

Expo 2025 Osaka-Kansai-Japan "Theme Weeks" Overview Document

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3. Calls for Program Sponsorship
4. Upcoming Schedule

June 02, 2023



OSAKA, KANSAI, JAPAN
EXPO2025



1. Theme Structure

1 – 1 Concept of Theme Setting

Designing Future Society for Our Lives

Saving Lives

Challenges that threaten people and life on the planet

Empowering Lives

Challenges for everyone to live happy and prosperous lives

Connecting Lives

Challenges for enriching society

The Future of Earth and Biodiversity Week

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

Scope of Theme

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



Health and Well-being Week

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

Scope of Theme

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.



Peace, Human Security and Dignity Week

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

Scope of Theme

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.



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 ?

Scope of Theme

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



Learning and Playing Week

What should humans learn in the era of AI ?

Scope of Theme

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



Co-creating Cultures for the Future Week

For diverse cultures to resonate and co-create
cultures for the future, what do we do ?

Scope of Theme

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



The Future of Community and Mobility Week

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

Scope of Theme

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



SDGs+Beyond Future Society for Life Week

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


Scope of Theme
**SDGs, post-SDGs, life, future society,
Society 5.0, etc.**



Eight Themes



**Economy
and
Innovation**



**Population
Dynamics
and Aging
Society**



**Future
Generations
and
Inclusion**



Theme Structure

Category	Theme (Week Name)	Theme (Enquiry)	Scope of Theme
Saving Lives Challenges that threaten people and life on the planet	The Future of Earth and Biodiversity Week	What do we 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.
	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.
	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.
Empowering Lives Challenges for everyone to live happy and prosperous lives	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.
	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.
Connecting Lives Challenges for enriching society	Co-creating Cultures for the Future week	For diverse cultures to resonate and co-create cultures for the future, what do we do ?	Traditional performing art, historical heritage, local community revitalisation, tourism, art, music, sports, cultural arts, Cool Japan, manga and anime, Esports, etc.
	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.
Designing Future Society for Our Lives (Final Week)	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

Economy and Innovation

Population Dynamics and Aging Society

Future Generations and Inclusion



2. General Sponsorship

2. Participation in "Theme Weeks" as a Sponsor (General sponsorship)

① General Sponsorship

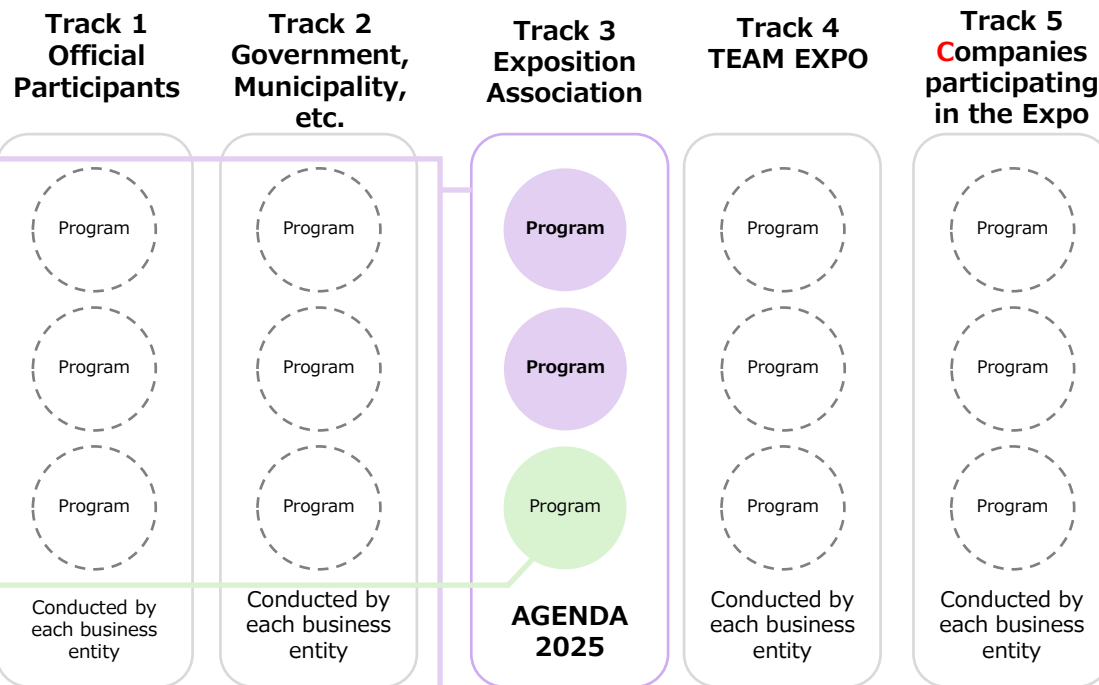
~ Applications start on January 18, 2023 ~

You can participate in publicizing the overall "Theme Weeks" and in planning the "Agenda 2025" projects.

② Program Sponsorship

~ Applications start on June 2, 2023 ~

You can participate in project planning for specific programs of Agenda 2025.



『Theme Weeks』 General Sponsorship

We are still looking for "General Sponsors" who will support the overall Theme Weeks together.

For more information, please contact the Exposition Association,
Theme Weeks Division, Planning Department, Planning Bureau
Email: tw-kyosan@expo2025.or.jp



3 . Calls for Program Sponsorship

3. Participation in "Theme Weeks" as a Sponsor

① Overall sponsorship

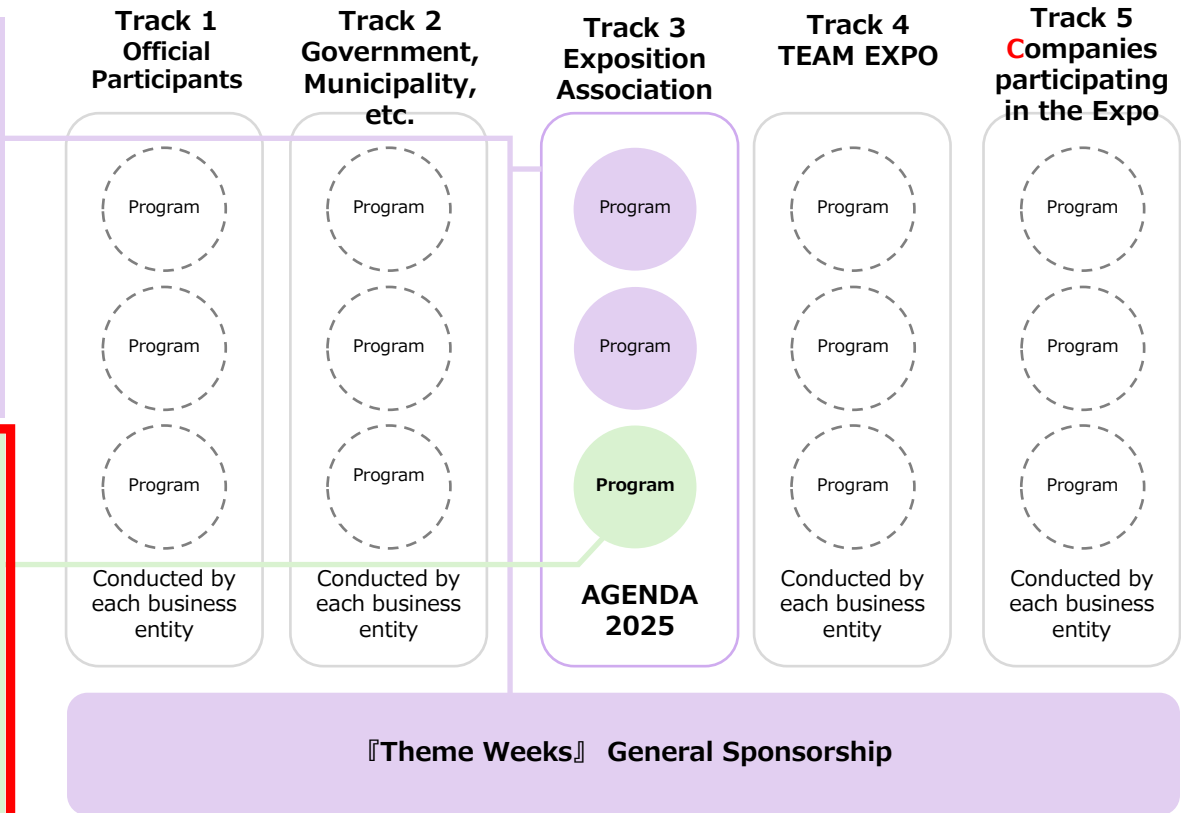
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A series of interactive programs and exhibitions, organized by the Exposition Association, to send a message from the Osaka/Kansai Expo to the world with multiple themed programs.

Feature 1.

Cross-cutting participation of various stakeholders

Cross-stakeholder projects in collaboration with a variety of business entities participating in the Expo, including Official Participants, the Japanese government and local governments, TEAM EXPO, and exhibiting companies, as well as international conferences and other events throughout Japan.

Feature②

Diversity and free dialogue

The interactive program consists mainly of a small group of speakers, rich in diversity of nationality, gender, and generation, who freely discuss each theme.

Feature③

Real + Online participation from around the world

Programs can be attended in real life at the venue's studio (under consideration) or at the trade fair facility, or via the Internet online



4. Upcoming Schedule

4. Timeline

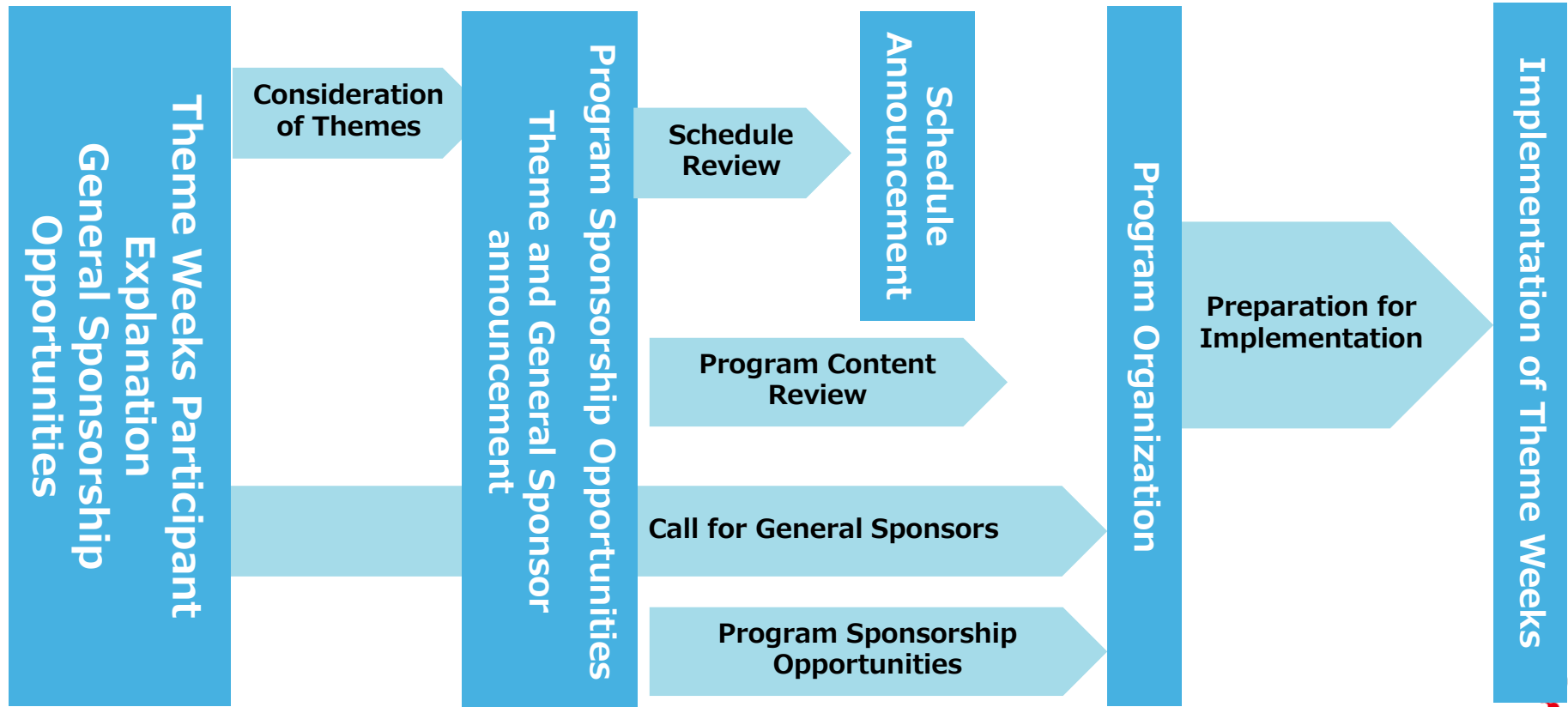
January 18,
2023

June 02,
2023

Around
Autumn
2023

FY2024

April - October
2025



For more information, please contact the Exposition Association,
Theme Weeks Division, Planning Department, Planning Bureau
E-mail tw-kyosan@expo2025.or.jp



Reference Data

Expo 2025 Osaka, Kansai, Japan “Theme Weeks” Project

18 January, 2023 Excerpts from published document



1. Theme Weeks @ Expo 2020 Dubai

Theme

Climate & Biodiversity

Space

Urban & Rural Development

Tolerance & Inclusivity

Knowledge & Learning

Travel & Connectivity

SDGs

Health & Wellness

Food, Agriculture & Livelihoods

Water

Dialogue Program (Organizer)



WORLD MAJLIS

Expo 2020 Dubai delivers ongoing an program aimed at creating global dialogue and new perspectives

Dialogue Program (Participants)



Dialogue at the Women's Pavilion

Women in Islam /Arabia Charting the Course of Health and Wellness in History (Friday, January 28th 04:00 PM - 05:30 PM)

Business Exchange/Networking



Business Forum

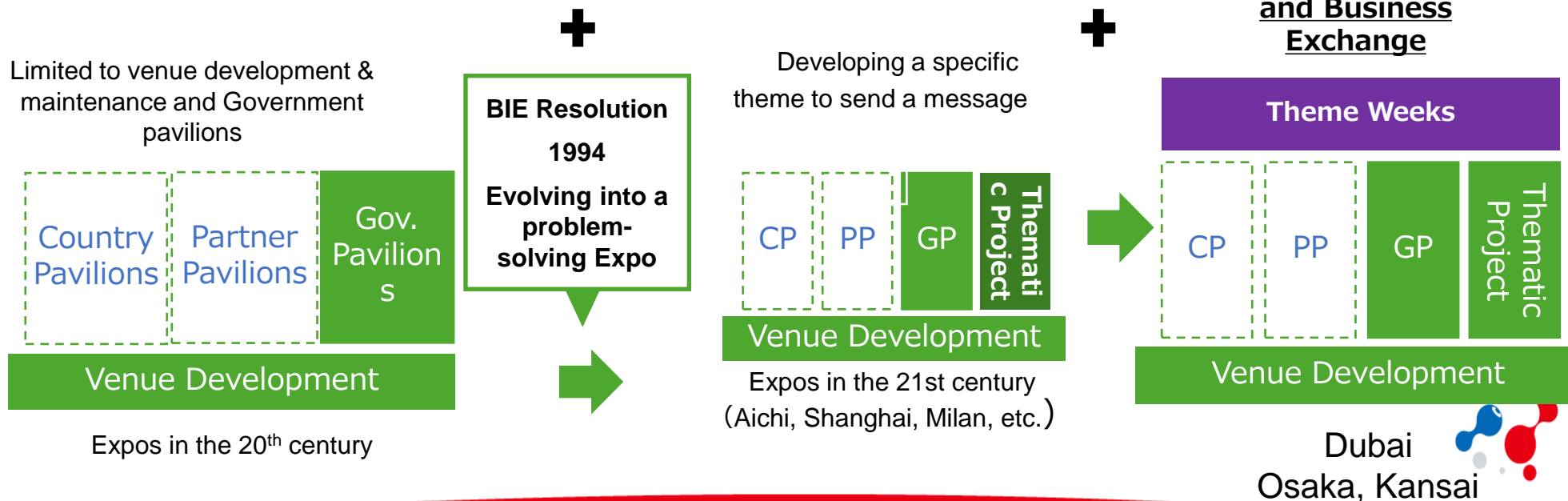
Health & Wellness Business Forum (Tuesday, February 1st 01:50 PM - 08:30 PM)



2. What is “Theme Weeks” ?

- An initiative that explores solutions through weekly dialogues that bring together wisdom to solve global issues by taking advantage of the characteristics of EXPOs, where the world gathers in the same place continuously for half a year.
- A “Dialogue Program” that discusses global issues on a weekly basis and the “Business Exchange” that puts it into practice. That is an opportunity for the organizers, Official Participating countries, national and local governments, Co-creation business participants, and Expo participants such as exhibiting companies, local governments and industries all over the country to come together and discuss solutions.

Transformation of the role of organizers in the Expo



3. Objectives for “Theme Weeks”

“Designing Future Society for Our Lives”

“Theme Weeks” are the initiative aimed at “Designing Future Society for Our Lives” together with the world by taking advantage of the characteristics of the Expo, where countries from all over the world gather in the same place for six months, bringing together wisdom to solve global issues and exploring solutions through dialogue.



4. Five Policies on “Theme Weeks”

Adopting global issues as the themes

The themes are designed to contribute to the achievement of the SDGs and even look beyond the SDGs to the future and include a wide range of fields.

Setting themes for each week for continuous discussion

The theme will be determined in consideration of the schedule of related global anniversaries, world-wide conferences and events.

Each stakeholder independently implements their own programs

Expo participants, including the Official Participants, the Japanese government and local governments, the Association, and partners, will independently implement their own programs.

Programs will be conducted inside and outside the Expo

The programs will utilize facilities not only inside the Expo site but also outside the Expo site.

Publish all programs on the Internet and archive them as a legacy

Programs are transmitted over the Internet and archived as a legacy, from before the opening to after closing.

5. Program Organizer (Track) and Location

	Track 1	Track 2	Track 3	Track 4	Track 5
Organizer	Official Participants	Japanese government, Local governments, etc.	Japan Association (Agenda 2025) (Thematic projects)	TEAM EXPO 2025	Partner companies participating in the Expo
Location (On-site)	Official pavilion	Japanese government pavilion, Osaka pavilion, Trade fairs, etc	Studios (TBD), Trade fairs, Signature pavilions	Future life experience	Private pavilions, Future society showcase
(Off-site)	Conducting, attracting, and collaborating with various international conferences and other events on a nationwide scale				

