

Why have the Olympics?

The Games have the power to change society dramatically

Revitalise the city, solve urban problems

○ 2 0 0 8 BEIJING

- Further modernise China and Beijing
- Enhance its international presence

○ 2 0 1 2 LONDON

- Lead the global community
- Regeneration of east London

○ 2 0 1 6 TOKYO

- Bring young people a dream, confidence, development
- through sport, Olympic legacy
- Rebuild as an environmentally-friendly capital



Philosophy and Mission for holding the 2016 Olympics in Tokyo

• Tokyo 2016 Games Philosophy:

"Musubi Commitment"

To leave a 100-Year Games Legacy

- Advancing the Olympic Movement
 - socially, culturally and financially responsible
- Development of young people through sport in Japan, Asia and the world
- Development of sport for all generations
- Setting the benchmark for global sustainability



• **Tokyo 2016 Games Mission:**

Uniting Our Worlds

Uniting -

- Young and Old
- Japan and the Earth
- Nature and the Urban Environment
- Sports and the City
- Tradition and Modernity
- Diverse Values in the Heart of the City






Goals of the Tokyo Olympic Bid

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1. Realise the dreams of young people, build courage, development through sport, an Olympic legacy
2. Rebuild Tokyo as an environmentally-friendly capital
3. Strengthen Tokyo's image throughout the world
Enhance the presence of Tokyo



Strengthen Tokyo's Vitality



TOKYO 2016
CANDIDATE CITY

Process for deciding the host city

Schedule for 2016 Games
< Decision; 2 Oct. 2009 >

2007	2008	2009
13 Sep.	14 Jan. June	12 Feb. Apr. June 2 Oct.
Application deadline	Provision of Application File Selection for Candidate City	Provision of Candidature File Field Research by IOC delegation First Presentation Decision of host city

Candidate Cities for 2016 Games



The Shortlist of Candidate Cities
on 4 June 2008

Provide Candidature File

■ Provided staging plan to IOC on 12 Feb. 2009



■ IOC delegation visited Tokyo 14 to 20 Apr. 2009



Budget of bid activities

	Description	Sum	Resource
A	Planning 0.6m	44m	Private funding
	International promotion 14.1m		
	Communication 20.5m		29m
	Administration 8.8m		TMG funding
B	Planning 11.1m	44m	59m
	Domestic Promotion 21.1m		
	International Promotion 6.5m		
	Administration 5.9m		

A - Bid Committee, B - TMG (P. Million, P. 1-170YEN)

Final decision of 2016 Games

- Where Copenhagen (IOC Session)
- By Whom IOC members
- How Majority Voting
* Lowest scoring city is eliminated each round until overall majority by one city

Bid activities are focused on **election activities**

Constitution of IOC members

(As of April 2009)

Region	Numbers
Asia	22
Oceania	4
Europe	47
NA & LA	18
Africa	16
TOTAL	107

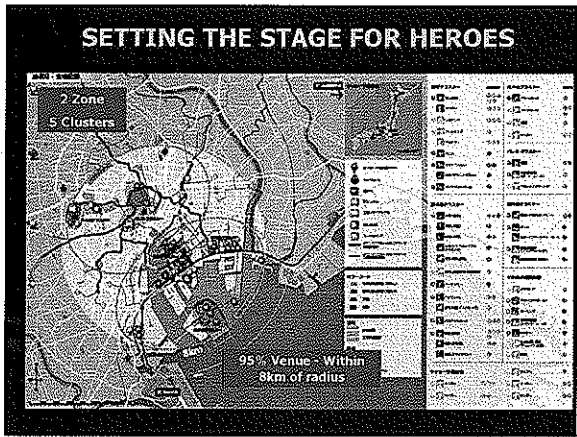
Final voting (result) 2016 Olympic Bid

	City	1	2	3
Candidate City	Rio de Janeiro (Brazil)	26	46	66
	Madrid (Spain)	28	29	32
	TOKYO (Japan)	22	20	
	Chicago (USA)	18		
Applicant City	Baku (Azerbaijan)			
	Doha (Qatar)			
	Prague (Czech Republic)			

London 2012

	City	1	2	3	4
Candidate Cities	London (UK)	22	27	39	54
	Paris (France)	21	25	33	50
	Madrid (Spain)	20	32	31	
	New York (USA)	19	16		
	Moscow (Russia)	13			
Applicant Cities	Leipzig (Germany)				
	Istanbul (Turkey)				
	Havana (Cuba)				
	Rio de Janeiro (Brazil)				





Features of Tokyo Plan

- 1 Compact Olympics in the heart of the city
 - More convenient than ever for most athletes
 - More convenient for spectators
- 2 World's first "Carbon-Minus Olympic"
 - Use of cutting-edge environmental technology will reduce more carbon than is emitted by the Games
- 3 Stable, High operation ability to stage the Games
 - Strong financial background
 - High standard of existing infrastructure including Competition venue



Benefits through bid activities in Tokyo

Benefits of bid activities

- 1 Contributed to sports promotion in Tokyo
- 2 Propel the Olympic movement
- 3 Green Urbanism

Achievement (1)

- Contributing to sports promotion in Tokyo
 - enlarge, strengthen sports activities in Tokyo
 - *Tokyo citizen who do sporting activities
39% (2007) → 43% (2009)
 - Support disabled sports
 - *Host "Asia Youth Paralympic Games 2009"
 - Decision to establish anti-doping Institute



Achievement (2)

- Propelling the Olympic movement
 - 256 Main Events, Thousand of relevant events, over 1.3m Tokyo citizens participated
 - Olympic education programmes
 - Established Gigo Kano Memorial International Sport Institute



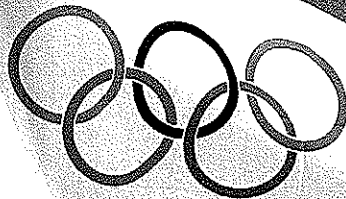
Achievement (3)

- Green Urbanism
 - Started creating 1,000 ha of new green space
 - Rebirth of Tokyo embraced by water and green corridors



- * Beginning of planting trees in "Sea Forests" in Tokyo Bay (symbolizing green space)
- * Increasing twice numbers of street trees
- * Increasing greenery of revetment
- * Increasing greenery of schools' outdoors

Every Olympic will change people and communities significantly



Thank you for listening
