



EXPO 2025
Theme
Weeks

EXPO2025 Theme Weeks Insight Report



December 2025 Edition

EXPO2025 Theme Weeks Insight Report

Contents

Significance of Theme Weeks	4
Eight Themes	6
Theme Week Operational Structure	8
Agenda 2025 Organised Programme	11
Designing Future Society and SDGs+Beyond, as Presented by Agenda 2025, Sam Karita	44
Agenda 2025 Co-created Programme	46
The Future Is Not a Matter of Prediction or Patience: The Power of Youth to Choose and Shape Their Own Future, Hiroshi Sakuma	50
Agenda 2025 Participation Programme	52
Panellist Insights	56
Visionary Exchange	58
Track Programme 1: Official Participants	60
Track Programme 2: Government of Japan, Local Governments, etc.	64
Track Programme 3: Signature Programme	68
“Better Co-being” as a Dynamic Process of Beyond SDGs, Hiroaki Miyata	70
Exploring a Future Society Where Diverse Lives Flourish Together Via Theme Weeks, Sachiko Nakajima	72
Track Programme 4: TEAM EXPO 2025	74
Track Programme 5: Companies Participating in the Expo	76
Theme Weeks Connect	78
Significance of the Theme Week Programmes, Shinya Hashizume	80
Outcomes	81
Theme Weeks Studio	82
Theme Weeks: A Milestone in the 170-year History of the World Expo, Masaru Ishikawa	84
The Importance of Theme Weeks in Expo History	89
Promotion Framework	90

December 2025 Edition

The theme of Expo 2025 Osaka, Kansai, Japan is *Designing Future Society for Our Lives*. The theme is the most critical element of an Expo, embodying the very significance of hosting the event. The text below explains the Expo's theme as set out in the *Registration Dossier* submitted by the Government of Japan to the Bureau International des Expositions (BIE) on 27 December 2019. As indicated in this text, the theme of Expo 2025 Osaka, Kansai, Japan is imbued with the intent to drive co-creation within the international community in order to resolve common challenges facing humanity.

Designing Future Society for Our Lives

In its candidacy for the Expo, the Government of Japan proposed the theme *Designing Future Society for Our Lives*, which was endorsed by many countries.

Entering the twenty-first century, humankind has achieved great success at solving many more challenges than ever before in history, thanks to international agreements and cooperation as well as efforts made by individual nations.

For example, the Millennium Development Goals (MDGs), agreed by the international community to be accomplished by the year 2015, have been hailed as the most successful initiative in history for eradicating poverty. The success of the MDGs indicates humankind's ability to cooperate in envisioning a desired future and to achieve such a future through ongoing collaboration and efforts. This also demonstrates that the collaborative approach to designing the future state of the world is effective.

Building on the foundation laid by the MDGs, at the United Nations' Summit in September 2015, the international community adopted the *2030 Agenda for Sustainable Development*, introducing the Sustainable Development Goals (SDGs) as successor goals to be achieved by 2030. This is also a symbolic event for the international community to present the desired future state of society through a series of discussions. The SDGs are expected to drive transformations of the socio-economic system of every nation to attain a sustainable future.

As we approach 2030, transformative technologies that drastically change people's lives will advance further. These innovative technologies, including life science technologies such as induced pluripotent stem cells (iPS cells), artificial intelligence (AI) and robotics, will be the catalyst for building a new era. They are expected to present new opportunities. For example, discovering and treating incurable diseases may become possible, and people may work and learn in fundamentally different ways.

Looking at the global landscape, however, the gap between developed and developing countries' living conditions remains vast, revealing that there is more work to be done towards the SDGs' underlying pledge to ensure that "no one will be left behind." Capitalism has, on the one hand, paved the way for economic growth and contributed to eradicating absolute poverty, while on the

other hand, it may also have exacerbated widening economic gaps in income and property.

Biotechnology and robotics, which are expected to present solutions for sustainable future society and were originally designed to bring happiness to people, may have negative consequences should these technologies disrupt connections in society and become a cause of social anxiety.

The environment surrounding humankind is changing drastically and rapidly, presenting humankind with a series of profound questions: "What is happiness?" "What do we need to do to fully realise our potential?" and "How can society support that?"

The theme, *Designing Future Society for Our Lives*, invites individuals to consider how they want to live and how they can maximise their potential. It is also intended to drive co-creation by the international community in designing a sustainable society that supports individuals' ideas of how they want to live.

In other words, for the first time, the Expo will ask a straightforward question to everyone, "What constitutes a happy life?" The Expo takes place at a critical juncture where new social challenges, including expanding economic gaps and heightened conflicts, are emerging alongside the evolution of scientific technologies such as AI and biotechnology. These advancements will present profound changes to humankind, such as extended life spans.

While values and ways of living have become increasingly diversified in recent years, technological innovations enable everyone to access and communicate a hitherto unimaginable amount of information. This development should help the Expo aggregate the world's wisdom and best practices in the Osaka-Kansai region, thereby generating solutions to challenges brought by a complicated mix of diverse values.

Excerpt from *Theme: Designing Future Society for Our Lives*
P11 *Registration Dossier, Expo 2025 Osaka, Kansai, Japan*



Bringing the wisdom of the world together for solutions to humanity's shared challenges

At the General Assembly of the Bureau International des Expositions (BIE) in 1994, a resolution was adopted to position Expos as platforms for resolving humanity's shared challenges.

Expo Dubai in 2021—delayed one year as the COVID-19 pandemic raged across the globe—was held at a time when various restrictions on people's movements remained in place around the world. Despite this unprecedented crisis, Expo 2020 Dubai, UAE proved a great success and featured numerous examples of initiatives for resolving global challenges, reflecting the 1994 BIE General Assembly resolution. Notably, Theme Weeks, introduced for the first time in Expo history, served as a symbolic milestone demonstrating the significance of Expos in a new era.

Expo 2025 Osaka, Kansai, Japan considers upholding the legacy of the Expo 2020 Dubai, UAE, evolving it further, and passing it on to future Expos to be an important role. Consequently, the decision was made to implement Theme Weeks.

The tradition of World Expos has been upheld for over 170 years since the inaugural World Expo was held in London in 1851. During this time, while the world has experienced numerous dramatic changes, World Expos have likewise evolved to adapt to the changing times. However, the universal value of the Expo—bringing the world together in one place over a span of six months—remains unchanged. Human civilisation has grown to the extent that it threatens the environment of the planet, and humanity remains unable to find a way out of division and conflict. As such, the Expo, as a place that brings the whole world together, can be said to be growing even more important. Through Theme Weeks, this significance of the Expo is drawn into even stronger relief, generating the vitality needed to move the world toward a better future. Theme Weeks serve as a forum for bringing the wisdom of the world together for solutions to humanity's shared challenges.

Eight themes

The themes of Theme Weeks represent humanity's shared challenges, as identified in the SDGs and elsewhere, organized into eight domains based on the themes and sub-themes of Expo 2025 Osaka, Kansai, Japan. The aim is to devise courses of action through all programmes conducted during Theme Weeks, to address the questions posed by each theme.

Apr 25 – May 06



Co-creating Cultures for the Future Week

What do we need to do for diverse cultures to resonate and co-create cultures for the future?

Traditional performing art, historical heritage, local community revitalisation, tourism, art, music, sports, cultural arts, Cool Japan, manga and anime, Esports, etc.

May 15 – May 26



The Future of Community and Mobility Week

What is a community where we can live as we are?

Smart cities, digital garden cities, disaster prevention and reconstruction, metaverse, space, robots, EV/FCV, automatic operation, flying cars, cyber security, MaaS etc.

Jun 05 – Jun 16



Necessities of Life: Food, Clothing and Shelter Week

What do we need to do to realize a future where everyone has access to food, clothing and shelter?

Food loss, food tech, food education, food culture, smart agriculture, forestry and fisheries industry, sustainable fashion, ethical consumption, etc.

Jun 20 – Jul 01



Health and Well-being Week

How do we realize a society where the well-being of each person resonates?

Measures against infectious diseases, well-being, genomic medicine, regenerative medicine, cell therapy and gene therapy, PHR, healthy life expectancy, SBNR, safe water and toilets, etc.

Jul 17 – Jul 28



Learning and Playing Week

What should humans learn in the era of AI?

Lifelong learning, EDTEC, intellectual property utilisation, individually optimised learning, remote education, youth independence, educational inequality, STEAM, entrepreneurship, games around the world, etc.

Aug 01 – Aug 12



Peace, Human Security and Dignity Week

What do we do to realize a world where discrimination is eliminated and people respect each other?

Hunger, poverty, social inequality, human rights violations, child labor and forced labor, human trafficking, participation of persons with disabilities, gender equality, LGBTQ, promotion of women's participation and advancement in the workplace, immigration, human security, diversity and inclusion etc.

Sep 17 – Sep 28



The Future of Earth and Biodiversity Week

What do we need to do to preserve the earth for future generations with abundant and diverse life?

Climate change, decarbonisation, biodiversity, circular economy, renewable energy, hydrogen society, Nature Positive, deforestation, marine pollution, woodland regeneration, freshwater resources, etc.

Oct 02 – Oct 12



SDGs+Beyond Future Society for Life Week

Can we achieve the SDGs? What do we do beyond the goals?

SDGs, post-SDGs, life, future society, Society 5.0, etc.

Cross-cutting initiatives

Three cross-cutting initiatives have been established based on the concepts of Expo 2025 Osaka, Kansai, Japan, as intersections among the eight themes.



The Economy and Innovation

From the perspectives of economics and technology, this refers to addressing global issues while considering economic benefits and utilizing advanced technologies.



The Population Trends, Depopulation, and Aging

From a social perspective focused on demographic changes, this refers to issues such as rapid population growth, declining birth rates, aging populations, and the resulting population decline.



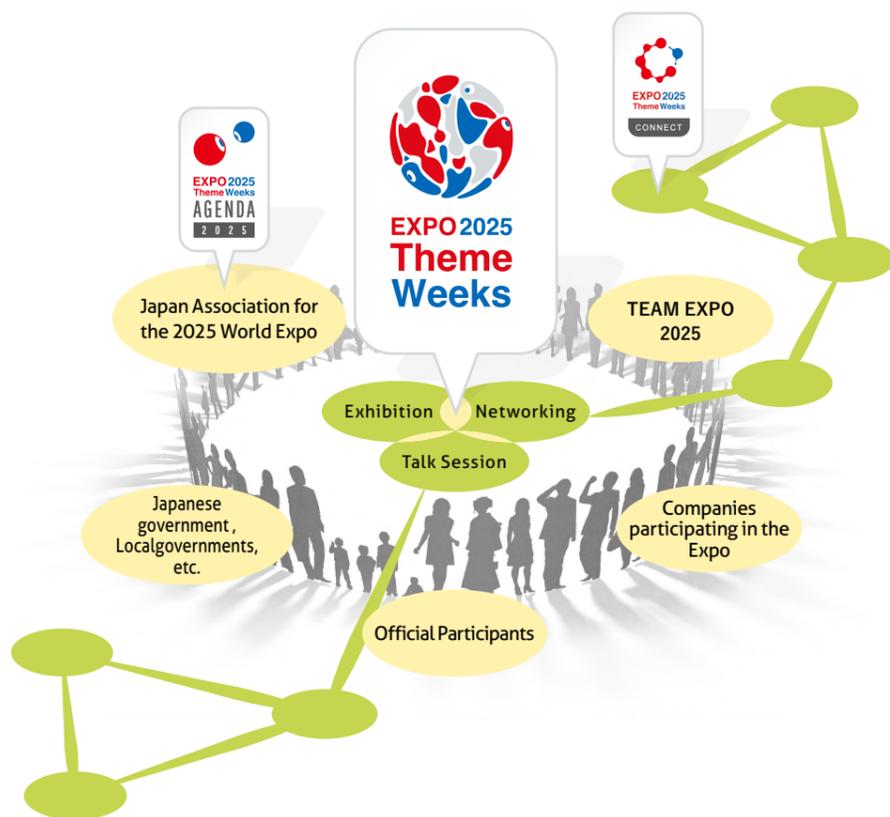
The Next Generation, Inclusion

From the perspective of a new era's values that emphasize human rights, diversity, and individual well-being, this refers to the participation of the next generation and people from diverse backgrounds in efforts to solve societal challenges.



“Designing Future Society for Our Lives” together with the world

Theme Weeks have been structured around three programme formats—Talk Session (Discussion), Exhibition, and Business Exchange (Networking)—to envision “Designing Future Society for Our Lives” together with the world. Furthermore, to make Theme Weeks even more meaningful, two mechanisms have been put in place: one that promotes proactive engagement from all Expo participants—not just the Expo organisers—and another that provides global access and allows video content to be viewed even after the Expo has concluded.



Discussion, Exhibition, Networking

The core programme format of Theme Weeks was Talk Session (Discussion). Leveraging the unique characteristic of the Expo—where the world spends six months together in a single location—a framework was established capable of hosting a multitude of discussion programmes. This framework served as an opportunity for all nations and regions, irrespective of the size of their territory or economy, to voice their opinions and engage in dialogue. In addition, frameworks were established for Exhibition programmes, accessible to a wider audience, and for Business Exchange (Networking), designed to create encounters with individuals taking concrete action through corporate activities and other initiatives.

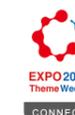
Five Tracks

To ensure that all Expo participants, including nations and regions, international organisations, the Government of Japan, local governments, companies, and civil society groups—not just the Expo organisers—could proactively engage in Theme Weeks, participants were classified into five tracks. Programmes were implemented within their respective pavilions and other venues.

	Track1	Track2	Track3	Track4	Track5
Host organisation	Official participants	Government of Japan Local governments, etc.	Japan Association for the 2025 World Exposition (Agenda 2025) (Thematic Project)	TEAM EXPO 2025	Companies participating in the Expo
Venue	Official Pavilions	Japanese government pavilion, Osaka Pavilion, EXPO Exhibition Centre, etc.	Theme Weeks Studio, EXPO Exhibition Centre, Signature Pavilion	TEAM EXPO Pavilion	private sector pavilion, Future Society Showcase

Theme Weeks Connect

To further disseminate the philosophy of Theme Weeks, “Theme Weeks Connect” was established as a framework to collaborate with various international conferences and other events held outside the Expo site.



In-person experiences, live streaming, video archives

In addition to offering in-person experiences for spectators inside the Expo site, Theme Week programmes were live-streamed via the Internet. Furthermore, to widely disseminate the discussions held during Theme Weeks, video archives were made available to the public even after the conclusion of the Expo.

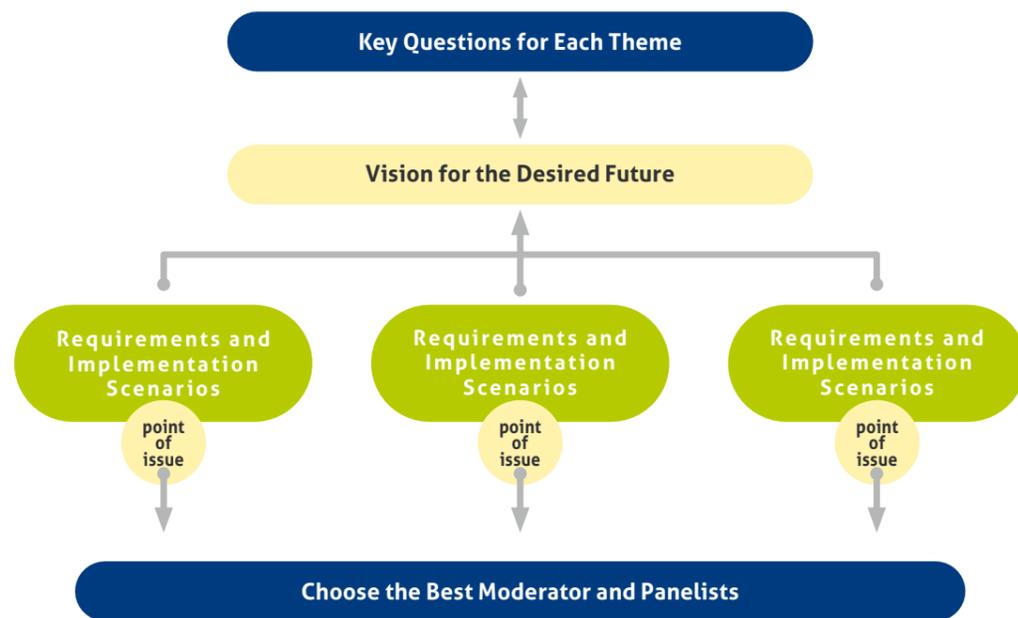


AGENDA 2025

Agenda 2025 is a series of programmes organized by the Expo Association on the eight themes of Theme Weeks. Its programmes are in three categories: organized programmes planned and implemented by the Expo Association and overall sponsors; co-created programmes conducted jointly by outside organizations that support the aims of Theme Weeks and the Expo Association; and participation programmes in which companies and other organizations support and participate on themes that they choose individually.



Organized programmes will posit desirable visions for the future and develop scenarios for realizing them, in response to the questions posed by each Theme. The points of discussion programmes will be based on these scenarios, and optimal moderators and speakers will be selected to realize high-quality discussion sessions.



AGENDA 2025 Organised Programme

Co-creating Cultures for the Future Week		Learning and Playing Week	
Inherit & develop historical culture	12	Learning in the era of AI	28
Create new cultural base	15	Equitable access to learning	31
Multicultural resonance towards a better future	15	Harnessing the strengths of diverse personalities	31
The Future of Community and Mobility Week		Peace, Human Security and Dignity Week	
Integration of the real & digital worlds	16	Peace-building & realization	32
Transforming into sustainable region & cities	19	Respect & protection of human rights	35
Next-generation of digitally-centered communities	19	Rectification of labor market inequality	35
Necessities of Life: Food, Clothing and Shelter Week		The Future of Earth and Biodiversity Week	
Promoting ethical living	20	Tackling climate change	36
Nutrition & health solutions for 10 billion population	23	Preserving natural capital	39
Preserving & advancing food culture	23	Achieving a circular economy	39
Health and Well-being Week		SDGs+Beyond: Future Society for Life Week	
Well-being management & education	24	Shaping the future: insights and innovations from 7 themes	40
Advancements in science & technology	27	Life and the SDGs + Beyond: A Dialogue with Eight Thematic Project Producers	43
Well-being ecosystem creation	27	Expos in a New Era and the Significance of Theme Weeks	43

Co-creating Cultures for the Future Week

Inherit & develop historical culture



Organiser: Japan Association for the 2025 World Exposition
 Time and date: 10:00–12:00, Monday, 5 May 2025
 Venue: Theme Weeks Studio

Three globally renowned artists, active in nations affected by events that shake the very foundations of society—namely, conflict, war, and natural disasters—took to the stage as panellists. The panel consisted of Ostap Slyvynsky, a poet from Ukraine; Ruth Patir, a video artist from Israel; and Kei Takemura, a contemporary artist based in Gunma Prefecture. While introducing their respective creative activities, they engaged in discussion on a shared awareness of the issue: How cultural resources can connect the past and present and be passed down to future generations:

“Linguistic kintsugi”: Restoring the power of narrative to the community

Robert Campbell started by introducing a story from the collection of testimonies, *A Ukrainian Dictionary of War* (Iwanami Shoten), published by Ostap Slyvynsky in 2023.

That night I fell asleep in the bathtub—a bucket of blankets and pillows—listening to the most powerful explosions here since the beginning of the war.

Long ago, in my past life, I was crazy in love. We took our first trip together to a house in the Carpathian Mountains. It was deep in autumn. As we fell asleep in the attic, on a bed that was not much more comfortable than a bathtub, I listened to the sound of apples falling in the garden. Thump, thump, thump, from all sides, large and ripe, at a measured pace, all night long. I was happy.

Now, when I fall asleep to explosions, I hear those apples. I want so badly for it to just be those garden apples hitting the ground around us.

—“Apples” (Anna, Kyiv)



Ostap Slyvynsky

At the time of the outbreak of the Russian invasion of Ukraine, Slyvynsky was in the western city of Lviv, which was being inundated with evacuees. There, he was engaged in support activities, serving as a provider of essential information for daily life. *A Ukrainian Dictionary of War* was compiled based on these experiences, gathering stories related to the words people spoke, arranged in the order of the Ukrainian alphabet. The book has been translated into eight languages, with the Japanese edition translated by Robert Campbell. Campbell introduced the book as “a work that documents the concrete evidence of daily life preserved in people’s memories—for example, how the word ‘apple’ undergoes a transformation in meaning amidst the ravages of war.”

Slyvynsky described his project as some kind of “linguistic kintsugi.” “The situation was severe enough that we could feel some kind of numbness inside. We were on the verge of losing our words. When I met displaced people at the informational tent, I found that more than food, drink, or shelter, many people wanted to talk; they were starting

with their stories. I felt that my role as a listener was to piece these fragments together.”

Slyvynsky continued, “If we stop describing the world—if we stop understanding and communicating—we lose our potential to resist as a community. This is a very serious threat to our community. The actual act of speaking becomes the resistance. We must unify a reality that has been shattered by war.” He concluded, “*A Ukrainian Dictionary of War* is some kind of semantic resistance. I am not the author. Rather it is a social project that is a kind of river accepting other streams of stories.”

Giving light to broken things in exchange for an insect’s life

Contemporary artist Kei Takemura is engaged in the creation of three-dimensional works in which she repairs broken everyday objects, such as ceramics, using silk thread. While studying at the Tokyo University of the Arts, she was inspired to start working with silk thread after seeing the *Tenjokoku Shucho Mandala*, the oldest piece of Japanese embroidery, which dates back 1,300 years. After graduation, she lived in Berlin, Germany. It was through experiences, including the repair of an apartment that had been damaged by the previous tenant, that she established her style of “stitching fragmented, broken pieces together with silk thread.”



Kei Takemura

Reflecting on her visit to the disaster-stricken area of the Noto Peninsula Earthquake with Campbell, Takemura confided her inner thoughts, “I felt I could take responsibility for a single piece of fallen pottery. However, witnessing the collapse not merely of a town but of an entire peninsula compelled me to question what I could achieve as an artist.”

In recent years, Takemura has been working with a material known as “fluorescent silk,” created by incorporating the fluorescent protein of crystal jellyfish into the genes of silkworms. “Fluorescent silk glows when exposed to blue

light, yet that radiance fades over time; in other words, it could be said to be ‘alive,’” she explained. “Never forgetting that silk thread is produced in exchange for the life of an insect, I wished to imbue broken objects with light.”

Connecting ancient and modern women: Questioning sexual and reproductive rights

Ruth Patir is based in Israel, where she engages in creating video works that fuse documentary with computer-generated imagery. Patir was selected to represent Israel at the 60th Venice Biennale—the international contemporary art festival held in 2024. However, she issued a statement declaring, “The pavilion will not open until a ceasefire and the hostage release agreement are reached (with Hamas, which effectively controls the Gaza Strip).” The pavilion was kept closed throughout the exhibition period. Campbell recalled, “I was deeply moved by your action, which was guided by your sense of mission as an artist.” Patir explained, “I meant that now was not the time for art, and that the pavilion would open once the situation changed; however, this was not effectively communicated to the people in charge. I still cannot believe that the war is continuing.”



Ruth Patir

Patir’s work, *(M)otherland*, is a video documentary that uses motion capture technology to project her own movements onto ancient female statues excavated in Israel. The narrative draws inspiration from Patir’s own experience of undergoing egg freezing after being diagnosed with the BRCA2 gene mutation, which heightens the risk of cancer. “In Israel,” she explains, “having children holds a significance far greater than in other countries, weighing heavily on a woman’s identity. Egg freezing is nationally encouraged, and the costs are low.”

By using ancient female figurines as avatars, the work expresses the universal struggles of women that transcend time. Patir explained, “I wanted to question how reproductive rights are connected to state policy, and whether a woman can acknowledge her own self even if she does not become a mother.”





If we stop describing the world—if we stop understanding and communicating—we lose our potential to resist as a community.

Finding commonality and carrying cultural resources into the future

Focusing on the “fragility” inherent in the ceramics in Takemura’s works and in the existence of women in her own works, Patir pointed out, “Repairing things that are fragile and shedding light on them is connected to a showing of resistance against war and destruction.”

Furthermore, reflecting on their respective creative activities, she emphasised the importance of “commonality.” “I attempt to project the reality that people face through my documentary works, while Slyvynsky depicts the world as seen by people using metaphors or symbolic language. This is likely no coincidence,” she stated. “I am interested in discovering the common meaning—the ‘humanity’—found by layering many different stories. In a world that is divided, we must consider commonality. If we do not look towards the future based on this, we will be ensnared by political games,” she warned.



Robert Campbell

Addressing Campbell’s inquiry, “Why is it important to archive records with a view to the future?” Slyvynsky responded by describing the role played by *A Ukrainian Dictionary of War*. “The significance of *A Ukrainian Dictionary of War* is twofold. First, by compiling this book, the voices of people who might have remained unheard have been transmitted to the world. Second is its significance as evidence. This book can serve as evidence of war crimes when trials are held one day.” Campbell nodded in agreement, “Even if war ends, peace does not necessarily return to people’s hearts,” he noted. “The cycle of subsequent violence is greatly altered by whether we do or do not speak about what we did and what was done to us.”

In reflecting on the session, Campbell concluded, “The central question was how to connect cultural resources to this Expo’s theme *Designing Future Society for Our Lives?* Although it was a very weighty topic, we were able to grapple with cultural resources, collaborate on how to articulate human identity, and ultimately unite

our thoughts regarding the inheritance and development of historical culture.”



[Speakers]

Robert Campbell (moderator), University Professor at Waseda University, Advisor to the Waseda International House of Literature (The Haruki Murakami Library), Executive Board Member and Senior Advisor (Scholar of Japanese Literature) for the Japan Association for the 2025 World Exposition

Ostap Slyvynsky, PEN Ukraine

Ruth Patir, Artist

Kei Takemura, Contemporary artist

* This article contains excerpts from content published on the Boston Consulting Group website, “BCG Japan,” and has been reprinted with permission.

Co-creating Cultures for the Future Week

Create new cultural base

Organiser: Japan Association for the 2025 World Exposition

Time and date: 13:30–16:00, Monday, 5 May 2025

Venue: Theme Weeks Studio

In the “Create new cultural base” session held as part of Theme Weeks at Expo 2025 Osaka, Kansai, Japan, discussions were held regarding the potential of cultural expression and the foundations of co-creation for the future. Based on the view of culture as an intersection of values, moderator Mami Kataoka pointed out the importance of continuity and change through the lens of *fueki ryuko* (a Japanese aesthetic concept referring to the balance of immutability and fluidity). Chinese artist Lu Yang presented a resonance space that transcends the body and spirit by fusing Eastern philosophy with digital technology. Chef Kylie Kwong introduced a food culture rooted in community collaboration, based on ethics and sustainability. Reijiro Izumi of Urasenke argued the value of *yohaku* (empty space) in *Chanoyu* (the Japanese Way of Tea), suggesting it as a catalyst for cultural transformation. Ho Tzu Nyen reconstructed the history of multi-ethnic societies, demonstrating that cultural soil is formed through negotiation. Haegue Yang critiqued history and authority through her installations, expressing the plasticity of culture. Lauren Bon introduced projects that connect environment and culture. The discussion emphasised that the core of tradition lies in values, and that *yohaku* (empty space) and non-verbal communication facilitate cultural transformation. Kataoka concluded that a space where the invisible is visualised and resonates with others serves as the very soil for renewing culture.



[Speakers]

Mami Kataoka (moderator), Director of the Mori Art Museum, Director of the National Center for Art Research

Lu Yang, Artist

Kylie Kwong, Chef, collaborator, Powerhouse Associate, Powerhouse Parramatta, Sydney

Reijiro Izumi, Urasenke Chado

Ho Tzu Nyen, Artist

Haegue Yang, Artist

Lauren Bon, Artist at Metabolic Studio

Co-creating Cultures for the Future Week

Multicultural resonance towards a better future

Organiser: Japan Association for the 2025 World Exposition

Time and date: 17:30–20:00, Monday, 5 May 2025

Venue: Theme Weeks Studio

In the “Multicultural resonance towards a better future” session at Expo 2025 Osaka, Kansai, Japan, experts from diverse fields—including science, architecture, art, and philosophy—discussed social challenges and future possibilities centred on the concept of “resonance.” Moderator Hiroaki Miyata emphasised the role of culture and art in addressing challenges such as environmental issues and inequality. He defined resonance as “discovering connections while acknowledging the premise of differences.” Architect Sou Fujimoto proposed architecture that harmonises with nature and spoke about how shared spaces become the foundation for cultural coexistence. Yuko Hasegawa stated that art possesses the power to make visible those who are silenced and to renew society. Tomás Saraceno advocated for environmental symbiosis using spider webs as an analogy, while botanist Stefano Mancuso presented a vision of sustainable cities derived from plant intelligence. Leandro Erlich demonstrated the existence of diverse perceptions and the potential for empathy through experiential works. During the discussion, resonance was debated from diverse perspectives, including architecture, nature, non-human species, and imagination. Miyata summarised multicultural resonance as a dynamic process of influencing one another through differences to create new value.



[Speakers]

Hiroaki Miyata (moderator), Professor at the Keio University School of Medicine

Sou Fujimoto, Sou Fujimoto Architects

Yuko Hasegawa, Curator, Visiting Professor at the Kyoto University Graduate School of Management

Tomás Saraceno, Artist

Stefano Mancuso, Professor at the University of Florence, Founder of Pnat

Leandro Erlich, Artist, Leandro Erlich Studio

The Future of Community and Mobility Week

Integration of the real & digital worlds



Organiser: Japan Association for the 2025 World Exposition
 Time and date: 13:30–15:30, Saturday, 17 May 2025
 Venue: Theme Weeks Studio

On 17 May, three talk sessions centred on the second theme, “The Future of Community and Mobility,” were held at the Theme Weeks Studio within the Expo site.

Goal is to create a “human-avatar symbiotic society”

The “Integration of the real & digital worlds” session explored the vision of a human-avatar symbiotic society, and was moderated by Hiroshi Ishiguro, professor at the University of Osaka Graduate School of Engineering Science. The panel featured Miwako Doi, auditor at the National Institute of Information and Communications Technology (NICT); Masahiko Inami, professor at the University of Tokyo Research Center for Advanced Science and Technology; Giulio Sandini, founding director at the Italian Institute of Technology; and Cecilia Laschi, Provost’s Chair Professor at the National University of Singapore. The panel exchanged views regarding how avatars will be accepted into society and how society will change due to their presence.

An avatar is a CG (computer graphics) character or robot that can be controlled as one’s alter ego. With advances in AI, avatars have currently reached a stage where they can interpret the operator’s intent and perform semi-autonomous actions. The humanoid android “Geminoid” was exhibited at the Expo pavilion and is capable of engaging in conversation even without direct operation. It can read the other person’s facial expressions via a camera and incorporate gestures into the interaction.

Ishiguro (pictured left), known for his research on androids and avatars, talked about how he aims

to create a “human-avatar symbiotic society.” AVITA, the venture company launched by Ishiguro, offers avatar solutions as a commercial service. He noted that in an online insurance selection service, there have been instances where avatars with integrated generative AI outperformed actual human advisors. Applications being envisaged for the future also include wheelchair users utilising CG avatars to perform customer service duties at convenience stores remotely. Utilising avatars would enable individuals to work at multiple stores, leading to an increase in wages. Ishiguro suggested that the permeation of such avatars will also help alleviate labour shortages caused by future population decline, as well as eliminate discrimination and enhance social inclusivity.



Hiroshi Ishiguro

Robot hands and fingers as fashion items?

Currently, avatars are often viewed as a means to supplement labour shortages or overcome disabilities. However, in response to Ishiguro’s question to the panellists, “Who do you think will lead the social implementation of avatars in

the future?” Inami offered a completely different perspective: that the fashion industry might drive the market.

Inami researches and develops robotics that augment the human body. He appeared at the session wearing his “sixth finger.” This is an artificial finger that moves by detecting weak electrical fields generated by muscles. Attached to the outside of the little finger, it can be manipulated at will.

Inami shared an anecdote about a workshop where he had children create their own mock “sixth fingers” using blocks and other materials. He noted a phenomenon where the children began to decorate their sixth fingers. This development was unexpected for Inami, prompting him to comment, “Although it was originally created to function as part of the body, I realised its potential extends far beyond being merely a technology for augmentation or substitution.”



Masahiko Inami

Ishiguro agreed, “Indeed, we tend to assume that prosthetic arms or artificial fingers are intended only for people with disabilities. However, the general public might also adopt these technologies as fashion. If avatars become fashionable and are widely adopted, prices might also decrease.” Inami also presented a video of a dancer wearing two pairs of robotic arms (JIZAI Arms), demonstrating the potential of avatars as a new method of expression.

Sandini, on the other hand—while finding these opinions interesting—countered, “The human emotion experienced through the use of the machine is more important than the mere novelty or fashionability associated with having extra fingers.” Sandini’s research focuses on the fusion of neuroscience and engineering, as well as human understanding through robot creation, placing importance on the emergence of relationships from humanrobot interaction. Drawing from that background, he offered

the view that the stimulation and experiences brought about by avatars—such as “being able to play baseball better because of an extra finger”—are what matter.

Avatars as humans? The future of human evolution

Despite varying views on avatars, several panellists voiced a mutual concern regarding the potential for human reliance on avatar technology or a shift in which the avatar gains dominance over the human operator. Inami stated, “Humans need to feel like they are in charge, not just being used by machines.” Sandini also remarked, “We must not let our interaction with avatars diminish the interaction between humans.”



Giulio Sandini

Meanwhile, Ishiguro expressed the view that the boundary between humans and avatars would eventually disappear. Ishiguro stated that for humanity—which has evolved by enhancing its capabilities through the use of the most advanced tools available—the acceptance of avatars and AI constitutes evolution. “I have no doubt that we will come to use more humanlike robots and humanlike AI as partners,” he continued. “We may even come to see them as friends.”



Cecilia Laschi

In response, Laschi—a researcher of soft robotics created from soft materials inspired





Humans must feel they are the masters, not merely being utilised by machines.

by octopuses—expressed her opinion. “Even if a robot acquires some autonomy and some form of intelligence, I do not believe it possesses *humanity*.” She suggested that while intelligent robots might be accepted as part of society, they would likely be treated differently from humans—“perhaps like pets or appliances.”

In contrast, Sandini stated, “I think the concept of humanity is a relationship.” He further explored a future where robots could possess humanity, suggesting that if a human-like AI were to emerge, “if it has the memory of interactions, if the relationship is established, and if that can be verified by some other technology, I believe that relationship is genuine.”

Other questions that were raised during the session include: “In the age of AI, will the possibilities of humanoids expand further?” and “How will the integration of real and digital realms affect community and mobility?” Lively discussions unfolded, prompting reflection on the future state of humanity and its possibilities.



Miwako Doi

[Speakers]

Hiroshi Ishiguro (moderator), Professor at the University of Osaka Graduate School of Engineering Science, Visiting Director of ATR Hiroshi Ishiguro Laboratories

Giulio Sandini, Robotics, Brain and Cognitive Sciences Department, Italian Institute of Technology

Masahiko Inami, The University of Tokyo (Special Advisor to the President of the University of Tokyo, Deputy Director and Professor at the Research Center for Advanced Science and Technology)

Cecilia Laschi, Provost’s Chair Professor at the National University of Singapore

Miwako Doi, Auditor at the National Institute of Information and Communications Technology (NICT), Executive Vice President at Tohoku University, Executive Director at the Nara Institute of Science and Technology

* This article contains excerpts from content published on the Boston Consulting Group website, “BCG Japan,” and has been reprinted with permission.

The Future of Community and Mobility Week

Transforming into sustainable region & cities



Organiser: Japan Association for the 2025 World Exposition

Time and date: 10:00–12:00, Saturday, 17 May 2025

Venue: Theme Weeks Studio

In this session, challenges facing cities and regions as well as their solutions were discussed from multiple perspectives. Andrés Rodríguez-Pose stated that rectifying the widening gap between cities and regions should not rely on fiscal transfers, but rather requires locally led, bottom-up policies, human resource development, and innovation. Hiroo Ichikawa pointed out that it is important for cities to “continue surviving” and to “continue to be chosen,” and that inclusivity and diversity should be enhanced whilst utilising international comparative indices. Claire Charbit advocated for the necessity of “place-based policies,” including governance and citizen participation, and introduced examples of sustainability improvements through collaboration between mid-sized cities. Özge Öner reported on practices in Amsterdam, where human-centred urban design, the 15-minute city concept, and citizen participation form the foundation for sustainability. Tomohiro Fukuzawa argued that flying cars could become a new public transport infrastructure connecting cities and regions, emphasising the importance of societal acceptance and institutional design. In the general discussion, there was a shared recognition of the need to perceive cities and regions not as opposing entities, but as interconnected, and to design future visions based on regional strengths.



[Speakers]

Andrés Rodríguez-Pose (moderator), Princesa de Asturias Chair and Professor of Economic Geography

Claire Charbit, Organisation for Economic Cooperation and Development (OECD)

Tomohiro Fukuzawa, Chief Executive Officer, SkyDrive Inc.

Özge Öner, Associate Professor at University of Cambridge

Hiroo Ichikawa, Professor Emeritus at Meiji University

The Future of Community and Mobility Week

Next-generation of digitally-centered communities



Organiser: Japan Association for the 2025 World Exposition

Time and date: 17:00–19:00, Saturday, 17 May 2025

Venue: Theme Weeks Studio

Discussions were held from multiple perspectives regarding the role digital technology plays in communities of the future. Based on his expertise in game AI and the metaverse, moderator Youichiro Miyake stated that digital space would become the foundation for new communities that mediate “empathy” and “collective intelligence.” He emphasised the necessity of human-centric ethics. Citing Niantic’s AR services as examples, Masashi Kawashima introduced the idea of reconstructing the meaning of places and the value of accidental interactions in real space. He talked about how digital technology is a means to expand the public sphere. Myo Nyein Aung pointed out the digital divide that became apparent during the pandemic and advocated for the importance of inclusive design and support systems, particularly for the elderly and vulnerable groups. Cathy Hackl emphasised that whilst fluid communities transcending culture and nationality are formed through spatial computing and the metaverse, privacy and inclusive design are necessary. Ayumu Matsuyama pointed out that “connections based on interests” on X (formerly Twitter) are creating a new social structure and questioned the balance between public interest and freedom. In the general discussion, there was a shared recognition that while digital technology possesses the potential to connect people across different spaces and attributes, ethical considerations and human-centric philosophy are essential in its design.



[Speakers]

Youichiro Miyake (moderator), Project Professor at the University of Tokyo Institute of Industrial Science

Masashi Kawashima, VP of Games & Publishing at Niantic, Inc.

Myo Nyein Aung, Associate Professor at the Department of Global Health Research, Graduate School of Medicine, Juntendo University

Cathy Hackl, Tech & Gaming Executive, CEO of Spatial Dynamics, Author, Keynote Speaker, Futurist, and Podcast Host

Ayumu Matsuyama, Representative Director at X Corp. Japan

Necessities of Life: Food, Clothing and Shelter Week

Promoting ethical living



Organiser: Japan Association for the 2025 World Exposition

Time and date: 17:00–19:00, Monday, 16 June 2025

Venue: Theme Weeks Studio

On 16 June, as part of the third Theme Week, “Necessities of Life: Food, Clothing and Shelter,” a session on the theme “promoting ethical living” was held within the Expo site. The six speakers who took to the stage are practitioners active both in Japan and overseas, with a focus on ethical fashion and sustainability. “Can an ethical society be achieved?” Opinions were exchanged from various perspectives, including society, systems, the economy, and culture.

“Is the earth going in an ethical direction today?”

The actual scope of the term “ethical” extends across a wide range. The moderator for this session, Yoshiko Ikoma, is the former editor-in-chief of the women’s fashion magazine *Marie Claire* and serves as the chair of the Japan Ethical Initiative (JEI). According to Ikoma, the JEI formulated its Ethical Standard through expert discussions, classifying the criteria into the following eight categories: Protecting the natural environment; Respecting human rights; Respecting consumers; Protecting animal welfare and rights; Disclosing product and service information; Respecting local culture and traditions; Operating appropriately; Actively collaborating with suppliers and stakeholders.

These categories are not intended to evaluate the superiority or inferiority of initiatives; rather, they are utilised as indicators for individual practitioners to confirm their own standing whilst proceeding in a sustainable direction. With this ethical framework as a premise, the ensuing session engaged in discussion questioning the very direction of modern society.



Yoshiko Ikoma

“Is the earth going in an ethical direction today?” When posed this question by Ikoma, Safia Minney, founder of People Tree—a brand promoting Fair Trade with developing countries—replied immediately and unequivocally, “I don’t think so.” Minney has engaged in Fair Trade for over 30 years and was selected as one of the world’s most “Outstanding Social Entrepreneurs” by the World Economic Forum (Schwab Foundation) in 2004. Commenting that the climate crisis caused by global warming has become a reality and that companies, governments, international organisations, and even civil society have reached a point where “we have no choice but to act,” she emphasised, “Whether we are citizens or business, remaining sustainable 50 or 100 years from now depends on the decisions we make today.”



Safia Minney

Ikoma described the current situation as a “tipping point,” and suggested that within this crisis lies the potential for hope and solidarity. Asserting that, “There is meaning in the very act of holding a forum like this event where each individual shares their thoughts,” she touched on the necessity of achieving shared intention through dialogue.

Arisa Kamada, co-representative of unisteps, also responded that while “it is difficult to say that the current situation is progressing in an ethical direction,” she believed that “maintaining this inquiry is the starting point.” Unisteps organises Sustainable Fashion Seminars for learning about sustainable fashion and serves as the secretariat for the Japan Sustainable Fashion Alliance, an alliance of fashion and textile companies.



Arisa Kamada

“Considering the harsh realities of war and the regression of climate policies, I cannot definitively state that we are progressing in an ethical direction. However, I feel that forums like today’s—where we can bring together and discuss our respective sensibilities and struggles—are extremely important.”

Structural barriers to ethics and attempts to expand ethical practices

Subsequent discussion focused on the structural problem of why ethical choices struggle to gain widespread adoption. Regarding the impact of modern capitalism, Minney pointed out, “A system that maximises profits at the cost of human rights, the planet, and biodiversity has become embedded over the past 40 years.” She warned that the contradiction with sustainability cannot be resolved as long as mechanisms prioritising economic growth continue.

Sally V. Fox, who has bred organic cotton for many years, also pointed out the transformation of capitalism based on her own experience. “In the past, fashion brands could sustain a business with a profit margin of 20%. Now, 60% or 80% is the norm. Capitalism is not necessarily the problem; it is the style of capitalism.” In the late 1980s, captivated by the beauty of naturally coloured cotton, which possesses natural hues in the fibre and requires no dyeing, Fox was one of the first to engage in the selective breeding of coloured cotton specialised for large-scale organic cultivation. She continues to work with Japanese spinning companies to promote its widespread use.



Sally V. Fox

How, then, can the value of ethical thinking reach the people? Ikoma raised the issue, stating, “The word ‘ethical’ carries an undeniable stiffness. When it sounds like morality or a lecture on ethics, people tend to distance themselves.”

In response, Kamada emphasised, “For people to change their behaviour, a tangible experience is necessary.” She explained that—through initiatives like the “Plant Seeds, Make Clothes” project, where participants grow their own cotton, and study tours where participants visit actual production sites—touching the clothes-making process leads to “an ethical understanding gained not through





When you witness the site where thread is spun and understand the water and heat required to dye fabric, a visceral understanding occurs that cannot be conveyed by reports or data alone.

the head, but through the body.” She explained, “When you witness the site where thread is spun and understand the water and heat required to dye fabric, a visceral understanding occurs that cannot be conveyed by reports or data alone.”

When considering how to convey “ethical thinking,” in addition to the lived experience of consumers, a realistic perspective on whether it leads to purchasing behaviour is also essential. Gordon Renouf, co-founder of the fashion brand ethical rating system *Good On You*, stated, “Consumers do not buy products simply because they are ethical. They choose based on the emotion of wanting the product.” *Good On You* is an ethical rating system originating in Australia that evaluates brands on a five-point scale from three perspectives: People, Planet, and Animals. In Japan, the same data is utilised through the Japanese platform *Shift C*.



Gordon Renouf

Renouf went on, “Eighty per cent of people say that they want to buy ethical products and feel conflicted when they make purchases that are not ethical. Because this duality in consumer psychology exists—the gap between the ideal of ‘wanting to be ethical’ and the reality of ‘buying because I want it’—it is important to convey value not by saying ‘because it is ethical,’ but by highlighting that the design or quality is good.”

Addressing this gap in consumer behaviour, Fox found hope in the changes occurring among consumers. “People feel energy in things that are right and authentic.” She argued that when customers learn the background story, they communicate it to others with empathy—and that such small chain reactions become the power that expands ethical choices.

The importance of considering the environmental impact of using AI

The discussion then extended to the relationship between AI and ethics. Kamada pointed out, “While AI is convenient, behind the scenes, enormous amounts of electricity are being used.” She argued that, in considering how AI should be used, we need to recognise the invisible environmental impact such as water usage and CO2 emissions. Fox also proposed, “Quantifying how much energy is consumed each time AI is used might lead to more responsible usage.”

To conclude the session, the question was posed: “What would you like the Earth to be like in 50 years’ time?” The panellists presented visions for the future from various perspectives, including symbiosis with nature, resource regeneration, social solidarity, and democratic dialogue. Although their expressions and areas of focus differed, all of their responses aspired for a society where diverse forms of life can coexist sustainably.



[Speakers]

Yoshiko Ikoma (moderator), Fashion Journalist, Art Producer, Traditional Craft Development Producer, President of Art Dynamics, Chair of Japan Ethical Initiative

Safia Minney, Social Entrepreneur, Consultant, Advisor

Arisa Kamada, Co-founder of unisteps

Gordon Renouf, Co-founder, Good On You

Sally V. Fox, Owner of Vreseis Limited, Organic Cotton Breeder since 1982, Owner of Foxfibre® Colororganic® Trademarks

* This article contains excerpts from content published on the Boston Consulting Group website, “BCG Japan,” and has been reprinted with permission.

Necessities of Life: Food, Clothing and Shelter Week
Nutrition & health solutions for 10 billion population



Organiser: Japan Association for the 2025 World Exposition
Time and date: 10:00–12:00, Monday, 16 June 2025
Venue: Theme Weeks Studio

In this session, against the backdrop of challenges such as population growth, climate change, and nutritional disparity, discussions were held on how to design a sustainable and inclusive future for food. To begin, Emeline Fellus pointed out that current food systems have reached their limits, calling for a holistic transformation that balances nutrition and the environment, and emphasising the need for collaboration among diverse actors. Shakuntala Haraksingh Thilsted stressed the importance of nutritional improvement centred on fish and introduced initiatives that involve women and local residents. Joao Campari called for the adoption of “nature-based solutions” to combat climate change and biodiversity loss, advocating for the transformation of consumer eating habits and the necessity of education. Kaori Ono cited the example of Ajinomoto, emphasising the responsibility of enterprises to achieve both “health and happiness” through nutritional improvement and food loss reduction. In the discussion, panellists shared common challenges, including institutional reform, financial support, product design incorporating behavioural science, the construction of nutrition-centric systems, and the role of education. Finally, Fellus summarised that progress must be driven by both local practical implementation and global institutional design, concluding that the session dialogue served to reaffirm the importance of collaboration to simultaneously achieve health, the global environment, and social inclusion.



[Speakers]
Emeline Fellus (moderator), Senior Director (Agriculture and Food) at the World Business Council for Sustainable Development (WBCSD)
Joao Campari, Global Leader (Food and Agriculture) at WWF International and Chair (Action Track 3) at the UN Food Systems Summit
Kaori Ono, Executive Officer, General Manager, Sustainability Development Department, Corporate Division, Ajinomoto Co., Inc.
Shakuntala Haraksingh Thilsted, Director for Nutrition, Health and Food Security Impact Area Platform, CGIAR

Necessities of Life: Food, Clothing and Shelter Week
Preserving & advancing food culture



Organiser: Japan Association for the 2025 World Exposition
Time and date: 13:30–15:30, Monday, 16 June 2025
Venue: Theme Weeks Studio

In this session, centred on the preservation and advancement of Japan’s traditional food culture, discussions were held on how food should be passed on to the future as a cultural foundation connecting society, nature, and individuals. To begin, Hitoshi Hokamura demonstrated the need for reconstructing food by linking technological innovation with local culture and emphasised the importance of “cultural transformation” supporting sustainability. Inez Cook remarked that Indigenous cuisine holds the power of cultural regeneration and healing, introducing food as a means to reclaim identity. Ana Lobato Font illustrated the value of food culture education based on the wisdom of the Andean region, pointing out that gastronomy rooted in the region enhances sustainability. Ryohei Hayashi spoke of the importance of oscillating between tradition and innovation, based on the sense of season and respect for ingredients cultivated by Japanese cuisine. Lina Sakai introduced practices of circulating untapped resources based on fermentation, presenting the possibility of fermentation becoming a cultural medium connecting people, nature, and community. In the latter half of the discussion, the reconstruction of relationships through food and the reevaluation of local wisdom were shared as common challenges. The panellists concluded that the inclusivity and creativity of food culture are the keys to shaping future society.



[Speakers]
Hitoshi Hokamura (moderator), Food Tech Evangelist, Investor
Lina Sakai, Founder and CEO of Fermentation Co., Ltd.
Ryohei Hayashi, Owner and Chef at TENOSHIMA
Inez Cook, Restaurateur and Author
Ana Lobato Font, Head of Gastronomic Research and Development at San Francisco de Quito University

Health and Well-being Week

Well-being management & education



Organiser: Japan Association for the 2025 World Exposition
 Time and date: 17:00–19:00, Saturday, 28 June 2025
 Venue: Theme Weeks Studio

The theme of the fourth week was “Health and Well-being.” On 28 June, a panel discussion was held on the topic of “well-being management & education.” The session was moderated by Sam Karita, leader of the Boston Consulting Group’s think tank, BCG Henderson Institute (BHI) Japan. He was joined by four panellists: Miki Tsusaka, President of Microsoft Japan; Constance Noonan Hadley, research associate professor at the Boston University Questrom School of Business; Edo Briola, President of Unilever Japan Customer Marketing; and Ena Yamaguchi, a Minerva University student who runs the kimono upcycling brand u-en-me from a sustainability perspective.

Well-being refers not just to physical health, but also to being in a good mental and social condition. It is a concept used when aiming for a society where diverse individuals can each feel a sense of purpose and happiness. In the corporate sector as well, there is a demand for work environments where employees are healthy in both body and mind and can engage in their daily work whilst finding fulfilment and joy.

How use of time impacts well-being

The panel discussion began with each participant discussing their research or corporate initiatives related to well-being. Karita of BCG then posed the question: “How can we realise a highly engaged (motivation to contribute and sense of belonging) and high performance organisation? What are the challenges?” Hadley, who teaches at a business school, opened the discussion by stating, “I think promoting well-being is very difficult.” Based on her research targeting

corporations, she specifically highlighted the impact of how time is spent, noting, “As remote work has become possible, people can work 24 hours a day, anywhere. How the amount and pace of work is regulated, and how meetings are scheduled—that has a significant impact.”



Constance Noonan Hadley

On the subject of time, Microsoft’s Tsusaka stated, “We are focused not on ROI (return on investment), but on ROT (return on time)—that is, the return relative to the time spent.” She commented, “I don’t think anyone in this room is troubled because they have too much time. The reality is most of us are stressed because our calendars just fill up.” As an example of improving ROT, she introduced a case where software engineers were able to write code (programmes) faster by using AI; and because they could work on the “cool stuff” during the freed-up time, their satisfaction levels increased by as much as 75–80%.

Unilever’s Briola stated, “Even the small things can

yield significant results.” He gave the example of how Unilever Japan attempted to have no meetings on Fridays; however, it did not work well because different teams have different circumstances. Instead, they adapted the approach by prohibiting superiors from scheduling meetings on Fridays but allowing subordinates to request meetings upwards whenever they like. He noted that this method proved successful. “The accumulation of these small improvements is important,” he emphasised.

Speaking from the perspective of a student, Yamaguchi commented, “Unlike schools in Japan, which focus heavily on *zagaku* (classroom lectures), Minerva University is discussion-based. We are told that the opinion of every single student matters. No matter what I say, it will be accepted. By appreciating that every remark has meaning and that we can all learn from each other, a sense of belonging was created and I gained self-confidence.”



Ena Yamaguchi

Reconciling corporate performance and well-being

On the other hand, what if well-being does not lead to high performance?

Hadley explained, “There are people who misunderstand psychological safety as simply being an environment where they can sit back in the chair and feel comfortable. The purpose of corporate well-being is for the whole organisation to thrive. In other words, since these initiatives are meant to energise employees, if anyone thinks that ‘well-being’ implies a relaxed and comfortable environment, they are mistaken.”

Tsusaka noted, “Japan has a history of failed diversity and work-life balance initiatives, such as unilaterally reducing the workload of mothers with children or displaying slogans on walls to demonstrate commitment. When you ask women,

that is not what they want; they want flexible arrangements, such as allowing remote work. Similarly, we must not assume that everyone seeks the same things in well-being. It is crucial to listen to the individuals about their needs, rather than having those in senior positions arbitrarily decide based on their own preconceptions.”



Miki Tsusaka

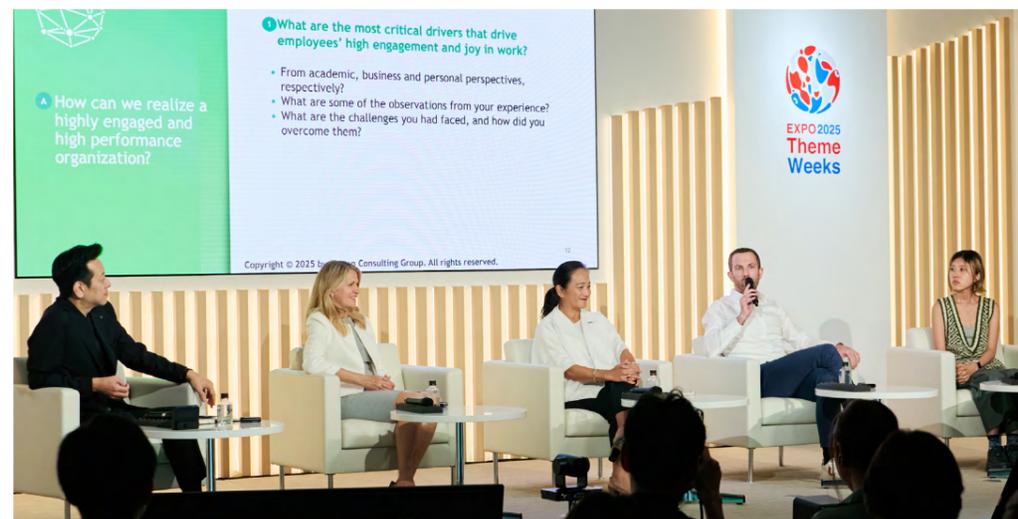
In light of the global trend of a declining birthrate and an aging population, Karita then posed the question: “While the number of older employees increases, we also have younger people, such as Generation Z. Is it possible for all generations to work together with high engagement?”

In response, Briola stated, “Compared to gender and other factors, intergenerational diversity tends to be overlooked. Priorities in life and communication styles vary between generations. It is necessary to acknowledge those differences and collaborate across the gaps.” He expressed optimism that “when people of different ages and experiences work together, they can achieve richer outcomes.”

Hadley explained the current reality, which has failed to keep pace with the times. “Demographics are changing, and we need to rethink what career paths look like. Even among retirees, many don’t want to stop work completely. They just want to work less. There are various working styles, such as part-time work and side hustles. Various possibilities exist no matter what age people are, and career pathways should be customised. Unfortunately, however, we researchers have not yet been able to come up with any good designs for this.”

Work styles in the AI era and the role of humans

The latter half of the discussion shifted to the rapid adoption of AI. Following the advent of generative AI, autonomous AI known as “AI agents” are garnering attention. As AI comes to





I hope we no longer have to question whether well-being is necessary or why it is important; we just do it.

perform work in place of humans, what kind of value can humans provide? Karita introduced a video released by the US AI startup ElevenLabs, titled “What happens when two AI voice assistants have a conversation?” He suggested that as both individuals and enterprises utilise AI agents, a scenario is possible where AIs interact directly with one another, speaking in a language (machine language) that humans cannot understand.

After watching the video, Hadley stated, “I found it quite frightening. When AIs are communicating with each other, we humans won’t know what they are saying.” She went on to argue, “We need to consider what ought to be delegated to AI. There is research into the extent to which AI can provide coaching to employees, but the results indicated that it does not go well without human intervention. It is fine to use AI, but I do not want the world to become one where humans aren’t in the mix at all.”

Briola remarked, “By utilising AI, work that previously took 100 units of effort will be reduced to 70. The question is how do we use that freed-up time? If used for intellectual activities, innovation will be created, and society will evolve. In the case of a company, that extra time should be used to add value, such as through employee training and study.”



Edo Briola

In wrapping up the discussion, Hadley expressed her hope, stating, “I would love to see a world where well-being is not an alternate topic to work but rather is part of the work—where you can’t become promoted if you’re a person who doesn’t care for the well-being of your employees.” Tsusaka also emphasised, “I hope we no longer have to question whether well-being is necessary or why it is important; we just do it.”



Sam Karita

Finally, Karita concluded the session by stating, “Well-being and corporate performance are linked. To achieve this link, we need to care deeply for employees, utilise technology, and cherish the growth mindset.”



[Speakers]

Sam Karita (moderator), Managing Director and Senior Partner at Boston Consulting Group

Constance Noonan Hadley, Founder of Institute for Life at Work, Research Associate Professor at the Boston University Questrom School of Business

Ena Yamaguchi, Member of the 2024 Future Generation Advisory Board, Inaugural Member of SB Japan Youth Community, Founder & Designer at u-en-me

Miki Tsusaka, Representative Director and President of Microsoft Japan

Edo Briola, Representative Director and President of Unilever Japan Customer Marketing K.K., Head of Carver Korea

* This article contains excerpts from content published on the Boston Consulting Group website, “BCG Japan,” and has been reprinted with permission.

Health and Well-being Week

Advancements in science & technology



Organiser: Japan Association for the 2025 World Exposition

Time and date: 10:00–12:00, Saturday, 28 June 2025

Venue: Theme Weeks Studio

In the “Advancements in science & technology” session held on 28 June 2025, discussions were held from multiple perspectives on the impact of rapidly evolving science and technology on health and well-being. Alongside the moderator Kai Kupferschmidt of *Science* magazine were panellists: Shin Kaneko, an iPS cell researcher; Charit Bhograj, a medical AI entrepreneur; Chieko Asakawa, developer of the AI Suitcase; and Damya Laoui, an immunologist. The relationship of trust between science and society, ethical challenges in technology, and visions of future medicine were shared. Kupferschmidt spoke about how storytelling and the building of trust are essential for science and touched upon the distrust in science that became apparent during the pandemic. Laoui introduced personalised cancer immunotherapy using dendritic cells and presented the possibilities of optimised treatment using AI. Kaneko announced a plan for clinical trials for next-generation cancer treatment using T-cells regenerated from iPS cells. Bhograj spoke of medical innovation originating from developing countries using AI diagnostic systems, whilst Asakawa stated that she is taking on the challenge of the social implementation of the AI Suitcase to support the mobility of the visually impaired. In the panel discussion, a common consensus was reached that “sincere explanations and dialogue are essential for science to be rooted in society,” and the significance of scientists, engineers, and journalists acting as *translators* in envisioning the future together with citizens was emphasised.



[Speakers]

Kai Kupferschmidt (moderator), Contributing Correspondent for *Science* Magazine

Chieko Asakawa, IBM Fellow, IBM Research, Chief Executive Director of the National Museum of Emerging Science and Innovation (Miraikan)

Charit Bhograj, Founder of Tricog Health Pte Ltd., Doctor

Shin Kaneko, Professor at the Kyoto University Center for iPS Cell and Research Application and Professor at the University of Tsukuba Faculty of Medicine

Damya Laoui, Professor at the Brussels Center for Immunology and Group Leader in the Dendritic Cell Biology & Cancer Immunotherapy Team, Vrije Universiteit Brussel (VUB), and Laboratory of Dendritic Cell Biology and Cancer Immunotherapy, VIB, Belgium

Health and Well-being Week

Well-being ecosystem creation



Organiser: Japan Association for the 2025 World Exposition

Time and date: 13:30–15:30, Saturday, 28 June 2025

Venue: Theme Weeks Studio

In the “Well-being ecosystem creation” session held on 28 June 2025, global experts, corporations, academic institutions, and insurers participated and discussed methods to improve the well-being of diverse people through data utilisation. Jennifer Bright of ICHOM introduced multidimensional well-being metrics and patient-centric medical evaluations, emphasising the responsibility for both individuals and systems. Jeni Chih of PepsiCo indicated the importance of comprehensive programmes for employees and “care as an experience.” Based on her experience in lower income countries, Kruk pointed out the need to improve the quality of healthcare systems and earn the trust of residents. Nils Reich (AXA) stated that data utilisation is the key to resolving soaring healthcare costs and resource disparities, whilst Daniël Erasmus advocated for system design focused on patient experience and prevention. The panel discussion affirmed a common consensus that the “quality of data over quantity” and an emphasis on context are important. The session concluded that collaboration and co-creation among diverse stakeholders are essential for a sustainable well-being ecosystem.



[Speakers]

Jennifer L. Bright (moderator), President & CEO of the International Consortium for Health Outcomes Measurement (ICHOM)

Margaret Kruk, Distinguished Professor of Health Systems and Medicine at Washington University School of Medicine and Director of the QuEST Network

Nils Reich, CEO of AXA Global Health

Daniël Erasmus, CEO of Insight Actuaries

Jeni Chih, Senior Director of Global Benefits at PepsiCo

Learning and Playing Week

Learning in the era of AI



Organiser: Japan Association for the 2025 World Exposition

Time and date: 10:00–12:00, Monday, 28 July 2025

Venue: Theme Weeks Studio

The theme of the fifth week was “Learning and Playing.” On 28 July, a panel discussion was held on the topic of “learning in the era of AI.” The session was moderated by Yoichi Ochiai, media artist and associate professor at the University of Tsukuba. He was joined by four panellists for an exchange of opinions: Noyuri Mima, professor at Future University Hakodate; scientist Tarin Clanuwat; Jun Rekimoto, professor at the University of Tokyo researching the relationship between humans and computers; and Van Dinh Hong Vu, CEO of the AI-based English education app ELSA.

Play as a motivator for learning

Moderator Ochiai began by introducing the history of human invention. From the transition from hunter-gatherers to agriculture, through the Industrial Revolution, to the invention of computers—looking back on human history, the *cycle* of invention and technological innovation has accelerated with each passing era. What once took tens of thousands of years shortened to 100 or 50 years after the Industrial Revolution, and now to just a few years since the advent of computers. With the emergence of generative AI, major changes could conceivably occur on the scale of a year, three days, or even a single day. Ochiai posed the question: “Until now, humans have learned in order to live and survive. However, if AI means the acquisition of knowledge and the execution of tasks no longer require human intervention, what will be the purpose of learning?”

In response, Mima of Future University Hakodate suggested, “It is within play that we find the

motivation to learn. For example, when you walk through the Expo site, there are many objects made in various forms. ‘How is this made?’ ‘What material is that?’— that feeling of personal enjoyment and curiosity becomes an element of learning.”



Noyuri Mima

Rekimoto of the University of Tokyo agreed. “Humans have long engaged in actions that go beyond merely *surviving*, such as adding patterns to earthenware or applying pigments to burial objects. Theories have been proposed that Neanderthals sang for self-expression or courtship, suggesting that behaviours driven by play were observed long before language and writing were systematised. In other words, play is a fundamental human principle, and I believe that organising it results in learning.”

Clanuwat is a scientist engaged in AI research and development. In April 2025, she released “Karamaru”—a chatbot capable of conversing in the style of Edo-period classical text. The AI was

trained on approximately 3,000 books from the Edo period. When a user asks a question in modern Japanese—“What is your name?”—it replies entirely in classical Japanese with something like “Karamaru doth bear my name, I assure thee.” However, Clanuwat noted that when she actually uses the chatbot, she finds herself constantly looking up words in a dictionary, thinking, “Since the AI is making the effort, I should reply in Edo-period language, too.” She joked, “I am supposed to be using AI, yet I am the one who is actually learning more.” She continued, “For instance, when people win a game, do they stop there? No, they want to keep playing. Play naturally draws out the human desire to ‘know more’ and ‘be able to do more.’”



Tarin Clanuwat

How will learning change in the AI era?

Vu developed the AI-powered English learning app, ELSA, based on her experience of facing language barriers when moving to the United States from her native Vietnam—finding that “although I was really good at reading and writing English, I had a big challenge in speaking.” When Mima asked, “Are there any differences between AI tutors and real-person tutors?” Vu responded with emphasis. “Learning motivations and interests vary from student to student, but a human teacher cannot fully cater to all of them. AI, however, can provide personalised learning. While a student might feel embarrassed making mistakes in front of a teacher, with an AI partner, they can learn without being afraid of making mistakes. Also, students can study 24 hours a day.”



Van Dinh Hong Vu

Addressing instead the perspective of the teacher, Ochiai touched on the fact he and Rekimoto provide instruction ranging from university classes of about 50 students to one-on-one guidance. He posed the question: “Given these various forms of instruction, how will the role of the teacher change to allow for efficient learning in the AI era?”



Yoichi Ochiai

Rekimoto responded, “Since everyone’s interests and levels of understanding differ, delivering the same content simultaneously to 50 people in a class is certainly inefficient. By utilising AI, anyone can use the kind of private tutoring previously accessible only to aristocrats as a tool for learning. However,” he warned, “we must be cautious about pursuing only efficient learning.”

An era of pursuing what is uniquely human

According to Rekimoto, experimental results show that “monkey-see, monkey-do” does not actually apply to monkeys. He explained that while human children mimic the exact procedure when opening a box to retrieve a banana, monkeys act solely in pursuit of the result. “Seeking only immediate results when using AI becomes ‘monkey-like,’” he stated. “The essence of humanity lies in valuing





Learning becomes a means not merely for the acquisition of knowledge, but for exploring what matters to you and formulating questions.

the process, even in learning that might seem inefficient or wasteful at first glance.”

Mima also expressed a sense of crisis regarding this trend. “Especially in learning, we sometimes discover things through detours or failures. Therefore, it should not be measured by efficiency alone.” Referring to the increasingly popular concept of effective altruism, she continued, “According to this way of thinking, for example, when donating one million yen, it is recommended to donate to the organisation rated by AI as most efficient. This method risks overlooking or failing to reflect values that cannot be quantified. We must not forget that the most direct, rapid achievement of a goal is not the only correct approach, and that there is meaning in other paths as well.”



Jun Rekimoto

Clanuwat concurred, “If we think only of efficiency, creativity will not emerge. Since how we use the information provided by AI is up to humans, we must continue to learn uniquely human ways of thinking and communication.” Vu added, “Although AI can find solutions, it cannot set the problems that need to be solved. That is precisely why learning becomes a means not merely for knowledge acquisition, but for exploring what matters to you and formulating questions.” In closing the session, Ochiai concluded, “Even as the conversation scattered in various directions, it was enjoyable to exchange opinions harmoniously with everyone. Ultimately, this sense of *fun* is vital in learning. I think it is important to let the spark of *fun* lead activities, such as leveraging AI and engaging with diverse cultures.”



[Speakers]

Yoichi Ochiai (moderator), Media Artist

Tarin Clanuwat, Research Scientist at Sakana AI

Jun Rekimoto, The University of Tokyo and Sony Computer Science Laboratories

Noyuri Mima, Learning Scientist, Learning Environment Designer, Professor at Future University Hakodate

Van Dinh Hong Vu, Co-Founder and CEO of ELSA Corp

* This article contains excerpts from content published on the Boston Consulting Group website, “BCG Japan,” and has been reprinted with permission.

Learning and Playing Week

Equitable access to learning



Organiser: Japan Association for the 2025 World Exposition

Time and date: 13:30–15:30, Monday, 28 July 2025

Venue: Theme Weeks Studio

In the “Equitable access to learning” session held on 28 July 2025, discussions were held on the theme of equitable access to quality education regardless of economic or social background. Moderated by Kan Suzuki, the session also featured Yukiko Uchida, Andreas Schleicher, Christine Choi, Patrick Newell, Eiko Todo, Tomohiro Hoshi, and Mayumi Nishino. Discussions were held from multiple perspectives regarding educational disparity, the utilisation of AI, and inclusive education. Suzuki argued for the necessity of international collaboration and regional support, whilst Uchida advocated for happiness education based on interdependent well-being. Schleicher emphasised the cultivation of creativity and critical thinking, and Choi introduced tailored support measures in Hong Kong. In the latter half, Newell spoke on the fusion of humanity and technology from the perspective that “AI equals Love” [“love” is pronounced “ai” in Japanese]; Todo addressed learning support using AI materials; Hoshi discussed the challenges of online education and support for autonomous learning; and Nishino pointed out the importance of life skills education. The session concluded that the harmony between technology and humanity is the key to equitable education in the future.



[Speakers]

Kan Suzuki (moderator), Professor at the University of Tokyo, Project Professor at Keio University, Former Advisor to the Minister of Education, Culture, Sports, Science and Technology

Patrick Newell (moderator), Co-founder of TEDxTokyo, Professor at Shizhenkan University, and Social Entrepreneur

Yukiko Uchida, Director and Professor at Kyoto University Institute for the Future of Human Society

Andreas Schleicher, Director for Education and Skills at the Organisation for Economic Co-operation and Development (OECD)

Christine Choi, Secretary for Education in the Government of the Hong Kong Special Administrative Region

Eiko Todo, Chairperson of NPO EDGE

Tomohiro Hoshi, Head of School at Stanford Online High School, Doctor of Philosophy (Education), EdTech Consultant

Mayumi Nishino, Professor at Tokyo Kasei University

Learning and Playing Week

Harnessing the strengths of diverse personalities



Organiser: Japan Association for the 2025 World Exposition

Time and date: 17:00–19:30, Monday, 28 July 2025

Venue: Theme Weeks Studio

In the “Harnessing the strengths of diverse personalities” session held on 28 July 2025, experts from the fields of education, welfare, culture, and technology discussed the future of learning centred on diversity. Sachiko Nakajima introduced the initiatives of the Jellyfish Pavilion, an inclusive art hub open to everyone. She advocated for STEAM education and the concept of “turning weakness into value.” Hanako Jimi explained the background and challenges regarding the establishment of the Children and Families Agency, before appealing for a comprehensive perspective on seamless child-rearing support, emphasising the view that “children range from 0 to 120 years old.” Drawing from his experience as a deafblind person, Satoshi Fukushima emphasised that rich communication is the core of social inclusion. Tetsuo Goda outlined the direction for educational reforms aimed at achieving both diversity and quality. International speakers also shared insights: Nasser on the link between SDGs and education; Sirisena on community-rooted STEAM education; Lieberman on the fusion of art and technology; and Kim on UNESCO’s inclusive education model. The discussion concluded with confirmation that the key to future education lies in building a society where systems, classrooms, and culture collaborate to allow diverse individualities to shine.



[Speakers]

Sachiko Nakajima (moderator), Thematic Project “Invigorating Lives” (Japan Association for the 2025 World Exposition)

Hanako Jimi, Former Cabinet Office Minister of State for Special Missions, Member of the House of Councillors, Medical Doctor

Satoshi Fukushima, Project Professor (Interdisciplinary Barrier-Free Study) at the Research Center for Advanced Science and Technology, The University of Tokyo

Tetsuo Goda, Deputy Commissioner for Cultural Affairs at the Agency for Cultural Affairs

Maher Nasser, Assistant Secretary-General and Commissioner-General of the United Nations at Expo 2025 in Osaka, Kansai, Japan

Anuthra Sirisena, President of the Tenom Innovation Center (TIC)

Zach Lieberman, Artist and Professor at MIT Media Lab

Soohyun Kim, Regional Director of the UNESCO Regional Office in Bangkok and Office for UN Coordination for Asia and the Pacific

Peace, Human Security and Dignity Week

Peace-building & realization



Organiser: Japan Association for the 2025 World Exposition

Time and date: 13:30–15:30, Tuesday, 12 August 2025

Venue: Theme Weeks Studio

This year marks the significant milestone of the 80th anniversary of the atomic bombings of Hiroshima and Nagasaki, as well as the end of World War II. Amid persistent global conflict and racial discrimination, three talk sessions centred on the theme of “Peace, Human Security and Dignity” were held on 12 August. Following is the report on the session focused on “Peace-building & realization.”

The panel featured four speakers: Tareq Hadhad, a Syrian refugee who immigrated to Canada and runs Peace by Chocolate; Pashtana Durrani, founder of the non-profit organisation LEARN Afghan, which promotes education for girls in Afghanistan; Ayako Oi, who is involved in peacebuilding at the Japan International Cooperation Agency (JICA); and Katsuhiko Hibino, President of the Tokyo University of the Arts. Moderated by Norichika Kanie, a graduate school professor at Keio University, the session invited the panellists to present their personal philosophies on peace. The group then engaged in a dialogue exploring the pathways towards realising sustainable peace and the realisation of human rights.

Mutual understanding and the key to peacebuilding, from a Syrian refugee's experience

Kanie opened the discussion by identifying “mutual understanding” as the common foundation for cross-border peacebuilding. He asked how mutual understanding could be deepened.

Hadhad began by stating, “I believe that mutual understanding really happens when we think about peace as a base right for every human being around us.” Hadhad’s family had operated

a chocolate factory in Syria, but due to the intensifying civil war, they lost both the factory and their home, becoming refugees. After living as refugees in neighbouring Lebanon, they immigrated to Canada—which accepts Syrian refugees—and founded the company Peace by Chocolate. He established the Peace On Earth Society, an organisation that provides funding to peacebuilding projects around the world, and aims to spread peace through chocolate such as by donating a portion of the company’s sales to the organisation.



Tareq Hadhad

“We always think about Canada as the United Nations in one place.” Hadhad continued, “In my small community of 5,000 people, around 26 different languages are spoken on the main street. We are born with the power to understand our similarities despite our differences. Peace is born with us, but hatred is taught. That hatred, anxiety, and division, need to be untaught and unlearned.”



Next, in response to Kanie’s question about why mutual understanding is possible in Canada, Hadhad emphasised, “Canada is built on the idea of cherishing diversity and welcoming a lot of people from around the world. As a newcomer to Canada, I practice the art of listening. We need to listen more to those that are struggling because of misunderstandings.”

Tackling climate change by seeing it as a common enemy

Oi is currently engaged in peacebuilding in conflict zones and Official Development Assistance (ODA) at JICA. She mentioned that she had earlier discussed with Kanie the idea that “if there is a larger external enemy, perhaps we can cooperate with each other to fight against it.”

Oi pointed out, “Maybe we need a common interest.” Using climate change as an example of that common enemy, she stated, “I visited Kenya this June and saw people suffering from shortages of resources—like water—and others being displaced. So, countries such as Kenya, Uganda, and South Sudan are coming together and trying to come up with a framework to tackle this problem. If we can have this kind of framework being expanded to the international community, maybe all the nations can work together to tackle a bigger enemy.”



Ayako Oi

From the perspective of “finding commonality,” Durrani cited the long-standing relationship between Japan and Afghanistan as an example. Durrani left Afghanistan to escape the civil war and the Taliban, becoming a refugee and growing up in a refugee camp in Pakistan. At the beginning of the session, regarding peace in Afghanistan, she stated, “Peace is not just absence of violence. It means access to water, education, dignity, and a future.”

Durrani expressed the view, “Japan doesn’t treat Afghanistan as a country they are supporting, but

as a partner they are assisting when it comes to redevelopment. Support from Japan has spanned many fields since the 90s, including humanitarian aid, agriculture, and resources. What’s important is not merely helping other countries, but listening closely to the people of that country and treating all countries as partners, as equals. Japan is a good example of that.” Oi agreed with this, adding, “With all the countries that JICA works with, we seem them as partners. When it comes to the issues in a country, the people in that country know best. What kind of society the country wants to realise has to come from the people.”



Pashtana Durrani

Considering human rights and diversity through art

Hibino began his artistic career while still a student at the Tokyo University of the Arts, attracting attention for expanding the realm of expression by fusing social media with art activities. Currently serving as President of his alma mater, the Tokyo University of the Arts, he continues research and practice under the theme “Art is a life force.” Regarding his thoughts on peace and human rights, he began with the example that if 100 people drew the same apple, 100 different drawings would be created. He offered a hint, suggesting, “A characteristic of art is that it allows us to acknowledge the unique qualities of each individual—a characteristic that has the potential to build a social foundation when thinking about peace and human rights.”

When Kanie asked, “Tarek and others suggested that humans find commonalities and act with kindness based on the view that human nature is fundamentally good. How do you perceive human nature?”, Hibino used art as an example to explain how human values change over time.

“The 8 billion of us today live carrying the history and values of the past 100 years. As values continue to shift with the emergence of AI and other factors, we must also change the way we



We mustn't be constrained by existing power balances in the world; rather we need to constantly incorporate different elements. How we accept a new colour when it is added—that tolerance leads to diversity.

depict peace. For instance, even if you have a set of 60 colours of paint, you'll have some tubes that have never been opened, while the colours you are used to using run out quickly. When you try a colour you have never used, there are times you think, 'Oh no,' but there are also times when it can give rise to a painting unlike any you have ever created. It takes courage to change familiar methods, but if we do not challenge ourselves to discover a new self, the world as a whole will not change. It is important to create new value."



Katsuhiko Hibino

Kanie responded in agreement, "We mustn't be constrained by existing power balances in the world; rather we need to constantly incorporate different elements. How we accept a new colour when it is added—that tolerance leads to diversity."

The role of youth—lessons learned from girls' education in Afghanistan

At the end of the discussion, a question was raised from the audience regarding how young people and Japanese companies can take part in peacebuilding. Regarding the role of youth, Durrani answered citing as an example the activities of LEARN Afghan, the organisation she founded. Amid a situation where education for girls beyond the sixth grade is prohibited and women's employment is restricted under the Taliban regime, she operates "secret schools" where girls can receive quality education away from the eyes of the Taliban.

"I borrowed 2,000 dollars from my father to launch LEARN. I held the conviction that guaranteeing access to education is essential for all children, even under greater risk. I started with one school and just five tablets, but now we are educating 6 million learners through our radio programme. LEARN also supports in-person education for about 1,400 girls from grade 7 to grade 12 in 14 provinces. It is hard for young people to earn trust, but once I argued the need to restore the right to

education as a local value, people welcome you. It is important to build values based on respect."

Next, regarding how Japanese companies can get involved in peacebuilding, Oi emphasised that "economic activity leads society to greater peace." She stated, "Economic activities generate jobs and income. In West Africa, there are youth who don't have jobs and they are joining militant extremist groups because they have no means to make a living; this leads to the spread of violence and instability in the region. It is indispensable for private companies to create jobs and generate income."



Norichika Kanie

Kanie concluded the discussion by stating, "It was a meaningful dialogue where people with differing values were able to share diverse ideas. Let us continue to try out various colours of paint in the future."



[Speakers]

Norichika Kanie (moderator), Professor at the Graduate School of Media and Governance, Keio University, and Director of the SFC Research Institute xSDG Laboratory, Keio University

Tareq Hadhad, Founder and CEO of Peace by Chocolate

Pashtana Durrani, Executive Director of LEARN Afghan

Ayako Oi, Senior Director in the Office for Peacebuilding, Governance and Peacebuilding Department, Japan International Cooperation Agency

Katsuhiko Hibino, President of the Tokyo University of the Arts

Peace, Human Security and Dignity Week

Respect & protection of human rights



Organiser: Japan Association for the 2025 World Exposition

Time and date: 10:00–12:00, Tuesday, 12 August 2025

Venue: Theme Weeks Studio

In the "Respect & protection of human rights" session held on 12 August 2025, pathways to protect human dignity against modern societal challenges—such as war, discrimination, and technological threats—were discussed. Throughout the session, participants shared the recognition that "peace should be rooted not in systems but in the guarantee of dignity and human rights." Hiroshi Kanemoto, a *hibakusha*, recounted the experiences of himself and his older sister, asserting that nuclear weapons are an "absolute evil" and appealing for the preservation of memories and decisive action. Izumi Nakamitsu presented the three pillars of "peace, human security, and dignity," emphasising the necessity of ethical frameworks for the military use of new technologies. Koko Kondo spoke from her experience as a *hibakusha* on the importance of reconciliation and coexistence, introducing the preservation of memories through art. Taku Nishimae described the significance of recording testimonies through film, warning that "to forget is to reproduce violence." Cynthia Veliko and Ilwad Elman emphasised the rebuilding of trust and the roles of youth and women, while Ulysse Richard pointed out the human rights risks posed by new technologies, such as AI weapons, advocating for international regulation. The discussion concluded with a consensus that "memory, trust, and dialogue" are the foundations of human rights and peace, and that the actions of each citizen shape the future.



[Speakers]

Izumi Nakamitsu (moderator), Under-Secretary-General and High Representative for Disarmament Affairs at the United Nations

Hiroshi Kanemoto, President of the Japan Confederation of A- and H-Bomb Sufferers Organizations and Chairman of the Aichi Prefecture Association of Atomic and Hydrogen Bombs Sufferers

Koko Kondo, Executive Producer of What Divides Us

Taku Nishimae, Co-founder of 1FUTURE

Cynthia Veliko, Regional Representative of the Office of the United Nations High Commissioner for Human Rights (OHCHR) South-East Asia Regional Office

Ilwad Elman, Elman Peace Centre

Ulysse Richard, Consultant at the United Nations Office for Disarmament Affairs (UNODA)

Peace, Human Security and Dignity Week

Rectification of labor market inequality



Organiser: Japan Association for the 2025 World Exposition

Time and date: 17:00–19:00, Tuesday, 12 August 2025

Venue: Theme Weeks Studio

In the "Rectification of labor market inequality" session held on 12 August 2025, participants discussed how to rectify employment disparities that are expanding amidst the progress of globalisation and digitalisation, as well as post-pandemic social changes, in order to build a sustainable and inclusive society. Sawako Shirahase pointed out that correcting inequality is the core of human rights protection and social justice, and that companies have a responsibility to place respect for human rights at the foundation of their management, rather than leaning solely on the pursuit of profit. Miwa Yamada stated that, based on the UN Guiding Principles on Business and Human Rights, corporate human rights due diligence and the disclosure of wage gaps are important. Tomoko Kusuda introduced L'Oréal's promotion of DE&I (diversity, equity & inclusion) and inclusive procurement, explaining that the transformation of corporate culture is the key to correcting disparities. Sabina Alkire used the Multidimensional Poverty Index (MPI) to demonstrate the need to focus on the structural factors of poverty. Narita Naziree introduced practices regarding financial inclusion and digital equality at Maybank. Felipe Paullier positioned young people as "drivers for transformation," calling for policies that connect education and employment. The discussion concluded with a consensus that structural transformation, in which the state, corporations, civil society, and young people collaborate, is indispensable.



[Speakers]

Sawako Shirahase (moderator), Senior Vice-Rector at the United Nations University and Assistant Secretary-General at the United Nations

Miwa Yamada, Senior Research Fellow at the Inter-disciplinary Studies Center, Institute of Developing Economies, Japan External Trade Organization (IDE-JETRO)

Tomoko Kusuda, Vice President of Corporate Responsibility at Nihon L'Oréal K.K.

Sabina Alkire, Oxford Poverty and Human Development Initiative, University of Oxford

Narita Naziree, Executive Vice President of Group Human Capital at Maybank, Head of People Experience & Digital Advancement, and Human Capital Director (Group Operations)

Felipe Paullier, UN Assistant Secretary-General for Youth Affairs

The Future of Earth and Biodiversity Week

Tackling climate change



Organiser: Japan Association for the 2025 World Exposition
 Time and date: 17:00–19:00, Friday, 19 September 2025
 Venue: Theme Weeks Studio

On a day when Osaka recorded extreme heat, climate change experts from diverse fields gathered at the venue in Yumeshima, Osaka. Panellists included: Misa Kemmiya, currently seconded from the Japan International Cooperation Agency (JICA) to the Japan Association for the International Horticultural Expo 2027, Yokohama; Tomohiro Ishikawa, Chief Regulatory Engagement Officer at the Mitsubishi UFJ Financial Group; Rachel R. Bishop, Director at Sally Beauty Holdings; and Noriaki Oba, President of the Post-oil Strategy Institute. Joining online was Ricardo Hausmann, Professor of the Practice of International Political Economy at Harvard Kennedy School. The session was moderated by Gates Moss, Partner and Associate Director at BCG's Sydney Office.

Versatile “two birds, one stone” solutions

Addressing climate change is, needless to say, a massive and complex global challenge. Rather than talking about the threats, though, Moss invited the panellists to discuss pragmatic and affordable solutions from their respective fields of expertise. In addressing climate change, speed and cost are crucial; priority should be given to measures that can be executed at a low cost relative to their carbon reduction effects.

Moss introduced “nature-based solutions” that utilise nature’s power as a CO2 sink. This was followed by the introduction of JICA’s “co-benefit approach” (Kemmiya), which incorporates climate change measures into projects solving development issues such as transport and urban development; low-cost consumer products using compostable plastics (Bishop); and banking activities that support corporate clients’ energy transitions (decarbonisation), including financial aspects (Ishikawa). Participating online, Hausmann presented the idea that developing countries could

utilise rare resources to turn the energy transition into a new opportunity for industrialisation. Each of these solutions are national-level approaches aiming to “kill two or three birds with one stone,” realistically advancing climate change responses while connecting them to benefits for nations, local communities, and people.



Gates Moss

A solution that captured the audience’s attention as an example of achieving outcomes by changing everyday activities was “alternate wetting and drying (AWD)” in rice farming, introduced by Oba, an expert in energy-related technologies. AWD is a water management method that involves periodically drying the rice paddies—a practice known in Japan as *nakaboshi*. By allowing oxygen into the soil, methane-producing bacteria are suppressed, reducing methane emissions by approximately half. In addition, water consumption can be halved without affecting rice yields. Japanese energy companies are currently working on creating methane credits utilising this method.

“If we can spread this AWD method across rice paddies in Southeast Asia countries like Vietnam and the

Philippines, the reduction in methane from paddies alone could be comparable to the emissions of Japan’s entire oil industry,” Oba stated. In fact, on-site projects have already begun, incorporating Japanese sensor technology. Oba explained, “Monitoring paddy water levels by sight alone is difficult. We have established a mechanism to measure conditions via sensors and share data with local farmers. Japanese technology and management are supporting practical application in the field.” Though it may seem like a modest initiative, it is an example that is steadily producing results and contributing to the reduction of greenhouse gases across borders.



Noriaki Oba

Individual consumers are the key

While there are many economically viable and “affordable” measures, climate change countermeasures require massive funding. A 2021 UN report estimated a figure of 8 trillion dollars as the annual investment needed for global warming countermeasures. When divided by the global population, this amounts to 1,000 dollars (approximately 150,000 yen) per person. Although agreement was reached in the Paris Agreement to align finance flows with a pathway towards emissions reductions [1], Ishikawa points out that, “It doesn’t say who will bear the cost, who will pay.”

Private finance is required to play a part in this, but Ishikawa stated, “The problem is not the capacity to supply funds. Demand will have to be created or developed first.” Companies that have the technology are considering when to commit to large-scale investment. However, he explains that even if technologies such as green steel or green cement exist, companies cannot make investments on the scale of billions of dollars unless consumer demand is certain. In contrast to the figure mentioned earlier of 8 trillion dollars, the total amount of global deposits stands at 100 trillion dollars. Green demand from consumers generates green capital investment, which in turn generates demand for loans, enabling banks to provide financing.

However, mobilising consumers is not easy. Rachel R. Bishop, who has long served as a business leader in consumer-facing industries, states that “consumers have whims” and managing relationships with them and

considering how to collaborate with them is extremely important for achieving climate change goals.



Rachel R. Bishop

Bishop continued, “Consumers want their products to be green and eco-friendly, they would love for them to be recyclable, they would like them to be compostable. However, consumers say they’ll pay at most about 10% more for products that that meet these criteria. We have to figure out how to achieve this.”

On the other hand, Oba touched on the importance of piquing consumer curiosity and interest, stating, “To get people interested in climate change, there needs to be an element of ‘fun’ or ‘interesting.’ The general public cannot keep up if discussion is purely technical. It is also important to create hooks that make people think, ‘I want to try this’ or ‘That looks interesting.’”

Moving beyond “who pays and how much”

The first question from the audience was, “What are your thoughts on the cumulative CO2 emissions and the responsibility of developed countries?” Ishikawa noted that the Paris Agreement presented the concept of “Common But Differentiated Responsibilities (CBDR),” meaning developed countries bear greater responsibility than developing nations; however, there is no agreement on whether that responsibility is ten times or five times greater. He further remarked that the questions of who actually provides the funds, how to create capital flows, and how to connect the consensus of the Paris Agreement to real-world action are “unresolved issues, and ultimately, we will not move forward unless each and every one of us takes responsibility.”

Kemmiya pointed out that the loss of human life caused by climate change is far greater in developing countries, and the nature of the damage is fundamentally different. Furthermore, securing grants is difficult; moving beyond the debate of whether it should be the government or the private sector, she argued that it ultimately becomes a broad national issue of “who bears the cost, and how much.”

Another question raised from the floor concerned support for developing countries: “Even if we understand the necessity, building a national consensus is difficult. How can we reach such a consensus?” Kemmiya responded,





When you can do good and also do well, that's the situation that's going to be the most successful.

"Without knowing, there is no way to consider or think about it," meaning that taking an interest in the world is the first step. She expressed a desire for people to understand that the world is connected through familiar everyday products. Regarding relationships with African nations, she added that—rather than providing "unilateral aid"—it is important to adopt a stance of building "partnerships" tailored to each country's development stage and advancing the transition together.



Misa Kemmiya

What each of us can do now

There is no end to the discussion of "how much to contribute" or "who bears responsibility." What is needed for nations, companies, and consumers to align their efforts and embark on the energy transition?

Having taken to the stage wearing a red and white striped polo shirt of the Japanese national rugby team, Ishikawa stated, "It's ridiculous for us to be wearing suits and ties while we're in rooms with strong air conditioning." He urged the audience, "Let's take actions that we can start today or tomorrow. Changing our own behaviour and culture is just as important as discussions on technology and finance."



Tomohiro Ishikawa

Bishop argued that what truly motivates people are tangible benefits and value. While developed nations have the most assets at risk of being lost to climate change, the "risk of loss" rarely serves as a catalyst for human action—much like how people tend to put off buying insurance. She emphasised, "People will act if

they can see real material benefit or value. Programmes that benefit not just carbon reduction but also lifestyle and business—when you can do good and also do well—that's the situation that's going to be the most successful."



Ricardo Hausmann

Consumers in developed nations are not the only ones who must be urged to act. Hausmann points out that simply telling developing countries that they must develop but without emitting CO2 will not motivate them. "If you tell them, 'We need you in order for the world to be decarbonised, we need your resources, your willingness to work, your creativity,' they will get on board and push for climate action as something that leads to their own growth and increase in demand."

Moss concluded, "The context of every nation, company, and individual is very different, but it seems like they all have an opportunity to not only help with this challenge but potentially benefit from it... in terms of the health of ecosystems, their own health, and the creation of investment and jobs through climate change measures—everything is connected."

[1] Paragraph 1 (c) of Article 2 of the Paris Agreement: Making finance flows consistent with a pathway towards low greenhouse gas emissions and climate-resilient development.

[Speakers]

Gates Moss (moderator), Partner at Boston Consulting Group (BCG)

Tomohiro Ishikawa, Chief Regulatory Engagement Officer at the Mitsubishi UFJ Financial Group

Noriaki Oba, President of the Post-oil Strategy Institute

Ricardo Hausmann, Founder and Director of Harvard's Growth Lab and the Rafik Hariri Professor of the Practice of International Political Economy at Harvard Kennedy School

Misa Kemmiya, Executive Director for Sustainability Management, Planning and Coordination (Legacy Accessibility), and International Affairs (Participating Country Support) at the GREEN×EXPO Association (Japan Association for the International Horticultural Expo 2027, Yokohama)

Rachel R. Bishop, Director at Sally Beauty Holdings and former President of Reynolds Consumer Products

The Future of Earth and Biodiversity Week

Preserving natural capital



Organiser: Japan Association for the 2025 World Exposition

Time and date: 10:00–12:00, Friday, 19 September 2025

Venue: Theme Weeks Studio

In the "Preserving natural capital" session held on 19 September 2025, participants shared the need for science, policy, business, and civil society to collaborate, centred on the preservation of natural capital. Takamura highlighted the rapid degradation of ecosystem services and the importance of achieving "Nature Positive," presenting corporate responsibilities through the Taskforce on Nature-related Financial Disclosures (TNFD). Rzonca introduced Cosmo Energy's activities for the restoration of forests, *satoyama* (village landscapes), and oceans, as well as the company's adoption of renewable energy, demonstrating the value of co-creation with local communities. Mizouchi explained that investment in natural capital contributes to the regeneration of regional economies, citing examples such as the restoration of wasteland and support for regenerative agriculture. Hernández stated the current status of the international biodiversity crisis and the significance of frameworks, appealing for the integration of science and policy. Du Toit pointed out the necessity for companies to incorporate nature-related risks into their strategies and to advance transformation across the entire supply chain by utilising international frameworks. The panel discussion concluded with a shared recognition that collaboration, transparency, and the utilisation of technology are the keys to the future.



[Speakers]

Yukari Takamura (moderator), Institute for Future Initiatives, The University of Tokyo

Noriko Rzonca, Senior Executive Officer and CDO at Cosmo Energy Holdings Co., Ltd. and Chairperson of the COSMO Eco Fund

Ryosuke Mizouchi, Advisor at Kirin Holdings Co. Ltd.

Ana María Hernández Salgar, International Consultant

Jaco du Toit, Biodiversity and Policy Manager, Corporate Partnerships and Finance Department, WWF Sweden

The Future of Earth and Biodiversity Week

Achieving a circular economy



Organiser: Japan Association for the 2025 World Exposition

Time and date: 13:30–15:30, Friday, 19 September 2025

Venue: Theme Weeks Studio

In the "Achieving a circular economy" session held on 19 September 2025, discussions were held from multiple perspectives regarding the construction of a sustainable economic society through both the theory and practice of the circular economy. Tokutaro Nakai pointed out the limitations of the traditional mass-production and mass-consumption model, emphasising the need to view the circular economy as a transformation of the economy itself. Kate Raworth presented "Doughnut Economics," advocating for the importance of an economic model that protects both the ecological ceiling and the fundamental needs of human society. Hisashi Hatomoto discussed the collaboration between Japanese policy and regional practices, while Noboru Ota introduced the case of wood resource circulation in Maniwa City. Saori Koga explained the recycling and resource recovery of used products by companies, while Rahul Basin presented institutional and financial support systems in India. Veena Sahajwalla emphasised the importance of decentralised technologies and community collaboration. During the discussion, multi-layered action guidelines—including system design, financial support, local practice, technological innovation, education, and international cooperation—were confirmed. A common understanding was shared that the circular economy is not merely an environmental policy, but a future investment that enhances the sustainability of society as a whole.



[Speakers]

Tokutaro Nakai (moderator), Executive Advisor at Nippon Steel Corporation, Former Vice-Minister of the Environment, Representative Director of the Millennium Sustainability Foundation

Noboru Ota, Mayor of Maniwa City, Okayama Prefecture

Veena Sahajwalla, Scientia Professor at Centre for Sustainable Materials Research & Technology, The University of New South Wales

Rahul Basin, Managing Partner at Baring Private Equity Partners India Pvt. Ltd

Saori Koga, General Manager of the Planning Office, Business Development Department, Resource Circulation Division, Metals Company, Mitsubishi Materials Corporation, and Professional Engineer (Resources Recycle & Environmental Security)

Kate Raworth, Co-founder of Doughnut Economics Action Lab, and Author
Hisashi Hatomoto, Director of the Budget and Accounting Division, Minister's Secretariat, Ministry of the Environment

SDGs+Beyond: Future Society for Life Week

Shaping the future: insights and innovations from 7 themes



Organiser: Japan Association for the 2025 World Exposition
 Time and date: 16:30–18:00, Sunday, 12 October 2025
 Venue: Theme Weeks Studio

The theme of the final session was “SDGs+Beyond: Future Society for Life.” As the 2030 target year for the SDGs approaches, a panel discussion titled “Shaping the future: insights and innovations from 7 themes” was held as a forum to reflect on the challenges facing humanity and to consider “how to design the future society beyond 2030.”

Moderated by Norichika Kanie, a graduate school professor at Keio University, the panel discussion featured six speakers: Li Junhua, UN Under-Secretary-General for Economic and Social Affairs; Özge Aydoğan, Director and ‘curator in chief’ of Beyond Lab at the United Nations Office at Geneva; Tarek Oliveira Shayya, Executive Vice Chairman of Expo 2020 Dubai; Hiroaki Miyata, professor at Keio University and Theme Producer at Expo 2025 Osaka, Kansai, Japan; Hiroshi Sakuma, Specially Appointed Researcher at the University of Osaka’s Social Solution Initiative; and Sam Karita, leader of the Boston Consulting Group’s think tank, BCG Henderson Institute (BHI) Japan.

Progress of the SDGs and current “turning point”

At the beginning of the session, Li presented the stark reality from the latest *SDGs Report 2025*, stating, “Only 35% of SDG targets are on the track or making moderate progress. Nearly half are moving too slowly and, very alarmingly, 18% are in reverse.” While pointing out that complex crises such as climate change, conflict, and widening inequality are hindering global progress, Li stated, “Here in Japan and around the world, we see citizens, companies, and governments are collaborating to generate innovative solutions.

This inspires hope.”

In response to Li’s remarks, moderator Kanie asserted that global challenges can only be solved through local practice, emphasising the importance of collaboration among local governments, companies, and citizens.



Norichika Kanie

The significance that “culture” brings to society

BCG’s Karita—the overall coordinator of the Agenda 2025 Organised Programme—then reflected on the 24 programmes featuring 127 speakers and presented four keywords: “Culture,” “Empathy,” “Solidarity,” and “Co-creation.” “It is not systems but culture that changes society,” he said, emphasising that true transformation occurs only when people connect through culture. Kanie agreed with Karita’s opinion, stating, “Many people point out that culture is not part of the SDGs, but culture is the very means

to move society—a mechanism that generates empathy.” Miyata, a professor at Keio University, stated that merely providing food to eliminate poverty is not sufficient; rather, it is crucial to support people so that they possess the drive to work and live themselves. He then conveyed the significance of integrating medical care, health, and well-being into the SDG targets, stating, “True well-being is not just about curing disease, but about supporting a natural, healthy lifestyle and deriving happiness from that.”



Sam Karita



Hiroaki Miyata

The future is not something to wait for—it is something to choose and create

Sakuma of the University of Osaka reflected on his experience of envisioning the future together with over 120 young people gathered from more than 20 countries, emphasising that “the future is not something we wait for, but something we choose and create.” While introducing ideas for peacebuilding utilising advanced technologies such as AI, he stated, “I realised the difficulty of sharing and realising innovative ideas across the entire world.” Continuing, he touched upon

the importance of “finding common ground starting from differences,” stating, “We must start from differences, not from the sameness or standardisation. Those very differences are the source of innovation.”



Hiroshi Sakuma

Shayya, Executive Vice Chairman of Expo 2020 Dubai, quoted the African proverb, “If you want to go fast, go alone. But if you want to go far, go with a friend,” arguing that the modern era demands a balance between both speed and solidarity. He also noted that “not all SDGs can be achieved at the same pace in every country,” pointing out the importance of designing timelines for each goal and introducing technologies to bring about acceleration.



Tarek Oliveira Shayya

The three Ss for 2030

Aydoğan of the UN Geneva Beyond Lab stated, “We need to redesign our future society based on well-being.” She continued, “The time has come to rethink the economic framework itself.” She noted that while society to date has been too biased towards figures such as growth and GDP, the question now is how to measure true affluence, including people and nature. Aydoğan asserted, “The responsibility to create the future





The responsibility to create the future lies not with a select few, but with all of us.

lies not with a select few, but with all of us.” She emphasised the importance of considering how each entity—including not only nations and companies but also citizens and local communities—can build a society centred on well-being.



Özge Aydoğan

At the end of the session, Li proposed the three principles of “Share, Shape, and Shine.” These are action guidelines whereby knowledge and experience are shared (*Share*), diverse stakeholders collaborate to shape society (*Shape*), and the results shine as human happiness (*Shine*). “This philosophy emanating from Osaka and Kansai is a beacon of hope in an era of division and a compass for the world to move forward together,” he concluded to a resounding round of applause from the audience.



Li Junhua



[Speakers]

Norichika Kanie (moderator), Professor at the Graduate School of Media and Governance, Keio University, and Vice Director of Keio STAR (Sustainable and Transformative Actions for Regeneration) and Director of the SFC Research Institute xSDG Laboratory, Keio University

Li Junhua, Under-Secretary-General for Economic and Social Affairs, United Nations

Sam Karita, Managing Director and Senior Partner at Boston Consulting Group

Özge Aydoğan, Director and ‘curator in chief’ of Beyond Lab

Tarek Oliveira Shayya, Founder and Managing Director of Gratiya Advisory and Former Executive Vice Chairman of Expo 2020 Dubai

Hiroaki Miyata, Professor at Keio University

Hiroshi Sakuma, Specially Appointed Researcher at the University of Osaka’s Social Solution Initiative and Representative of the Shape New World Initiative

* This article contains excerpts from content published on the Boston Consulting Group website, “BCG Japan,” and has been reprinted with permission.

SDGs+Beyond: Future Society for Life Week Life and the SDGs + Beyond: A Dialogue with Eight Thematic Project Producers



Organiser: Japan Association for the 2025 World Exposition
Time and date: 13:30–15:00, Sunday, 12 October 2025
Venue: Theme Weeks Studio

In this session, the eight Theme Producers gathered together to summarise “Future Society for our Lives” (the concept presented by Expo 2025 Osaka, Kansai, Japan) from diverse angles. Miyata commented on the significance of the Expo shifting from a place that presents answers to a place for sharing questions, presenting multiple visions of the future. Fukuoka perceived life as a “chain of coexistence and altruism,” emphasising the circularity of society from the perspective of dynamic equilibrium. Kawamori spoke of the intention behind exhibits that allow visitors to experience life as a “chain reaction of combination and transformation,” presenting a perspective that transcends anthropocentrism. Kawase emphasised the importance of passing on the “re-creation of life” to the future through experiments in dialogue that cross boundaries. Koyama raised issues of gratitude and ethics through food, explaining that the phrase “*Itadakimasu*” (I humbly receive) fosters a culture of coexistence. Ishiguro redefined the relationship between technology and humans, presenting a perspective of viewing AI as a “mirror of self-understanding.” Nakajima put forward the democratisation of creativity, envisioning the Jellyfish Pavilion as a place where diverse entities collaborate in concert. Ochiai spoke on the philosophy of “Beyond”—the circulation of matter and experience—based on the value of “materials that harbour memories.” Collectively, the session shared the recognition that new values beyond the SDGs—culture, dialogue, creativity, and circulation—will shape the future society.



[Speakers]

- Hiroaki Miyata**, Professor at Keio University
- Hiroshi Ishiguro**, Professor at the University of Osaka, Visiting Director of ATR Hiroshi Ishiguro Laboratories
- Sachiko Nakajima**, Musician, Mathematics Researcher, and STEAM Educator
- Yoichi Ochiai**, Media Artist
- Shin-ichi Fukuoka**, Biologist and Professor at Aoyama Gakuin University
- Shoji Kawamori**, Animation Director, Mecha Designer, Vision Creator
- Kundo Koyama**, Broadcast Writer, Vice President at Kyoto University of the Arts
- Naomi Kawase**, Filmmaker

SDGs+Beyond: Future Society for Life Week Expos in a New Era and the Significance of Theme Weeks



Organiser: Japan Association for the 2025 World Exposition
Time and date: 19:15–20:45, Sunday, 12 October 2025
Venue: Theme Weeks Studio

The “Expos in a New Era and the Significance of Theme Weeks” session was held on 12 October 2025. As the conclusion of the SDGs+Beyond: Future Society for Life Week, the session summarised the role that Expos play for the next generation. Ishikawa positioned Theme Weeks as the “foundation for co-creation” for Expo 2025 Osaka, Kansai, Japan, and as a legacy-forming mechanism connecting exhibitions, dialogue, and business collaboration. Peters emphasised the significance of Theme Weeks in bringing a “common language” to various countries centred on diversity and inclusion, transforming the Expo from a venue of competition into one of collaboration. Sambodo stated that practices linked to Indonesia’s national vision generated large-scale investment and environmental cooperation, functioning as a “catalyst for action.” Shayya viewed the succession of Theme Weeks continuing from Dubai to Osaka and onto Riyadh as a “global dialogue mechanism” and proposed its further development. Hashizume positioned the Expo as a testing ground for future society, summarising that Theme Weeks have matured as an intellectual infrastructure for international collaboration. Overall, the session presented a model for Expos in a new era, demonstrating that the Expo has evolved from a place of exhibition into a platform for co-creation and practical application.



[Speakers]

- Masaru Ishikawa** (moderator), Planner, Producer, and Osaka Kansai Expo Site Operation Producer
- Laurie Peters**, Commissioner General for Canada at Expo 2025 Osaka
- Leonardo A. A. Teguh Sambodo**, Deputy Minister for Food Affairs, Natural Resources, and the Environment, Ministry of National Development Planning, Indonesia
- Tarek Oliveira Shayya**, Founder and Managing Director of Gratiya Advisory and Former Executive Vice Chairman of Expo 2020 Dubai
- Shinya Hashizume**, Special Adviser to the Osaka Prefectural Government and Osaka City Government, Distinguished Professor at the Organization for Research Promotion and Director of the Research Institute for Tourism Industry, Osaka Metropolitan University, President of the Japanese Technical Organization for Commercial Spaces, Vice President of the Japan Institute of Eventology, Vice President of the Japan Academy of Integrated Resort & Gaming Studies, Theme Week Supervisor and Advisor at the Japan Association for the 2025 World Exposition, Doctor of Engineering

Designing Future Society and SDGs+Beyond, as Presented by Agenda 2025



Sam Karita

Managing Director and Senior Partner at Boston Consulting Group (BCG)

Graduated from the Faculty of Economics at the University of Tokyo. Holds an MBA from the Kellogg School of Management at Northwestern University. Karita is a Fellow at the BCG Henderson Institute (BHI) and the Leader of BHI Japan. He is a core member of BCG's Marketing, Sales & Pricing, Health Care, and Consumer, Distribution & Transportation practices.

1. Examination from a global perspective

Based on the theme *Designing Future Society for Our Lives*, Expo 2025 Osaka, Kansai, Japan is positioned as a testing ground for future society, to share common challenges facing humanity—such as climate change, inequality, loneliness, and shifting demographics—and to present potential directions for their resolution.

BCG deeply resonates with the significance of this initiative, which brings together global expertise to deliberate on eight themes that are essential in considering our future society and disseminates those insights from Japan. Led by the BCG Henderson Institute (BHI), which serves as our internal think tank, we were privileged to play a central role in the planning and promotion of Agenda 2025, working in close collaboration with the Expo Producers, the Japan Association for the 2025 World Exposition, and other key stakeholders.

Under Agenda 2025, we established a specific vision for each of the eight themes, formulated “enquiries” on how to achieve them, and identified essential requirements to bridge the gap between our current state and those visions. Using these requirements as a foundation, we established session themes and organised discussion scenarios that mapped out specific challenges and key points of contention. We then facilitated dialogues by engaging prominent figures in each field—including representatives from academia, policymakers, international organisations, corporate executives, NPO heads, artists, authors, chefs, and young people.

A defining feature of this process was our commitment to a global perspective. We referenced

the latest international deliberations, such as those from Davos (World Economic Forum) and COP, while actively integrating viewpoints from the Global South. Although international conferences dedicated to specific, individual topics are common, the cross-cutting and comprehensive treatment of eight different themes to discuss a holistic vision for future society is an initiative unique to the Expo. As a consequence, the Expo served as a platform to present new perspectives and directions to the global community.

2. Key messages from the discussions and SDGs+Beyond

Across all eight themes and twenty-four sessions, a wealth of innovative perspectives and creative proposals were put forward. While the finer details of these will be elaborated upon at a later date, the key messages extracted from across the themes can be crystallised as follows:

“Eliminate global negatives, weave a society of diverse cultures and well-being through connection for the next generation, and build a bright, diverse future full of life.”

This message provides a concrete form to the Expo's philosophy and integrates the values shared across all individual themes. The efforts to save, empower, and connect lives—the sub-themes of the Expo—represent a vision for future society that goes beyond the mere provision of medical care or the development of social infrastructure.

- Saving lives: Achieve peace based on shared values by respecting individual diversity and through access to advanced medicine and inclusive growth.

- Empowering lives: Achieve well-being and dignified prosperity by cultivating creativity and empathy, encouraging self-actualisation, and expanding social connectivity.
- Connecting lives: Build inclusive communities of empathy and co-creation, harmonising with diversity, and passing down a culture of resonance to future generations.

The momentum for realising such a future lies in three key drivers: “Inclusion and Empathy,” which create the mindset for the future; “Science and Technology,” which provide the means to reach it; and “Connection and Co-creation,” which give shape to the future. These drivers are mutually complementary, enabling a social design that protects life, allows it to shine, and weaves it into the fabric of the next generation.

Furthermore, within this process, experiencing the future with all five senses as if being present in that moment allows us to pose the question of what we want to do for the future. This serves as a starting point for eliciting diverse individual responses and forming a multifaceted future.

Through the deliberations of Agenda 2025, six new perspectives emerged—perspectives that are not fully encompassed by the Sustainable Development Goals (SDGs).

1. Culture: While the SDGs tend to limit culture to the protection of heritage, we redefine it as a “dynamic practice.” Respecting the inherent diversity of every individual, we position culture as a resonant mechanism that connects society through art, food, lifestyle, and everyday practices.
2. Inheritance: In contrast to the SDGs, which serve as an action plan targeting 2030, we approach the “process of sustaining future society” with a semi-permanent perspective, reweaving our culture and values to pass them down to the next generation.
3. Empathy: Whereas SDG partnerships emphasise institutional cooperation, we propose a social design that uses human empathy and trust as the foundation of society, taking ethical values as its primary starting point.
4. Connection: The SDGs call for reducing inequality and promoting peace, but lack direct mention of loneliness or disconnection. We set goals aimed at alleviating isolation and improving the quality of social connections.

5. Co-creation: While the SDGs merely encourage collaboration, we view the very process of value creation—spanning technology, culture, business, and civic engagement—as the driving force of society.
6. Well-being: While the SDGs focus primarily on physical health and healthcare access, we emphasise the necessity of holistic well-being, encompassing internal fulfilment, including the overcoming of loneliness, psychological safety, self-actualisation, and the preservation of human dignity.

These perspectives serve to complement and deepen the existing SDG framework. In particular, pivoting our focus away from economic growth alone toward human happiness and cultural richness signifies an evolution of the international community's guiding principle—moving from an economy-centric to a human-centric approach. This new social paradigm, which reconciles economic progress with well-being, represents the most significant insight derived from Agenda 2025. It takes the conventional concept of sustainability to a significantly deeper level.

3. Implementation and succession of future society

The significance of this proposal lies not merely in the presentation of a philosophy, but in the fact that it has already begun to link directly to subsequent action. Representatives from the UN and other international organisations participated in the Expo deliberations, and collaboration with international frameworks is progressing through networking and other initiatives. Parts of these discussion outcomes are already being integrated into policy considerations, corporate partnerships, and technical demonstrations, with further expansion anticipated.

The world currently faces complex challenges, including climate change, inequality, and an unstable international order. In this context, designing a future society that reconciles well-being with economic progress provides a new direction for the sustainable development of the world. This initiative, disseminated from Japan on the occasion of Expo 2025 Osaka, Kansai, will deepen discourse among the international community and lead directly to the construction of a new social paradigm founded on empathy and trust. We embrace our responsibility to contribute actively toward making this vision a reality.

SHAPE NEW WORLD INITIATIVE



SHAPE NEW WORLD INITIATIVE STATEMENT

SHAPE NEW WORLD INITIATIVE STATEMENT

What kind of future are we headed towards? Our path might be likened to a journey without a map or compass. Wandering through meadows to pick beautiful flowers, descending to ravines to fetch water... by the time we finally seek a vantage point on a hill, we may find ourselves hopelessly lost.

To head towards a "good future," we must approach the climb like a proper mountain ascent. We need to identify the mountain we aim to scale, visualise the optimal route to the summit to draw a map, and then proceed using a compass to stay on course.

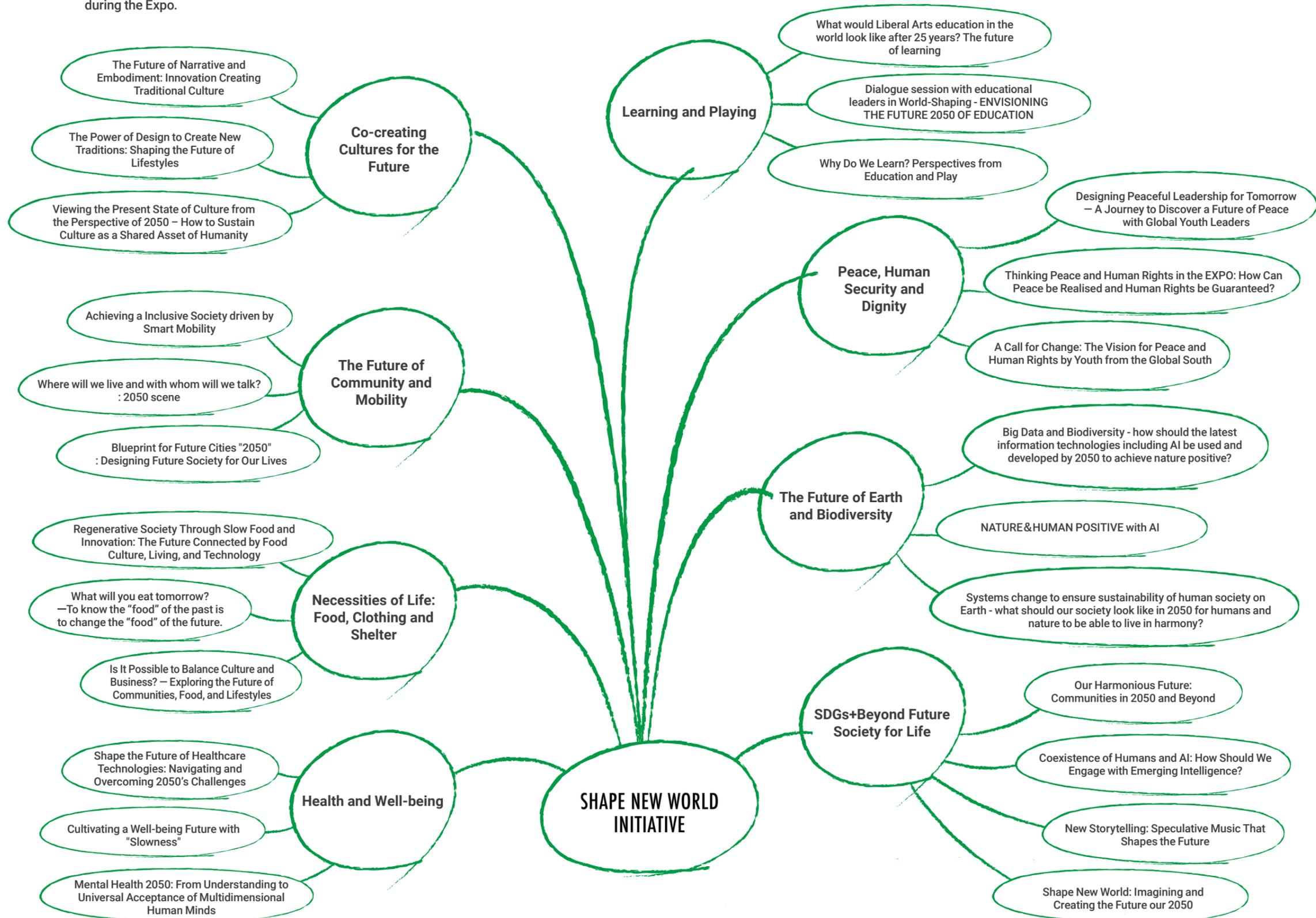
The future must first be imagined before it can be created. If we pursue research, development, and social implementation from a purely short-term perspective, we risk arriving at a dystopia like that of the sci-fi novel *Brave New World*—where people are blessed with advanced technology but burdened by unhappiness. Rather than simply looking forward, we need to create plans by backcasting from a better future. We must shape a new world—for ourselves, and for future generations.

We believe that young people possess both the responsibility and the capability to achieve this. Onward to a wonderful new world!

SHAPE NEW WORLD!

138 participants

A total of 138 young people from around the world participated as speakers in the Shape New World Initiative programmes held during the Expo.



Three Cross-Cutting Initiatives were established as perspectives to interconnect the eight themes of Theme Weeks at Expo 2025 Osaka, Kansai, Japan: "The Economy and Innovation," highlighting the power of business; "The Population Trends, Depopulation, and Aging," addressing a global challenge that Japan faces ahead of the rest of the world; and "The Next Generation, Inclusion," focusing on the architects of the future society. The Shape New World Initiative is part of the third Cross-Cutting Initiative: The Next Generation, Inclusion. Spearheaded by Japanese members of the Global Shapers Community—a network of young people in their 20s and 30s organised by the World Economic Forum—the Shape New World Initiative was launched to facilitate dialogue among young people from around the world across all themes of Theme Weeks.

“

For me, tradition is a thread that connects people with people who came before us. It could be a skill, it could be a ritual, it could be an activity, but it's the idea of a shared history.



Gabriel Vergara II, Multidisciplinary Designer and Creative Producer
Co-creating Cultures for the Future Week: The Power of Design to Create New Traditions: Shaping the Future of Lifestyles, Agenda 2025 Co-created Programme
29 April 2025

“

It is not through information, but through moving people's hearts that you can change the world. I was deeply moved by the virtual human version of Misora Hibari. My whole life changed from that.



Sara Giusto, Producer/Artist
Co-creating Cultures for the Future Week: The Future of Narrative and Embodiment: Innovation Creating Traditional Culture, Agenda 2025 Co-created Programme
29 April 2025

“

We will have more flexibility to choose where we live and fly around freely.



Mineko Imanishi, Takenaka Corporation
The Future of Community and Mobility Week: Where will we live and with whom will we talk? 2050 scene, Agenda 2025 Co-created Programme
24 May 2025

“

We can create cities that are not just functional but also inclusive, diverse and human-centred.



Tomokazu Iwabuchi, Urbanix Co., Ltd., Urban Design Laboratory, Kyushu University
The Future of Community and Mobility Week: Blueprint for Future Cities "2050": Designing Future Society for Our Lives, Agenda 2025 Co-created Programme
24 May 2025

“

Let's start with the purpose, from your standpoint, of why you would choose this food to have for lunch. This could be connected to the broader philosophy in your life.



Lee Ayu Chuepa, Akha Ama Coffee
Necessities of Life: Food, Clothing and Shelter Week: Regenerative Society Through Slow Food and Innovation: The Future Connected by Food Culture, Living, and Technology, Agenda 2025 Co-created Programme
14 June 2025

“

People in general can be a vehicle to make the world a better place.



Ryo Iwamoto, Founder and CEO of TeaRoom Inc.
Necessities of Life: Food, Clothing and Shelter Week: Is It Possible to Balance Culture and Business? – Exploring the Future of Communities, Food, and Lifestyles, Agenda 2025 Co-created Programme
14 June 2025

“

In order to create a healthier society, we need to make sure that decision-makers have access to evidence rooted in the lived experiences of people.



Camilla Michalski, Happiness Research Institute (Denmark)
Health and Well-being Week: Mental Health 2050: From Understanding to Universal Acceptance of Multidimensional Human Minds, Agenda 2025 Co-created Programme
21 June 2025

“

The core value of education lies not in the acquisition of knowledge, but in building the foundations of democracy.



Ryosuke Takashima, Mayor of Ashiya City
Learning and Playing Week: What would Liberal Arts education in the world look like after 25 years? The future of learning, Agenda 2025 Co-created Programme
26 July 2025

“

Even in the age of AI, what we need most is empathy.



Ursula Rinta-Jouppi, Global Shapers Community Helsinki Hub, Töölö gymnasium, City of Helsinki
Learning and Playing Week: Dialogue session with educational leaders in World-Shaping - Envisioning the Future 2050 of Education, Agenda 2025 Co-created Programme
26 July 2025

“

Everybody's a leader in their own life. It's important that you integrate peace into the activities you do daily.



Deng Dak Malual, Global Shapers Community Kakuma Hub
Peace, Human Security and Dignity Week: Designing Peaceful Leadership for Tomorrow – A Journey to Discover a Future of Peace with Global Youth Leaders, Agenda 2025 Co-created Programme
9 August 2025

“

Don't donate your money. First donate your time. That will bring up your impact along borders without any barriers for anyone.



Rula Odeh, Product Manager at Harri, Shaper at Global Shapers Community
Peace, Human Security and Dignity Week: A Call for Change: The Vision for Peace and Human Rights by Youth from the Global South, Agenda 2025 Co-created Programme
9 August 2025

“

The question is whether we can find the courage to choose a reality that may be uncomfortable. This is essential when thinking about peace and human rights.



Hajime Akiyama, Institute of Humanities and Social Sciences, University of Tsukuba
Peace, Human Security and Dignity Week: Thinking Peace and Human Rights in the EXPO: How Can Peace be Realised and Human Rights be Guaranteed? Agenda 2025 Co-created Programme
9 August 2025

“

We bear a responsibility for human rights, biodiversity, and ecosystems. And this responsibility does not end at our borders.



Laura Curau, Swiss Coalition for Corporate Justice, Center Party of the City of Bern
The Future of Earth and Biodiversity Week: Systems change to ensure sustainability of human society on Earth - what should our society look like in 2050 for humans and nature to be able to live in harmony? Agenda 2025 Co-created Programme
27 September 2025

“

Innovation comes from when things aren't perfect and you're trying to make it work.



Anna Reyes, Advisor at the Masungi Georeserve Foundation
The Future of Earth and Biodiversity Week: Big Data and Biodiversity - how should the latest information technologies including AI be used and developed by 2050 to achieve nature positive? Agenda 2025 Co-created Programme
27 September 2025

The Future Is Not a Matter of Prediction or Patience: The Power of Youth to Choose and Shape Their Own Future



Hiroshi Sakuma

Representative of the Shape New World Initiative

Global Shapers Community (Osaka Hub), World Economic Forum
Specially Appointed Researcher at the University of Osaka's Social Solution Initiative

The future is neither something to be predicted nor simply waited for; it is something that we must choose and create for ourselves. Grounded in this philosophy, we conducted 25 sessions under the "Shape New World" Co-created Programme as part of Theme Weeks. More than 120 young people aged 33 and under, representing over twenty countries—including members selected for the World Economic Forum's Global Shapers Community—participated in this series. Together, they implemented 24 programmes addressing eight global challenges. Through the dialogues fostered within a total of 25 co-creation programmes (with the inclusion of one additional programme), we examined what kind of future we want to build for the year 2050, drawing on diverse expertise and visionary perspectives.

Building diverse networks across borders and disciplines where young people could gather in person to engage in dialogue for the future was an incredibly precious opportunity that only Expo 2025 Osaka, Kansai, Japan could have provided. This achievement would not have been possible without the tireless dedication of Producer Masaru Ishikawa, the Japan Association for the 2025 World Exposition, and everyone involved in the inception and establishment of Theme Weeks. I firmly believe that bringing together young people in Osaka—those who will carry the responsibility for the next twenty-five years and who stand at the forefront of shaping our world—represents one of the most significant values delivered by Expos.

When we look back upon the past, it is relatively easy to identify historically significant turning points. We can look back and understand how a

single encounter, a pivotal dialogue, or a lone event dramatically altered the subsequent course of history—the initial catalyst of a so-called "Butterfly Effect." However, while we are living in the present, we are often unaware of just how profoundly current moments and our choices will shape the future. Perhaps we are constantly experiencing, with every passing second, a critical juncture where the kind of world we create is being decided. While this realisation is daunting, it is simultaneously a source of boundless hope.

As articulated in our Statement, moving towards the future is much like climbing a mountain. If we proceed aimlessly, relying only on what is immediately before us without a map or a compass, we will not only fail to reach the intended summit but may even meet with disaster. To conquer a great peak, we must clearly define which mountain to climb, plan the route by identifying key landmarks, and prepare the necessary equipment before setting out. In the same way, we must be explicitly conscious of the kind of future we wish to move towards and act by backcasting from that future vision.

Established for Expo 2025 Osaka, Kansai, Japan, the Shape New World Initiative has driven two core pillars of activity: the Shape New World Project and the Shape New World Committee. As a joint research project between the University of Osaka and the Japan Science and Technology Agency (JST), the Shape New World Project invited domestic academia and industry frontrunners to work on designing a future society. This research and development provided the foundation for the

subsequent dialogue programmes. The Shape New World Committee—co-hosted by members of the Global Shapers Community and the Osaka Chamber of Commerce and Industry (OCCI)—served as a forum for deliberation in the lead-up to Theme Weeks. It examined the specific content of the dialogue programmes from the unique, original, and diverse perspectives of youth. Years of meticulous preparation culminated in the Shape New World Symposium—a series of twenty-five dialogue programmes implemented under the Shape New World Initiative.

It is through this commitment to choosing and shaping the future ourselves that we have deepened our initiatives and expanded our networks. The name "Shape New World" is derived from the title of the novel *Brave New World*, the famous science fiction that stands alongside *Nineteen Eighty-Four*. If we simply continue to adopt technologies based on immediate convenience or social systems based on mere expediency, we may eventually find ourselves in what could be described as a gentle dystopia. As depicted in *Brave New World*, we could arrive at a future that appears happy on the surface but is, from our current perspective, undesirable. We chose the name "Shape New World" to express our firm resolve—that we will not merely drift into such a future, but will instead consciously choose and shape the world of 2050.

This initiative marks the vital first step on a journey from 2025 towards 2050. I believe that the future unfolding from the Expo 2025 Osaka, Kansai, Japan and Theme Weeks rests in the hands of each and

every participant. We must not allow these efforts to end with the closing of the Expo; I am committed to dedicating myself fully to the next 25 years.

In closing, I would like to express my most sincere gratitude to everyone who participated in the Shape New World dialogues. I am profoundly grateful to Producer Masaru Ishikawa for providing this invaluable opportunity, and to the members of the Japan Association for the 2025 World Exposition. My thanks also go to the OCCI for their management of the Shape New World Committee. I would further like to thank the University of Osaka's Social Solution Initiative (SSI) and the JST for their leadership in driving the Shape New World Project. Finally, I wish to extend my deepest appreciation to the Kansai Innovation Center (MUIC) and all our sponsoring corporations for their generous support, as well as to every stakeholder who contributed to this journey.



The Agenda 2025 Participation Programme is an initiative in which companies, organisations, government agencies, and other entities that endorse the aims of Theme Weeks contribute programmes they have planned and produced themselves. Furthermore, these entities participated in the promotion of Theme Weeks as sponsors, with the setup costs for the Theme Weeks Studio (the central hub for the programmes) being funded by the sponsorship contributions.

Co-creating Cultures for the Future

The Power of JICA volunteers
-Change the World, Change Japan-
Japan International Cooperation Agency

NIKKEI Regional Revitalization Forum
"Bunraku Evening" Special Edition

NIKKEI



25 April 2025 The Power of JICA volunteers
-Change the World, Change Japan-
Japan International Cooperation Agency

The Future of Community and Mobility

Talk Session: Creating a Well-Balanced Future Lifestyle with Automation
Azbil Corporation

The Future Vision of Mobility
"Technology to 'Protect, Create, and Connect' Our Future"

Fintech Evolution

NIKKEI

Suggestions to the world for your safe and secure future from Japan as a disaster-prone country
FORUM8

Maximizing the impact that the SCMaglev Chuo Shinkansen delivers
Central Japan Railway Company



21 May 2025 Maximizing the impact that the SCMaglev Chuo Shinkansen delivers
Central Japan Railway Company

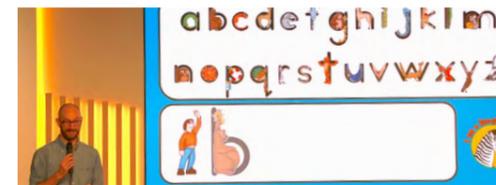
Learning and Playing

NIKKEI THE PITCH Special Seminar Learning to Work Through Play

NIKKEI STEAM Special Seminar

NIKKEI Future Society Co-creation Contest Innovation seminar for the future

NIKKEI



22 July 2025 NIKKEI THE PITCH Special Seminar Learning to Work Through Play
NIKKEI

Peace, Human Security and Dignity

Empowering Youth for Global Peacebuilding, Conflict Prevention, and Human Rights Advocacy
Rotary International District 2660

Business Idea Contest aiming to solve issues of forced displaced persons

What can we do to continue enjoying chocolate sustainably in the future?

Japan International Cooperation Agency
DE&I Forum

NIKKEI

Peace and Human Rights: Dialog and Imagination
DMG MORI CO., LTD.

Future Disaster Prevention and Mitigation
Tokio Marine & Nichido Fire Insurance Co., Ltd.



10 August 2025 Future Disaster Prevention and Mitigation
Tokio Marine & Nichido Fire Insurance Co., Ltd.

Health and Well-being

Leveraging Digital Health Solutions for MCH and the effective use of MCH Handbook
Japan International Cooperation Agency

Health and Well-Being: From Personal Well-Being to Collective Well-Being
DMG MORI CO., LTD.

Seminar : KENKO Investment for Health
Achieving KENKO Investment for Health (KIH) & Well-being with financial institutions
NIKKEI

"Toward the Age of 100 Years of Life" for a prosperous future where life shines brightly
Sumitomo Mitsui Trust Bank, Limited



23 June 2025 "Toward the Age of 100 Years of Life" for a prosperous future where life shines brightly
Sumitomo Mitsui Trust Bank, Limited

Necessities of Life: Food, Clothing and Shelter

NIKKEI Food Future Symposium
Future convenience stores to be aimed for
NIKKEI



9 June 2025 NIKKEI Food Future Symposium
NIKKEI

The Future of Earth and Biodiversity

Talk Session: The Future of Earth and Exciting Automation Technologies
Azbil Corporation

The Untold Story of Water and Forests -Society and Innovation in the Era of Climate Change-
IHI Corporation

DOIC Global Symposium, Decarbonization and Renewable Energy: Transformation for a Sustainable Future
Bunkashihon-soken Co., Ltd.

Weaving Water and Air with Children: From Expo 2025 to the Future
Suntory Holdings Limited · Daikin Industries, Ltd

Our actions save our planet - Plastic and Resource Recycling Society
Global Environment Centre Foundation

Nikkei Business Innovation Forum: "Realizing a Future Society Starting with Next-Generation Energy - Sending messages to the world from the transforming LABO at the Expo 2025 Osaka Kansai"

Strategy for a Carbon Neutral Society through Next-Generation Energy Technology

Shaping a Brighter Future for Our Lives with GX
NIKKEI Blue Ocean Forum

NIKKEI



21 September 2025 Weaving Water and Air with Children: From Expo 2025 to the Future
Suntory Holdings Limited · Daikin Industries, Ltd

SDGs+Beyond Future Society for Life

A Future Saved by Renewable Energy and Regenerative Medicine
GDS2025 The Future of Digital Society

Nikkei Social Innovation Forum: Circular Economy Symposium ~A Circular Society That Changes the Future~
The 7th Nikkei Well-being Symposium

NIKKEI FT Communicable Diseases Conference at Expo Special Edition Discussing Future Infectious Communicable Diseases with the Next Generation
Sustainable Energy for Society

NIKKEI

20th/Year 2025 L'Oréal UNESCO For Women in Science Japan Fellowship Award & Talk Session ~The World needs Science and Science Needs Women~

Nihon L'Oreal K.K.

Shaping the Future with JICA: The SDGs, Dynamic Realities of Developing Countries, and Our Path Forward
Japan International Cooperation Agency

World Cancer Eradication Summit in EXPO 2025
World Cancer Eradication Summit 2025 executive committee

Innovative waterfront development with autonomous vessels
TAKENAKA CORPORATION

Shaping 2050: Natural, Autonomous & Self-Sustaining Society ~Harmonized Society with nature, technology and people~
OMRON Corporation



10 October 2025 Shaping 2050: Natural, Autonomous & Self-Sustaining Society ~Harmonized Society with nature, technology and people~
OMRON Corporation



Should we continue to grow wealthier and wealthier? Perhaps not.



Fritz Frenkler, CEO of f/p design, Emeritus of Excellence at Technical University of Munich (TUM) The Future of Community and Mobility Week: Talk Session: Creating a Well-Balanced Future Lifestyle with Automation 16 May 2025



For community disaster prevention as well, we need to create a voluntary "opt-in" mechanism where those who want to act can.



Tomohiro Fukuda, Professor at the Division of Sustainable Energy and Environmental Engineering, Graduate School of Engineering, The University of Osaka The Future of Community and Mobility Week: Suggestions to the world for your safe and secure future from Japan as a disaster-prone country 20 May 2025



It could offer clues to solving challenges such as depopulation and an ageing society—not merely as a transport system, but as a truly comprehensive approach to urban planning.



Fujiyo Ishiguro, Chief of Japan at the World Economic Forum The Future of Community and Mobility Week: Maximizing the impact that the SCMaglev Chuo Shinkansen delivers 21 May 2025



When one of us succeeds then all of us succeed.



Kennedy Tettey Coffie Brightson, Director of the Family Health Division, Ghana Health Service Health and Well-being Week: Leveraging Digital Health Solutions for MCH and the effective use of MCH Handbook 20 June 2025



My role today is to convey that achieving sound sleep is the first step towards extending healthy life expectancy.



Masashi Yanagisawa, International Institute for Integrative Sleep Medicine (WPI-IIS), University of Tsukuba, S'UJIMIN, Inc. Health and Well-being Week: "Toward the Age of 100 Years of Life" for a prosperous future where life shines brightly 23 June 2025



Speaking about war must never be a taboo. I want the younger generation to have the strength and conviction to engage in discussion about it.



Itsuko Nakai, President of Konan University Peace, Human Security and Dignity Week: Empowering Youth for Global Peacebuilding, Conflict Prevention, and Human Rights Advocacy 1 August 2025



Inclusion is never a standalone policy or a one-time event. It is a continuous process. It evolves with society, with politics, and with technology.



Rut Einarsdóttir, Attaché at the Embassy of Iceland in Japan Peace, Human Security and Dignity Week: DE&I Forum 4 August 2025



Dive deep into your passions and see where they take you. I strongly feel that this, too, is a major gateway to connecting with the rest of the world.



Yoichi Watanabe, War Photographer Peace, Human Security and Dignity Week: Peace and Human Rights: Dialog and Imagination 5 August 2025



We have faced many moments that reminded us of the powerlessness of humanity. Is this reason enough for us to remain helpless against natural disasters? I feel a strong sense of urgency regarding this issue.



Masashi Namatame, Senior Managing Executive Officer and Group Chief Digital Officer at Tokio Marine Holdings, Inc. and President of Tokio Marine Resilience Co., Ltd. Peace, Human Security and Dignity Week: Future Disaster Prevention and Mitigation 10 August 2025



The idea that spirits (yokai) inhabit the forest is a form of culture that has long been woven into the island of Amami Oshima, and it serves as the fundamental basis of their literacy regarding the forest.



Soichi Ueda, Think the Earth The Future of Earth and Biodiversity Week: The Untold Story of Water and Forests - Society and Innovation in the Era of Climate Change 20 September 2025



You might feel that your individual voices aren't being heard, but I assure you, they are. It is your voices that serve as the catalyst for us to transform manufacturing.



Hiroshi Sakuma, Director of the Sustainability Department at Fast Retailing Co., Ltd. The Future of Earth and Biodiversity Week: Our Actions Save Our Planet - Plastic and Resource Recycling Society 21 September 2025



I believe that neither technological development nor technical experimentation can ever create true value without dialogue with society.



Tadashi Iwamoto, Mizubesen SDGs+Beyond: Future Society for Life Week: Innovative waterfront development with autonomous vessels 8 October 2025



If you find yourself struggling or in doubt, I hope you will take full responsibility in choosing your path in life.



Hikari Okita, Assistant Professor at Narutaki Laboratory, Laboratory for Biomaterials and Bioengineering, Institute of Integrated Research, Institute of Science Tokyo SDGs+Beyond: Future Society for Life Week: 20th/Year 2025 L'Oréal UNESCO For Women in Science Japan Fellowship Award & Talk Session ~The World needs Science and Science Needs Women~ 2 October 2025



Ideally, all diseases should be treated using the patient's own immunity and their own innate power.



George Hara, Alliance Forum Foundation SDGs+Beyond: Future Society for Life Week: World Cancer Eradication Summit in EXPO 2025 5 October 2025



Humans can turn their thoughts to people they have never met or seen, and to those in the most distant places. We can even turn our thoughts to invisible entities and share that with our peers. I believe that is one of our defining characteristics.



Shoukei Matsumoto, Buddhist Monk, Visiting Professor at Musashino University, and World Economic Forum Young Global Leaders Alumni SDGs+Beyond: Future Society for Life Week: Shaping 2050: Natural, Autonomous & Self-Sustaining Society ~Harmonized Society with nature, technology and people~ 10 October 2025



Carbon-neutral fuel and electricity are not opposing forces; they are the two wheels driving decarbonisation.



Kenichi Morishita, Chairman of the Public Relations Committee of the Petroleum Association of Japan, Managing Executive Officer at Idemitsu Kosan SDGs+Beyond: Future Society for Life Week: Sustainable Energy for Society [Part1] Issues facing the realization of a carbon-neutral society 10 October 2025

As part of Agenda 2025 related programming, three “Visionary Exchange” events were held during the Expo period. These opportunities for business exchange brought together official Expo participants—business delegations, universities, scientists, government officials, panellists from Agenda 2025 Organised Programmes—alongside Japanese leaders from industry, academia, and government to engage in theme-based discussions and networking.

“

In an era connected not by borders, but by shared challenges, we will take action to translate dialogue into implementation at the intersection of national and global interests.

The international community currently finds itself in the midst of division and conflict. Meanwhile, the clock is ticking on common challenges facing humanity, such as climate change and infectious diseases. What is required now is our action to translate dialogue into implementation. At every major turning point in history, society is asked the fundamental question: “On what basis shall we live together?” Complex challenges spanning long timeframes, such as climate, health, and the nature of cities, cannot be solved by a single nation alone. That is precisely why—before any policies and technology—we must rebuild the “infrastructure of values” enabling human collaboration.

As a starting point for this, Visionary Exchange, held during Theme Weeks at Expo 2025 Osaka, Kansai, Japan, brought to light the importance of the foundations of inclusion, cooperation, and trust. The public space of the Expo serves as a global crossroads where people from diverse backgrounds intersect to explore a new social contract. Furthermore, amidst a wavering international order, it represented an endeavour to discover the common good by intersecting national interests with global interests.

What is crucial is that we do not let it end here. Diverse stakeholders must continue discussions, share insights, and institutionalise collaboration. Transforming today’s promises into tomorrow’s mechanisms, and cultivating a cycle of open verification and re-learning, will serve as the strongest form of resilience in an era of division. Hope is not an abstraction; it is a collection of promises that are continually renewed. In an era connected by shared challenges, each of us stands at the intersection of national interests and global interests. Accepting the responsibility not merely to speak, but to continue creating, we will take action.



[Moderator]
Seiji Inada

Agenda 2025 Advisor, Expo 2025 Osaka, Kansai, Japan
After serving in Japan’s Ministry of Foreign Affairs and the Cabinet Secretariat, and working at a foreign consulting firm, Inada held senior positions at the World Economic Forum and served as the Japan Representative for the Eurasia Group. He currently serves as an Agenda 2025 Advisor at Expo 2025 Osaka, Kansai, Japan, as well as an advisor to FGS Global and several other companies.

The Future of Community and Mobility

10:30–13:30, Friday, 16 May 2025 | EXPO Salon | Total attendance: 93 (10 countries/organisations)

Returning to the fundamental question of “What is community?” the goal is to create a society where everyone can live as their authentic selves. The foundation of resilience lies not merely in the development of hard infrastructure, but in the “infrastructure of values” that nurtures mutual understanding and mutual support. In an era where cities and mobility connect across borders, these represent common challenges, while the fusion of the physical and the digital prompts a redesign of human senses and relationships. With the harmony of technology and humanity as our starting point, we move towards implementation that achieves both inclusivity and resilience.



[Speakers]

Ali Almadfai, Abu Dhabi Civil Defense Authority, United Arab Emirates
Clarence Chua, Senior Vice President of the Singapore Economic Development Board
Lukas Savickas, Minister of Economy and Innovation, Republic of Lithuania
Ashish Khanna, Director General of the International Solar Alliance (ISA)
Sarah Sharples, Chief Scientific Adviser for the UK Department for Transport
Joshua Tseng, Co-Founder of Blind Mice Media, Singapore
Henry Tsang, Associate Professor at Athabasca University, Canada

Health and Well-being

10:30–13:30, Friday, 27 June 2025 | EXPO Salon | Total attendance: 140 (14 countries)

The concept of health was expanded from “curing disease” to a way of life focused on “living better.” Equitable access, investment in prevention, and an integrated response to social determinants such as lifestyle, education, and the environment were identified as key factors. Discussion focused on advancing personalised medicine and public health as dual pillars of the strategy by reorganising human resources, utilising digital tools, and establishing a framework of shared responsibility. A transformation is underway to support the expansion of well-being in the AI era through both institutional frameworks and practical implementation.



[Speakers]

Paulo Gadelha, Oswaldo Cruz Foundation, Fiocruz Strategy for 2030 Agenda (EFA 2030/Fiocruz), Brazil
Pierre Van Damme, Director of Vaccinopolis and the Centre for the Evaluation of Vaccination, University of Antwerp
Arita Dubnika, Assistant Professor at the Institute of Biomaterials and Bioengineering, Faculty of Natural Sciences and Technology, Riga Technical University, PhD. (Science) and Direction Leader
Carmen van Vilsteren, Chair of the Top Sector Life Sciences & Health, The Netherlands
Jakub Hlávka, Director of the Health Economics, Policy and Innovation Institute (HEPI) at Masaryk University, Czech Republic
Michio Tanaka, Vice President (Medical), AstraZeneca, United Kingdom
Charmaine Gauci, Superintendent of Public Health and Director General of Health Regulation at the Ministry for Health, Malta
Marwan Al Kaabi, Chief Executive Officer at Sheikh Shakhboub Medical City (SSMC), PureHealth Entity, United Arab Emirates
Ionescu Octavian, National Institute for Research and Development in Microtechnologies, Romania

The Future of Earth and Biodiversity

10:30–13:15, Thursday, 18 September 2025 | EXPO Salon | Total attendance: 121 (9 countries/organisations)

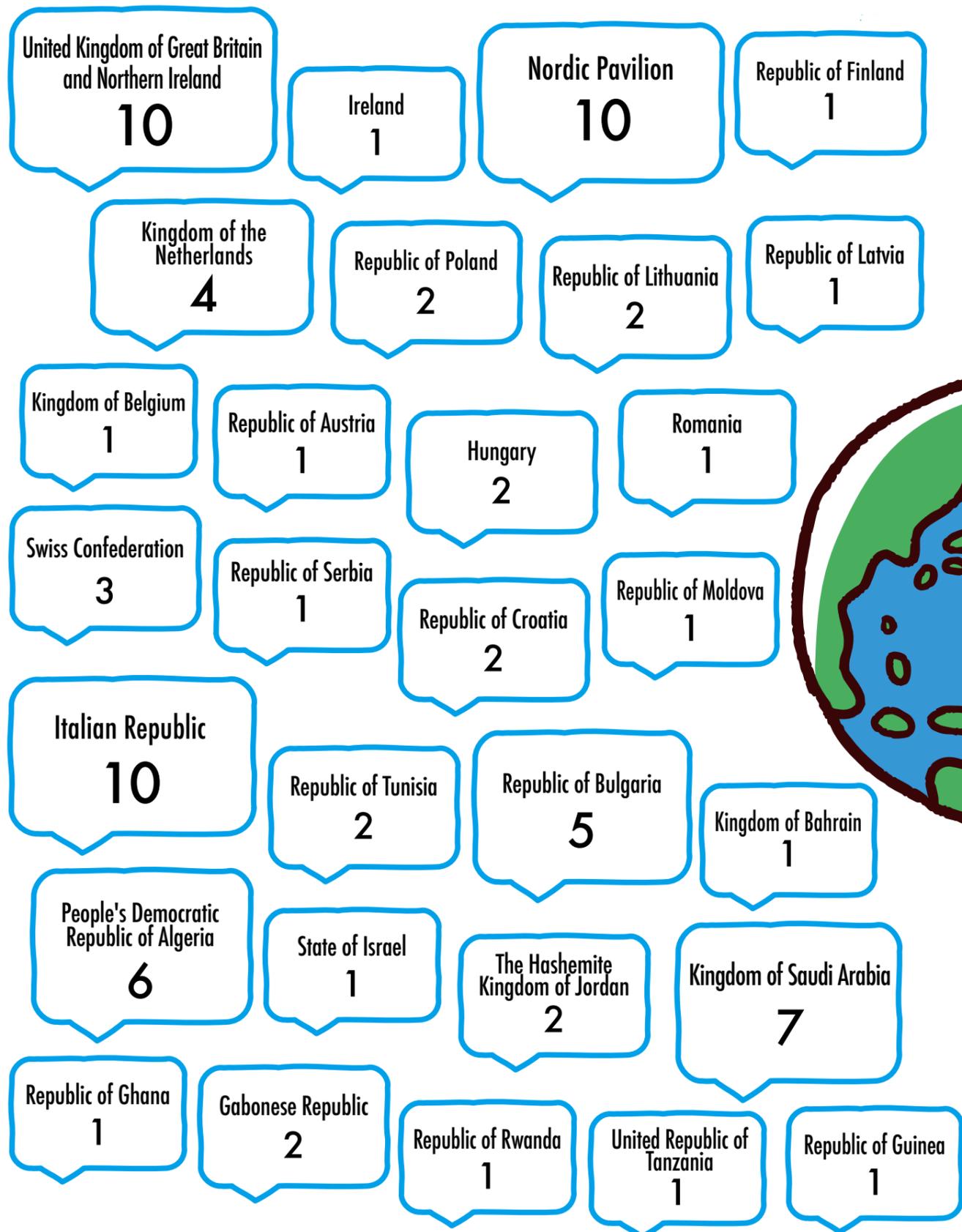
This session presented a perspective of viewing energy, climate, and biodiversity as an integrated whole, simultaneously examining them through the twin lens of supply (technology) and demand (behaviour), and sovereignty and global public goods. Options such as nuclear power, decentralised renewable energy, and carbon management were integrated—not through ideological conflict—but based on scientific evidence and institutional design. From practical examples, including the reintegration of cities and nature, a pathway for implementation that redefines the common good emerged.



[Speakers]

Péter Szijjártó, Minister of Foreign Affairs and Trade, Hungary
Malak Talal AINory, Senior Advisor on Sustainability and Climate Change at the Saudi Ministry of Energy
Alessandro Bevitori, Minister of Labor, Economic Planning, Relations with the A.A.S.S., Ecological Transition, and Technological Innovation, Republic of San Marino
Leya Aldamani, Chief Sustainability Officer at PureHealth, United Arab Emirates
Ian O’Hara, Deputy Dean of the Faculty of Engineering at Queensland University of Technology and Biofutures Industry Envoy
Yvonne Tay, General Manager at Temasek Shophouse, Temasek Trust
Jerome L. Montemayor, Executive Director at the ASEAN Centre for Biodiversity

Well before the opening of Expo 2025 Osaka, Kansai, Japan, an invitation to join Theme Weeks was extended to all countries and international organisations intending to participate in the Expo. As a result, a large number of official participants committed to the initiative, designing their own unique programmes aligned with each theme. And through utilising their own pavilions and the Theme Weeks Studio, they facilitated truly international dialogue on global challenges. Numerous Business Exchange / Networking events were also held, a facet that has become increasingly prominent in recent Expos.



189 Programmes

During the Expo period, a total of 189 Track Programmes were implemented by official participants within the Expo site.





Every slice of tuna sashimi tells the story of the fishermen's struggle, and the story of families sending their children to school, enriching their local communities, and protecting the sea they call home.



Thilma Komaling, Strategic Lead at the Indonesia Tuna Consortium
Co-creating Cultures for the Future Week: TUNA TALKS - WORLD TUNA DAY: Exploring Tradition, Heritage & Sustainability in Indonesia's Tuna Fisheries
2 May 2025



What we need is not just enough food, but dignified food rooted in our own land and culture.



Vita Datau, Founder of Indonesia Gastronomy Network
Necessities of Life: Food, Clothing and Shelter Week: Local Food Systems for Food Sovereignty
9 June 2025



I believe it is critically important for us to reconsider the definition of peace—not simply as the absence of war, but as the absence of violence.



Atsuko Miwa, Professor at the School of Policy Studies, Kwasei Gakuin University
Peace, Human Security and Dignity Week: Panel: Gender, Dignity & Social Inclusion
4 August 2025



The philosophy of "one village one product"—a concept born here in Japan in Oita Prefecture—has inspired communities across the world to achieve sustainable development. Tunisia shares deeply in this philosophy with its tradition of craftsmanship, biodiversity and centuries-old olive oil culture.



Tunisia Pavilion
The Future of Earth and Biodiversity Week: TUNISIA OVOP DAY: Roots & Wings
25 September 2025



He wasn't about using traditional techniques to recreate the past. Instead, he brought together people who possessed these skills to see what could be born from that, and how it might evolve into the future.



Hiroyuki Tsujii, Landscape Architect
Co-creating Cultures for the Future Week: Learning from our past and looking to our future: Creativity and Connection through Craftsmanship
4 May 2025



All of us here, we come from different worlds—our language, landscapes, our traditions. But underneath we share something very profound: a deep respect for society, for balance, and for preparing wisely for the future.



Sophie Løhde, Minister for the Interior and Health, Denmark
Health and Well-being Week: Nordic Health EXPO – Life Science Days - Part I -
25 June 2025



Women are rarely given a seat at the table during ceasefire agreements or peace negotiations. I suspect this is a reflection of a structural issue regarding the visibility of women in leadership roles.



Yoko Kamikawa, Member of the House of Representatives, Japanese Association of University Women (JAUW) Shizuoka Chapter
Peace, Human Security and Dignity Week: Women in Politics - Part I -
7 August 2025



We have to learn again from the heritage, from the tradition, and create this new vernacular typology because it's also important for climate change and for water safety.



Anastasia Sinitsyna, Programming Director of Aral Culture Summit
The Future of Earth and Biodiversity Week: Revitalizing ecosystems: from the Aral Sea to the world
28 September 2025



To build a sustainable future, we need to understand that progress involves both improving people's lives and protecting the planet.



June Cheryl Cabal-Revilla, Chief Finance Officer at Metro Pacific Investments Corporation (MPIC)
The Future of Community and Mobility Week: The Future I Want to See: Smart, Sustainable, and Inclusive Communities in ASEAN, Japan and Beyond
25 May 2025



It's really important if you're a caregiver to take care of yourself first so that you can take better care of other people.



Allison Sekuler, Sandra A. Rotman Chair in Cognitive Neuroscience, President and Chief Scientist of the Baycrest Academy for Research and Education at the Baycrest Centre for Geriatric Care, and President and Chief Scientist of the Centre for Aging + Brain Health Innovation (CABHI)
Health and Well-being Week: The future of aging and dementia: Defy Dementia / System-level approach to accelerate technologies for better health and well-being
26 June 2025



Cultural heritage is just not a national asset, it's a human right. Every individual has the right to access their own traditions from the elders, to pass on their identity and pride.



Nuha Al-Sharif, Director of Research and Intellectual Property at the Royal Institute of Traditional Arts (WRTH)
Peace, Human Security and Dignity Week: Celebrating Diversity and Championing Equity: The Importance of Living National Treasures
8 August 2025

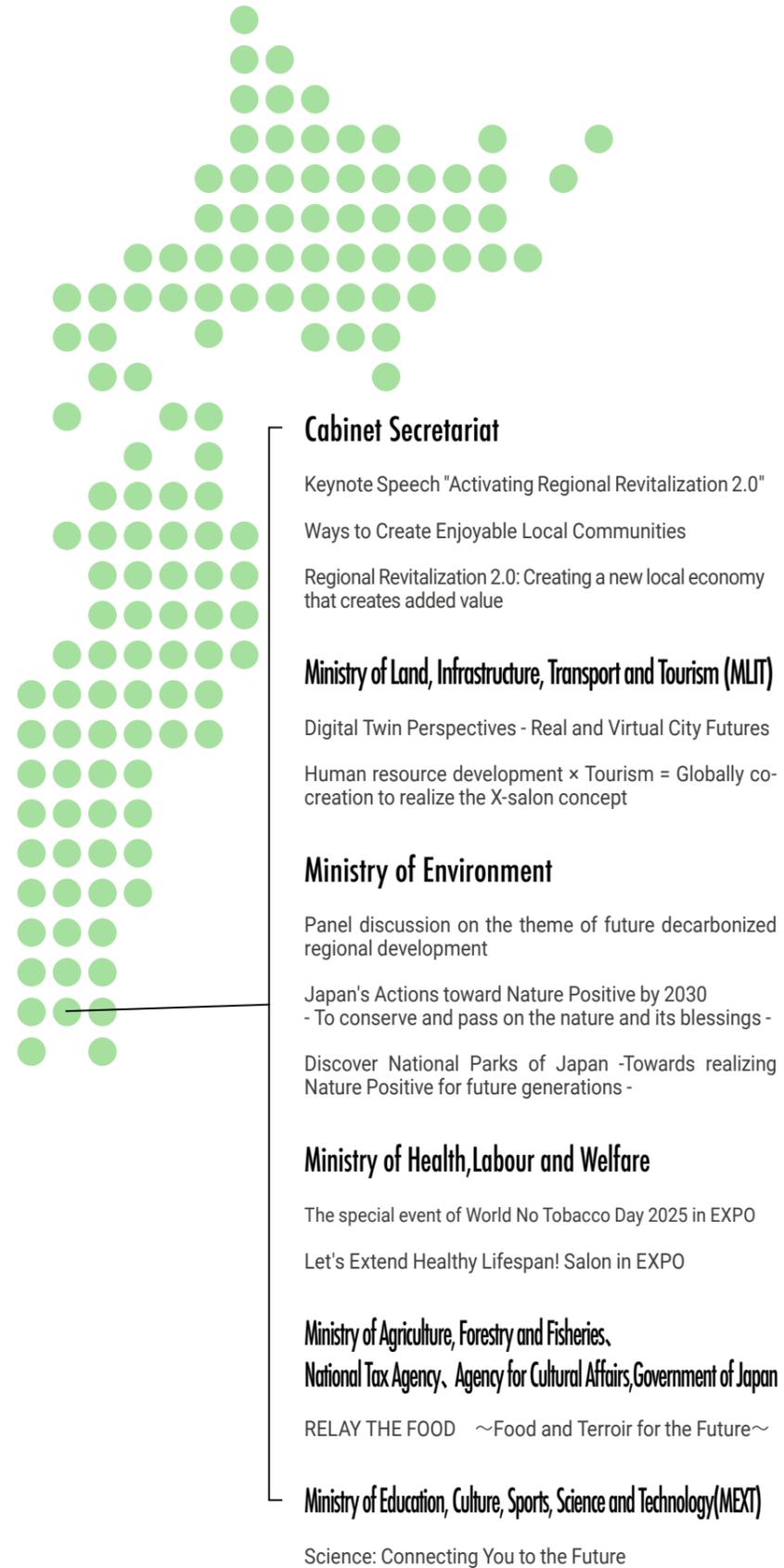
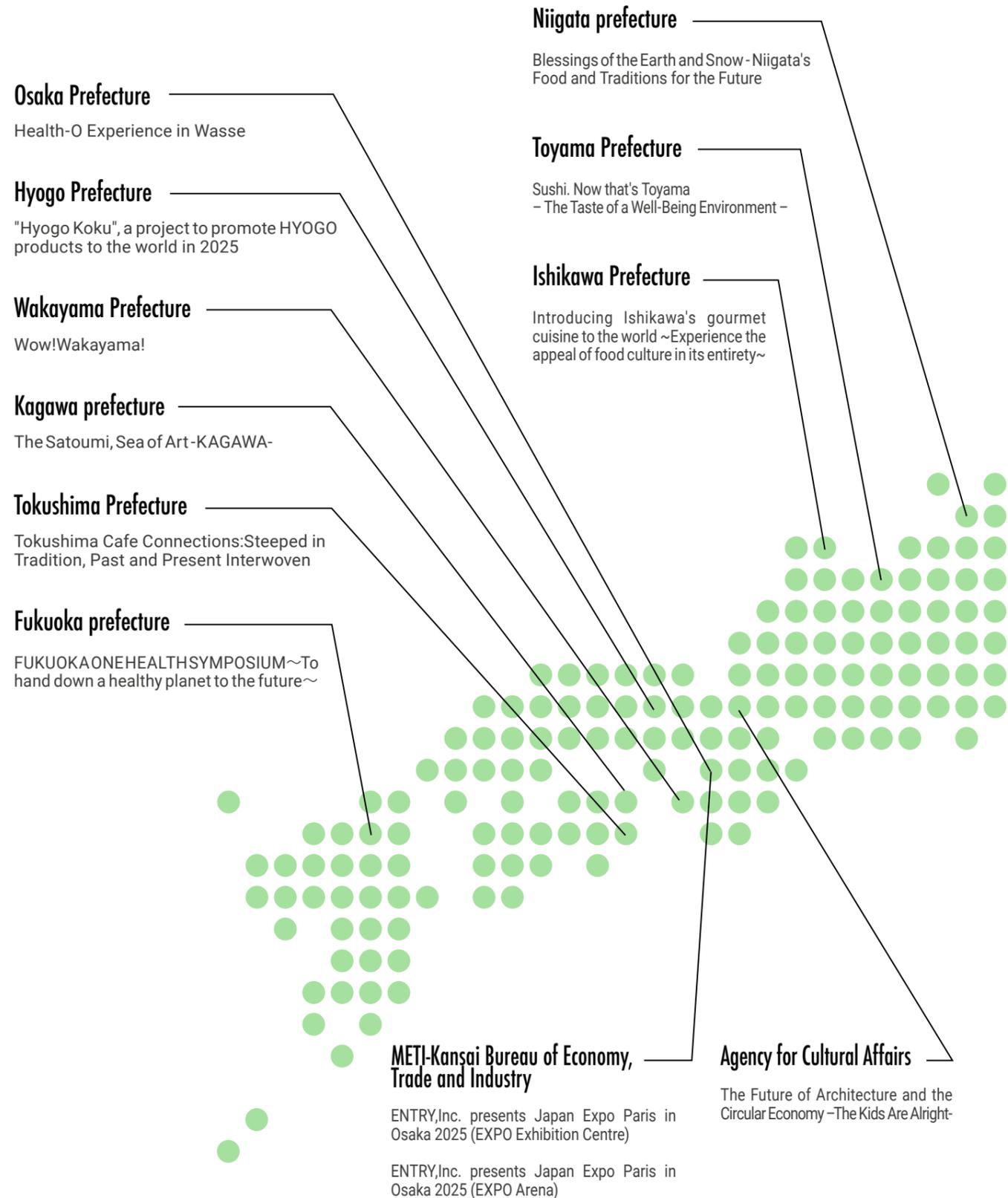


Sustainability means we have the right to use this global resource to create a better life for ourselves, but more importantly we should leave more opportunities for the next generations. Expo Shanghai has continued its programmes ever since.



Wu Jiang, Tongji University
SDGs+Beyond Future Society for Life Week: Greater Intelligence, Enhanced Artistry, and Stronger Compassion: The Future of Urban Regeneration
9 October 2025

As hosts of Expo 2025 Osaka, Kansai, Japan, the Government of Japan and local governments actively participated in Theme Weeks. Within the national government, the Cabinet Secretariat—which has served as the central coordinator for Expo promotion—included the implementation of Theme Weeks in its December 2022 Action Plan. By engaging with various ministries and agencies, they secured widespread participation across the government. Furthermore, local governments were encouraged to take part through platforms such as the National Governors' Association, where the purpose of Theme Weeks was explained. This resulted in significant participation from local governments throughout Japan, well beyond the host prefecture and city of Osaka. Additionally, the involvement of universities and other institutions was realised, making Theme Weeks a truly "All-Japan" initiative.



Cabinet Office, Government of Japan

Cool Japan Showcase Anime Manga Tourism Festival
Regional Revitalization SDGs Festival
entangle moment - [quantum | earth | universe] × art

Children and Families Agency

The Children's Conference of the Future in Support of the United Nations FUTURE SUMMIT

Ministry of Internal Affairs and Communications

Beyond 5G ready showcase

Ministry of Economy, Trade and Industry (METI)

Unlock a new wellness era with PHR data utilization
DIGITAL GAKUENSAI2025
JAPAN ESPORTS CONNECT

Circular Economy Research Lab - Learn About the Circular Economy in a Fun Way Through Collaboration with the "Science Manga Survival " Series

Reconstruction Agency, Reconstruction Agency, Ministry of Economy, Trade and Industry

A Better Reconstruction from the Great East Japan Earthquake

The Small and Medium Enterprise Agency

VOYAGE TO THE FUTURE -Japanese SMEs Tackle Social Issues for a Better Tomorrow-

Agency for Natural Resources and Energy

Hydrogen Energy Park

Japan Patent Office

International Forums on the Promotion of Intellectual Property Utilization for the SDGs

Japan Patent Office, Kansai Bureau of Economy, Trade and Industry

The Power of Intellectual Property builds tomorrow. -Delivering your passion, making our world a better place-

未来への文化共創
CO-CREATING CULTURES FOR THE FUTURE



Wow!Wakayama!
Wakayama Prefecture
30 April - 3 May 2025 EXPO Exhibition Centre



ENTRY, Inc. presents Japan Expo Paris in Osaka 2025 (EXPO Exhibition Centre)
Japan Expo Paris in Osaka Executive Committee
26 - 27 April 2025 EXPO Exhibition Centre

食と暮らしの未来
NECESSITIES OF LIFE:
FOOD, CLOTHING AND SHELTER



Introducing Ishikawa's gourmet cuisine to the world ~Experience the appeal of food culture in its entirety~
Ishikawa Prefecture
27 - 31 August 2025 EXPO Exhibition Centre



RELAY THE FOOD ~Food and Terroir for the Future~
Ministry of Agriculture, Forestry and Fisheries, National Tax Agency Agency, for Cultural Affairs, Government of Japan
7 - 8, 14 - 15 June 2025 Pop-Up Stage West

学びと遊び
LEARNING AND PLAYING



DIGITAL GAKUENSAI2025
Digital learning experience
19 - 20 July 2025 EXPO Exhibition Centre



Human resource development x Tourism = Globally co-creation to realize the X-salon concept
X-salon concept co-creation team
17 July 2025 Theme Weeks Studio

地球の未来と生物多様性
THE FUTURE OF EARTH AND BIODIVERSITY



Japan's Actions toward Nature Positive by 2030
— To conserve and pass on the nature and its blessings —
Ministry of the Environment, Government of Japan
19 - 23 September 2025 Gallery West



The Satomi, Sea of Art -KAGAWA-
Kagawa prefecture
26 - 29 September 2025 Gallery WEST

未来のコミュニティとモビリティ
THE FUTURE OF COMMUNITY AND MOBILITY



Beyond 5G ready showcase
Office for Promotion of New Generation Mobile Communications Systems, Mobile Communications Division, Radio Department, Telecommunications Bureau, Ministry of Internal Affairs and Communications
26 May - 3 June 2025 EXPO Exhibition Centre



Panel discussion on the theme of future decarbonized regional development Session 1 - Decarbonizing cities and transportation
Regional Policy Division, Ministry of Environment
21 May 2025 Theme Weeks Studio

健康とウェルビーイング
HEALTH AND WELL-BEING



Sushi. Now that's Toyama - The Taste of a Well-Being Environment -
Toyama Prefecture
27 - 29 June 2025 EXPO Exhibition Centre



Let's Extend Healthy Lifespan! Salon in EXPO
Ministry of Health, Labour and Welfare
22 June 2025 Theme Weeks Studio

平和と人権
PEACE, HUMAN SECURITY AND DIGNITY



The Children's Conference of the Future in Support of the United Nations FUTURE SUMMIT
peace communication foundation
6 - 7 August 2025 EXPO Exhibition Centre



The Children's Conference of the Future in Support of the United Nations FUTURE SUMMIT
peace communication foundation
6 - 7 August 2025 EXPO Exhibition Centre

SDGs+Beyond
いのち輝く未来社会
SDGS+BEYOND FUTURE SOCIETY FOR LIFE



Regional Revitalization SDGs Festival
Headquarters of the Regional Revitalization
28 May - 1 June 2025 EXPO Exhibition Centre



International Forums on the Promotion of Intellectual Property Utilization for the SDGs
Japan Patent Office Policy Planning and Coordination Department
4 October 2025 Theme Weeks Studio

In 2020, five years before the opening of Expo 2025 Osaka, Kansai, Japan, the global COVID-19 pandemic forced society into a period of significant stagnation. It was in this same year that the Expo's producers were appointed and full-scale planning began. However, designing an event based on large gatherings of people amidst a worldwide pandemic was an arduous journey.

Against this backdrop, particular effort was dedicated to thematic projects undertaken to bring the Expo's theme to life. To realise the theme *Designing Future Society for Our Lives*, eight thematic projects were established, with eight creators prominent in their respective fields appointed as Theme Producers. Released at the same time as the announcement of the producers, *Philosophy of Expo 2025 Osaka, Kansai, Japan and Concepts of Thematic Projects* clearly articulated the significance of these eight projects. This significance eventually culminated in the eight Signature Pavilions, which commanded a striking presence at the Expo site. The significance was also reflected in multiple discussion programmes that were implemented during Theme Weeks.

Philosophy of EXPO 2025 Osaka, Kansai, Japan and concepts of thematic projects

Our lives are connected with each other, supported by the universe, the seas and the earth as our vessels. Humankind has expanded its scope of living globally by establishing diverse cultures to adapt to different environments. Meanwhile, it is also true that humankind has been so selfish as to damage natural environments and for groups of human beings to build unequal societies by sacrificing other groups. Today, the rapid development of life sciences and digital technology has been drastically changing our ways of dealing with our own lives and the ways human societies exist. Now that we have developed advanced science that can even modify life itself, we are required to sincerely recognise our status as part of overall ecosystems and take action to open up a brighter future utilising science and technology of our own making with a keen awareness of our responsibility. We should live in this world while recognising the universal and different characteristics of diverse forms of life in the natural world, developing our sympathy for others and respecting diverse cultures and values. By doing so, we human beings will surely be able to create new values that will help resolve various global issues and build a sustainable future. Planned based on this belief, Expo 2025 Osaka, Kansai, Japan, will provide an ideal opportunity for humankind, which has faced the unprecedented crisis of the global COVID-19 pandemic since 2020, to confirm its own potential, which the critical situation has made possible, and verify and propose new forms of life and society. To advocate the importance of respecting human diversity and put into practice the Expo's theme, 'Designing Future Society for Our Lives', the Japan Association for the 2025 World Exposition has planned the following eight thematic projects :

"Quest of Life"

Creativity-driven project planning This project aims to position humankind as living beings in the entire system of life

"Totality of Life"

This project aims to enable visitors to experience a connection between all forms of life in space, in the seas and on the earth.

"Embracing Lives"

To prevent division among people due to crises, the project aims to offer a vision of a future where diverse lives will be protected by recognizing the existence of others in one's self.

"Cycle of Lives"

This project aims to examine the value of the act of eating as a link between nature and culture and between people and share the spirit of gratitude underlying Japanese food culture.

"Amplification of Lives"

The project aims to expand the functions and capabilities of humans and other organisms and explore wider possibilities for lives with novel science and technology.

"Invigorating Lives"

This project will create a place for co-creation, where people will be able to enhance their lives by experiencing the joy of living through play, learning, sports and art.

"Forging Lives"

Through the combination of the natural and the artificial and of the physical and the virtual in quest of a brilliant future, this project aims to explore the form of art that can be in harmony with nature

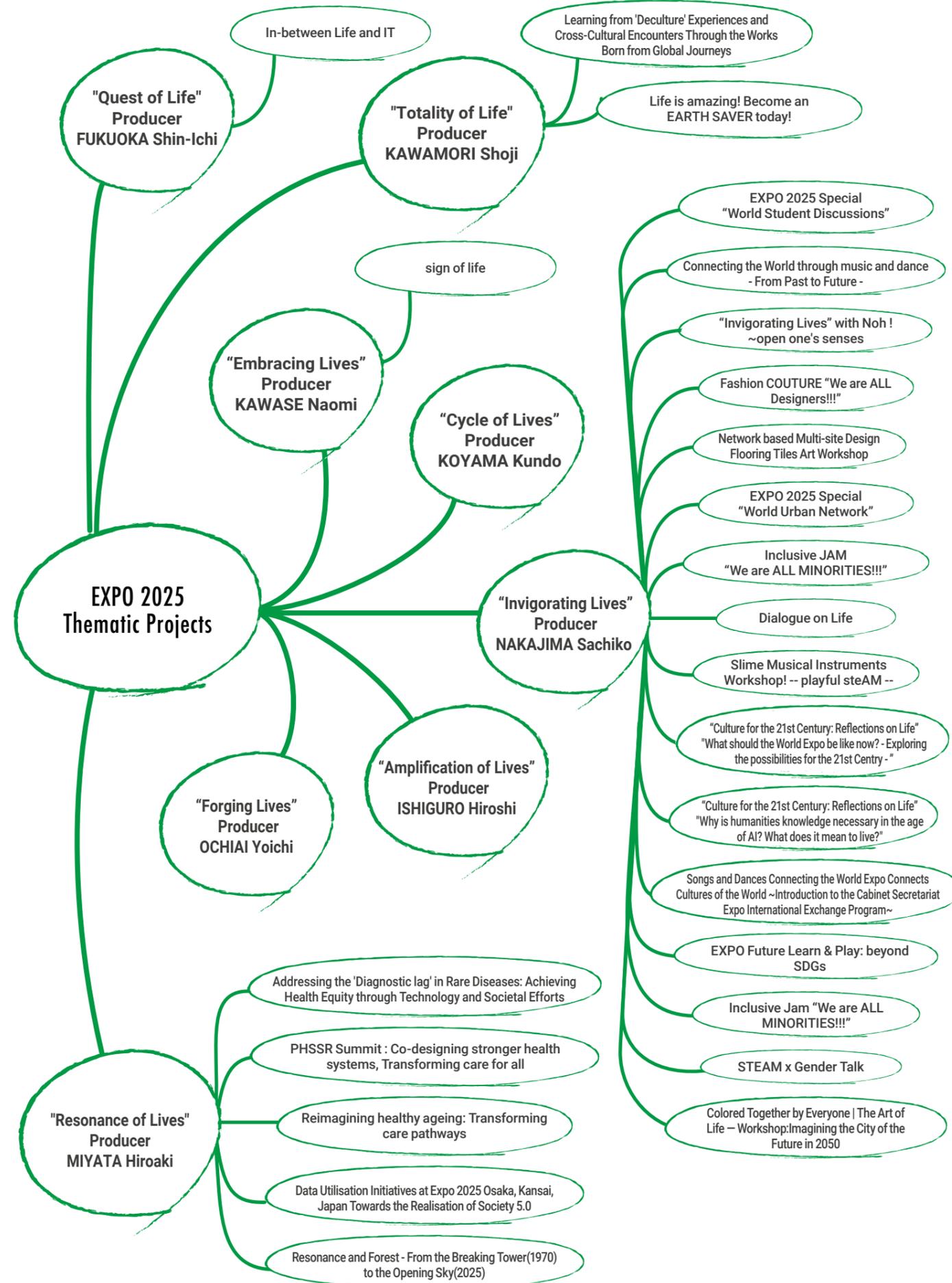
"Resonance of Lives"

By acknowledging and appreciating the uniqueness of each individual life, this project aims to propose a model for a world where everyone can shine by providing visitors with an opportunity to experience the harmony created by diverse forms of life

Experience with these thematic projects will surely inspire people to reflect on life and take creative action. If every human being exerts small efforts for the sake of others and the planet, resonance with such efforts will bring people a smile and trigger initiatives to 'Design Future Society for Our Lives'. We hope to make Expo 2025 Osaka, Kansai, Japan, an avenue to celebrate life together with people from around the world and 'Design Future Society for Our Lives'. This is nothing but the challenge of co-creating a brighter future with 'life' as the starting point in collaboration with people across the world.

13 July 2020

Japan Association for the 2025 World exposition



“Better Co-being” as a Dynamic Process for a Beyond-SDGs World

— The Intellectual Legacy of Agenda 2025



MIYATA Hiroaki

Theme Producer at Expo 2025 Osaka, Kansai, Japan, Professor, Keio University

Born in 1978. Professor, School of Medicine, Keio University. Completed the Master's Program at the Division of Health Sciences and Nursing, Graduate School of Medicine, University of Tokyo in 2003. Doctor (by dissertation only) of Health Sciences in the same field Served as assistant at the Faculty of Human Sciences, Waseda University and assistant professor at the University of Tokyo, Healthcare Quality Assessment. Appointed as associate professor at the University of Tokyo, Healthcare Quality Assessment in April 2009 and professor at the same in April 2014 (part-time from May 2015). Has served as professor at Health Policy and Management, Keio University School of Medicine since May 2015. Appointed as visiting professor at Osaka University in December 2020.

The Theme Weeks as a “Prototype” for a Beyond-SDGs Agenda

The “Agenda 2025” initiative, the central intellectual activity of Expo 2025 Osaka, Kansai, was not merely a series of international conferences. It was a “living lab” and an attempt to build a “prototype” for the new global agenda to come in the era “Beyond SDGs”.

Whereas the Sustainable Development Goals (SDGs) primarily focused on resolving **material, quantitative, and institutional** challenges—establishing a “Baseline” for human society's survival, as exemplified by “eradicating poverty” and “zero hunger”—the seven Theme Weeks posed a different question: What does it mean for “life to truly shine” upon that foundation? This was an attempt to shift the focus to the **inner, qualitative, and relational** dimensions that the SDG framework had not fully captured: “the core of humanity”.

The Six Key Concepts Emerging from the Dialogue

Through this global dialogue and intellectual synthesis process, six key concepts emerged that can function as an operating system (OS) for designing a future society :

1. **Well-being (Inner Fulfillment)**: A comprehensive concept extending beyond SDG 3's “physical health” to include “overcoming loneliness,” “psychological safety,” and “dignity”.
2. **Empathy**: A sensibility that serves as the ethical “starting point” for all social design, preceding the “institutional partnerships” of SDG 17.
3. **Culture**: A redefinition beyond the static

“heritage protection” seen in SDG 11.4 to “a dynamic device for resonance” that allows us to connect with others across divisions.

4. **Connection**: An objective that moves beyond institutional “inclusion” to question the “quality of our social connections” itself, addressing the goals of overcoming isolation and division.
5. **Co-creation**: Not mere “collaboration” (division of labor), but “the process itself” of generating unforeseeable new value as different actors challenge each other's assumptions.
6. **Succession**: A long-term temporal axis beyond the 2030 deadline; a perspective of “re-weaving” values and narratives for future generations, implying dialogue with and responsibility for them.

Resonance with the Global *Zeitgeist*

It must be emphasized that the originality of this proposal does not lie in claiming to have “invented” these six key concepts from scratch. Rather, these values are the *Zeitgeist* itself, already emerging in major global discussions such as the United Nations’ “Pact for the Future” and the OECD’s “Well-being Framework.”

For example, UN discussions within the context of the Pact for the Future already emphasize “empathy,” “belonging”, and “intercultural dialogue” as cornerstones of peace. The OECD, likewise, has begun to position “social connection” and “empathy” as measurable components of well-being.

The Core Significance: A Dynamic OS called “Better Co-being”

Acknowledging this *Zeitgeist*, the core significance

of our proposal is that it reframes these values—not as a “list of goals”—but as a single, **dynamic operating system (OS)** for realizing the Expo's core philosophy: “a future where diverse beings resonate as one.”

This concept is “**Better Co-being**.”

“Better Co-being” shifts the paradigm away from the static nuance of conventional “Well-being” (a “state” of individual happiness) and toward a perpetual **dynamic process** of “living better together.” The question it poses is not merely “Am I happy?” but rather, “**What is the quality of the relationships we are weaving as we co-exist** with diverse others, with nature, with technology, and with future generations?”

This aligns with the proposal's call to “transcend anthropocentrism and embrace coexistence with nature and non-human entities” and to address our relationship with “avatars and body-augmentation technologies”.

Conclusion: The Intellectual Legacy of Agenda 2025

If the SDGs were a list of “Goals” answering “**What**” to achieve, the intellectual legacy of Agenda 2025 is to present the “**Process**” and “**Values**” that answer “**How**” we can continuously generate resonance from division and co-create while maintaining diversity, all under the philosophy of a “future where diverse beings resonate as one.”

The Expo as a living lab was a trial of this dynamic process itself. The six key concepts identified are the engines that drive this process. This shift in perspective—**viewing the global agenda as a dynamic process**—is, we believe, the unique intellectual legacy that Expo 2025 Osaka, Kansai, and its Agenda 2025 can offer to the ongoing global dialogue, including the Summit of the Future.

References

1. Transforming our world: the 2030 Agenda for Sustainable Development | Department of Economic and Social Affairs, <https://sdgs.un.org/2030agenda>
2. Pact for the Future - United Nations Summit of the Future, <https://www.un.org/en/summit-of-the-future/pact-for-the-future>
3. Towards an overarching conceptual framework for social and demographic statistics1 - UN Statistics Division, https://unstats.un.org/UNSDWebsite/statcom/session_56/documents/BG-3f-Towards%20and%20overarching%20conceptual%20framework%20for%20social%20and%20demographic%20statistics-E.pdf
4. General Assembly Seventy-eighth session 76th plenary meeting Thursday, 2 May 2024, 10 a.m. New York - the United Nations, <https://docs.un.org/en/A/78/PV.76?direct=true>
5. Recognition – An OECD Perspective - NYU Center on International Cooperation, https://cic.nyu.edu/wp-content/uploads/1662/65/oecdpaper_recognition_-_an_oecd_perspective_.pdf
6. mental-health-framework.pdf, <https://www.ucop.edu/student-equity-affairs/programs-and-initiatives/mental-health-framework.pdf>
7. Child Well-Being in an Unpredictable World | Unicef, <https://www.unicef.org/innocenti/media/11111/file/UNICEF-Innocenti-Report-Card-19-Child-Wellbeing-Unpredictable-World-2025.pdf>

Exploring a Future Society Where Diverse Lives Flourish Together Via Theme Weeks



Sachiko Nakajima

Theme Producer at Expo 2025 Osaka, Kansai, Japan, musician, mathematics researcher, STEAM educator, jazz pianist, media artist

CEO of steAm, Inc. and Director at STEAM Sports Laboratory Inc.

Sachiko Nakajima is engaged in a wide range of activities both in Japan and internationally across the fields of music, mathematics, STEAM* education, and media art. Her publications include *Life-changing "Mathematics" and "Music" and Mathematics Heard in Music* (Kodansha), as well as the picture book *The Mysterious Pictures of the Symmetry Aliens* (Bunken Publishing, illustrated by Junko Kusahara). Her discography includes the CDs *Rejoice*, *Flower of Hope*, and *Sounds Heard from Myoshinji, Taizo-in*. Nakajima remains the only Japanese woman to have won a gold medal at the International Mathematical Olympiad.

Theme Weeks originated at Expo 2020 Dubai, UAE as a festive experiment designed for people from across the world to share global challenges and give rise to a "Future Society for Our Lives" through dialogue and co-creation. The objective is to foster diverse encounters, dialogue, and harmonisation (through play and immersive experiences) at an Expo where the world gathers for six months. Transcending divisions of nationality, status, generation, and culture, the spirit of listening to one another, uplifting our lives, and building the future together pulsates through the very heart of Theme Weeks.

Deeply resonating with this philosophy, the Jellyfish Pavilion team developed a diverse array of Theme Week programmes—spanning culture, education, peace, human rights, the planet, and diversity—that bridge music, performing arts, science, art, and the inquisitive nature of youth and citizens alike.

At the "WA" space in the Women's Pavilion, eight talk sessions were held over two full days. At the Theme Weeks Studio, two daily talk sessions were held for five days (including Agenda 2025 programmes, conducted in both Japanese and English). And at the Jellyfish Pavilion, while an unconventional venue for Theme Weeks given its distinctive character, the team organised eight workshops and talk sessions. Indeed, it would be fair to say that the spirit of Theme Weeks permeated the many other events held at the Jellyfish Pavilion.

On 26 April, shortly after the Expo opening, two events—Culture for the 21st Century: Reflections on Life and Songs and Dances Connecting the World—were held in the "WA" space as part of Co-

creating Cultures for the Future Week. Together with Juichi Yamagiwa, Kan Suzuki, Oussouby Sacko, Laurie Peters (Commissioner General of the Canada Pavilion), and various musicians, we engaged in dialogue on the significance of the humanities and cultural orchestration in the AI era. These sessions also featured performances with the KURAGE Band and the Yamamoto Noh Theater, celebrating the start of the Expo as a forum for the orchestration of inquiry and life. A day earlier at the Jellyfish Pavilion, the Yamamoto Noh Theater hosted an interactive workshop allowing participants to experience Noh costumes and instruments firsthand, marking a moment where traditional performing arts merged with the creative education of the future. Simultaneously, the KURAGE Band offered an immersive experience of global "culture" through the music and dance of places including Korea, Tibet, Senegal, and Japan.

In June, at the Jellyfish Pavilion, we put the "democratisation of creativity" into practice through events such as Fashion COUTURE: We are ALL Designers! (Necessities of Life: Food, Clothing and Shelter Week), where participants utilised digital technology to create a variety of original items, including tote bags. We also hosted "Power of Play" (Health and Wellbeing), a traditional weaving workshop held in collaboration with the Saudi Arabia Pavilion.

In July, the Theme Weeks Studio hosted the World Urban Network (Health and Wellbeing), which gathered YMCA leaders from across the globe. During the Learning and Playing Week—a core theme of the Jellyfish Pavilion—we held Inclusive JAM: We Are All Minorities! (27 July). Centred on education and diversity, this event saw dynamic

discussions between stakeholders, officials from the Ministry of Education, Culture, Sports, Science and Technology (MEXT), and educators from around the world. The following day, at AGENDA 2025, we explored the topic of harnessing the strengths of diverse personalities in learning and play, alongside Hanako Jimi (Member of the House of Councillors), Professor Satoshi Fukushima (who is deaf-blind), representatives from the UN and UNESCO, and media artists from MIT. We shared a powerful and joyful message: We are all minorities! And we can transform our differences and vulnerabilities into value. On 18 July, we reached out to children in hospitals and welfare facilities nationwide, connecting them to a virtual tour of the Jellyfish Pavilion and a collaborative crafting session. This enabled many people to participate in "creating the Expo" despite being unable to visit in person (Kids Art Project earlier ran a similar session on 21 June).

On 1 August, the opening day of Peace, Human Security and Dignity Week, four sessions spanning culture, inclusion, and "STEAM × Gender" were held at the "WA" space in a mix of Japanese and English. Accomplished cultural and performing artists, wheelchair artists, welfare specialists, and representatives from Italy, Croatia, and Liberia gathered to discuss human rights and culture. Through a collaborative performance featuring Awa Deku Hakomawashi (traditional puppetry from the Awa region) and two blind singers from Liberia alongside the KURAGE Band, an exquisite tapestry of multiculturalism was woven together through the performing arts. In the afternoon talk sessions on STEAM, representatives from Shiseido and the OECD were joined by robotics researchers and participants from Australia, Jordan, and Malaysia. Alongside a report on the "STEAM Girls Award"—co-hosted this year by Shiseido and steAm—panellists discussed the value of women's inquisitive spirit and diversity, as well as the fusion of science and the liberal arts, and sensibility and logic. On 4 August at the Jellyfish Pavilion, a Slime Musical Instruments Workshop! was held, led by a team of young university students from steAm. Children

experienced the integration of play and science firsthand by using slime as a conductive material to create music. That evening, at the Dialogue on Life session (Theme Weeks Studio), LGBTQ+ activists, neuroscientists, literary scholars, and indigenous leaders (including Māori, Baka, and Métis) gathered with Kenji Yoshida, former Director-General of the National Museum of Ethnology. Together, they engaged in a profound dialogue regarding human dignity and cultural diversity.

On 7 August, the World Student Discussions event was held, bringing together high school and university students from across the globe to deliberate on themes of peace and human rights, thereby establishing an international educational network for the next generation. On 19 September (The Future of Earth and Biodiversity Week), the Jellyfish Pavilion hosted a creative workshop that utilised AI and origami to envision a future society. And finally, on 4 October, at the EXPO Future Learn & Play: beyond SDGs event (SDGs+Beyond: Future Society for Life Week), Kan Suzuki and Nakajima proposed a concept of "post-modern learning and play," presenting a vision for society and a new, interdisciplinary, and creative approach to STEAM education, with art as its core.

In this way, Theme Weeks at the Jellyfish Pavilion expanded the circle of diverse lives, serving as a forum for "encounters, dialogue, and orchestration" that connects the world across divisions. We believe that these activities—which resonate across culture, science, art, and education, and transcend differences in age, gender, disability, and nationality—form the very soil from which play, learning, society, and culture of the future will grow. Even after the Expo concludes, the Jellyfish Team will continue to leverage the international network we have built to create spaces that connect individuals from all walks of life, manifesting a societal model where education, welfare, healthcare, business, art, and politics intersect to mutually enhance life. Our hope is that the sparks of encounter ignited at the Expo will continue to light one another across all divisions, ultimately becoming a beacon of hope that illuminates the world.

At Expo 2025 Osaka, Kansai, Japan, a diverse range of initiatives is being undertaken under the banner of “Co-creation.” TEAM EXPO 2025 is one such initiative, where various actors—including civil society groups, student groups, corporations, and local governments—can broadcast their ideas and activities and engage in exchange, all aimed at the realisation of the Expo’s core theme: *Designing Future Society for Our Lives*. By the start of the Expo, approximately 2,300 activities had been registered, supported by 430 partners. TEAM EXPO 2025 also actively participated in Theme Weeks, with a wide variety of programmes conducted at the TEAM EXPO Pavilion within the Expo site.

What Changes the World? – Insights from Best Practices

Expo 2025 Osaka, Kansai, Japan Best Practices

「Co-Lab Gears」 (Next Generation Co-Creation Leader Development Project)

Link and Motivation Inc

Creating an economy based on empathy and a society of mutual assistance

- Let's all talk about the path to realizing this social economy.

Social Solution Initiative, The University of Osaka

"Dialogue between science, technology and diverse cultures"

Subtitle: "The path of empathy towards a sustainable future"

Faraday Seminar Organizing Committee

Considering the Future of the Earth - Corporate Actions for Climate Change and Decarbonization

ASIA AND PACIFIC TRADE CENTER CO.,LTD.

A project to foster innovative entrepreneurs and to foster entrepreneurial momentum among junior and senior high school students as potential entrepreneurs

The Kansai New Business Conference

A program aiming to achieve global benefits to enrich lives for the next 100 years through TAKANAWA GATEWAY CITY development

East Japan Railway Company(TAKANAWA GATEWAY CITY)



Future Life Village



Creating an economy based on empathy and a society of mutual assistance- Let's all talk about the path to realizing this social economy. Social Solution Initiative, The University of Osaka 8 June 2025 "TEAM EXPO Pavilion"



"Dialogue between science, technology and diverse cultures" Subtitle: "The path of empathy towards a sustainable future" Faraday Seminar Organizing Committee 17 September 2025 "TEAM EXPO Pavilion"



Considering the Future of the Earth - Corporate Actions for Climate Change and Decarbonization ASIA AND PACIFIC TRADE CENTER CO.,LTD. 17 September 2025 "TEAM EXPO Pavilion"



What Changes the World? – Insights from Best Practices Expo 2025 Osaka, Kansai, Japan Best Practices 7 October 2025 Theme Weeks Studio



A project to foster innovative entrepreneurs and to foster entrepreneurial momentum among junior and senior high school students as potential entrepreneurs The Kansai New Business Conference 10 October 2025 "TEAM EXPO Pavilion"



A program aiming to achieve global benefits to enrich lives for the next 100 years through TAKANAWA GATEWAY CITY development East Japan Railway Company(TAKANAWA GATEWAY CITY) 11 October 2025 "TEAM EXPO Pavilion"



「Co-Lab Gears」 (Next Generation Co-Creation Leader Development Project) Link and Motivation Inc 12 October 2025 "TEAM EXPO Pavilion"

Modern Expos are increasingly characterised by their role as platforms for economic diplomacy and business exchange. For Expo 2025 Osaka, Kansai, Japan, corporations and organisations were actively invited to participate from early on. By offering a diverse range of opportunities—including pavilions, the Future Society Showcase, thematic projects, events, operations, and sponsorship for venue development—the involvement of a large number of corporate and organisational entities was secured. Furthermore, these entities also participated in Theme Weeks, implementing a wide variety of programmes.

Women x Health x Career Part1 Global Women's Health Conference® / Women's Health-Friendly Companies 2025 Awards Ceremony
Think Pearl

Women x Health x Career Part2 Envisioning the Future of Work: With Well-Being by Sakuya Working Community
Sakuya Working Community

Symposium and workshop in contribution to "A society where everyone can have access to sanitary products in the toilet!"
University of Osaka MeW Project

Food and Agriculture in the Future: We hold the seeds of tomorrow.
KUBOTA Corporation

Sumitomo Pavilion Theme Weeks
SUMITOMO Pavilion

KUBOTA AGRI KIDS SUMMIT: Next-generation agri-kids create the future
KUBOTA Corporation

The 4th All-Japan High School Presentation Boot Camp - GEM Talks 2025 -
5 Crowns Japan

Empowerment through Education; CWAJ - Women Supporting Women
CWAJ - College Women's Association of Japan

Sabae, The Glasses City Where Women Shine: Women's Empowerment for a Better World
Sabae City (Fukui Prefecture)

An Invitation to Gendered Innovations
Ochanomizu University

Inclusion and Dialogue: The Future Potential of Dialogue
University of Tsukuba

"Let's think together as parents and children! Gender Workshop"
POLA Inc.

True Diversity and WA!? ~ Set on a University Campus with Diverse People, Ideas, and Values~
Kansai University

WHAT KIND OF EDUCATION AND CITIES DO WOMEN LEADERS CREATE? : Let's raise our voices and declare action at "WA812"-1

HOW CAN WE PROMOTE DIVERSITY IN THE ECONOMY? : Let's raise our voices and declare action at "WA812"-2

KNOWLEDGE SHARING BIG CONFERENCE : Let's raise our voices and declare action at "WA812"-3
HABU Pro.

sign of life
EXPO 2025 Thematic Project "Embracing Lives" (Producer KAWASE Naomi)

"Gender Awareness for the Future – Young People's Perspectives on Gender Roles Today"
Gender Equality Bureau Cabinet Office

E-Methane and Biogas Week
The Japan Gas Association Osaka Gas Co.,LTD.

“

I believe that when you are wholeheartedly convinced of a choice, that choice becomes the right answer.



Masako Tsukada, Leader of the Kansai Research & Business Development Department, Research & Business Development Division, ITOCHU Corporation
Co-creating Cultures for the Future Week: Women x Health x Career Part 2. Envisioning the Future of Work: With Well-Being by Sakuya Working Community
27 April 2025

“

It is often said that we borrow the Earth from our descendants. If that's the case, then it is only natural that we should return it to them in a beautiful and pristine condition.



Teiko Kudo, Representative Director and Deputy President at Sumitomo Mitsui Banking Corporation
Health and Well-being Week: Sumitomo Pavilion Theme Weeks
25 June 2025

“

Thinking only in terms of "education" makes for a slow process. When industry surges ahead, education will eventually catch up.



Kenji Yoshihira, Chief Technology Officer (CTO) at Interbeing, Inc.
Co-creating Cultures for the Future Week: Women x Health x Career Part 1, Global Women's Health Conference® / Women's Health-Friendly Companies 2025 Awards Ceremony
27 April 2025

“

While it is easy to talk about "circularity," it is vital that we see ourselves as part of that cycle and act as responsible participants within it.



Noboru Noguchi, Dean of the Research Faculty of Agriculture, Hokkaido University
Learning and Playing Week: KUBOTA AGRI KIDS SUMMIT: Next-generation agri-kids create the future
25 July 2025

“

Whether it be food, the global environment, health, or even our family and friends, it is often impossible to truly appreciate their value until they are gone. I believe that finding a way to envision that importance beforehand is the key to reaching a more optimistic utopia.



Shin-ichi Ishikawa, School of Food Industrial Sciences, Miyagi University
Necessities of Life: Food, Clothing and Shelter Week: Food and Agriculture in the Future: We hold the seeds of tomorrow
8 June 2025

“

Physical therapists study the human body and are experts in physical training; however, eighty percent of the actual work is communication.



Ken Endo, Senior Researcher at Sony Computer Science Laboratories, Director at xDiversity Association
Peace, Human Security and Dignity Week: Inclusion and Dialogue: The Future Potential of Dialogue
2 August 2025

Theme Weeks Connect is an initiative held outside the Expo site, dedicated to solving global challenges associated with the eight themes of Theme Weeks. It was designed as a series of off-site related programmes to enable participation from all across Japan. Through Theme Weeks Connect, the aim was to disseminate widely the significance of hosting the Expo by fostering a concerted nationwide effort to address issues of global importance.

Education Expo Japan
RX Japan Ltd.

New Value Creation Exhibition 2024
Independent Administrative Agency, Small and Medium Enterprises and Regional Innovation Organization

The Pre-event for the Osaka-Kansai Expo Theme Week
Rotaract Club of Rotary International District 2660

What we want to convey to the world at the Osaka-Kansai Expo: What is a sustainable society and economy?
Institute of Developing Economies/Asia Pacific Institute of Research

Education Expo Japan (Tokyo)
RX Japan Ltd.

The 39th Annual Conference of the Japanese Society for Artificial Intelligence, 2025
The Japanese Society for Artificial Intelligence

The 5th Sustainable Materials Exhibition (within High-Performance Materials Week)
RX Japan Ltd.

Education Expo Japan (Osaka)
RX Japan Ltd.

Japan Health
Japan Health Committee

Int'l Wellness Tourism EXPO
RX Japan Ltd.

The Netherlands World Expo Program "Future of Food" - Symposium 'Future Food & Health'
Embassy of the Kingdom of the Netherlands in Japan, East Netherlands Development Agency (Oost NL)

Global Healthcare Challenge (GHeC)
Japan External Trade Organization (JETRO) and Ministry of Economy, Trade and Industry (METI)

INTERPHEX WEEK
INTERPHEX Week Show Management

IVS 2025
IVS KYOTO Executive Committee

Symposium on Business and Human Rights by Labor and Social Security Attorneys~Symposium on Business and Human Rights by Labor and Social Security Attorney.~
Osaka Prefecture Labor and Social Security Attorney association

WebX Fintech EXPO powered by SBI Group
WebX Executive committee

AI Solutions Shaping the Future of Urban Innovation
Startup Island TAIWAN

Time For Peace
UN Pavilion at Expo 2025 Osaka, Kansai, Peace Boat

Kansai-Africa Business Forum
Japan External Trade Organization (JETRO), Ministry of Economy, Trade and Industry (METI)

Creative Recovery Summit
Hyogo Prefecture

Automotive World
AUTOMOTIVE WORLD Show Management (RX Japan Ltd.)

SMART ENERGY WEEK
RX Japan Ltd.

EXPO 2025: Peace, Human Security and Dignity Week For a Brighter Future of Responsible Value Chains
ILO Office for Japan and the Ministry of Economy, Trade and Industry of Japan (METI)

The 7th RD20 conference
National Institute of Advanced Industrial Science and Technology (AIST)

The LNG Value Chain and the Carbon-Neutral Society
OSAKA GAS CO.,LTD.

"The Earth Hall of Fame KYOTO" International Conference-Future Forum
The Earth Hall of Fame Kyoto Management Council, The Earth Forum Kyoto

Hydrogen Energy Ministerial Meeting
Hydrogen and Ammonia Division, Agency for Natural Resources and Energy

Ministerial Meeting on Sustainable Fuels
Fuel Supply Infrastructure Policy Division, Agency for Natural Resources and Energy

7th International Conference on Carbon Recycling 2025
Ministry of Economy, Trade and Industry (METI), New Energy and Industrial Technology Development Organization (NEDO)

12th Annual Meeting of Innovation for Cool Earth Forum (ICEF2025)
Ministry of Economy, Trade and Industry; NEDO

Local X STAGE 2025
METI-Kansai Bureau of Economy, Trade and Industry

Forests, Energy, and Us
JGA/ FEPC

The 1st Kyoto Conference
Kyoto Institute of Philosophy

BPC Roundtable 2025 Osaka
Osaka Business Partner City Council

"A Choice to Change the Future. What We Can Do Now. - Creating a Sustainability Legacy Inspired by the Osaka-Kansai Expo -"
EY Japan Co., Ltd.



Japan Health
Japan Health Committee
25 - 27 June 2025



Global Healthcare Challenge (GHeC)
Japan External Trade Organization (JETRO) and Ministry of Economy, Trade and Industry (METI)
25 - 26 June 2025



Time For Peace
UN Pavilion at Expo 2025 Osaka, Kansai, Peace Boat
10 August 2025



Kansai-Africa Business Forum
Japan External Trade Organization (JETRO), Ministry of Economy, Trade and Industry (METI)
23 August 2025

Significance of the Theme Week programmes



Shinya Hashizume

Theme Week Programme Supervisor / Advisor, Expo 2025 Osaka, Kansai, Japan

Distinguished Professor at the Organization for Research Promotion, Osaka Metropolitan University,

1. Significance of the Theme Week programmes

On 13 October 2025, the *Expo 2025 Osaka, Kansai Declaration* was released to mark the closing of Expo 2025 Osaka, Kansai, Japan. Within the declaration, special mention was made of the role played by the discussion forums centred around the eight Theme Weeks, culminating in the SDGs+Beyond Week.

The Declaration commended the active dialogue and multi-faceted discussions held among a wide range of stakeholders—from international and domestic experts, government officials, and business representatives to the visitors themselves. These discussions tackled fundamental questions such as what a future society that unleashes the inherent brilliance of all life should look like, and what we must do to preserve for the future the precious and diverse life that has been passed down through the generations.

Traditionally, Expos tended to be limited to individual programmes presented by each exhibitor. In contrast, the Theme Week programmes facilitated dialogue and exchange through collaboration between organisers, participating countries, corporations, and civil society groups under specific themes. The success of this approach marks a clear recognition of the significance of this new methodology.

2. From Expo 2020 Dubai to Expo 2025 Osaka, Kansai

The Theme Week programmes at Expo 2025 Osaka, Kansai, Japan are a succession of the Theme Week programmes previously implemented at Expo 2020 Dubai, UAE.

Expo 2020 Dubai opened in October 2021 under the theme *Connecting Minds, Creating the Future*. Despite its one-year postponement, the event was still held amidst the global COVID-19 pandemic.

At a time when it was impossible to build momentum for the Expo through physical attendance, virtual pre-Expo talks were organised to bring together experts, opinion leaders, and stakeholders from around the world remotely. More than 60 countries and over 80 international organisations participated in talks on the main theme, with more than 100 dialogue sessions—averaging 45 minutes each—conducted.

This initiative was carried forward into the Theme Week programmes held at the Expo's physical venue. In the planning phase, the programmes were structured around four key tracks: Build Bridges (cultural track), which emphasises cultural exchange and understanding diversity; Leave No One Behind (social development track), which introduces best practices in environmental management to promote harmony with nature; Live in Balance (sustainability track), fostering empowerment with an emphasis on social inclusion and equity; and Thrive Together (business track), which addresses innovation through economic growth and collaboration.

For the Theme Week programmes at Expo 2020 Dubai, 10 distinct Theme Weeks were established, categorised under two overarching frameworks. The social and environmental framework comprised five themes: Climate & Biodiversity, Food, Agriculture & Livelihoods, Urban & Rural Development, Tolerance & Inclusivity, and Knowledge & Learning. The connections and well-being framework also comprised five themes: Travel & Connectivity, Space, Global Goals, Health & Wellness, and Water. Over the six-month duration of the Expo, 229 events involving 142 countries were held both on and off-site. These sessions attracted more than 19,000 in-person participants and reached a vast virtual audience of over 29 million. The Expo 2020 Dubai passport initiative also proved to be a highly popular attraction, allowing visitors to keep a record of their journey, including the Theme Week programmes.

3. Connections beyond the Expo

At Expo 2025 Osaka, Kansai, Japan, programmes were developed across eight themes. These built upon the philosophy and methodology of the Theme Week programmes from Expo 2020 Dubai while incorporating original thematic settings unique to this Expo.

While every theme inspired substantial discussion, the Peace, Human Security and Dignity Week—held from early to mid-August—deserves particular recognition as a programme unique to the Osaka-Kansai Expo. Numerous symposia and events highlighting the importance of peace and respect for human rights were conducted across various locations within the venue, including the UN Pavilion. Given that this year marks the 80th anniversary of the end of World War II, this theme was an especially significant and timely choice.

As various challenges become apparent across the globe, the importance of genuine, human-to-human dialogue that transcends national borders has become self-evident. In this context, the Theme Week programmes provide an opportunity to bring together diverse stakeholders—including governments, corporations, civil society, and local communities—to facilitate inclusive and impactful dialogue. Moreover, it is anticipated that the dialogues held during the Expo will serve as a catalyst for generating concrete solutions to global challenges and sparking new movements that bring about transformative change.

I believe that the Theme Week programmes, which inherited their philosophy and methodology from Expo 2020 Dubai, constitute the most significant soft legacy of Expo 2025 Osaka, Kansai, Japan. By continuing these programmes at the next World Expo and beyond, I hope that the Theme Week programmes will establish themselves as an indispensable initiative for dialogue for all future World Expos.

Total number of programmes

429

Track 1 (Official Participants): 189

Track 2 (Government of Japan, local governments, etc.): 50

Track 3 (Japan Association for the 2025 World Exposition): 129

[Breakdown]

Organised Programmes: 27 (including 3 Visionary Exchange Programmes)

Co-created Programmes: 25

Participation Programmes: 49

Signature Programmes: 28

Track 4 (TEAM EXPO 2025): 7

Track 5 (Companies Participating in the Expo): 19

Theme Weeks Connect: 35

Total number of participants

7,030,265

In-person participants: 1,608,543

- Theme Weeks Studio: 11,975

- Pavilions: 185,654

- EXPO Exhibition Centre: 1,076,198

- Other on-site facilities: 91,600

- Off-site venues (Theme Weeks Connect): 243,116

Virtual participants: 5,421,722

- Live stream viewers (real-time): 86,832

- Archived video viewers: 3,467,027 (as of the end of November 2025)

- Web report access: 1,867,863 (as of the end of November 2025)

Total number of speakers

2,653

ASIA: 1,772 (JAPAN: 1,488)

Europe: 514

Africa: 95

Middle east: 94

North America: 86

Latin America and the Caribbean: 66

Oceania : 26

The Theme Weeks Studio was established onsite as a central hub for hosting the large number of discussion programmes during Theme Weeks. Throughout the period of the eight Theme Weeks, each day was divided into three sessions (morning, afternoon, and evening) for programmes to be run. In addition to accommodating general Expo visitors and invited guests in the audience, the studio's programmes were streamed live via the Virtual Expo.



THEME WEEKS STUDIO

The Theme Weeks Studio featured a seating capacity of 105 and was equipped with five green rooms, three offices, an operations room, and an interpretation booth.

Total floor area: 484.41 m²

Ceiling height (seating area): 3,700 mm

Ceiling height (other rooms): 4,745 mm

Stage height: 450 mm

LED monitor: 3,500 mm (W) x 2,000 mm (H)



Entrance to the Theme Weeks Studio



Entrance to the EXPO Exhibition Centre "WASSE"



Stage of the Theme Weeks Studio



Operations room of the Theme Weeks Studio



An office in the Theme Weeks Studio



At the start of each programme, a one-minute opening video was screened to introduce the eight themes and their respective enquiries.



Audience seating in the Theme Weeks Studio

Theme Weeks: A Milestone in the 170-year History of the World Expo



Masaru Ishikawa

Osaka Kansai Expo Site Operation Producer, Planner, Producer
CEO of Think Communications, Co., Ltd.

Born in Sapporo in 1963. Ishikawa built a distinguished career as a planner in the fields of event promotion, cultural and commercial facility development, and communication design before establishing Think Communications Co., Ltd. in 2004. He has worked on many expositions and exhibitions, and served as Assistant Chief Producer at EXPO 2005 AICHI, JAPAN. In this role, he was involved in the Master Plan and produced the Robot Project, EXPO Plaza, and the admission tickets with embedded IC chips.

The advent of Theme Weeks

In January 2022, I visited the site of Expo 2020 Dubai, UAE. What appeared before me was a beautiful and highly functional venue, expanding like petals around the Al Wasl Dome with its intricate arabesque patterns. The site was teeming with people, filled with such vibrancy that it made me forget we were still in the midst of the COVID 19 pandemic. The distinct and grand pavilions, the spectacular events, and the meticulously planned venue operations—all were produced with exceptional craftsmanship. Yet, amidst all this grandeur, it was my encounter with Theme Weeks that most captivated my heart.

Theme Weeks is an initiative designed to foster collaboration between nations participating in the Expo to solve global challenges. For approximately one week each, ten pre-defined themes became the focus of dialogue and business exchange (networking) across the entire Expo site. I had experienced many expositions throughout my career, but I had never seen anything quite like the Theme Weeks I witnessed at Expo 2020 Dubai. I felt it was my mission to ensure that Expo 2025 Osaka, Kansai, Japan inherited this wonderful initiative, evolved it further, and handed it over to the next World Expo. Immediately upon returning to Japan, I reached out to various stakeholders involved in the Expo. I was met with swift and widespread support. And so, the Theme Weeks for Expo 2025 Osaka, Kansai, Japan reached the starting line.

Start of the project

Once a dedicated department was established within the Japan Association for the 2025 World

Exposition and the project officially commenced, we set about our first task—selecting the themes. In setting the themes, we aimed to consolidate issues spanning a broad range of fields into no more than ten distinct categories. Following extensive discussions with the Theme Producers and officials from the Cabinet Secretariat and the Ministry of Economy, Trade and Industry (METI), and after consulting with experts across various fields—including the Minister in charge of the World Expo—we refined our editing and phrasing through a process of trial and error to ensure alignment with the main theme and sub-themes of Expo 2025 Osaka, Kansai, Japan. As a result, from the perspective of the *Saving Lives* subtheme, we defined <Co-creating Cultures for the Future>, <The Future of Community and Mobility>, and <Necessities of Life: Food, Clothing and Shelter>; from the perspective of the *Empowering Lives* subtheme, we defined <Health and Well-being> and <Learning and Playing>; and from the perspective of the *Connecting Lives* subtheme, we defined <Peace, Human Security and Dignity> and <The Future of Earth and Biodiversity>. Finally, from the perspective of the overall Expo theme, *Designing Future Society for Our Lives*, we added <SDGs+Beyond>, bringing the total to eight themes.

Furthermore, as each theme encompasses a broad range of issues, we decided to add a “Scope of Theme,” listing the primary challenges alongside each theme. We also established specific “Enquiries” for each theme to prevent the focus of discussions from becoming fragmented amidst a diverse range of programmes. Three “Cross-cutting Initiatives” were also established to serve as horizontal lenses that intersect with these themes:

<The Economy and Innovation>,<The Population Trends, Depopulation, and Aging>, and <The Next Generation, Inclusion>.

The process of setting the themes involved extensive deliberation. The greatest difficulty lay in determining which themes would be appropriate for dialogue at an Expo, given that there would be countries dealing with the polar opposite of Japan’s problems as well as other countries embroiled in direct conflict. Take, for instance, population issues. While Japan faces the societal challenge of population decline coupled with a falling birth rate, the global population continues to increase, and many nations in the Global South are facing challenges related to significant population growth. Moreover, including “Peace” as a theme carried the inherent risk that nations currently embroiled in conflict might use the platform to clash over their respective claims, potentially fuelling further confrontation. We approached these concerns with extreme caution, working to define the themes while listening carefully to the insights of experts.

Efforts for implementation

Once the themes were finalised, we started working towards programme implementation. Our first step was to establish a framework for the programme structure of Theme Weeks, followed by sponsorship promotion to bring the initiative to fruition. At Expo 2020 Dubai, UAE, Theme Weeks were divided into tracks based on the specific objectives of the programmes, such as culture, social development, sustainability, business, and the UAE centennial. In contrast, for Expo 2025 Osaka, Kansai, Japan, we decided to define the tracks according to the primary implementing entities.

Track 1 was assigned to official Expo participants, Track 2 to the national and local governments, Track 4 to TEAM EXPO 2025, and Track 5 to companies exhibiting at the Expo, while the organiser was positioned within Track 3. We also established Theme Weeks Connect for programmes conducted outside the Expo site. Since the implementing entities for all tracks other than Track 3 were responsible for their own planning and for securing their own venues and budgets, our role was focused on public relations and secretariat duties for Theme Weeks as a whole. We were also responsible for the planning, operation, and the securing of necessary funding for the programmes specific to Track 3.

With Theme Weeks getting off to a late start, the budget allocated by the Japan Association for the 2025 World Exposition was virtually non-existent. Consequently, we had to embark on an urgent sponsorship drive to find corporate partners who believed in the Theme Week vision and were willing to support the initiative. By that stage, however, pavilion exhibitors from the

private sector had already been finalised, and many other organisations had already committed their resources to supporting the Expo through the Future Society Showcase or thematic project sponsorships. We were, therefore, fully prepared for the fact that securing sponsorship for Theme Weeks would be an uphill battle.

Contrary to our expectations, however, Nikkei and Boston Consulting Group (BCG) were quick to pledge their support as General Sponsors. They were followed in quick succession by several other companies, including Astemo, Azbil, Idemitsu Kosan, Ono Pharmaceutical, Cosmo Energy Holdings, JERA, Electric Power Development (J-POWER), Tokyo Electron, Fuji Electric, and Mitsubishi Logisnext. Receiving such endorsement for the significance of Theme Weeks from so many leading corporations fuelled our determination.

Agenda 2025

“Agenda 2025” was the name given to the series of programmes conducted by the organiser under Track 3. For Agenda 2025, we decided to implement discussion programmes that utilise the Cross-Cutting Initiatives as perspectives across all themes. This consisted of three categories: Organised Programmes, planned and executed by the organiser themselves; Co-created Programmes, conducted in collaboration with external organisations; and Participation Programmes, where corporate and organisation sponsors participate individually, selecting their own themes.

In planning the Organised Programmes, the Japan Association for the 2025 World Exposition worked in partnership with General Sponsors, allowing us to incorporate the specialised expertise and networks of each sponsor. Notably, Boston Consulting Group (BCG) provided practical support in the planning stages. Utilising scenario-planning techniques, they helped us to draw up future visions aligned with the “Enquiries” set for each theme and map out the process to get there. This support was instrumental in setting the scenarios for our discussion programmes, selecting candidate speakers, and ultimately ensuring the overall high quality of the programme design.

Regarding the Co-created Programmes, we collaborated with the Shape New World Initiative—an organisation established primarily by Japanese members of the World Economic Forum’s Global Shapers Community (comprising young leaders in their 20s and 30s)—and, with the support of the Osaka Chamber of Commerce and Industry (OCCI), successfully facilitated dialogues involving youth from around the world across all eight themes.

Theme Weeks Studio

We decided to establish the Theme Weeks Studio within the Expo site as a central hub for Theme

Week programmes. Since this facility was not part of the original Master Plan, securing space within the Expo site was a significant challenge. Fortunately, however, we were able to repurpose a portion of the area initially allocated for commercial facilities. The Theme Weeks Studio was designed not only to host the Association's own Agenda 2025 programmes but also to serve as a venue for official participants, companies participating in the Expo, and government entities who lacked the necessary space within their own pavilions to conduct such events.

The studio featured a 105-seat gallery for general Expo visitors to attend in person, and was fully equipped for real-time online streaming, archive recording, remote speaker participation, and simultaneous Japanese-English interpretation. As the building itself was a temporary warehouse structure, we implemented a double-shell interior configuration to ensure necessary soundproofing. A large LED display was installed at the rear of the stage, and the backstage area included enough green rooms to accommodate the volume of speakers across consecutive programmes.

Regarding simultaneous interpretation, while a standard interpretation booth was provided, we moved away from traditional dedicated receivers for the audience and speakers. Instead, we enabled participants to use their own smartphones. By scanning a QR code displayed in the studio, users could access a dedicated site via their regular web browser—without needing a specific app—to listen to the translated Japanese or English audio through their own earphones. Automatically translated text was also displayed at the side of the stage. This utilised an automated translation system sponsored by Toppan as part of the Future Society Showcase Project (Digital Expo). The system, which uses a translation engine developed in Japan by a consortium led by the National Institute of Information and Communications Technology (NICT), converts the speaker's voice into text via speech recognition and displays the machine-translated results. It delivered high-precision translation with minimal latency.

Dedicated efforts of Association and Secretariat staff

To accommodate as many programmes as possible, we established three sessions per day at the Theme Weeks Studio. Managing three rotating programmes every single day during the Theme Week periods—encompassing stage direction, speaker coordination, audience management, screen projections, remote participation setup, filming and streaming, and documentation—placed an immense burden on the Association staff and the Secretariat. Furthermore, the high number of programme organisers who were from overseas meant that linguistic and cultural

differences often presented additional hurdles. Following each live session, the staff had to swiftly edit the recordings, add subtitles, and release the video online. At the same time, they were tasked with publishing dialogue summaries and event photography on the dedicated Theme Weeks website. Managing the public release of completed sessions while preparing for each day's new live programmes was a monumental task. Nevertheless, overcoming these challenges to successfully deliver over 400 programmes throughout the Expo period is a remarkable achievement and a record that Expo 2025 Osaka, Kansai, Japan can hold with immense pride. I would like to pay tribute to all the staff and stakeholders involved for their dedicated efforts.

Delivered over 400 programmes

As previously noted, Theme Weeks hosted more than 400 programmes during the Expo period. While surpassing the 229 programmes delivered at Expo 2020 Dubai, UAE is a meaningful achievement in its own right, the messages left behind by each individual programme carry even greater weight. For instance, the stories shared by Ostep Slyvynsky regarding the testimonies of those displaced by the war in Ukraine brought the reality of modern conflict into much sharper, more tangible focus for us all. The words of Hiroshi Kanamoto (President of the Nobel Peace Prize-winning Nihon Hidankyo) and Koko Kondo (a *hibakusha* atomic bomb survivor) once again reminded us of the horror and cruelty of nuclear weapons. And Inez Cook, a restaurateur of Indigenous Canadian heritage, shed light on the ongoing restrictions still imposed on serving indigenous cuisine in public spaces. It was only through the platform of Theme Weeks that we came to understand these issues.

Legacy of Theme Weeks

On 13 October, the closing day of Expo 2025 Osaka, Kansai, Japan, the glass entrance of the Theme Weeks Studio was covered with scrawled messages from countless visitors—some praising the Expo, others expressing their sadness that the Expo was ending. These individuals were no longer mere spectators; they had become active contributors who personally helped raise the energy of the Expo. This dynamic closely resembles the structure of traditional Japanese festivals, such as the *Haneto* (impromptu dancers that participate en masse) of the Aomori Nebuta Festival or the *Niwaka-ren* (spontaneous dance troupes) of the Awa Odori in Tokushima—traditions where anyone is free to participate and help elevate the energy of the celebration. While a festival is enjoyable to watch, active participation magnifies the sense of joy and fulfilment several times over. It is fair to say that the visitors to the Expo 2025 Osaka, Kansai, Japan embodied this

spirit perfectly. In a world increasingly marked by division and a sense of helplessness, we witnessed a landscape where citizens, acting of their own volition, brightened society and created a genuine sense of hope for the future. I believe that Theme Weeks certainly played a vital role in the success of Expo 2025 Osaka, Kansai, Japan. When Japan first bid for the World Expo, it made a commitment to the world that it would “generate opportunities for co-creation toward the achievement of the SDGs and the realisation of a future society.” The Theme Week initiative—with its mission of *Designing Future Society for Our Lives* together with the World—became the tangible embodiment of that commitment.

Just before the Closing Ceremony, I had the honour of moderating a forum featuring official participants and domestic exhibitors. At this forum, we finalised and presented the *Expo 2025*

Osaka, Kansai Declaration to the world. This declaration profoundly reflects the cumulative outcomes of the dialogues fostered throughout Theme Weeks.

Immediately following my appointment as Site Operation Producer in July 2020, I began work on formulating the Master Plan. In the preamble to that plan, I articulated the mission of an Expo themed around “life”; Theme Weeks provided the very opportunity to realise this mission. Over its 170-year history, the World Expo has undergone continuous transformation, eventually reaching a stage where its fundamental purpose is the resolution of humanity's shared challenges. Theme Weeks—born through this transformation—represent a significant milestone in this 170-year history. It is my sincere hope that Theme Weeks will be carried forward and inherited by future Expos.

Expo 2025 Osaka, Kansai, Japan Master Plan



The Master Plan was published four and a half years before the opening of the Expo. Penned in the midst of the global COVID-19 pandemic, the preamble articulated our mission for an Expo centred on the theme of “life.” Immediately following the publication of our Master Plan, Expo 2020 Dubai, UAE opened—a year later than scheduled—and it was through my encounter with Theme Weeks at that Expo that I found the means to translate the vision set out in that preamble into a tangible initiative.

Introduction

This Master Plan was drafted in 2020, when the coronavirus disease 2019 (COVID-19) pandemic was raging worldwide, forcing humankind to face an unprecedented crisis. The pandemic has globally caused numerous deaths and severe economic damage, filling the world with anxiety about the uncertain future.

As a result of the disaster societies around the world experienced at the same time, we are faced with new challenges, such as the fragmentation of interactions among nations and people, the need to reconstruct environments surrounding our lives and various social systems, and changes in values and lifestyles. These circumstances require us to bring together the wisdom of the world and lead the way to swift solutions.

Reflecting on the theme of Expo 2025 Osaka, Kansai, Japan, “Designing Future Society for Our Lives”, and taking necessary actions has become a mission for us living in this age. The international community has devoted serious efforts to achieving the Sustainable Development Goals (SDGs) by 2030 to resolve global common issues. These efforts to achieve the SDGs are also consistent with the significance of holding the Expo.

The SDGs are essentially an intertwinement of various challenges centred around lives. Any endeavour to achieve these intertwined goals should be made through a collaboration between those who aim to create a brighter future with hopes for better lives and a sustainable natural and human world.

The Japan World Exposition Osaka 1970, the first-ever international exposition in Asia, was held against a background of Japan's recovery from severe damage from WWII and its subsequent high economic growth. The Expo had a strong impact on visitors by exhibiting the most advanced technologies of the time and showing the prosperous future that technology would bring. Japan has since hosted several international expositions, including the International Garden and Greenery Exposition, Osaka, Japan, 1990, held under the theme of the “Harmonious Coexistence of Nature and Mankind,” and the 2005 World Exposition, Aichi, Japan, with the theme “Nature's Wisdom.” All these international expositions tackled the challenges of the respective ages to find solutions through global collaboration.

Expo 2025 Osaka, Kansai, Japan, will provide the world with an opportunity to come together in one “place” at this time to explore the theme of “life.” This Expo will facilitate interactions between people with diverse values from around the world, resulting in new human networks and creative endeavours. We aim to make Expo 2025 Osaka, Kansai, Japan, an international exposition that can share hopes for a brighter future with the world by overcoming the current global crisis, protecting people's lives, and reflecting on life and lifestyles.



Expo 2025 Osaka, Kansai Declaration

Expo 2025, Osaka, Kansai Declaration Forum announced for “Expo 2025 Osaka, Kansai Declaration” on 13 October 2025, the closing day of Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as “the Expo”), to share the outcomes of the Expo widely with the world.

For 184 days, participants and exhibitors from around the world gathered in Osaka, Kansai for a World Expo, under the theme “Designing Future Society for Our Lives”, welcoming over 28 million visitors in total.

Overcoming various constraints and challenges, from the construction of pavilions and preparation of exhibits to daily operation during the event, stakeholders maintained close collaboration and continually improved their offerings, successfully bringing the Expo to its completion. At a time when the international community faces diverse challenges and growing uncertainty about the future, the 165 official participants and the host country celebrated each other’s National Days and Special Days, powerfully expressing their unique cultures and agendas. They, and the visitors from around the world, co-created the Expo, conveying the message of “unity in diversity” as embodied by the Grand Ring.

Expo 2025 Osaka, Kansai, Japan brought together people from across the globe, fostering in-person interaction – including serendipitous encounters – in this post-Covid era. In an age of division, the Expo connected different cultures in a single space, creating a captivating, out-of-the-ordinary experience where new diplomatic, business, academic and cultural exchanges took place. It reaffirmed the pertinence of the Expo as a global public good that brings about mutual understanding and dialogue and serve as a catalyst for change. Notably, local communities, businesses, students, non-profit organisations and academic and cultural institutions from the official participants and the host country actively engaged with each other and visitors in and out of the venue, dealing with common challenges and giving rise to new initiatives. Such dialogue and collaboration offer a valuable model for future Expos and international exchanges.

The Expo site was laid out with the “Forest of Tranquility” ecosystem at its centre, surrounded by the Signature Pavilions, official participants’ pavilions and those by the domestic participants. The displays and events in these pavilions did not just showcase their countries and businesses, but also presented their own interpretations of the question posted by the theme “Designing Future Society for Our Lives”. In the pavilions, featuring experimental designs made feasible because of the World Expo’s limited six-month duration, exhibits made recourse to art, play and other forms of expression to provide the young and children with opportunities to learn and reflect on their roles in shaping the future. The pavilions also provided a wide range of sensory experiences, including dance, music and cuisine, some avant-garde and others rooted in indigenous cultural traditions, leaving lasting emotional impressions both to the staff and visitors.

At the same time, discussion forums centred around the eight Theme Weeks, culminating in the SDGs+Beyond Week, brought together a wide range of stakeholders. International and domestic experts, government and business representatives and visitors engaged in multi-faced discussions on topics ranging from fundamental inquiries into the nature of life to visions of sustainable future lifestyles. Active and inclusive dialogue was conducted, delving on questions such as the nature of society that allows all forms of life to flourish and how to pass on the diversity of life to subsequent generations.

The day-to-day activities of the pavilions and the operation and infrastructure of the Expo itself also contributed in their own ways. Many of them were designed to showcase ways to address contemporary issues such as the circular economy, life science /healthcare and diversity/inclusion, while incorporating features from the far future through digital technology, mobility and AI/robotics. For example, effective use of data from the reservation system was made to assist in the safe and smooth operation of the Expo, and reuse plans for pavilions and Expo facilities such as the Grand Ring have been tangible expressions of the circular economy put into practice. We hope that these efforts serve as an inspiration for all those involved to deal with the aforementioned issues facing the world.

At Expo 2025 Osaka, Kansai, Japan participants and visitors engaged in dialogue and co-creation and saw their culture resonate with each other, united in diversity in bringing forth their messages towards the future society for our lives. Through this declaration, we express our hope that these discussions and practices will be carried forward to upcoming Expos and contribute to efforts around the world in designing out future society.

Expo 2025, Osaka, Kansai, Japan Declaration Forum Monday 13 October 2025, EXPO National Day Hall “Ray Garden”



Speakers: Expo Site Operation Producer: ISHIKAWA Masaru (Moderator), Expo Site Design Producer: FUJIMOTO Sou, Commissioner General of the Angola Pavilion: Albina Faria de Assis Pereira AFRICANO, Commissioner General of the Canada Pavilion: Laurie PETERS, Commissioner General of the Jamaica Pavilion: Maureen SMITH, Women’s Pavilion in collaboration with Cartier, President and CEO of Cartier Japan: MIYACHI Jun, Chair, Inochi Forum Council (Former President, The University of Osaka: NISHIO Shojiro, Representative Director of the Shape New World Initiative: SAKUMA Hiroshi

The importance of Theme Weeks in Expo history

Since the first Expo in London in 1851, World Expos have been held in numerous major cities around the world. The first crop of Expos, held over the period of roughly 100 years from the mid-19th century, developed as opportunities for expressing national prestige, centered on industry and trade. However, the world changed dramatically after two world wars, leading to the aim to build a prosperous future through science and technology. In connection with this trend, the corporate world came to play an important role in World Expos. However, the world again entered a new age as a rigid focus on development led to severe environmental damage. Against the backdrop of these changing times, the 1994 BIE General Meeting established providing opponents for solutions to humanity’s global challenges as the aim of World Expos. Expo 2025 Osaka, Kansai, Japan is the fourth registered Expo to be held since the start of the 21st century. Each of these has aimed for solutions to global challenges. As part of these efforts, the Theme Weeks established for the first time in the most recent Dubai Expo attracted worldwide attention as symbols of the significance that World Expos have built up over their history.

2025 OSAKA, KANSAI, JAPAN

2020 DUBAI

2015 MILAN

2010 SHANGHAI

2005 AICHI

2000 HANNOVER

1994 BIE GENERAL ASSEMBLY

THE EXPO AS A PLATFORM FOR SOLVING GLOBAL CHALLENGES

1992 SEVILLE

1970 OSAKA

1900 PARIS

1873 VIENNA

1867 PARIS

1851 LONDON



Organizer

Japan Association for the 2025 World Exposition

Relevant ministries

Cabinet Secretariat
Ministry of Economy, Trade and Industry

Cooperation (Theme Week Programme Supporter)

Asia and Pacific Trade Center Co.,Ltd.
The Osaka Chamber of Commerce and Industry
Shape New World Initiative

Planning

ISHIKAWA Masaru (Expo Site Operation Producer)
MIYATA Hiroaki (Theme Producer)
ISHIGURO Hiroshi (Theme Producer)
NAKAJIMA Sachiko (Theme Producer)
OCHIAI Yoichi (Theme Producer)
FUKUOKA Shin-Ichi (Theme Producer)
KAWAMORI Shoji (Theme Producer)
KOYAMA Kundo (Theme Producer)
KAWASE Naomi (Theme Producer)
INADA Seiji (Agenda 2025 Advisor)
KANIE Norichika (Agenda 2025 Advisor)

Supervisor

HASHIZUME Shinya (Theme Week Advisor)

Staff

IWATA Yasushi
HATAKEYAMA Issei
KAWAMOTO Kenichi
YOSHIDA Kenichiro
IKEYA Iwao
SHIMAGAMI Seiji
NISHIMOTO Keiichi
SATO Takeshi
TAKAMI Akinobu
TAKEMOTO Shigenori
GODA Katsuaki
SAITO Masaharu
MASUDA Tomoko
NISHIGUCHI Jun
KAWABATA Tadashi
ENOKIYA Tatsuto
SASAI Masanori
SHIMIZU Kohei
NAKAMURA Yohei
SAITO Kosuke
DOIGUCHI Satoshi
HAYAFUJI Naoya
TAKEDA Shiori

Support staff

(AKATSUKA Yukari, IMADA Yuko, SENOO Junko, HASHIMOTO Fumiyo, MATSUURA Sayaka, MUKAI Masae, YOSHITOMI Keiko, WADA Kaori,etc.)

Theme Weeks Secretariat

Hakuhodo Inc.
(ISHIKAWA Keijiro, OKUMURA Tomomi, NAKAO Naoto, UCHIDA Toshimasa, HARA Tomohiko, KOMURA Keisuke, SHIMADA Yu, SHIOTANI Akiharu, SUZUKI Hiromi, MASUKO Hiroyuki, TADA Chikako, NAKASHIMA Yuki, YOKOYAMA Kenta, KAWATA Kanna, ISHIBASHI Sei, AWATA Keiko, HARADA Naomi, FURUYAMA Noriyuki, AZUMA Keisuke, SHIRAI Nobuyuki, SAMBONGI Kei, NAKANO Tomoko, ONO Keisuke, ISAKA Atsushi, WATANABE Akihiro, YABUUCHI Arata, etc.)

Sponsors

Bronze Partners



Partners

IHI Corporation	OMRON Corporation	Kansai Innovation center	Japan International Cooperation Agency (JICA)	Rotary International District 2660
Suntory Holdings Limited	Central Japan Railway Company	The World Cancer Eradication Summit 2025 executive committee	TAKENAKA CORPORATION	DAIKIN INDUSTRIES, LTD.
Global Environment Center Foundation (GEC)	DMG MORI CO., LTD.	Tokio Marine & Nichido Fire Insurance Co., Ltd.	NIHON L'ORÉAL K.K.	FORUM8 Co.,Ltd
Bunkashihon-soken Co.,Ltd.	Sumitomo Mitsui Trust Bank, Limited			



**Bureau
International
des Expositions**

All intellectual property rights, including copyright, in the text, photographs, illustrations, and other materials contained within this report are the property of the Japan Association for the 2025 World Exposition. The reproduction, reprinting, modification, distribution, or any other such acts involving these materials without the consent of the rights holder is strictly prohibited.

When quoting or citing the content of this report, please ensure compliance with the requirements stipulated in the Copyright Act and provide clear attribution of the source. For any use exceeding the scope of fair citation, prior permission must be obtained from the rights holder.