Celsius or higher, a second check will be carried out for confirmation
  - If you again record a temperature of 37.5 degrees Celsius or higher, you will not be permitted to enter the venue. You must notify your COVID-19 Liaison Officer and follow their instructions. You will be taken to an isolation area to wait for further measures

- If you experience any symptoms of COVID-19 during your stay, immediately contact your COVID-19 Liaison Officer, who will explain the next steps. See WHO guidance on symptoms

*More details on temperature checks at venues will be available when confirmed, no later than the April 2021 update of this Playbook
SOCIAL

• **Use the dedicated pre-booking application** to reserve seats in Olympic/Paralympic Family stands and lounge areas at competition venues
  
  *More detailed information on pre-booking application will be available when confirmed, no later than the April 2021 update of this Playbook

• **Observe specific rules** for Ceremonies, access to the Olympic Family hotel and IOC/IPC meetings at the Games
  
  *These rules will be published when confirmed, no later than the April 2021 update of this Playbook

• In order to protect the health of athletes, access to the Olympic and Paralympic Village has been restricted. Unfortunately, you will not have access unless you have an operational role

• If you use a private vehicle that does not form part of the official Games fleet, make sure that the driver is wearing a mask; that the vehicle is aired and disinfected regularly; and that a partition screen is installed between the front seats and back seats

• **Keep your close contact list** up to date

• **Limit your physical contact with athletes**, keeping a minimum of two metres’ distance at all times

• **Keep a minimum of one metre's distance** from others

• **Avoid crowds and enclosed spaces** wherever possible
  - Avoid staying an unnecessarily long time in a space where physical distance cannot be maintained. Refrain from talking in crowded areas such as elevators

• **Avoid unnecessary forms of physical contact** such as hugs and handshakes

• Additional rules apply to your first 14 days in Japan:
  - Follow only the activities you have outlined in your 14-day activity plan
  - You must only leave your accommodation to go to Official Games Venues, Olympic Club/Paralympic Hospitality Centre (PHC) (depending on your access entitlements) and limited additional locations, as defined by the ‘List of Destinations and Movement’*
    - You must not visit tourist areas, shops, restaurants or bars, gyms, etc

• **Do not use public transport**, unless given permission

  *The List of Destinations and Movement will be available when confirmed, no later than the April 2021 update of this Playbook
HYGIENE

- **Practice good hygiene** throughout your stay in Japan. Respect the rules displayed in venues and accommodation facilities, where enhanced cleaning protocols and hygiene countermeasures will be in place.

- **Wear a face mask at all times**, except when eating and sleeping, or if you are outside and able to keep two metres apart from others. [See WHO guidance on wearing a mask](#).  
  - Sanitise your hands before putting on your mask and avoid touching your eyes, nose and mouth. If possible, wash your hands with soap and warm water for at least 30 seconds. Otherwise use hand sanitiser.
  - Replace masks as soon as they become damp and wash them daily.
  - A face shield is not an acceptable alternative to a mask. They should only be used to prevent infection of the eye area or in situations where wearing a mask would be impractical.

- **Always cough into your mask, sleeve or tissue.** Throw away used tissues/disposable masks/mask filters in a bin.

- **Wash your hands regularly** and thoroughly for at least 30 seconds, ideally using soap and warm water. Otherwise use hand sanitiser.

- **Ventilate rooms regularly** – at least every 30 minutes and for a period of several minutes each time.

- **Avoid sharing items wherever possible.** Always disinfect items that have been used previously by someone else.

- **Use contactless payment devices** where possible.

- **Avoid shouting, cheering and singing** – find other ways to show support during competition, such as clapping.

- **Disinfect your dining table** after eating in workforce restaurants.
PARALYMPIC CONSIDERATIONS

- The restriction of keeping at least one metre’s distance from others will be waived for individuals in need of additional support, who can receive assistance from another member of their immediate circle
  - Masks should be worn at all times when providing assistance to others
  - Once aid has been given, sanitise your hands and go back to maintaining a physical distance of at least one metre from others
  - You should still try to keep physical contact to a minimum when possible

- You may temporarily remove your mask if you are speaking or providing assistance to someone who relies on lip reading, clear sound and/or facial expressions to communicate. You should stay at a distance of minimum two metres in this case and should put your mask back in place as soon as possible

- If you use a wheelchair or other mobility device that may be handled by another person under certain circumstances (for example drivers), regularly disinfect the relevant surfaces with sanitising wipes
You should continue to follow the Playbook – including hygiene and distancing rules – throughout your departure and until your reach your destination.
TEST, TRACE AND ISOLATE

- Make sure you know the latest entry requirements for your destination country, as well as any countries you will pass through in transit.

- Be ready to take a final COVID-19 test* before departure, which may be needed for international travel.

- When you arrive at your destination, follow local COVID-19 regulations.

*More detailed information on pre-departure testing will be provided when confirmed, no later than the April 2021 update of this Playbook.
PARALYMPIC
CONSIDERATIONS

- If you intend to stay in Japan to attend the Paralympic Games, further guidance will be provided when confirmed, no later than the April 2021 update of this Playbook.
VACCINES

Vaccines are one of many tools available in the toolbox, to be used at the appropriate time and in the appropriate way. The IOC continues to strongly support the priority of vaccinating vulnerable groups, nurses, medical doctors and everyone who is keeping our societies safe.

When vaccinations are made available to a broader public, the IOC calls for Olympic and Paralympic teams to be vaccinated – given their role as ambassadors of their NOCs and NPCs, and given the role of sport “to promote safe sport as a contributor to the health and wellbeing of individuals and communities”, as recently stated in a UN resolution, which was adopted by consensus in the UN General Assembly. This resolution also highlighted the importance of the Olympic and Paralympic Games.

Therefore, the IOC will work with the NOCs to encourage and assist their athletes, officials and stakeholders to get vaccinated in their home countries, in line with national immunisation guidelines, before they go to Japan. This is to contribute to the safe environment of the Games, but also out of respect for the Japanese people, who should be confident that everything is being done to protect not only the participants, but also the Japanese people themselves.

During consultation calls with the NOCs, the IOC was informed that a number of national governments have already taken positive decisions in this respect or are in consultation with their NOCs.

In order to get a full picture about the vaccination situation for the 206 NOCs, the IOC has sent a letter to the NOCs asking them to actively engage with their respective governments on this matter and to report back to the IOC in early February 2021. The NOCs are encouraged to do so in association with their respective NPCs.

PLEASE NOTE:

You will not be required to have received a vaccine in order to participate in the Games – and all of the rules outlined in this Playbook will apply, whether or not you have received the vaccine.
Despite all care taken, we draw to your attention that risks and impacts may not be fully eliminated and that you agree to attend the Olympic and Paralympic Games at your own risk. We trust that these measures are proportionate to mitigate the above-mentioned risks and impacts and we fully count on your support to comply with them.

As part of the accreditation process for the Olympic and Paralympic Games, your organisation will bring some information relating to these measures to your attention, in particular that compliance with the rules of the Playbook is a condition to be granted with and maintain your accreditation, and that, in some cases, these measures may also involve the processing of your personal information, including health-related information.

In light of the above, we ask you to ensure that you have read carefully and understood the content of this Playbook (including any further updates thereto) and abide by the rules contained therein, as well as with any further instructions that may be issued by the Japanese authorities, us or your organisation. Your compliance with such rules and instructions is key to successfully achieve our common objective to ensure that the health of all the participants to the Olympic and Paralympic Games is protected and that the Games are safely staged.

Non-respect of the rules contained in this Playbook may expose you to consequences that may have an impact on your participation to the Olympic and Paralympic Games, your access to Games venues and, in some cases, on your participation to competitions. Repeated or serious failures to comply with these rules may result in the withdrawal of your accreditation and right to participate in the Olympic and Paralympic Games.

Please be aware that some of the measures described in the Playbook are related to the entry into and departure from Japan, which are under the jurisdiction of the Japanese authorities. In the event of a breach of these measures, there may be consequences imposed upon you, such as being subject to quarantine for 14 days, or to procedures for revocation of your permit of stay in Japan.