

OSAKA, KANSAI, JAPAN

**EXPO**  
**2025**

Expo 2025 Osaka, Kansai, Japan  
Master Plan

December 2020

Japan Association for the 2025 World Exposition





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## Introduction

The Master Plan serves as a framework for the fundamental projects for Expo 2025 Osaka, Kansai, Japan and the policies behind implementing the projects.

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)<sup>1</sup> 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.

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<sup>1</sup> A set of 17 international goals and 169 associated targets to be achieved to create a more sustainable and better world by 2030, included in the resolution “Transforming our world: the 2030 Agenda for Sustainable Development” adopted by the United Nations General Assembly in September 2015

# 1

Chapter 1  
Overview

**Title**

Expo 2025 Osaka, Kansai, Japan

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**Theme**

Designing Future Society for Our Lives

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**Subthemes**

Saving Lives

Empowering Lives

Connecting Lives

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**Concept**

People's Living Lab

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**Venue**

Yumeshima Island, on the waterfront of Osaka City

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**Period**

Sunday, 13 April to Monday, 13 October 2025

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**Projected number of visits**

Approx. 28.2 million

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## Significance of the Expo

### Toward a future society for our lives

The COVID-19 pandemic has had a massive impact on the world, requiring people to choose how they act while bringing their own life into the focus of their everyday lives.

Expo 2025 Osaka, Kansai, Japan, is a national project toward a coming post-COVID-19 era. As an international exposition that will be held in such an era, the Expo will provide humankind with an opportunity to return to life as a starting point, rebuild awareness of the life of each other and take a careful look at life in diverse forms in the natural world to explore a sustainable future of the world.

In this era, which marks a turning point in history, it will be significant for the world to come together for the Expo and take a step toward a new world beyond 2025 by sharing a vision of a future society for our lives.

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### Springboard for achieving the SDGs and beyond

A series of initiatives implemented under the theme of “Designing Future Society for Our Lives” conform with the United Nations’ SDGs, with an ultimate aim of building a diverse and inclusive society with sustainable methods supported by the pledge that no one will be left behind.

Scheduled for 2025, five years before 2030 as the target year for the SDGs, Expo 2025 Osaka, Kansai, Japan, will offer an ideal opportunity to confirm the interim progress of international efforts to achieve the SDGs and accelerate the efforts. At the same time, it is expected that the Expo, intended to explore a future society from a medium- to long-term perspective, will present not only a vision of a world in 2030 where the SDGs will have been achieved but also a vision of a world beyond the SDGs.

Expo 2025 Osaka, Kansai, Japan, will provide the international community with an opportunity to accelerate its efforts to achieve the SDGs and make a leap for the SDGs and beyond.

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### Opportunity to verify the possibility of achieving Society 5.0

The Government of Japan has positioned Society 5.0 as a national growth strategy and pursued the initiatives to achieve it through a collaboration between the government and private sectors. Society 5.0 is a human-centred society that balances economic advancement with the resolution of social problems by a system that highly integrate cyberspace and physical space. Making the maximum use of the country’s strengths and resources, this system will not only enable every person to demonstrate their talents but also help solve various social issues, including the declining and aging population, limited energy sources, and environmental restrictions. More specifically, Society 5.0 is Japan’s national strategy to realise a super-smart society, where various global issues can be resolved using advanced technologies, including the Internet of things (IoT)<sup>2</sup>, artificial intelligence (AI), robotics, and big data.

The challenge of verifying the possibilities of applying new technologies, services, and systems to real society will be tackled at the super-smart Expo venue, which forecasts a future society. In this sense, Expo 2025 Osaka, Kansai, Japan, will offer an opportunity to verify the possibility of achieving Society 5.0.

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<sup>2</sup> System whereby devices with a communication function work in connection with networks, such as the Internet

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## To capitalise on the Expo for Japan to leap forward

Expo 2025 Osaka, Kansai, Japan, will facilitate interactions between diverse cultures and values worldwide, resulting in new human networks and creative endeavours. The Expo will also provide an opportunity to rediscover the cultural, historical, and other charms of Japan and serve as a catalyst for achieving tourism with higher added value through the national commitment to tourism. Moreover, the Expo venue will present the world with a future vision of social innovation through digital transformation (DX)<sup>3</sup> and a combat with global environmental issues. This Expo will provide not only Osaka-Kansai but also Japan as a whole with an opportunity to make a further leap in all aspects, including the economic, social, and cultural ones.

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## Characteristics of Osaka-Kansai

The Osaka-Kansai region was home to the foundation of the ancient Japanese state. Therefore, the region has many resources for historical tourism, including World Heritage sites, national treasures, historical buildings, and important cultural properties, as well as a wide range of cultural resources, including Shinto shrines and Buddhist temples, traditional performing arts, and Japanese cuisine.

Additionally, the region boasts various traditional performing arts, including the Ningyo Joruri Bunraku puppet theatre, which is inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity; Kamigata kabuki, which features a unique regional style; and Noh. The region has also long enjoyed a nationwide reputation as home to various styles of comedy, including Kamigata rakugo, the traditional art of one-man comic storytelling featuring a unique regional style and stories; and manzai, a comic dialogue by a few comedians.

Called the "kitchen for the entire nation" since the Edo Period (17th to 19th century), Osaka particularly has developed so various forms of cuisine that it is known as the city of people extravagant in food. Sports including baseball and football also characterise the Osaka-Kansai region.

In industrial terms, the Kansai region is characterised by the concentration of businesses and research institutes in a wide range of fields, including the environment, life sciences, and manufacturing, as well as being home to traditional crafts and artisanship. The region leads Japan with its mastery of the most advanced technologies, including the latest technologies which will help achieve Society 5.0. The region also embraces the culture of eagerly creating new, unprecedented things, as seen in the fact that the region was the world's first to introduce futures contracts.

In terms of its relationships with the rest of the world and Asia, this region serves as an Asian hub for international trade and transportation with airports and ports that can handle a large amount of freight, especially ports that can accept large cruise ships. The region boasts a wide variety of geographic features, from mountains to plains, blessed with rich natural environments that enable people to enjoy seasonal changes in scenery unique to Japan. These natural, cultural, and historical features have made the Osaka-Kansai region a "golden route" or a popular destination for both domestic and international tourists, together with Tokyo.

As seen above, the Osaka-Kansai region has developed based on great artisanship and technology while maintaining the component areas' individualities and diversity underpinned by their respective history, culture, tradition, and ethos. This region plays an essential role in the Japanese economy, industry, and culture.

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<sup>3</sup> Creation and flexible transformation of novel business models with new digital technologies for future growth and other purposes

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## Theme

### Designing Future Society for Our Lives

The theme “Designing Future Society for Our Lives” makes individuals think 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, the Expo will ask a straightforward question to everyone, “What is the happy way of life?” for the first time. The Expo will correspond to this time when new social challenges, including expanding economic gaps and heightened conflicts, are emerging while science technologies are evolving, including AI and biotechnologies, that will present changes to humankind, for example, 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. Fully considering such progress, Expo 2025 Osaka, Kansai, Japan, will feature health, medical, and other advanced initiatives, including carbon neutrality<sup>4</sup> and digitisation, and collect wisdom and the best practices from around the world to provide solutions to various issues with diverse values considered.

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<sup>4</sup> Achieving zero greenhouse gas (GHG) emissions through carbon offsetting, which means a combination of the efforts of members of society—citizens, businesses, NGOs/NPOs, and local and national governments — to monitor and reduce their GHG emissions on their own initiative and the approach of offsetting all or part of hard-to-reduce emissions by purchasing carbon credits created through a GHG reduction or absorption elsewhere or by conducting projects or activities to help reduce or absorb GHG elsewhere

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## Subthemes

To elaborate further on the discussion of 'life' as the central piece of the Expo's theme, three subthemes have been established: Saving Lives, Empowering Lives, and Connecting Lives.

Lives referred to herein as part of subthemes cover not only one's daily life or one's life span, but also the life as what makes everybody and everything alive.

Japanese culture has long been based on the belief that any material, from all living creatures to even a pebble along the road, have an inherent life in them. With this in mind, the Expo welcomes the consideration of 'life' not just for human beings but also in a broader sense of diverse creations and nature that surround humans.

### Saving Lives

The subtheme of 'Saving Lives' focuses on protecting lives. This subtheme may be associated with more specific keywords, such as countermeasures against infectious diseases through improvement in public health, ensuring safety through disaster readiness and disaster risk reduction initiatives, and harmonious coexistence with nature.

### Empowering Lives

Empowering Lives focuses on enriching the lives of individuals and expanding their potential. Exhibitions on this may include, for example, high quality remote education through the use of ICT; the extension of a healthy life span through appropriate exercise and diet; and the maximisation of human potential through the use of AI and robotics.

### Connecting Lives

The subtheme of 'Connecting Lives' focuses on getting everyone engaged, building communities and enriching society. This subtheme may be associated with more specific keywords, for example, the power of partnership and co-creation, advanced communications enabled by ICT, and the design of a data-driven society.

## Concept

### People's Living Lab

The concept of Expo 2025 Osaka, Kansai, Japan, is "People's Living Lab." This concept represents the Expo's approach toward putting its theme into practice and serves as a guideline for projects to be implemented in this Expo to evolve the Expo's style into a place for more practical actions. It can be said that the most distinctive characteristic of this Expo will be the endeavour to give a realistic picture of a future society not just through thought but also through action. This endeavour will be being begun before the Expo, by inviting diverse participants to come together with various initiatives (such as health and medical initiatives and initiatives concerning carbon neutrality and digitisation) in their respective positions and tackle challenges whose solution will help achieve the SDGs at or outside the Expo venue. Positioning the Expo venue as a laboratory where new technologies and systems will be verified, we will raise it into a huge apparatus that will trigger the creation of innovations by diverse players and apply those innovations to real society.

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## Venue

### Yumeshima Island, on the waterfront of Osaka City

The site for the Expo is located in Yumeshima, an artificial island located on the waterfront in Osaka that offers visitors a view of the Seto Inland Sea. We will promote the Expo as the one connected to the world through the surrounding sea and sky, as well as providing programmes taking advantage of the venue's location.

With an area of 1.55 km<sup>2</sup>, the venue will have a pavilion area in its centre, with waters in its southern part and greenery in its western part.





# GREEN WORLD

# PAVILION WORLD

# WATER WORLD

## EXPO Site Configuration

(As of 2020 December)

Legend	
<span style="background-color: #ADD8E6; border: 1px solid black; padding: 2px;">A</span>	Corp. Type A (Country, Corp.)
<span style="background-color: #FFDAB9; border: 1px solid black; padding: 2px;">B</span>	Intl. Type B (Country, Intl.)
<span style="background-color: #FFC0CB; border: 1px solid black; padding: 2px;">C</span>	Type C
<span style="background-color: #FFD700; border: 1px solid black; padding: 2px;">Theme</span>	Theme Pavilion
<span style="background-color: #FFA07A; border: 1px solid black; padding: 2px;">Ret</span>	Commercial Facilities
<span style="background-color: #D2B48C; border: 1px solid black; padding: 2px;">Jpn</span>	Japan, Municipal Pav.
<span style="background-color: #D3D3D3; border: 1px solid black; padding: 2px;">Serv</span>	Service Facilities
<span style="background-color: #A9A9A9; border: 1px solid black; padding: 2px;">Rest</span>	Rest Area, Toilet
<span style="background-color: #D2B48C; border: 1px solid black; padding: 2px;">GR</span>	Grand Roof (Ring)
<span style="background-color: #ADD8E6; border: 1px solid black; padding: 2px;">WA</span>	Water Area
<span style="background-color: #90EE90; border: 1px solid black; padding: 2px;">OS</span>	Open Space, Green Area



※ The layout is subject to change due to domestic adjustments.





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## Bringing the Legacy to the Next Generation

As shown in the subsequent chapter on project structure, Expo 2025 Osaka, Kansai, Japan, will comprise three sets of projects: 'Co-creation with the World', 'Theme Practice', and 'Future Society Showcase', which will begin to be implemented at or outside the venue before the Expo.

These projects aim to enable visitors and participating businesses and organisations to experience new technologies, services, and systems that will take root in society in the future and work on their own to help achieve the SDGs and make a leap for the SDGs and beyond to cause changes in their thoughts and action after the Expo. In this way, the significance of Expo 2025 Osaka, Kansai, Japan, also lies in its function as a leverage in bringing its own philosophy and achievements as a legacy to the next generation.

Additionally, the Organiser (Japan Association for the 2025 World Exposition) will seek wisdom from a wide range of people with diverse backgrounds and achieve co-creation between various players from the preparatory stage in order to put the plan into shape for Expo 2025 Osaka, Kansai, Japan. For this purpose, we will build a promotion system with a diverse workforce from various perspectives, regardless of their age, gender, and nationality. A legacy of this Expo will be an opportunity for next-generation talent as leaders of a future society to achieve self-development by working in the system.

# 2

## Chapter 2 Project Structure

## 2.1 Project structure

To fulfil its purpose of putting its theme into practice, Expo 2025 Osaka, Kansai, Japan, will comprise three sets of projects: 'Co-creation with the World', 'Theme Practice' and 'Future Society Showcase', which will be implemented under the concept of 'People's Living Lab'. All projects under this Expo have a clear role as a means to putting the theme into practice and contribute to the significance of the Expo by fulfilling its purpose.

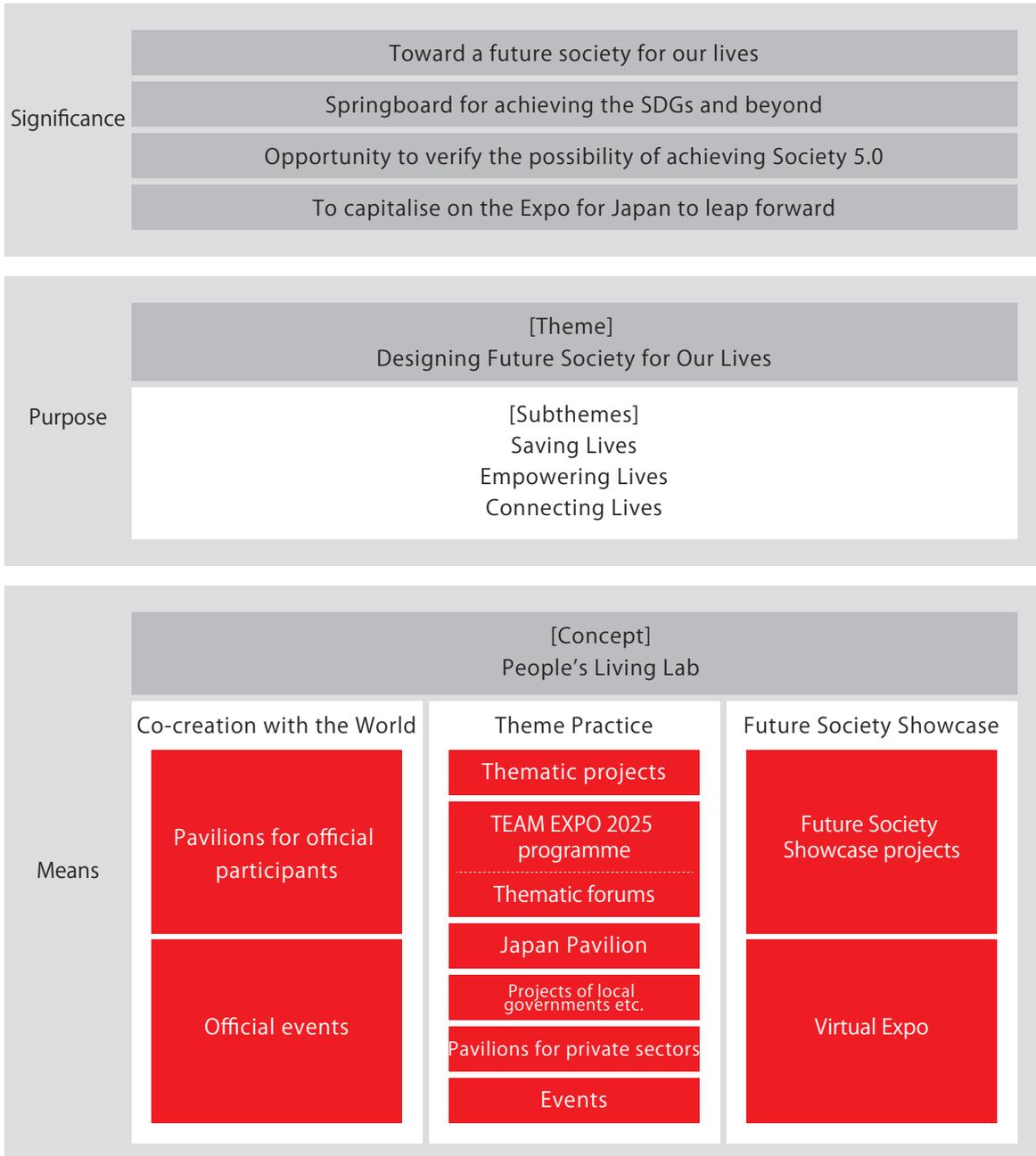


Figure: Project structure of Expo 2025 Osaka, Kansai, Japan

## Co-creation with the World

Projects for Co-creation with the World aim to put the Expo’s theme into practice through three subthemes. With official participants from around the world (including participating countries and international organisations) coming together with excellent initiatives to achieve the SDGs from their respective standpoints, the Expo site as a whole will give a realistic picture of a future society where the SDGs will have been achieved.

### Pavilions for official participants

The entire Expo site will comprise three zones that respectively embody the three subthemes (Saving Lives, Empowering Lives and Connecting Lives) with pavilions for official participants arranged there.

Each official participant will select one or more from the three subthemes as perspectives from which they will choose topics for their exhibitions on lives. They will also deal with one or more of the 17 SDGs.

#### ● Examples of specific topics that pavilions for official participants may deal with to explore

Subthemes	Objectives	Keywords to explore theme		17 SDGs
		Individual-level initiatives, attitude reform, habit and awareness raising	Initiatives of groups, communities, businesses, governments, countries, economic, social and environmental systems, etc.	
Saving Lives	Protecting and saving the lives of individuals	Healthy life; extension of healthy life span; mental health; four seasons and food, clothing and housing; diet and life	Life science (advanced medicine including the leading medical technologies); improved working environment; resolution to poverty issue; reduction of child fatality rate; resolving human rights issues (human trafficking and child marriage); health and well-being; disaster prevention and mitigation; coexisting with nature and preservation of environment; agriculture and food production; improved public health; water resources, preservation and access to clean water; renewable or new energies; microfinance; and animal protection	
Empowering Lives	Enriching the lives of individuals and expanding their potential	Realising oneself; expressing oneself; daily life according to seasons; fashion; morals and manner; entertainments (comedies etc.); sightseeing, exploration, and traveling; culture, literature, art, philosophy, and music; sports; learning and playing; meditation, Zen, mindfulness, and prayer; AI and robots	Offering remote education; expanding human possibility; volunteerism; citizen participation; donation and fund raising; diversified work and lifestyle; advancement of industries (leveraging AI); angel investments; entrepreneurship; challenges to frontiers (ocean, outer space, deep sea, underground, etc.); future of food (new food, insect food, etc.)	
Connecting Lives	Individual lives getting connected to build community and enrich society	Utilising digital capabilities; actions in the context of natural environment; responses to climate change; religious belief; new encounter; promotion of diversity and inclusion of different cultures	Internet communities; online platforms; power of partnership and co-creation; new methods of financing (crowdfunding, etc.); future of industries; circular economy; social inclusion; traditional techniques; use of big data; super city; smart city; partnership among business, government and academia	

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## Official events

Official events denote ceremonial and other programmes that will be held in the presence of guests invited from several countries, international organisations and other parties participating in the Expo, as well as other guests from inside and outside Japan.

Official events include the Opening and Closing Ceremonies, participating countries' National Day ceremonies and international organisations' Special Day ceremonies, which will be combined with other unique events organised by the relevant participating countries and international organisations. These events are aimed at sharing and putting into practice the Expo's theme.

### Opening Ceremony

Ceremony for celebrating the opening of Expo 2025 Osaka, Kansai, Japan.  
Scheduled for Saturday, 12 April 2025, the day before the Expo opens.

### National Day and Special Day Ceremonies

Ceremonies that will be held in the presence of guests from participating countries in the case of National Day Ceremonies or from international organisations in the case of Special Day ceremonies.  
Combined with other unique events organised by the relevant participating countries and international organisations, these events will be daily features during the Expo.

### Closing Ceremony

Ceremony for celebrating the closing of Expo 2025 Osaka, Kansai, Japan.  
Scheduled for Monday, 13 October 2025, when the Expo closes.

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## Theme Practice

Theme Practice projects aim to put the Expo's theme into practice by offering visions of a 'Future Society for Our Lives' at the site. These projects will be organised under the leadership of the Organiser of the Expo through co-creation with diverse participants, including businesses, NGOs/NPOs and the public sector, to make the Expo site a realistic picture of a future society where the Expo's theme will have been realised.

### Thematic projects

Thematic projects will be implemented through collaboration between the Organiser of the Expo and various parties such as corporate supporters to offer a multifaceted vision of a 'Future Society for Our Lives', the designing of which is the Expo's theme. Thematic projects will comprise the following eight projects:

#### Quest of Life

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 to engage them in protecting and nurturing these diverse forms of life together.

#### Embracing Lives

To prevent division among humankind due to crises, the project aims to offer a vision of a future where diverse lives will be protected by recognising 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, this project aims to explore the form of art that can be in harmony with nature and quest for a brilliant future.

#### Resonance of Lives

This project aims to propose a model for a world where everyone can shine by providing visitors with an opportunity to experience resonance between diverse forms of life.

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## TEAM EXPO 2025 programme

The TEAM EXPO 2025 programme is an initiative to create an ideal future society through the collaboration between diverse participants to put into practice the theme of Expo 2025 Osaka, Kansai, Japan: ‘Designing Future Society for Our Lives’ and contribute to the achievement of the SDGs. The programme has been launched before the Expo opens, aiming for 2025 as a target year.

In this programme, we will call for proposals on initiatives pursued by teams with various ideas and practical knowledge about putting the Expo’s theme into practice and support their initiatives. We will also hold thematic forums, where a variety of players and experts will discuss the theme, to ensure that the Expo’s theme will be known by a wide range of people.

By providing such a platform, we will facilitate activities for putting the theme into practice and create Best Practices that are more feasible. The Best Practices and other results of the programme will be displayed and demonstrated in the Best Practice Area at the Expo site, outside the site and online to attract considerable attention during the Expo as ‘People’s Living Lab’.

We expect that the programme will have participants from among a wide range of stakeholders, including businesses, educational and research institutions (including universities and research institutes), national and government organisations, international organisations, local governments, NGOs/NPOs and grassroots bodies. Any group should be able to participate in the programme regardless of the availability of large funds.

## Japan Pavilion

As the pavilion of the host country of Expo 2025 Osaka, Kansai, Japan, the Japan Pavilion aims to embody the Expo’s theme ‘Designing Future Society for Our Lives’ and its three subthemes and provide visitors with inspiring experiences.

The theme and content of the Japan Pavilion will be discussed in detail in respective fields, including architecture, exhibitions and public relations, based on the Basic Concept of the Japan Pavilion, which will be developed from now on. We will also deliberate on the messages Japan as the host country will share about the theme of Expo 2025 Osaka, Kansai, Japan, and the optimum method of sharing them.

The Japan Pavilion will also deliver messages about the SDGs from Japan’s own perspective so that it will embody the SDGs and beyond, which presents an internationally shared vision for a future society beyond 2030.

## Exhibitions held by local governments and other parties (including the Osaka Pavilion)

It is expected that various local governments will hold their exhibitions, in addition to those at the Osaka Pavilion, organised through the collaboration between the Osaka Prefectural and City Governments.

The Osaka Pavilion will be an embodiment of wisdom and ideas collected from all over Osaka through the collaboration between the Osaka Prefectural and City Governments. Exhibitions at the Osaka Pavilion will enable visitors to learn through experiences about life, health and near-future lifestyles and will share the vigour and appeal of Osaka with far more people around the world.

Under its main theme of ‘REBORN’, which implies the hope that everyone can be reborn to take a new step forward, the pavilion will create new value for a future society from the perspective of health. The pavilion will also adopt the perspectives of ‘learning and feeling’, ‘experience’ and ‘collective participation’ to take approaches towards the Expo’s three subthemes through exhibitions and events.

In their initiatives to hold such exhibitions at the pavilion, the Osaka Prefectural and City Governments will collaborate with a wide range of players and seek the participation and cooperation of citizens from the planning stage to the closure of the Expo.

Furthermore, to take the lead in efforts to achieve the SDGs, as the host city of the Expo, Osaka will establish its clear presence as a ‘leading SDG city’, create new initiatives and share them with the world in view of the future beyond 2030, the target year for achieving the SDGs.

## Pavilions for private parties

During Japan World Exposition Osaka 1970, pavilions for private parties had a strong presence together with those for participating countries. At the previous expos held in Japan, several businesses and organisations as leaders of the Japanese economy held attractive exhibitions on the basis of their creative ideas and imagination unique to private parties. These exhibitions provided original interpretations to actual themes at their respective times, reflected contemporary trends and heightened public expectations for the future. We expect that Expo 2025 Osaka, Kansai, Japan, will also see the active participation of businesses and organisations that are presently leading the Japanese economy or are motivated to tackle the challenge of proposing a future path for the Japanese economy.

At an expo, pavilions for private parties provide a dream of a future society and are a pearl that inspires visitors with ingenious exhibitions and performances. While still assigning pavilions for private parties their traditional role at expos as such, we will take a further step at Expo 2025 Osaka, Kansai, Japan: We will position them as partners in our efforts of putting the Expo's theme into practice so that a wide variety of businesses will be able to design a future society at the Expo site.

## Events

At an expo, events play a role in livening up the site and adding a festive atmosphere to the expo. An extensive lineup of high-quality events is expected to provide visitors with a wide choice of ways to enjoy the Expo and inspire them to visit the site repeatedly.

Events to be held during Expo 2025 Osaka, Kansai, Japan, will include theatre events, such as performances of music, dramas and performing arts, futuristic entertainments and thematic forums at large event spaces or elsewhere; plaza events such as festivals and parades; Illumination & Projection events that will use illumination and moving images on the water or at facilities or elsewhere at the site and Hands-on events held alternately at the exhibition hall, gallery, etc. to introduce industrial technologies, art, artisanship, initiatives of startups, traditional Japanese culture, etc. These events are classified into two types: events organised by the Organiser of the Expo in collaboration with corporate supporters and other parties and events organised by related organisations, including cultural organisations and local governments.

We will consider charging for these types of events and design them to help attract more visitors and level the flow of visitors at the site.

As part of a programme intended to help put the Expo's theme into practice, these events are also initiatives to design a future society for our lives through a wide variety of expressive styles.



## Future Society Showcase

The Future Society Showcase aims to give a realistic picture of a future society by applying advanced technologies and systems at the site positioned as a showcase of a future society.

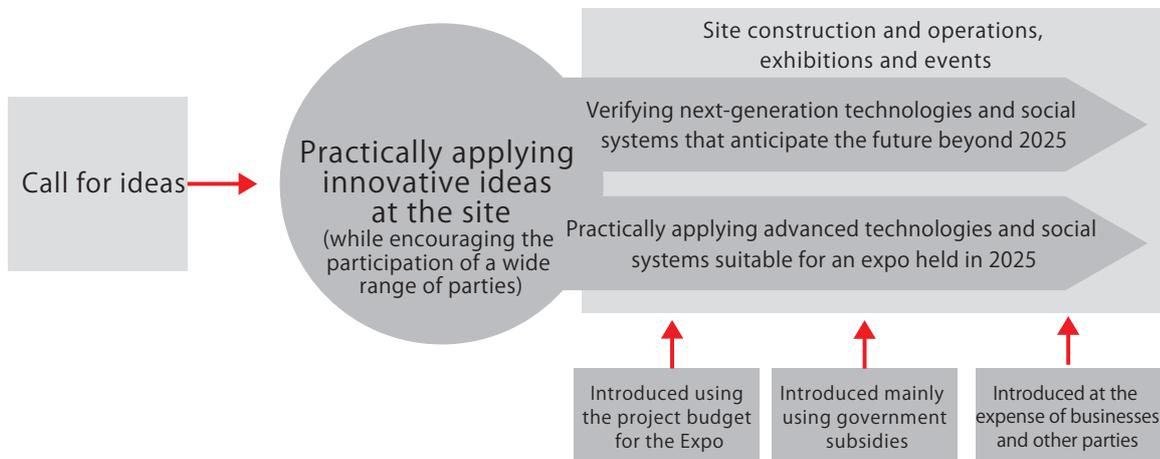
Based on the Expo's concept of 'People's Living Lab,' Future Society Showcase projects will amaze visitors and give them a vision of the future by making the Expo site a realistic model for Society 5.0 through co-creation with various businesses.

### Future Society Showcase projects

From November 2019 to March 2020, the People's Living Lab Promotion Meeting was held five times to facilitate the participation of a wide range of businesses in a field experiment at a 'special place,' the Expo site. Additionally, from December 2019, we called for ideas mainly about Theme 1: Site design, Theme 2: Environment and energy, Theme 3: Transport and mobility, Theme 4: Information, communications and data and Theme 5: Entertainment, with over 1,100 proposals submitted in response to the call.

Based on various technological information, including those proposed in response to our call for ideas, we will work out approaches towards site construction, operations, exhibitions and events considering two layers: verification of next-generation technologies and social systems that anticipate the future beyond 2025 and practical application of advanced technologies and social systems suitable for an expo held in 2025.

These projects will be implemented using the project budget for the Expo, government subsidies, and



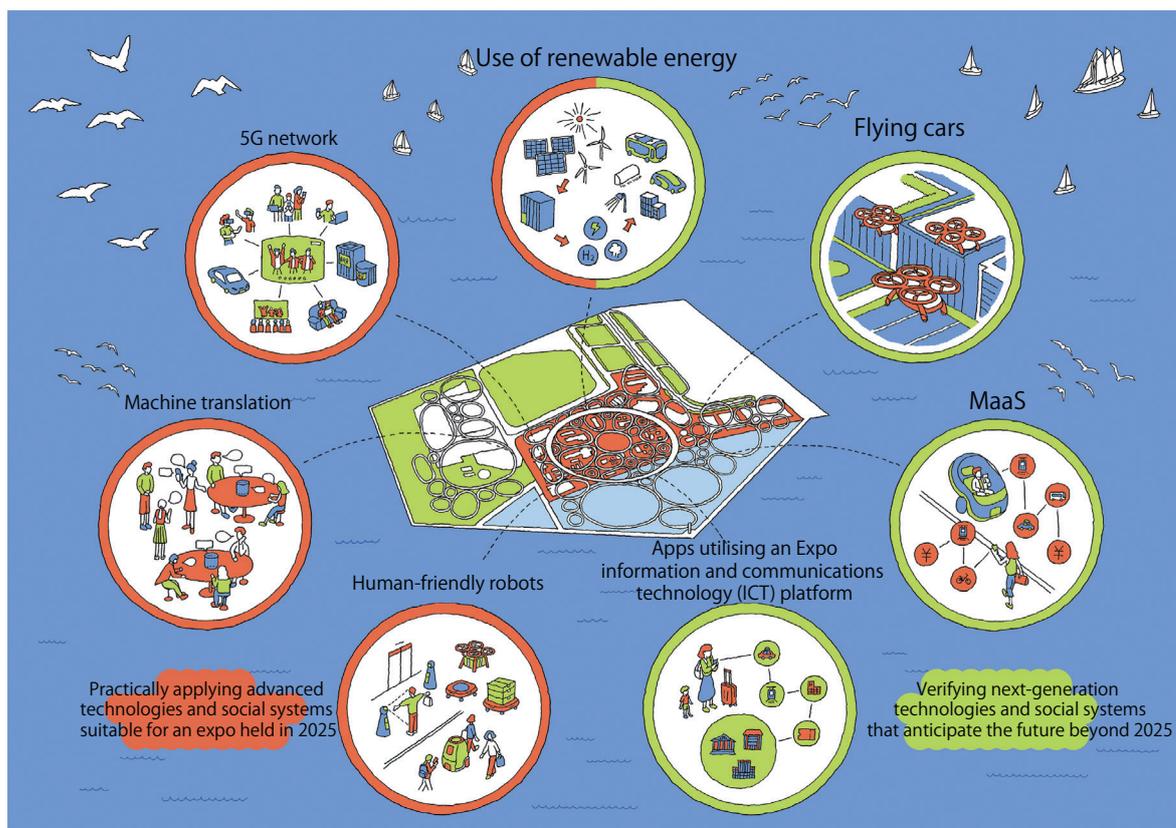


Figure: Vision of the Expo site as a model for Society 5.0

Below are examples of specific projects currently under consideration.

Projects under Theme 1: Site design may include the introduction and utilisation of an Expo information and communications technology (ICT) platform, which will coordinate various services suitable for the Expo site as a model for Society 5.0, such as ticketing, Mobility-as-a-Service (MaaS)<sup>5</sup> and autonomous driving. We also aim to introduce and use an operating system that will ensure a visitor identification method, security, backups, etc.

For projects under Theme 2: Environment and energy, we aim to introduce carbon neutrality technology, energy optimisation technology and hydrogen energy technology on a showcase basis.

For projects under Theme 3: Transport and mobility, we will deliberate on developing an app that will work in coordination with other apps provided by external parties to combine related services, including public transport outside the Expo site, mobility services at the site, and ticketing, to enable visitors to search for, book and pay for such services and provide them with information about the site and tourism in the surrounding areas optimally using AI. We also aim to provide visitors with hands-on experience of novel mobility with flying cars, which are expected to be a next-generation mobility means.

Under Theme 4: Information, communications and data, we aim to construct high-speed and high-capacity 5G and other networks that will be rarely delayed and accommodate multiple simultaneous connections as the essential infrastructure of the Expo site as a model for Society 5.0. We also aim to introduce emerging technologies as the fruits of technological development.

Under Theme 5: Entertainment at the site, we aim to realise future entertainment by combining the real and the virtual.

Additionally, we will deliberate, all across these themes, on robots, which have been applied in harmony with human society in such fields as cleaning, waste transport, logistics and mobility, and machine translation technology, which will help create an environment without language barriers. Given the expected progress of various government and private projects in such fields as science and technology, innovation, the universe, and the ocean, we will consider the possibilities of verifying such projects at the Expo site.

<sup>5</sup> Service of combining multiple public transport means and other mobility services optimally in response to the different mobility needs of individual local residents and tourists and enabling them to search for, book and pay for transport services in an integrated way. It will also serve as an essential means for making mobility more convenient and resolving local issues in coordination with non-transport services, including tourism and medicine, provided at destinations.

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## Virtual Expo

As an expo that designs a future society, Expo 2025 Osaka, Kansai, Japan, will feature a virtual Expo utilising virtual technologies, including augmented reality (AR)<sup>6</sup> and virtual reality (VR)<sup>7</sup> technologies, to enhance the appeal and impact of the Expo.

The Virtual Expo will comprise the three realms specified in the table below. These realms will make visitors' experiences at the real Expo site convenient and valuable and enable many people worldwide who wish to visit the site but cannot do so, including those with disabilities, senior citizens, and those who are remote from the site, to participate in the Expo virtually, resulting in an inclusive expo.

At the real Expo site, AR and other virtual technologies used for information, exhibitions, events and other purposes will provide visitors with valuable experiences by utilising their individual ID numbers attached to admission tickets.

We will also prepare an open application programming interface (API)<sup>8</sup> to make it possible for people online outside the real Expo site to view images captured by cameras installed at the site and exhibition facilities and enjoy an online programme of exhibitions and events organised by official participants, businesses, organisations, etc. at the site. For example, we may prepare a platform system that will ensure access to virtual events and virtual Theme Pavilions to enable visitors to enjoy AR images at pavilions and other facilities at the site and allow people outside the site to enjoy virtually visiting pavilions and other facilities through their avatars and participate in events despite physical distance.

We will also offer various online content other than the programmes implemented at the real Expo site.

	Programmes at the Expo site (implemented during the Expo)	Programmes outside the Expo site (implemented before the Expo)
Expo site	Exhibitions, events, and operational services at the site will be sophisticated with virtual technology.	
Online space	An online site will be offered so that people will be able to participate in these programmes through their avatars from outside the real Expo site.	Programmes other than those implemented at the real Expo site will be offered online.

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<sup>6</sup> Technology for providing virtual information as a layer added on part of the real world. On smartphones and other mobile devices, it enables computed images to be displayed on real-world images inputted via cameras or other devices.

<sup>7</sup> Technology for imaging a virtual world cut off from information about the real world. It enables users wearing head-mounted displays, which cover their entire fields of vision, to have an immersive experience in a virtual world.

<sup>8</sup> Interface that enables users of a service or application to use data retrieved from other services and applications to make the service or application function or manage it

# 3

## Chapter 3

### Projects Organised by the Organiser of the Expo

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

Totality of Life

Embracing Lives

Cycle of Lives

Amplification of Lives

Invigorating Lives

Forging Lives

Resonance of Lives

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'.

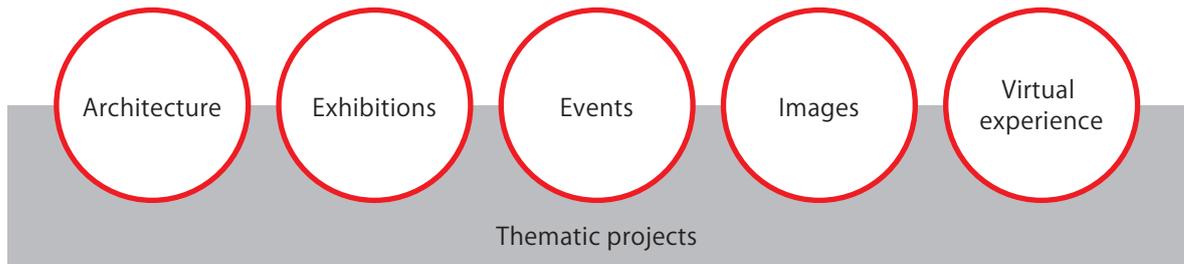
We hope to make Expo 2025 Osaka, Kansai, Japan, an avenue to celebrate life together with people from around the world and 'Design Future Society for Our Lives'.

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.

## Basic policy for the thematic projects

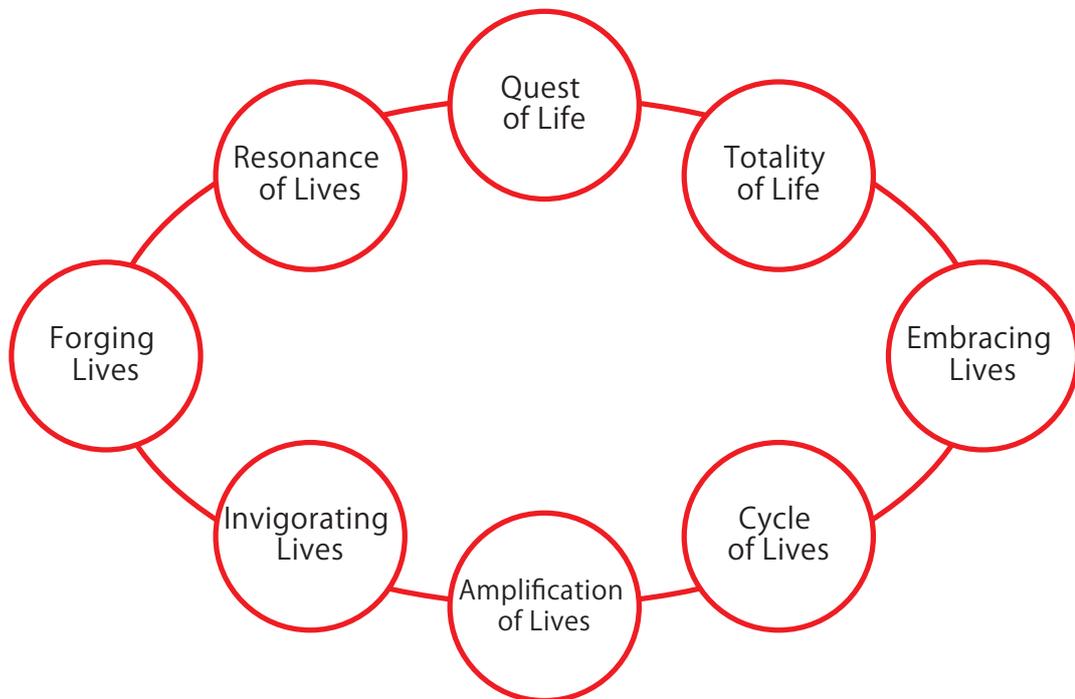
### Expressing the themes by combining a wide variety of forms

The thematic projects will express their themes by combining a wide variety of forms, including architecture, exhibitions, events, images and virtual experience.



### Ensuring both independence and coordination

The eight thematic projects will be arranged physically in the Expo site in such a manner as to elucidate their independence from each other. At the same time, however, they will be connected to each other with one line of flow to express coordination between them despite the independence of their themes.



## Creativity-driven project planning

Creativity is an essential key to solutions to global issues. To offer a vision of a future society where creativity will be fully utilised, the thematic projects will be designed and implemented creatively.

Consequently, we will appoint eight leading experts in their own fields to serve as producers of the eight respective thematic projects. These thematic projects (including pavilions and events) will be planned by combining the creativity of the eight theme producers and co-creation through collaboration between them.

After the specific plans for the respective thematic projects are formulated, businesses, organisations and other parties will participate in implementing the plans.



# Thematic project 'Quest of Life'

Produced by FUKUOKA Shin-Ichi

Main Theme

## How will you practice altruism in 2025?

### —From the selfish gene to altruistic symbiosis—

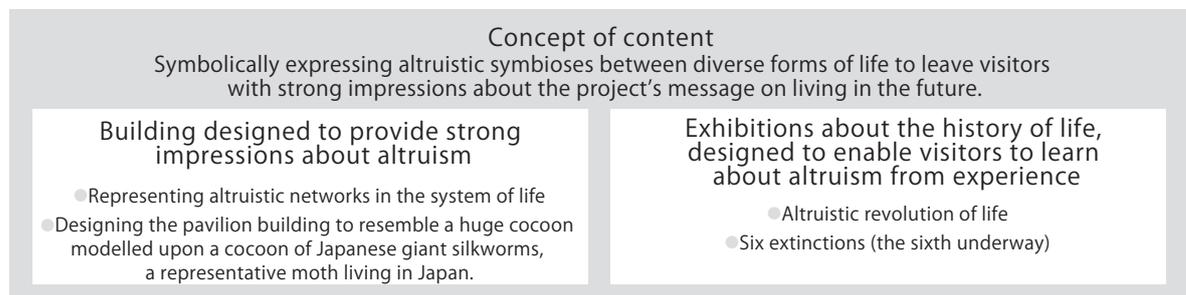
#### ● Concept

The thematic project 'Quest of Life' will focus on a fact proven through the review of the entire history of the evolution of life: that the history of life has been a process of establishing 'altruistic' symbioses between organisms rather than competition between selfish genes. The project will propose bringing about a paradigm shift from selfishness to altruism in the way of dealing with life in human society.

#### ● Content plan

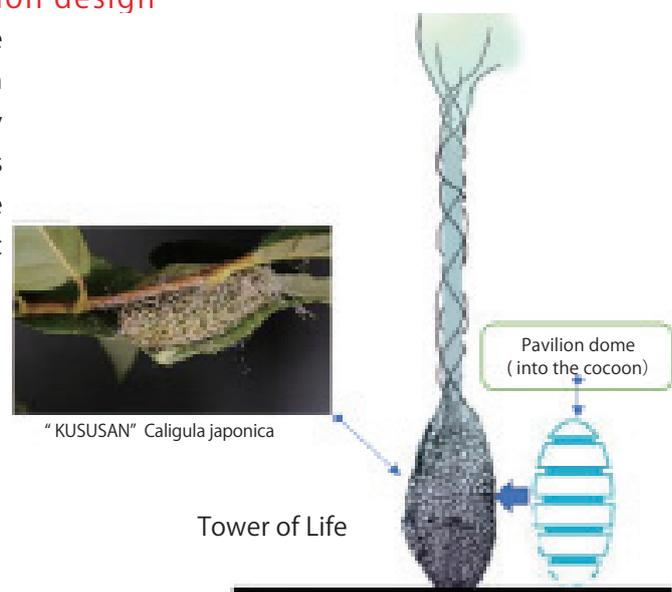
The pavilion will be designed to represent the forms and activities of organisms that symbolise altruistic symbioses between diverse forms of life.

Exhibitions held there will enable visitors to enjoy learning about altruistic symbioses between diverse forms of life through experience with impressive expressions. A live biological garden named the 'Wonderland of Life' will be attached to the pavilion and feature exhibits selected by FUKUOKA Shin-Ichi.



#### ● Conceptual image of the pavilion design

The figure here shows a conceptual image of the spatial design of the pavilion modelled upon an elaborate and sturdy cocoon of Japanese giant silkworms ('kususan' in Japanese), a representative moth living in Japan, to represent altruistic symbiosis in the system of life.



※ This figure shows a conceptual image intended to help deliberate on the design and structure of the building and its interior spaces. An actual pavilion design will be created in the future.

# Thematic project 'Totality of Life'

Produced by KAWAMORI Shoji

Main theme

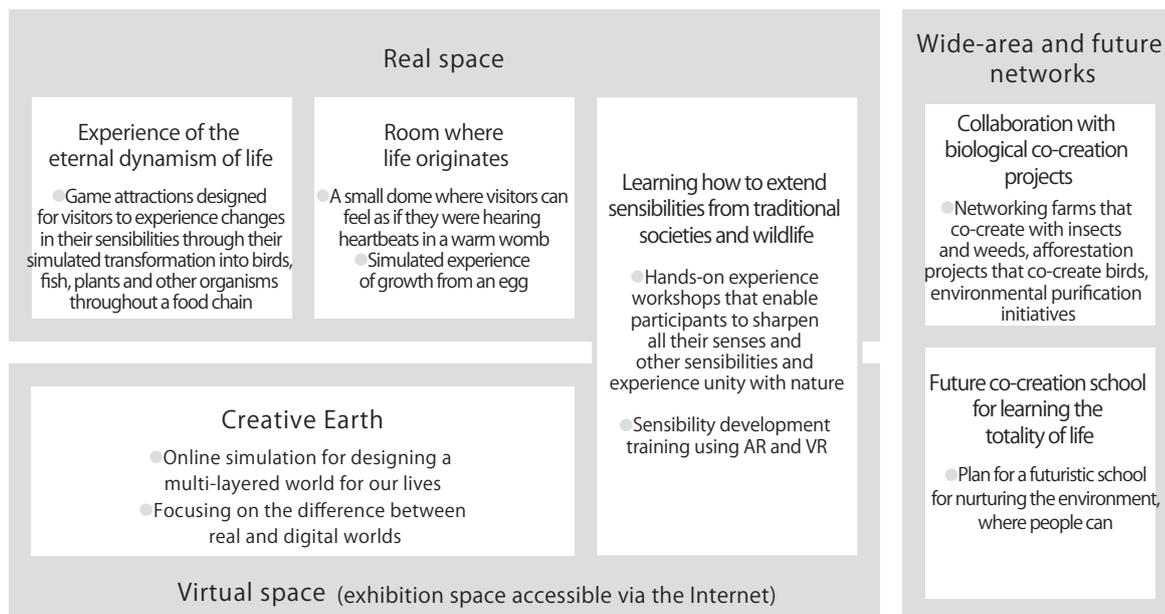
## Miracle of living together here and now

### ● Concept

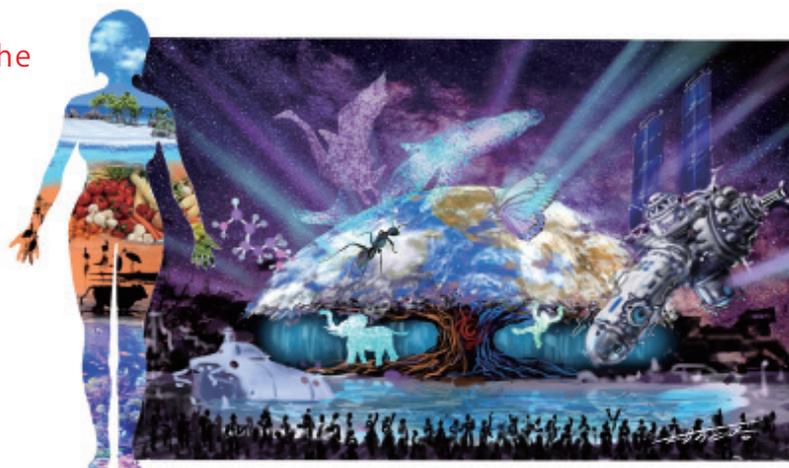
The thematic project 'Totality of Life' will express the brilliance of fragile, precious, powerful, lovable and beautiful life and the connection between all forms of life that inhabit the universe,, the seas and the earth. The project aims to advocate a paradigm shift from anthropocentrism to biocentrism and the importance of protecting and nurturing lives.

### ● Content plan

The pavilion will feature motifs of a huge tree, the Earth, a space station, an underwater survey vehicle, etc. to leave visitors impressions about the journey of rediscovery of the universe,, the seas and the earth, which they will experience there. While touring the pavilion and enjoying exhibitions or workshops that use state-of-the-art technologies, including AR and special sound effects, visitors will experience the 'miracle of living together here and now' through all the senses and other sensibilities.



### ● Conceptual image of the pavilion design



※ This figure shows a conceptual image intended to help deliberate on the design and structure of the building and its interior spaces. An actual pavilion design will be created in the future.

# Thematic project 'Embracing Lives'

Produced by KAWASE Naomi

Main theme

'You' and 'me' in embraced lives:

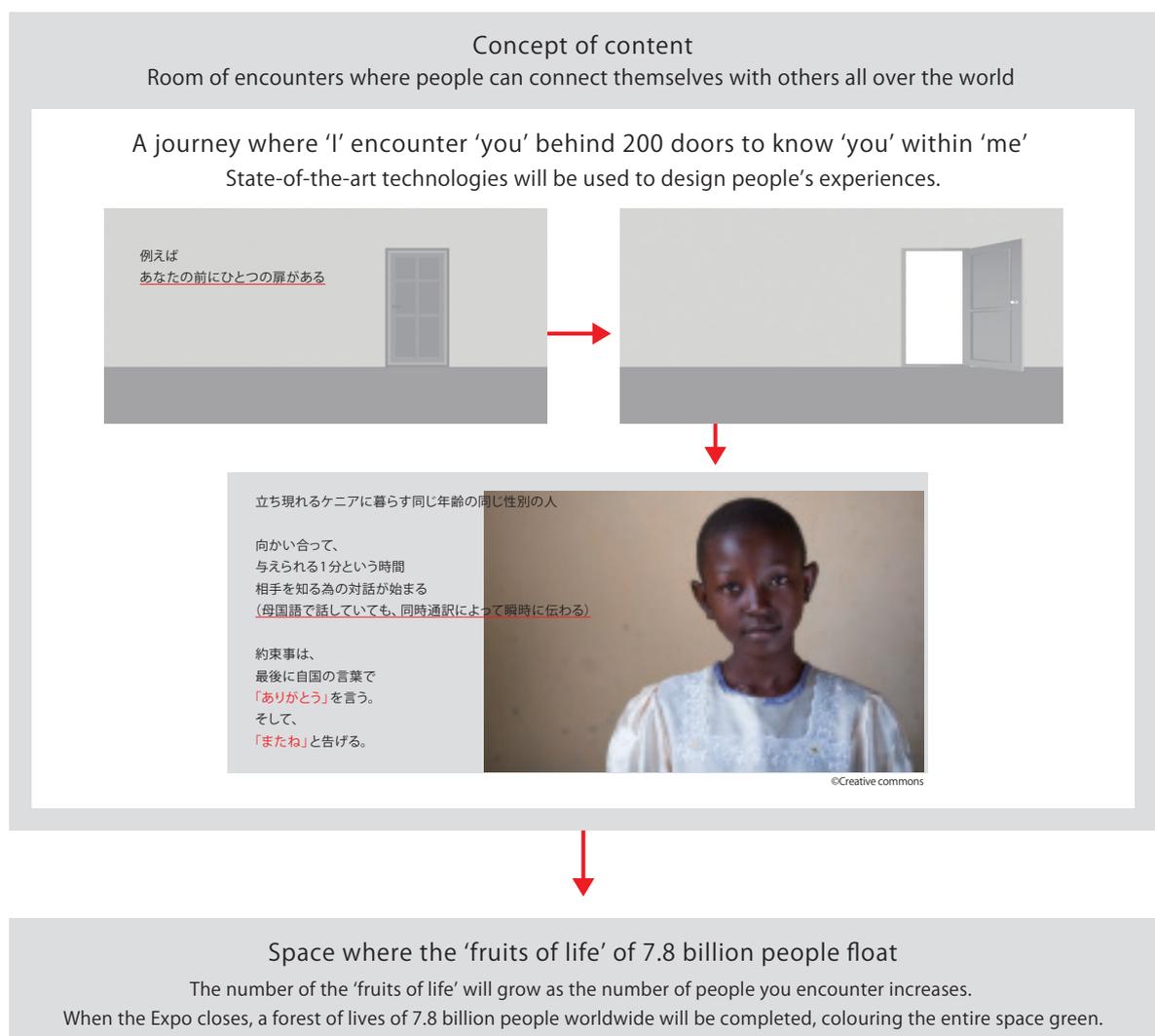
The beginning of a journey in quest of 'you' within 'me'

## ● Concept

The thematic project 'Embracing Lives' aims to share the message that the current prosperity of human beings is underpinned by their ability to trust what others say and build relationships with each other, whereas divisions widen from a lack of knowledge of others. To achieve this aim, the project will provide a place for people to know others and create initiatives to recognise the existence of 'others' within one's self. This project ultimately aims to share with the world a vision of a future where diverse lives can be protected.

## ● Content plan

The project will enable people to go on a journey to encounter other people from all over the world and get to know 'others' within their own selves through experiences that help establish trust. The spread of messages will be visualised through the dramatic presentation of the number of encounters.



※ This figure shows a conceptual image intended to help deliberate on ways of presentation. The actual content of the project will be designed in the future.

# Thematic project 'Cycle of Lives'

Produced by KOYAMA Kundo

Main theme

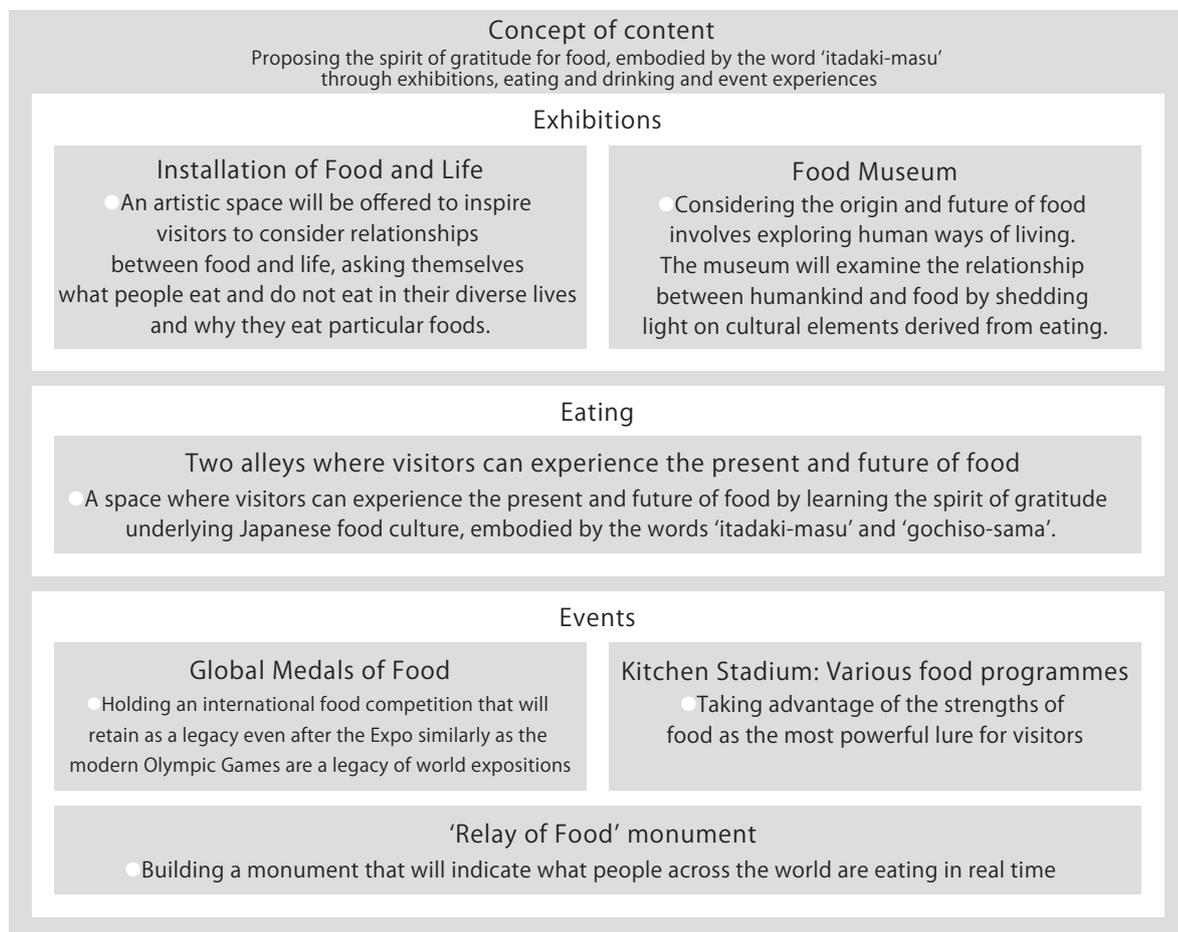
## 「Let's spread the Japanese word 'Itadaki-masu!' across the world

### ● Concept

The thematic project 'Cycle of Lives' will focus on relationships between food on one hand and nature (ecosystems), the body (life), technology and communication on the other hand from the perspective of the unique sensibilities of Japanese people, who have long built their culture through their close relationship with nature. By doing so, the project aims to share the spirit of gratitude underlying Japanese food culture, embodied by the words 'itadaki-masu' and 'gochiso-sama' uttered before and after a meal, respectively.

### ● Content plan

A Food Museum will open to represent relationships between humankind and food from diverse perspectives. The museum will house alleys where visitors can experience Japanese food culture, a kitchen stadium and other features. Additionally, efforts will be devoted to initiating an international food competition, which will be bequeathed as a legacy after the Expo closes, and building a monument that will connect viewers to food around the world in real time.



# Thematic project: Amplification of Lives Produced by ISHIGURO Hiroshi

Main theme

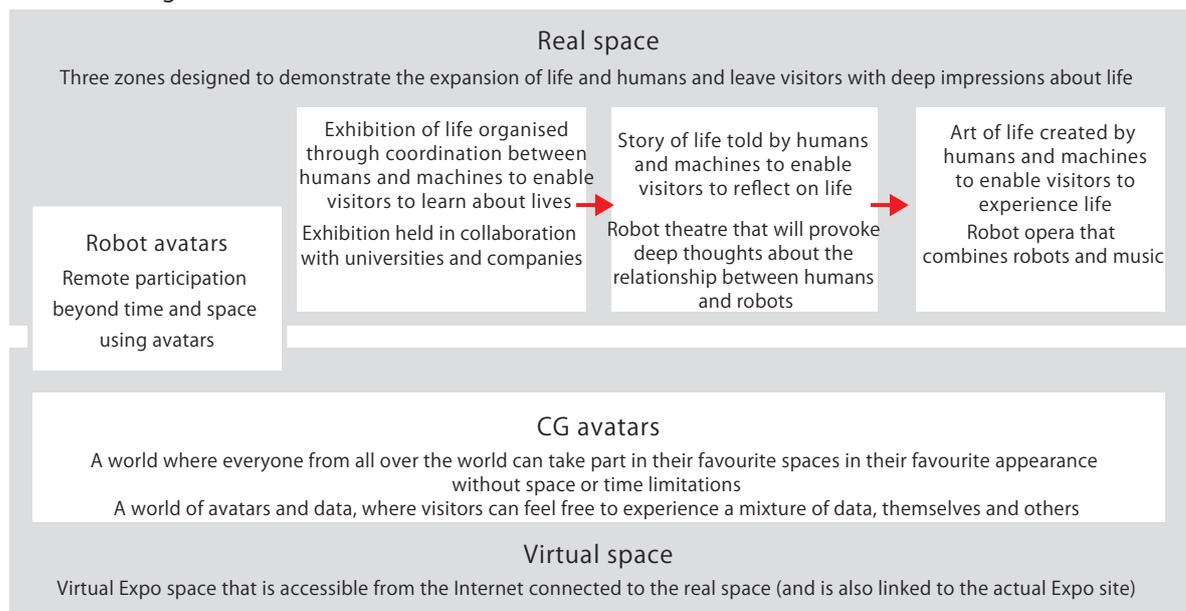
## Discover an ideal future designed by human beings themselves

### ● Concept

Science and technology (especially molecular biology and computer technology) have empowered humankind to evolve beyond the mechanisms of biological evolution. This means that we humans must design our future on our own rather than just waiting for the future of the human species brought by nature. This project aims to offer experience with the most advanced science and technology so that people will be able to reflect on human life that has evolved in diverse manners with the support of such science and technology. Consequently, the project will enable people to discover their own ideal futures through a dialogue with each other.

### ● Content plan

A real space and a virtual space will be created for all people to come together. Various experiences with amplified lives offered in those spaces will leave visitors with deep impressions about life and inspire them to have a dialogue about diverse forms of life. The project will thus share messages towards a brighter future.



### ● Conceptual image of presentation



\* This figure shows a conceptual image intended to help deliberate on ways of presentation. The actual content of the project will be designed in the future.

# Thematic project 'Invigorating Lives' Produced by NAKAJIMA Sachiko

Main theme

## Life Will Be a Festival When Liberate Yourself from Everyday Sensibilities

### ● Concept

This project aims to enable people to feel exuberance, as if their life is dancing and singing, by giving them tools to liberate themselves from everyday norms and sensibilities. This liberated life view will also allow people to notice a heretofore unnoticed network between humans, nature, inanimate objects, AI, technology, in fact everything that exists in the world. We envision that the gathering of children and adults from all over the world and bringing them together with any and all things existing in the world will make for a playhouse of the five senses and create a burning desire to learn and play. In addition, this view on the relationship between organic and inorganic matter will open the eyes of people to a brilliance of life. Be a participant in the creation of a new society design!

### ● Content plan

We will develop tools and experiences that allow children and adults alike to feel excitement in learning and playing. Participants will be able to interact with the space and objects, and to cocreate the world with diverse beings, which in turn leads to the gaining of new perspectives. The project aims to engage as many people as possible, not only during the Expo but before and after it in the digital/physical world.

**Five Areas of Participation (planned to be integrated/not yet finalized)**  
 These five areas will provide participants with the opportunity create their own works and gain new perspectives.  
 In this pavilion visitors will sing and dance with the winds!

<p style="text-align: center;"><b>Liberating the ears « Music »</b></p> <ul style="list-style-type: none"> <li>● RA Symphony of Unheard Voices, created with Five Senses of Humans and the Sounds of Forests: Objects in this area—and even participants—will transform into sounds! The human senses and body will compose a spatial concerto to invigorate the Lives.</li> <li>● World Live Stage: World Traditional Music, Minyo, bands, opera, Noh ... and dancers will hold live performances together with participants in a three-dimensional and virtual manner.</li> </ul>	<p style="text-align: center;"><b>Liberating the eyes « Mathematics »</b></p> <ul style="list-style-type: none"> <li>● Journey in the high-dimensional space or twisted space. / Mathematical Playful Illusion</li> <li>● Micro- and Macro- Journey: feel as if they were molecules or space.</li> <li>● Experience with mathematical models to explain variations of life.</li> <li>● Meta-Probability Art: Artwork, with participants being an integral part, to be completed during the Expo.</li> </ul>
<p style="text-align: center;"><b>Mandala of Life « Nature »</b></p> <ul style="list-style-type: none"> <li>● An Exhibit of Slime Moulds and Ants: Moving mandala of life created by slime moulds previously which collected and cultivated.</li> <li>● Experience a World through an Insect's Eyes and Ears: Through a simulation tool, take a tour of nature as if moving as an insect, bird or various animals and experience things through their eyes and ears.</li> </ul>	<p style="text-align: center;"><b>Liberating the value of things « Waste »</b></p> <ul style="list-style-type: none"> <li>● Journey of Waste: A VR-based journey where participants themselves transform into cans, shirts etc. and have simulated experience of waste's transformation.</li> <li>● Story of Yumeshima: An informational exhibit explaining how and with what kind of waste Yumeshima Island was created.</li> </ul>
<p style="text-align: center;"><b>Liberating the body « Sports »</b></p> <ul style="list-style-type: none"> <li>● Dance of the Sky: A dance of drones, clouds, winds, light and cosmic rays</li> <li>● Playing with athlete androids with five senses</li> <li>● Visualization of the hidden data of their own body movements.</li> </ul>	

### ● Conceptual image of presentation



※ These figures are conceptual images of the presentations. The images are work-in-progress and may differ from the final product.

# Thematic project 'Forging Lives'

Produced by OCHIAI Yoichi

Main theme

Creating synesthetic landscapes where all beings mix together, materialise and transform and providing hands-on experiences with such landscapes

## ● Concept

The thematic project 'Forging Lives' aims to combine nature and digital technology to capture the moments when polished lives and art emerge and develop a future vision. The project will give a picture of a new form of nature combined with digital technology, which can be called 'digital nature', and offer the experience of making all phenomena synesthetic like music.

## ● Content plan

- The pavilion itself will be a monument that converts unknown landscapes and a media art apparatus.
- Everyone will be able to see landscapes that are made coordinative through technological infrastructure.
- A combination of digital technology, folk and traditional handicrafts and specialty products made of locally produced materials for local consumption will create new landscapes.
- The project will offer a bird's eye view of tangible and intangible artistic resources on soil rich with anime, SF, subculture, etc.
- The project will also feature extrasensory concerts and restaurants (of the kind that utilises many synesthetic elements to appeal widely to the tactile, visual and auditory senses).
- The project will provide visitors with the experience of crossing the border between trends towards return to humanity and trends towards conversion to inhuman existence against a background of new landscapes and a new vision of nature combined with digital technology.
- The project will explore motifs that will become a legacy by redefining the context common to all historical periods of Japan, from the Jomon and Kofun periods to the present times.

Concept of content	
Creating synesthetic landscapes where all beings mix together, materialise and transform and providing hands-on experiences with such landscapes	
<p><b>Monument that converts unknown organic landscapes</b></p> <p>Monumental structure built with a reconfigurable or optical metamaterial structure, which will serve as an apparatus for converting organic landscapes unknown to humankind and appear to transform together with landscapes</p>	<p><b>Synesthetic experience that embodies a wide range of media art-related technologies available in Japan and the rest of the world</b></p> <p>The project will create a space where human minds will transform and the human senses materialise through digital technology and are lured by synesthetic landscapes made of sounds, light and haptic stimuli. The project will also offer a feeling of a combination of history, culture, science and technology and art against a background of an Asian view of nature.</p>

## ● Conceptual image of design



※ This figure shows a conceptual image intended to help deliberate on ways of presentation. The actual content of the project will be designed in the future.

# Thematic project 'Resonance of Lives'

Produced by MIYATA Hiroaki

Main theme

A diverse society created by ringing together the resonance of lives, where a common experience in the world will enable everyone to prosper

## ● Concept

The thematic project 'Resonance of Lives' will feature an exhibition designed for visitors to experience the co-creation of a new world at a turning point in human civilisation. We are now at a turning point not only from an economic point of view, but also in the areas of health, the environment, education and human rights. In a world where everyone is connected to one another, diverse forms of life will be respected and everyone will be able to prosper in their efforts towards a future where no one will be left behind. An age of 'human co-being'—co-creation of a world through the mutual resonance of lives—will begin.

## ● Content plan

- Redefining the 'brilliance of life': Better Co-being  
The project will view the 'brilliance of life' not only from the perspectives of an individual-level biological system but also through interactions between the individual and the environment, among different individuals, and among various systems, including the social system, to create a world where everyone can live happily at all times. The project will share various possibilities for a prosperous future through a wide range of approaches towards 'better co-being'.
- Promise for the future: Future Tag  
All participants in the Expo (including participating countries, businesses, citizens, visitors, the Organiser, and other stakeholders) will conduct various activities using Future Tags, which indicate how they can take part in creating a sustainable society. The project will take up the challenge of creating the new value of an expo as a place of promise for the future.
- Resonating future to be explored through a combination of the physical and the virtual  
By combining the three styles of Expo projects (exhibitions, events and programmes) and various data, we will share from the Expo site (or in an abstract artistic expression) the real-time progress of an ongoing change in the new value created globally.

Concept of content

Providing participants with unforgettable experiences that enable them to feel the brilliance of life

Resonating experiences that enable them to feel the brilliance of life

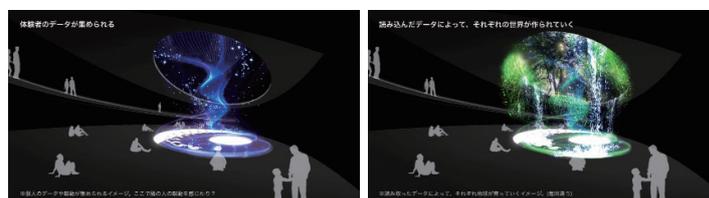
- Resonating experiences that enable them to feel the brilliance of lives
- Such synesthetic and resonating experiences will enable people to feel the connection between living beings and experience the brilliance of their own lives.

Resonating monument

- The monument will connect diverse forms of life from the past to the present, gathering people's wishes, at times lighting the path to walk together and at times enabling the diverse forms of life, which encompass people, to experience their own brilliance. The monument may 'flourish' or begin to 'wither' according to the future chosen by viewers (visitors to the real Expo site and remote participants from around the world).

A huge amount of social data from all over the world will be used as barometers of the viewers' choice of a future.

## ● Conceptual image of presentation



※ This figure shows a conceptual image intended to help deliberate on ways of presentation. The actual content of the project will be designed in the future.

Events to be held during Expo 2025 Osaka, Kansai, Japan, will include theatre events, plaza events, Illumination & Projection events and hands-on events. These events are classified into two types: events organised by the Organiser of the Expo in collaboration with corporate supporters and other parties and those organised by related organisations, including cultural organisations and local governments.

## Theatre events (organised by the Organiser/ by related organisations)

Theatre event programmes will include performances of music, dramas and performing arts, futuristic entertainments and thematic forums at large and small event spaces.

### Music

Various genres of music performances will be held alternately as both events organised by the Organiser of the Expo and those organised by related organisations during the Expo.

### Dramas

As events organised by the Organiser of the Expo, representative programmes in Japanese theatrical culture will be presented consecutively in a certain period during the Expo.  
As events organised by related organisations, various drama performances will be given alternately during the Expo.

### Performing arts

A wide range of representative programmes in the field of Japanese performing arts — from traditional ones to future entertainment ones using the latest styles of presentation — will be performed alternately as both events organised by the Organiser of the Expo and events organised by related organisations during the Expo.

### Futuristic entertainment

Various futuristic entertainment programmes using gaming and other digital technologies will be offered alternately as both events organised by the Organiser of the Expo and those organised by related organisations during the Expo.

### Thematic forums

Various forms of thematic forums will be held alternately as both events organised by the Organiser of the Expo and those organised by related organisations during the Expo.

## Plaza events (organised by the Organiser/ by related organisations)

Plaza event programmes include music performances, video screenings, parades and art programmes held at outdoor event plazas or on small stages installed in these plazas at the Expo site. Plaza events organised by the Organiser of the Expo will be run throughout the Expo period, whereas those organised by related organisations during the Expo will be held alternately.

### Stage events

Stage events will include music events, live chat shows, and thematic forums held on large stages at outdoor event plazas or small stages at plazas in the Pavilion World.

### Video screening

Video screenings and interactive events will be held using large-scale video equipment at plazas.

### Parades and festivals

As events organised by the Organiser of the Expo, parades will be held based on original ideas instead of adhering to the ordinary style of parading with ordinary floats.

As events organised by related organisations, various local festivals and traditional performing arts events will be held alternately.



Figure: Conceptual image of an outdoor event plaza

## Illumination & Projection events (organised by the Organiser)

Illumination & Projection events will be held using illumination and images on the water or at facilities at the site. Although Illumination & Projection events will be organised only by the Organiser of the Expo, we will adopt necessary measures to provide a wide variety of artists and creators with opportunities for participation in these events.

### Events held in the Water World

Spectacular shows using illumination and music will be held on the water in the Water World.

### Events held in the Pavilion World

Illumination & Projection events will be held using illumination and images in tents and facilities at the site. Multiple creators will participate in these programmes in different areas in different times.

### Art programmes

Art programmes in various styles, including exhibitions, performances and video screenings, will be offered in various places at the site. Multiple artists will participate in these programmes in different areas in different times.



Figure: Conceptual image of an Illumination & Projection event

## Hands-on events (organised by related organisations)

Hands-on events focusing on industrial technology, art, traditional culture, etc. will be held at the exhibition hall, the gallery, the garden, etc. Hands-on events will be basically organised only by related organisations, whereas the Organiser of the Expo may participate in some of these events according to their programmes.

### Exhibition hall exhibitions

Various exhibitions that focus on industrial technology and culture will be held alternately at the exhibition hall at the site.

### Gallery exhibitions

Various exhibitions that focus on anime, fashion, etc. will be held alternately at the gallery in the site.

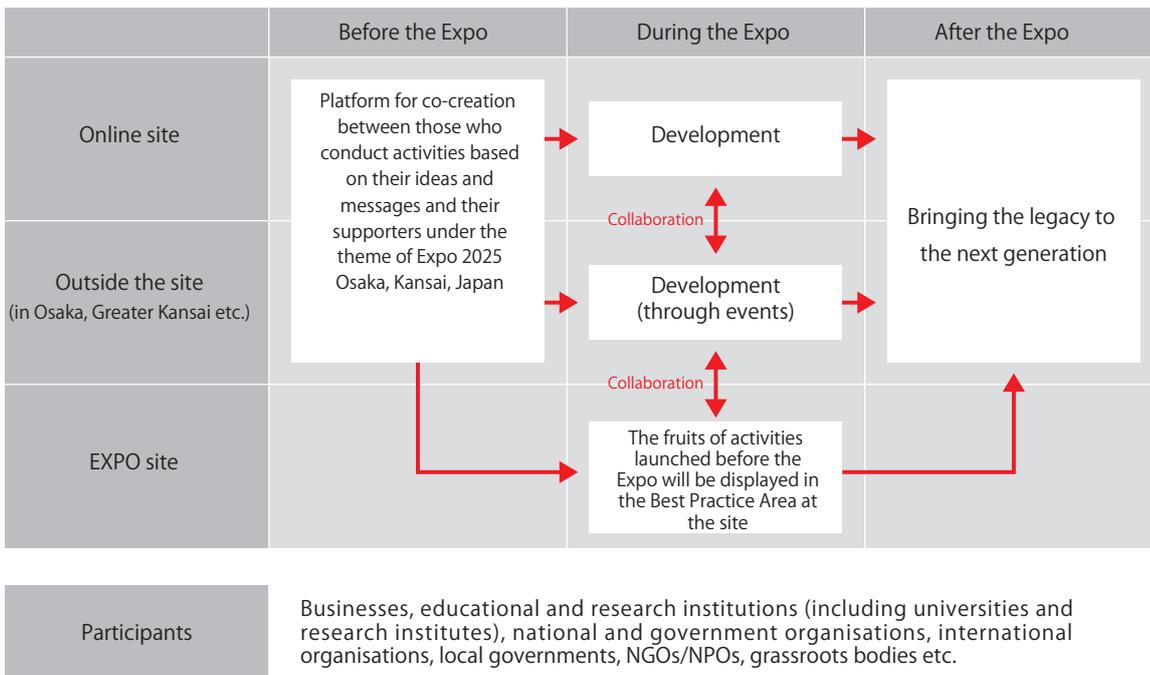
### Traditional culture exhibitionsexhibitions

Various exhibitions focusing on traditional Japanese culture, including tea ceremonies and flower arrangements, will be held alternately at the Japanese garden.

### 3.3

## TEAM EXPO 2025 programme

The TEAM EXPO 2025 programme will play an essential role in continually sharing the theme of Expo 2025 Osaka, Kansai, Japan, in a broad scope of time and space. In terms of time, the programme will last for the entire period that will start before the Expo and end after the Expo. In terms of space, the programme will occur on a large scale: at the real Expo site, in Osaka and Greater Kansai, and even online.



### Co-creation for putting the theme into practice

To put into practice the Expo's theme: 'Designing Future Society for Our Lives,' we will call for independent and future-oriented initiatives that have already been launched or are going to be launched and register them as TEAM EXPO 2025 Programme/ Co-creation Challenges. We will also call for businesses, organisations and other parties that have skills, strengths or resources useful for supporting Co-creation Challenges and designate them as TEAM EXPO 2025 Programme/ Co-creation Partners. Hence, we will provide a platform for encounters and co-creation between those who take up new challenges and their prospective supporters. The programme aims to create online and offline spaces for co-creation in such a form as information sharing and interactions through thematic forums (see below), the dedicated website etc.

### Thematic forums

We will hold thematic forums as places for discussions between various invited players and experts mainly about the theme of Expo 2025 Osaka, Kansai, Japan, to have this Expo's theme known and understood better inside and outside Japan and build up momentum towards the Expo. We will hold thematic forums in various forms and sizes both inside and outside Japan from a pre-Expo period towards the Expo period. Consequently, we will collaborate with the Bureau International des Expositions (BIE) and various other organisations. We aim to hand down the fruits of discussions at thematic forums to the next generation.

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## Sharing excellent results at the Best Practice Area

Among the initiatives to 'Design Future Society for Our Lives' that come together for the TEAM EXPO 2025 programme, especially excellent, practical, globally reproducible and useful initiatives towards the future will be displayed and demonstrated as the Best Practices in the Best Practice Area at the site. We will also devise a system for showcasing several excellent initiatives, including the Best Practices, to a wider range of visitors, for example, in coordination with exhibitions to be changed in limited periods or exhibitions and events held elsewhere at the site. Moreover, the Best Practices and other excellent initiatives in the TEAM EXPO 2025 programme will be introduced and shared not only at the site but also at events held elsewhere in Osaka, Greater Kansai or other areas and online.



Figure: Conceptual image of the Best Practice Area



# 4

Chapter 4  
Participation Plan

## 4.1 Official participation

### Participation of countries, mainly BIE member states

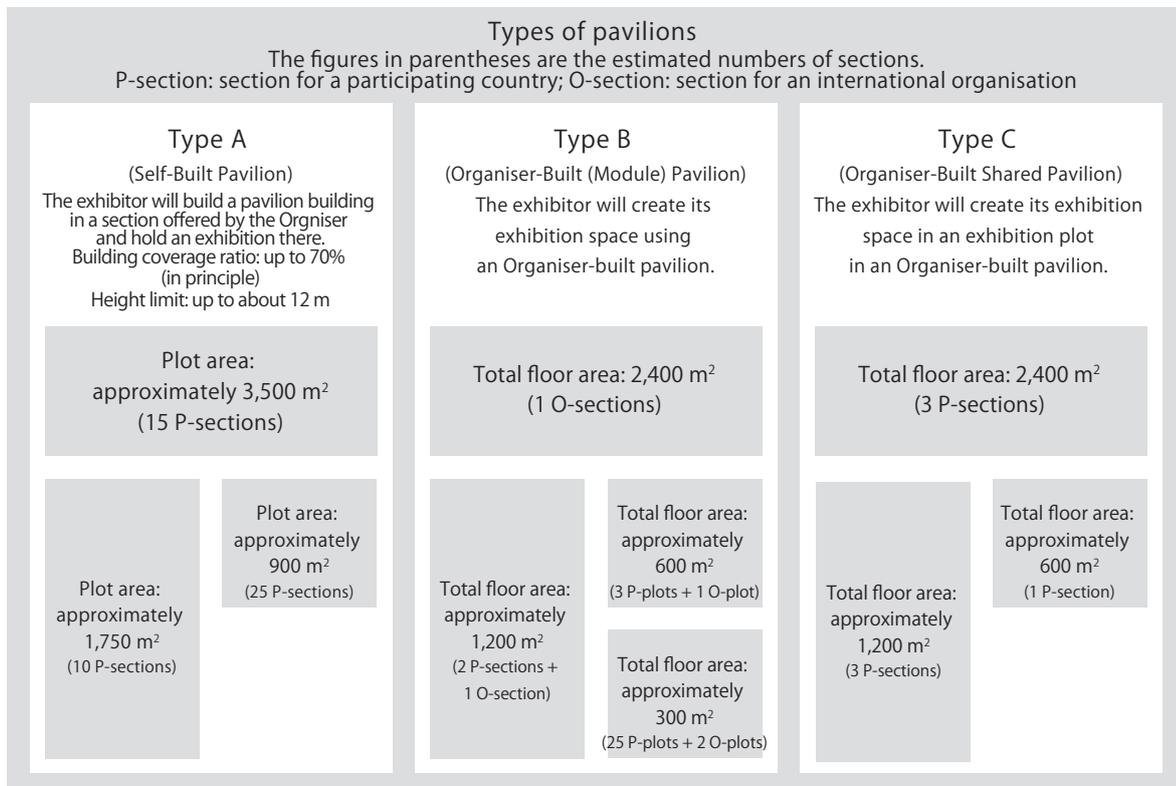
We aim to have 150 countries and 25 international organisations participate in the Expo.

In our efforts to invite countries and international organisations (hereinafter, 'official participants') to participate in Expo 2025 Osaka, Kansai, Japan, our target is to have 150 countries and 25 international organisations participate in the Expo. Each official participant can hold exhibitions at its pavilion. It can also designate one day during the Expo period as its National Day if it is a country or as its Special day if it is an international organisation and hold an official ceremony and related events.

We will establish guidelines for official participants to support their efforts to formulate an exhibition plan.

As another measure to support official participants, we will set up a one-stop shop, which will implement an integrated series of various procedures necessary throughout all stages of holding exhibitions, from the preparatory stage to removal of exhibition materials. Besides support for exhibitions, the one-stop shop will also provide official participants with support for their living in Japan, including assistance in various procedures for arranging accommodation and staying.

We will also provide various forms of support, such as support for developing countries, so that as many countries and international organisations as possible will be able to participate in Expo 2025 Osaka, Kansai, Japan.



※ Expectedly, some international organisations may hold exhibitions at Organiser-built shared pavilions.  
※ Information current as of Dec. 2020. The number of sections areas and their sizes are subject to change.

## 4.2

# Participation of businesses, organisations, local governments, grassroots bodies etc.

Such participants as businesses, organisations, local governments and grassroots bodies are partners in our efforts to put the Expo's theme into practice. We will offer diverse forms of participation so that Expo 2025 Osaka, Kansai, Japan, will be able to have a larger number of and a wider range of participants than the past expos had.

## Participation of businesses and organisations

### We will offer diverse forms of participation.

Businesses and organisations can participate in the Expo by holding exhibitions at pavilions, supporting thematic projects or taking part in Future Society Showcase projects, the TEAM EXPO 2025 programme, events or business activities. We will make approximately nine sections available for pavilions of businesses and organisations. It is also expected that some businesses and organisations may share pavilions.



※ Information current as of Dec. 2020. The number of sections and their sizes are subject to change.

## Participation of local governments and communities

### We will facilitate the PR and collaborative efforts of local governments and communities

We will offer multiple forms of participation, including not only holding exhibitions at pavilions and joining the TEAM EXPO 2025 programme but also taking part in events organised by related organisations, so that a wider range of local governments and communities around Japan will be able to participate in the Expo.



### Coordination with various local activities

In the anticipation of coordination with Expo-related projects to be implemented on the initiative of local governments and other stakeholders of Expo 2025 Osaka, Kansai, Japan, we will deliberate on designing a scheme to encourage local governments and communities nationwide to hold Expo-related events before and during the Expo, including events related to the TEAM EXPO 2025 programme. This will be done to build up momentum towards the Expo and create opportunities for people to raise their awareness of the charms of the areas where they live. For example, we will work out a system for creating a synergy with events in the Seto Inland Sea coastal areas.

### Collaboration with the Union of Kansai Governments

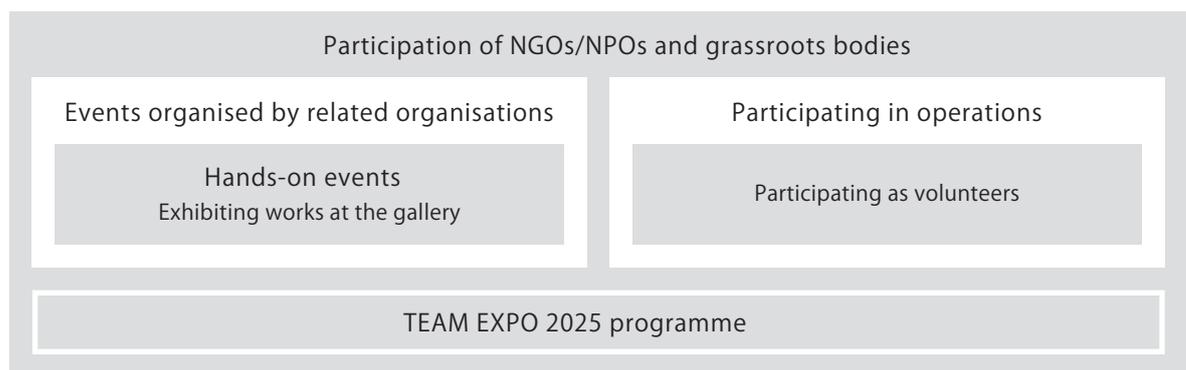
We will ensure coordination between the Expo on one hand and the initiatives of the Union of Kansai Governments, which comprises the governments of the prefectures and ordinance-designated cities in the Kansai region, and Expo-related projects implemented in various areas on the initiative of aspiring local governments on the other hand. This will be done to share the Kansai region's charms and vigour, which will contribute to realising the Expo's theme.

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## Participation of NGOs/NPOs and grassroots bodies

### Creation of connection

We will accept the participation of NGOs/NPOs and grassroots bodies not only in the TEAM EXPO 2025 programme but also in events organised by related organisations and Expo operations so that NGOs/NPOs and grassroots bodies will be able to have a wide range of opportunities to participate in Expo 2025 Osaka, Kansai, Japan.





# 5

Chapter 5  
Site Plan

## 5.1 Venue design concept

### Unity in diversity

We are now in an era of diversity. At the same time, regrettably, this era incurs the risk of turning into an era of a deep divide. If the Expo venue as a place for union between diverse cultures and lifestyles from all over the world can not only celebrate rich diversity but also provide visitors with experience of connection beyond the divide, the Expo will succeed in sharing hopes for a brighter future. For this purpose, the venue will be designed to advocate diversity based on the principles of 'decentralisation' and 'dispersion', which the Organiser of the Expo has embraced since its candidacy, and combine it with 'connection' between diverse beings. We aim to design the venue so that visitors will be able to experience unity in diversity and one world shared by innumerable diverse beings.

### One sky

We will use 'one sky' as a symbol of 'connection' between diverse beings.

Everyone around the world is looking up at the same sky.

The one sky connects all parts of the world.

It is what people all over the world share.

The one sky thus represents unity in diversity.

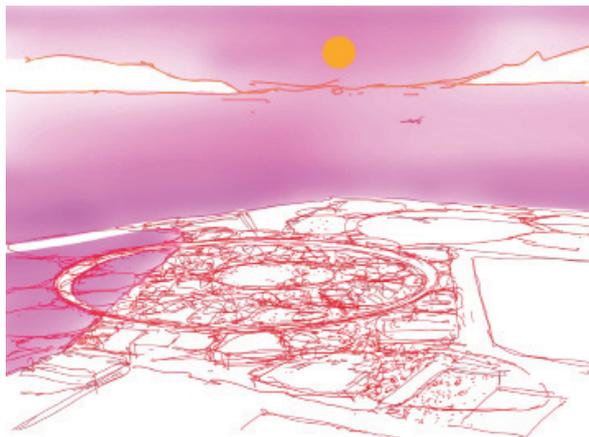
The Expo venue will have the 'one sky' in it.



### Expo of the sea, sky and earth

The site for the Expo is located on Yumeshima Island surrounded by the sea. We will design the Expo venue to include an enclosed part of the sea. Mirroring the sky, the enclosed sea will cut a portion out of the one sky, towards which visitors will raise their eyes.

On the ground, the venue will be dotted with diverse pavilions and various natural features in a decentralised and dispersed manner.



### Clear line of flow and diverse areas arranged in a decentralised and dispersed manner

The main line of flow, through which all parts of the venue are accessible, is designed to form a loop to provide both clarity and a variety of views. The venue will be dotted with plazas in various sizes along the main line of flow, adding different tones to visitors' experiences. The plazas will be used for various events filled with liveliness.







# Site layout plan

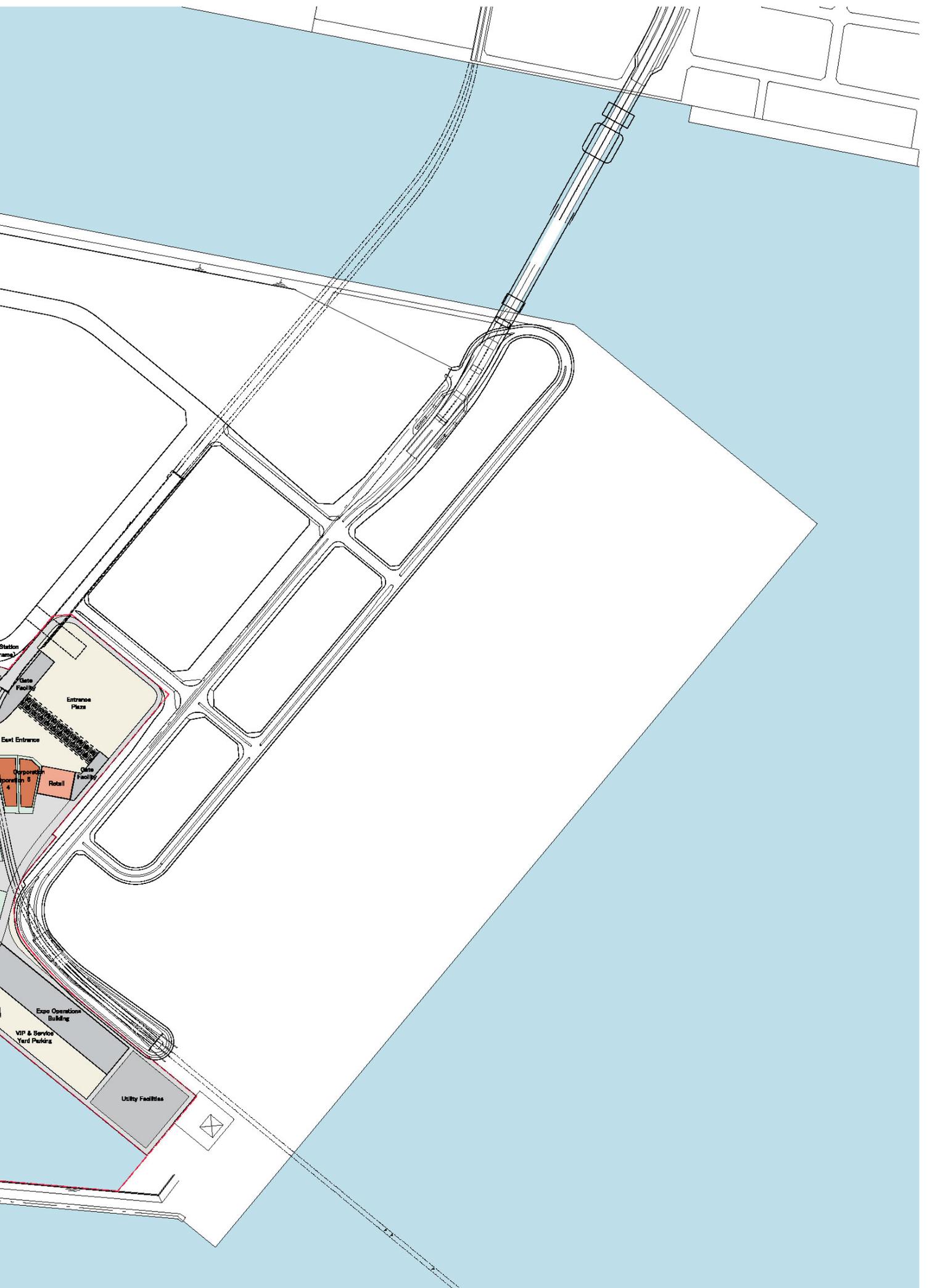


**EXPO Site Configuration**  
(As of 2020 December)

Legend	
<span style="border: 1px solid black; padding: 2px;">A</span>	Type A (Country, Corp.)
<span style="border: 1px solid black; padding: 2px;">B</span>	Type B (Country, Intl)
<span style="border: 1px solid black; padding: 2px;">C</span>	Type C
<span style="border: 1px solid black; padding: 2px;">T</span>	Theme Pavilion
<span style="border: 1px solid black; padding: 2px;">R</span>	Commercial Facilities
<span style="border: 1px solid black; padding: 2px;">J</span>	Japan, Municipal Psv.
<span style="border: 1px solid black; padding: 2px;">S</span>	Service Facilities
<span style="border: 1px solid black; padding: 2px;">W</span>	Rest Area, Toilet
<span style="border: 1px solid black; padding: 2px;">G</span>	Grand Roof (Ring)
<span style="border: 1px solid black; padding: 2px;">W</span>	Water Area
<span style="border: 1px solid black; padding: 2px;">G</span>	Open Space, Green Area

※ The layout is subject to change due to domestic adjustments.





## 5.2 Venue composition

### Venue areas

In consideration of reclamation work, the ground conditions and other circumstances, the site for the Expo will be divided into three areas:

#### Pavilion World

An area of liveliness with pavilions and other facilities  
This is the area where visitors can enjoy different views from on a grand roof (ring) and from the ground.

#### Water World

An area of relaxation using the waterscape  
This area will have foodservice facilities arranged on the waterside and be used as a stage for events on the water.

#### Green World

An area of greenery facing the sea to the west of the site  
This area will be an open space that can accommodate a large number of people, with such facilities as an outdoor event plaza, a transport terminal and an entrance plaza.

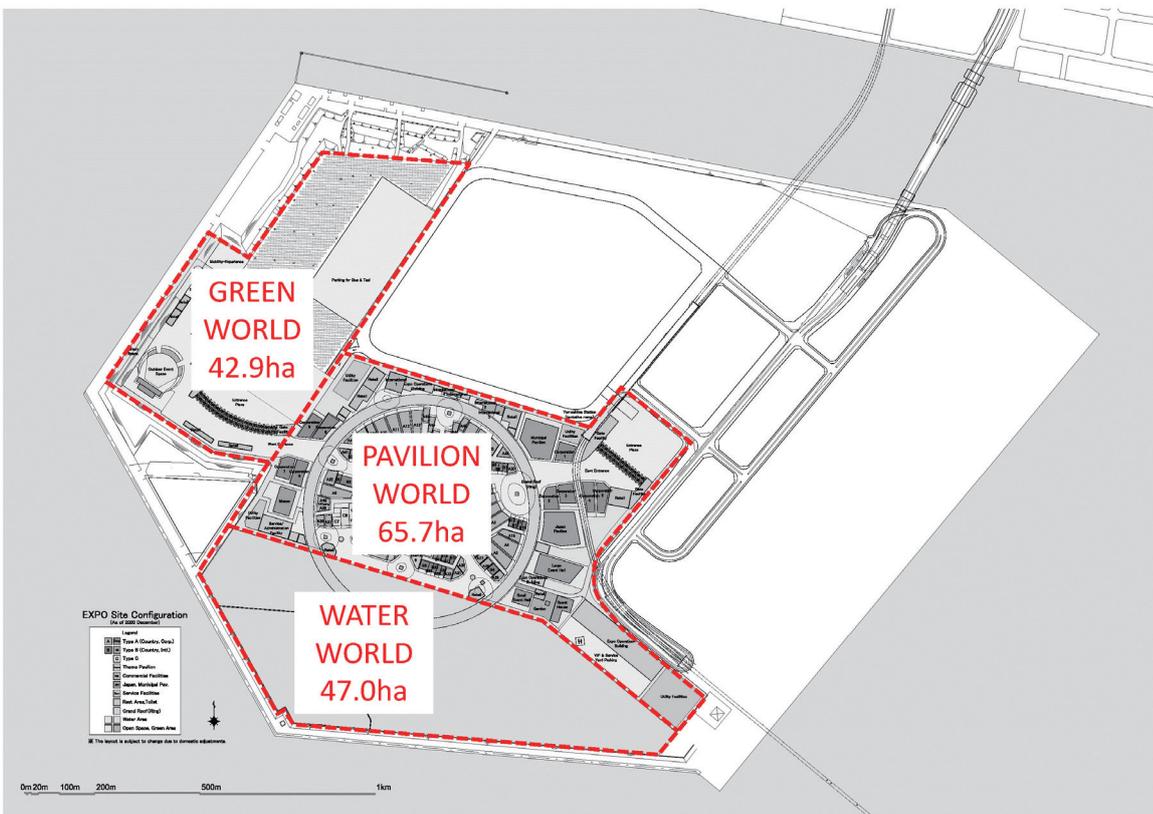
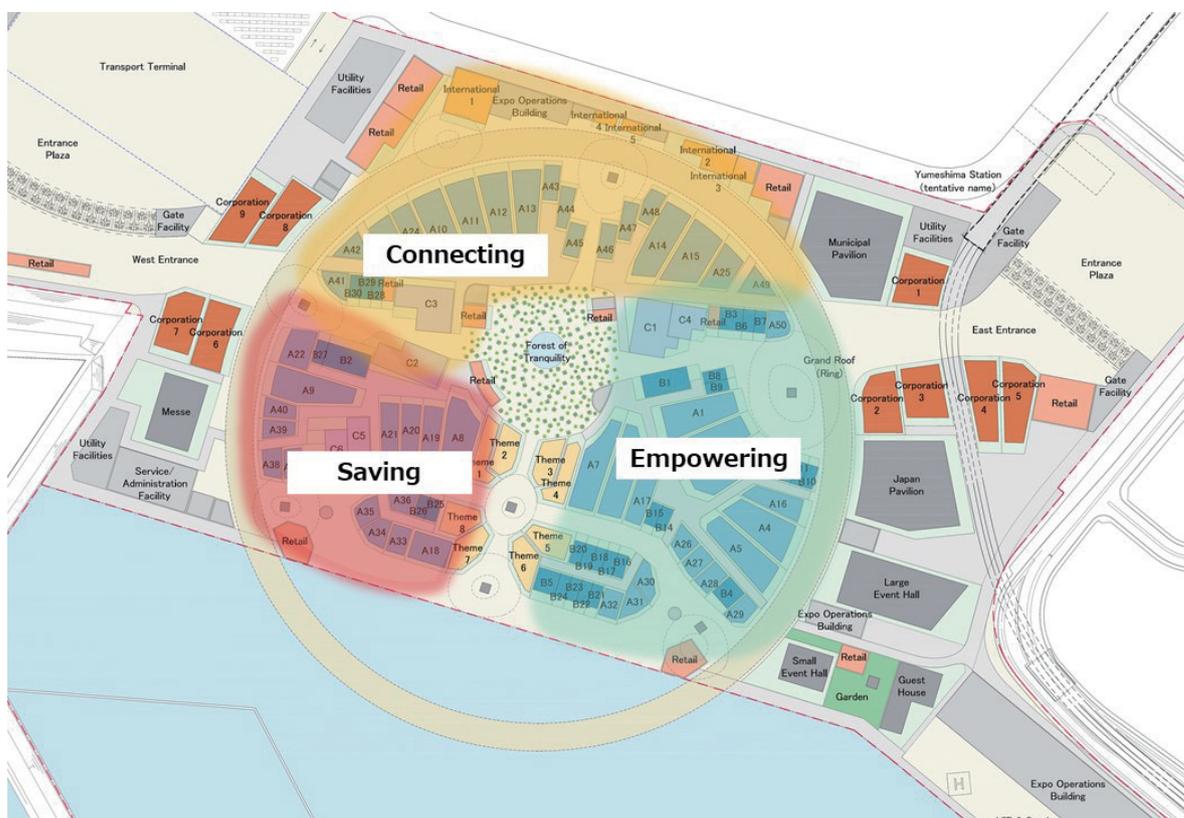
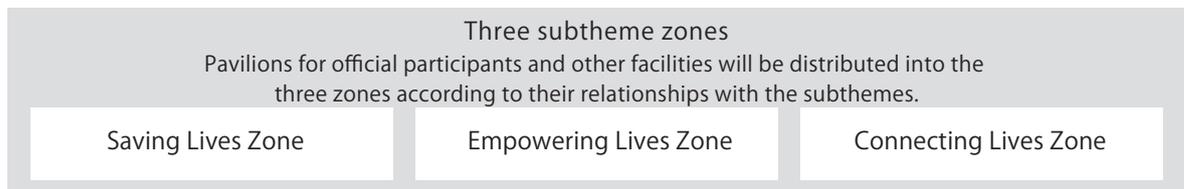


Figure: venue areas

## Zoning of the Pavilion World

The Pavilion World will be zoned into three subtheme zones.



※ We will work out a specific way of distributing pavilions into the three zones in consideration of the intentions of participating countries.

# 5.3 Facility plan

Main facilities in the Pavilion World will be as follows:



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## Type A pavilion (Self-Built Pavilion)

This type of pavilion will be built by each participant on a plot offered by the Organiser of the Expo. After the Expo closes, the participant will be responsible for demolishing and removing the pavilion building and restoring the plot to its original state. The Organiser of the Expo will install utility conduits for sewage, rainwater, service water, electricity, communication wiring, etc. for connection at the plot boundary. The participant will be responsible for connecting to the utility conduits and extending them into the plot.

## Type B pavilion (Organiser-Built (Module) Pavilion)

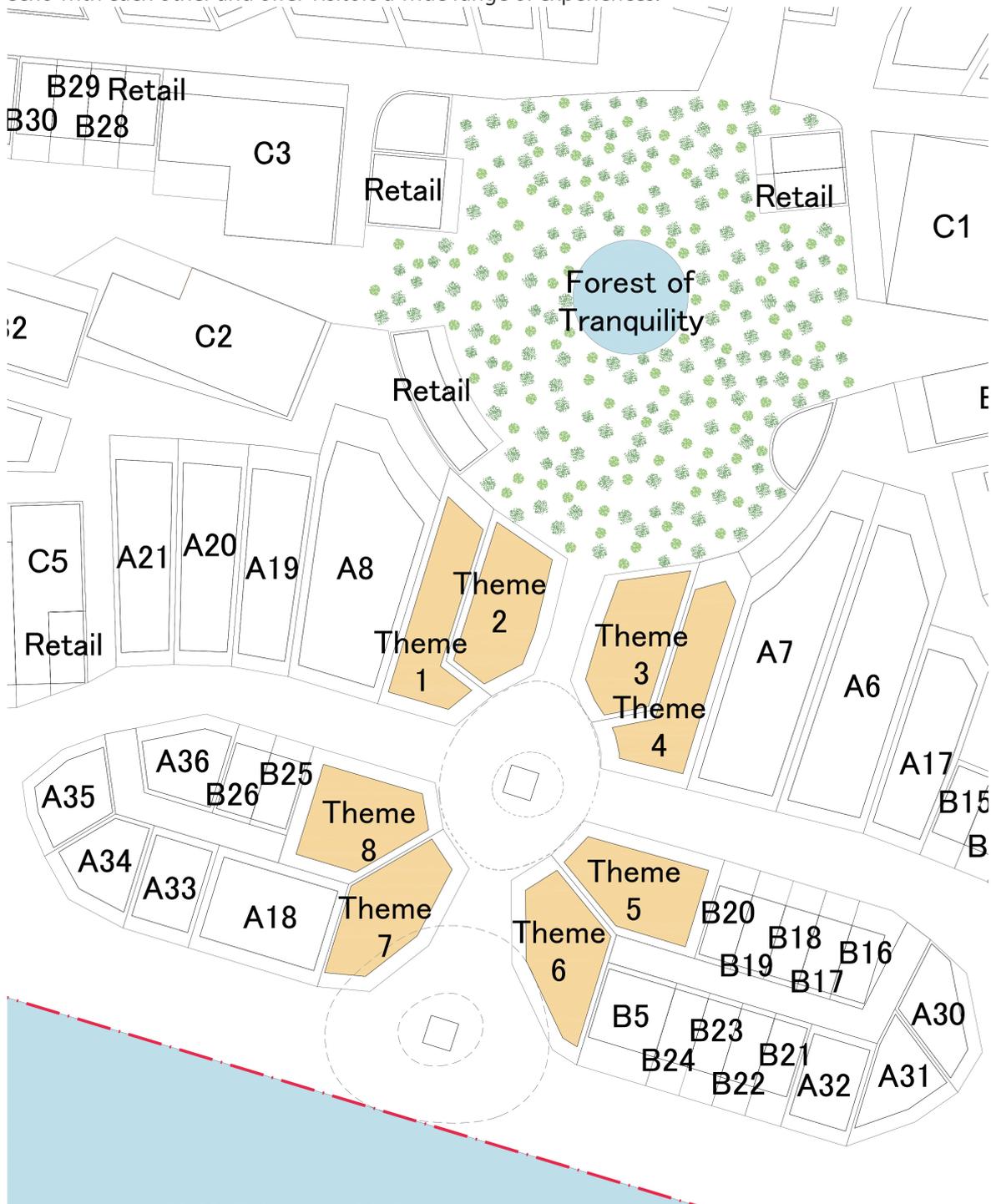
The Organiser of the Expo will build this type of pavilion and offer it for each participant's use. The participant will rent the pavilion building, freely decide on exhibition content and create its own exhibition spaces by preparing exhibition equipment and exhibits. The participant will also be allowed to design interior and exterior decorations for its pavilion. Each pavilion of this type will be fully equipped with utility conduits for sewage, rainwater, service water, electricity, communication wiring, etc. The participant will also be responsible for connecting its own equipment to the utility conduits.

## Type C pavilion (Organiser-Built Shared Pavilion)

Each participant will rent a compartment of a pavilion building and create its own exhibition spaces by preparing exhibition equipment and adding interior decorations. Each shared pavilion will be designed to be freely divided into compartments. It will be fully equipped with utility conduits for sewage, rainwater, service water, electricity, communication wiring, etc. Each participant will also be responsible for connecting its own equipment to the utility conduits.

## Theme pavilions (for the eight thematic projects)

Theme pavilions will be placed opposite to the other four across the line between the waterside to the south of the Pavilion World and the Forest of Tranquility. These theme pavilions will be arranged next to one another so that the eight thematic exhibitions on 'lives' will collaborate and resonate with each other to tell a grand story, despite their mutual independence. The environment surrounding the pavilions, ranging from the waterside to the Forest of Silence, and the thematic exhibitions will echo with each other and offer visitors a wide range of experiences.



※ The figure above shows a layout projected as of December 2020. The number and areas of sections and other details are subject to change.

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## Main line of flow (Main Street) in the Pavilion World

In the Pavilion World, pavilions and other facilities will face the ring-shaped Main Street and plazas dispersed and linked to the main street. This Main Street will serve as the main line of flow of visitors in the Pavilion World. Visitors will be able to access pavilions and other facilities by travelling along this clear and obvious line of flow.

Above the main line of flow (Main Street) will be a grand roof (ring). This grand roof (ring) will not only protect visitors from rain and sunlight but also navigate them. On the grand roof (ring) will be an aerial corridor, which will offer visitors a bird's-eye view of the entire Expo venue with many pavilion buildings. The corridor will be designed to offer comfortable spaces for visitors to enjoy themselves, with slopes, steps and observatory corridors overlooking the sea on some spots on it.

## Forest of Tranquility

The Forest of Tranquility will be designed as a silent place for visitors to calm down in sharp contrast with the bustle of the Expo venue. With trees protecting visitors from sunlight and helping them take a good rest, the Forest of Tranquility will be located at a considerable distance from the main line of flow (Main Street) and be accessible through four different routes from the main line of flow. Commercial facilities will face the Forest. Some theme pavilions may be arranged in linkage with the Forest.

## Water World

The Water World is a symbol of the Expo venue in the sea. Part of the inland sea surrounded by dykes will be enclosed with the grand roof (ring) to create a 'sea plaza'. This enclosed crescent water area will be used for various activities in the waterfront area, such as events on the water. On the grand roof (ring) overhanging the inland sea will be the observatory corridor, which will overlook the 'sea plaza', the entire Expo venue and the Seto Inland Sea to the southwest of the venue.

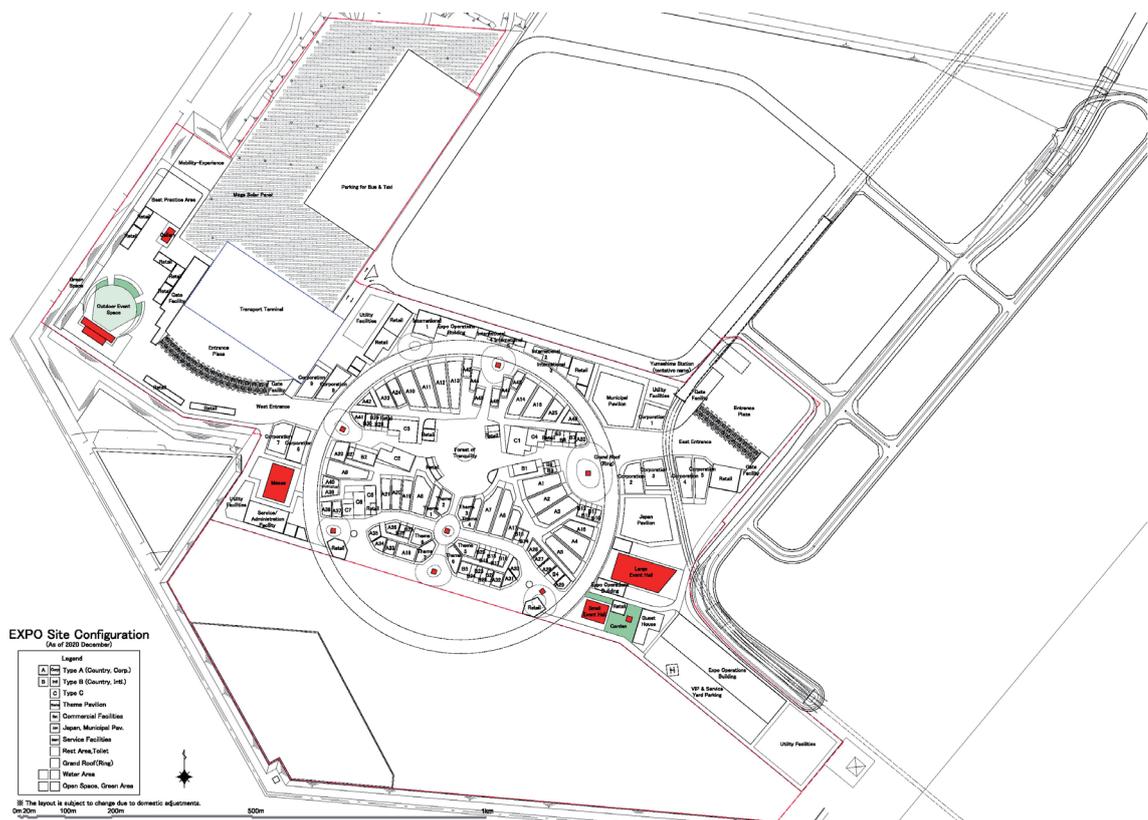
## Green World

In contrast with the Pavilion World dense with facilities, the Green World will be a greenery-rich open space, offering visitors a wider range of experiences with the Expo. The Green World will have an Outdoor Event Space, a Best Practice Area, an area for advanced Mobility-Experiences and other areas. Directly overlooking the Seto Inland Sea to its west, the Green World with appropriately arranged restaurants, facilities for merchandise sales and a gallery will enable visitors to fully enjoy the Expo venue in the sea.



## Event and other facilities

To serve the purpose of holding various events during the Expo, the Pavilion World will have event facilities, exhibition halls, small stages and a garden, while the Green World will have the outdoor event plaza, the Best Practice Area and the gallery.



## Entrance plazas

Entrance plazas will be located in the east and west of the Expo venue to be accessible from Osaka Metro Yumeshima Station (east) and the transport terminal (west). Each entrance plaza will have ticket counters, security check points and Entrance Gates. We will ensure the safety of visitors queuing at Gates or on other spots in anticipation of 285,000 visitors per day, which is the estimated average daily number of visitors on the projected peak days<sup>9</sup>.

<sup>9</sup> Estimated average number of visitors per day on the top 10% of peak days during the Expo period of approximately 6 months

Table: projected areas of major facilities

Facility name	Plot area(m <sup>2</sup> )	Total floor area(m <sup>2</sup> )
Type A pavilion (50 sections)	92,500	(Self-built pavilion)
Type B pavilion (30 sections)	17,500	11,700
Type C pavilion (7 sections)	16,700	11,400
Pavilion for an international organisation (5 sections)	7,100	4,800
Theme pavilion (8 sections)	13,300	(Undecided)
Pavilion for a private party (9 sections)	31,500	(Self-built pavilion)
Japan Pavilion	12,900	(Self-built pavilion)
Municipal Pavilion (including the Osaka Pavilion)	12,900	(Self-built pavilion)
Event facilities, exhibition hall, gallery	24,100	14,000
Guest House, garden	9,200	(Undecided)
Commercial facility	27,700	26,000
Service management and other facilities	74,700	65,700

※ The table above offers information available as of December 2020. The number and areas of sections and other details are subject to change.

To ensure a better landscape and a more comfortable space, the building coverage ratio of each section will be limited to a maximum of 70%. Architecture guidelines will give related details, including how many metres each building should be set back from the section boundary. We will also consider imposing a height limit (a maximum of about 12 m) on each building.

## Transport within the venue

It is anticipated that visitors will travel mainly on foot within the Expo venue. However, we will introduce a wide variety of modes of mobility so that diverse visitors, including the elderly, people with disabilities and families with children, will be able to travel within the venue comfortably and have opportunities to experience advanced modes of mobility. We will also provide visitors with integrated information services so that they can use these modes of transport conveniently.

In addition, we will use advanced technologies to transport supplies and waste efficiently.

### ① Peripheral mobility

We will use trams (each accommodating several dozens of passengers) that will run mainly on a peripheral road in the Expo venue. The trams will serve as a means of mobility mainly connecting the eastern and western parts of the Expo venue, including the East and West Gates, and the outdoor event plaza.

### ② Small mobility

To provide a means for everyone to travel within the venue comfortably and assist especially those who face limitations on their mobility, including the elderly and people with disabilities, we will introduce small mobility vehicles (each accommodating one to several passengers) that will run mainly on streets in the Expo venue.

### ③ Flying vehicles

As part of our initiatives to provide visitors with opportunities to experience advanced modes of mobility, we will also consider introducing flying cars. Flying cars are planned to take off and land at a flying-car port in the Green World.

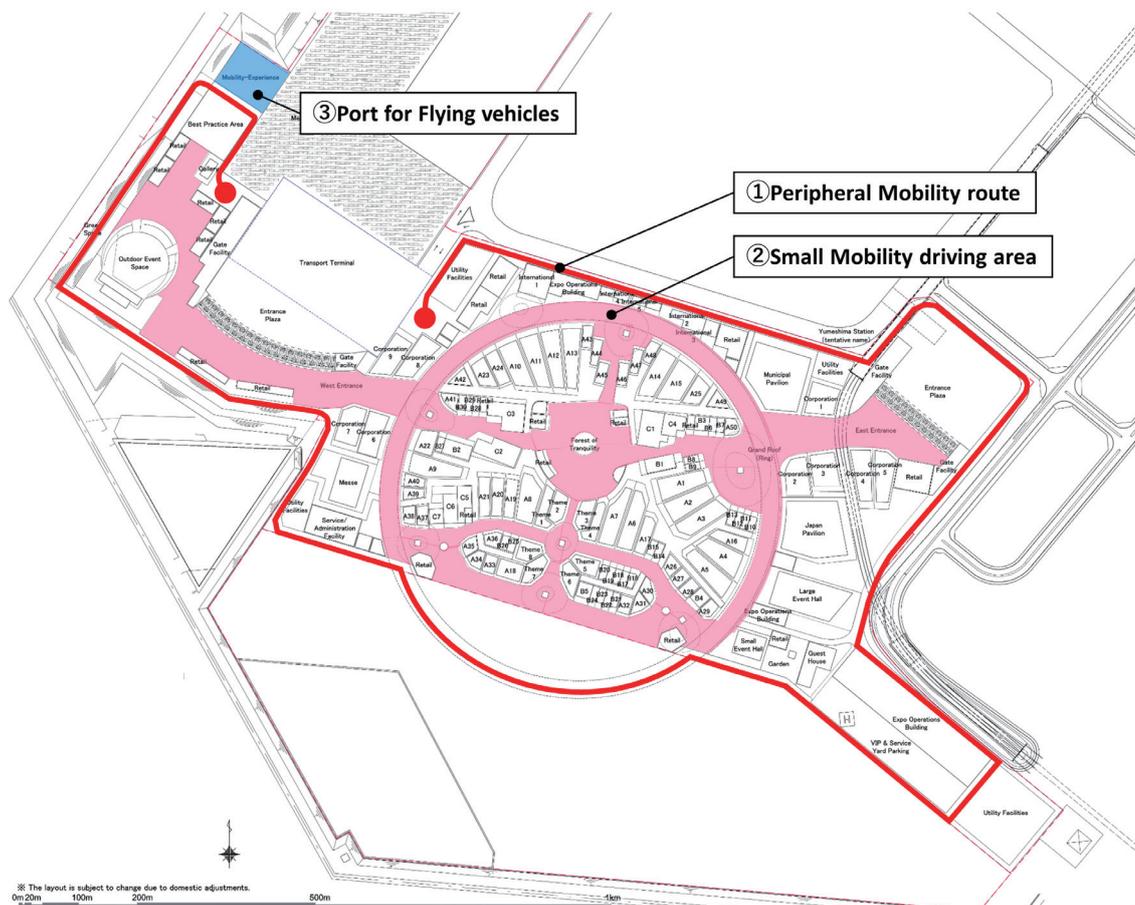


Figure: overview of the plan for transport within the venue

## 5.4 Site preparation

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We will prepare the site for Expo 2025 Osaka, Kansai, Japan, in anticipation of 285,000 visitors on the projected average peak days. Specifically, we will surely prepare service infrastructure and facilities necessary so that visitors will be able to enjoy experiencing the Expo safely and comfortably. We will also deliberate on introducing advanced technologies that will help achieve the SDGs and pay due attention to the following matters:

### Designability (a beautiful venue)

All projected facilities in the venue should be designed in a high-quality manner. Facility design will influence the quality of visitors' experiences in the venue. We will work out a mechanism to have excellent designers and creators participate in designing major facilities, including the event facility and the Guest House, and small facilities, including rest and toilet facilities, and in planning the landscape, street furniture and signage. Facility design is required to be high quality in all aspects, such as functionality, aesthetic value, the feasibility of construction, costs and post-Expo recycling.

### Functionality (a user-friendly venue)

The venue will be clearly structured along the main line of flow (Main Street) under the grand roof (ring). To prevent visitors from having monotonous experiences along the main line of flow, plazas will be appropriately dispersed all over the venue to provide both clarity and diverse experiences. The grand roof (ring) itself will have the function of protecting visitors from sunlight and rain. In addition, sunshades will be appropriately placed on lines of flow other than the main line of flow.

The lines of flow of service providers will have ensured access to all pavilions and minimised overlap with the lines of flow of visitors.

### Universal design

We aim to realise a universal design for the Expo venue so that all visitors from around the world to Expo 2025 Osaka, Kansai, Japan, will be able to use the venue comfortably regardless of the nationality, culture, race, gender, generation, disability, etc. For this purpose, we will formulate guidelines that will provide common standards for many parties involved in site preparation and operation for the Expo, including venue facility designers, exhibition designers and operators, to create a comfortable venue environment for users.

### Consideration for the environment and heat control

We will design and build structures in the venue by using the Comprehensive Assessment System for Built Environment Efficiency (CASBEE)<sup>10</sup> and other means to realise an environment-friendly Expo venue.

We will also adopt integrated heat control measures at both venue and building levels to improve hot outdoor and indoor environments in summer.

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<sup>10</sup> The Comprehensive Assessment System for Built Environment Efficiency (CASBEE) is a method for evaluating and rating the environmental performance of buildings. This system helps evaluate the quality of buildings in an integrated manner, from the perspectives not only of environmental measures, such as the use of materials and equipment that help save energy or have little environmental impact, but also of the comfortability of indoor spaces and consideration for landscapes.

## 5.5 Infrastructure

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### Water supply system and sewerage system (for sewage and rainwater)

We will build a water supply system with a water tank in the Expo site to supply service water for each facility and ultimately provide visitors with safe water in a stable manner. We will also build a sewerage system with a storage tank that will function according to changes in the amount of sewage over time to discharge and treat sewage reliably and take appropriate measures against rainwater.

### Electricity, gas and heat supply equipment

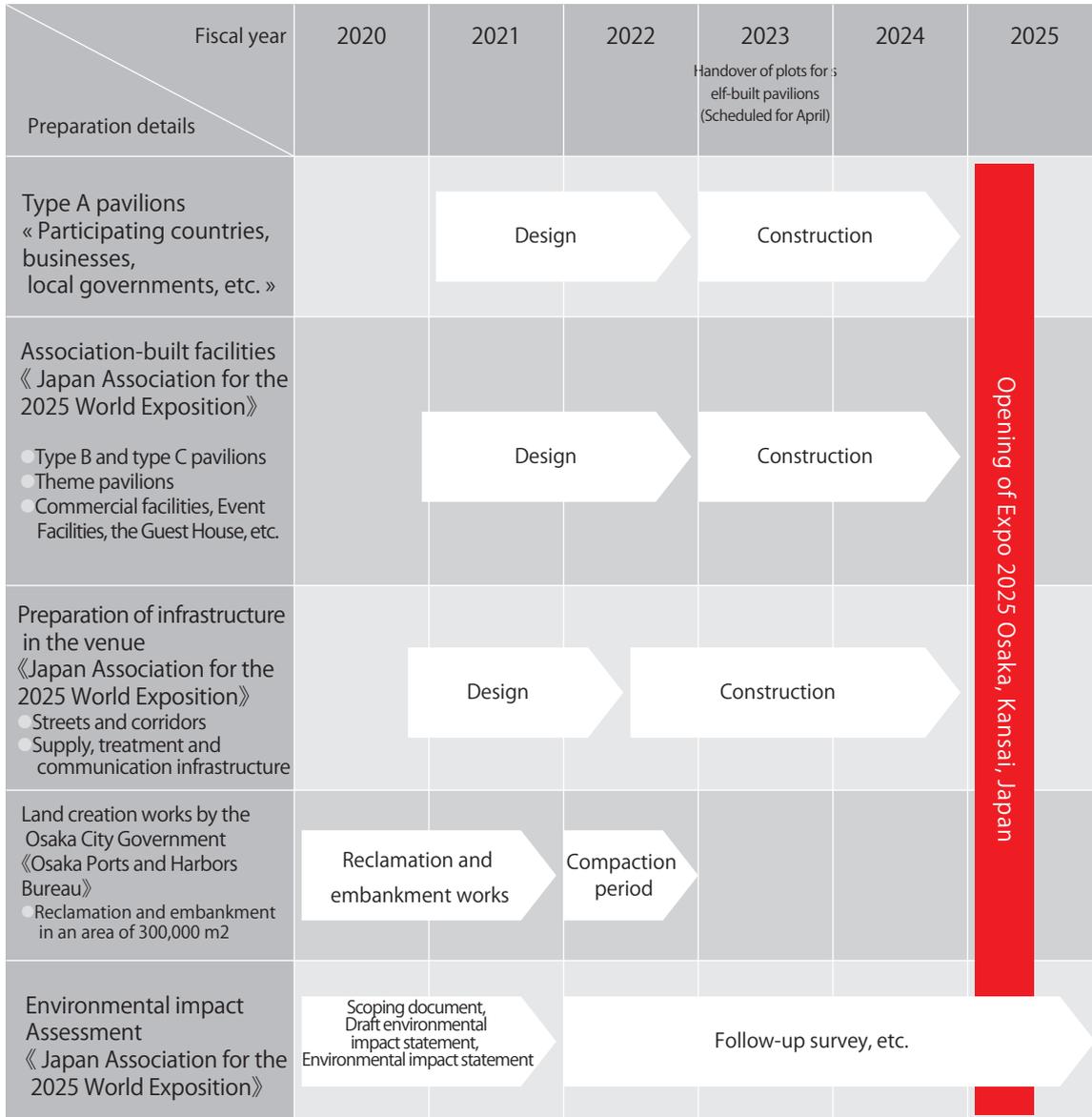
We are deliberating on using renewable energy suitable for the location of the venue, the latest energy-saving and environmental technologies and other means. Moreover, we are planning to optimise installed capacity, supply routes, etc. to enhance the efficiency of supply systems.

We will introduce reasonable electricity and gas supply systems high in functionality, reliability and safety. Given that the Expo will last for a short period of half a year, we will devise appropriate supply systems taking into account economic efficiency as well.

We will use a heat supply system fuelled with both electricity and gas to diversify energy risks.

# 5.6

## Site preparation schedule



※ This schedule is as of December 2020.

※ The terms in guillemets show the parties who will make the preparation.

# 6

Chapter 6  
Operation Plan

# 6.1

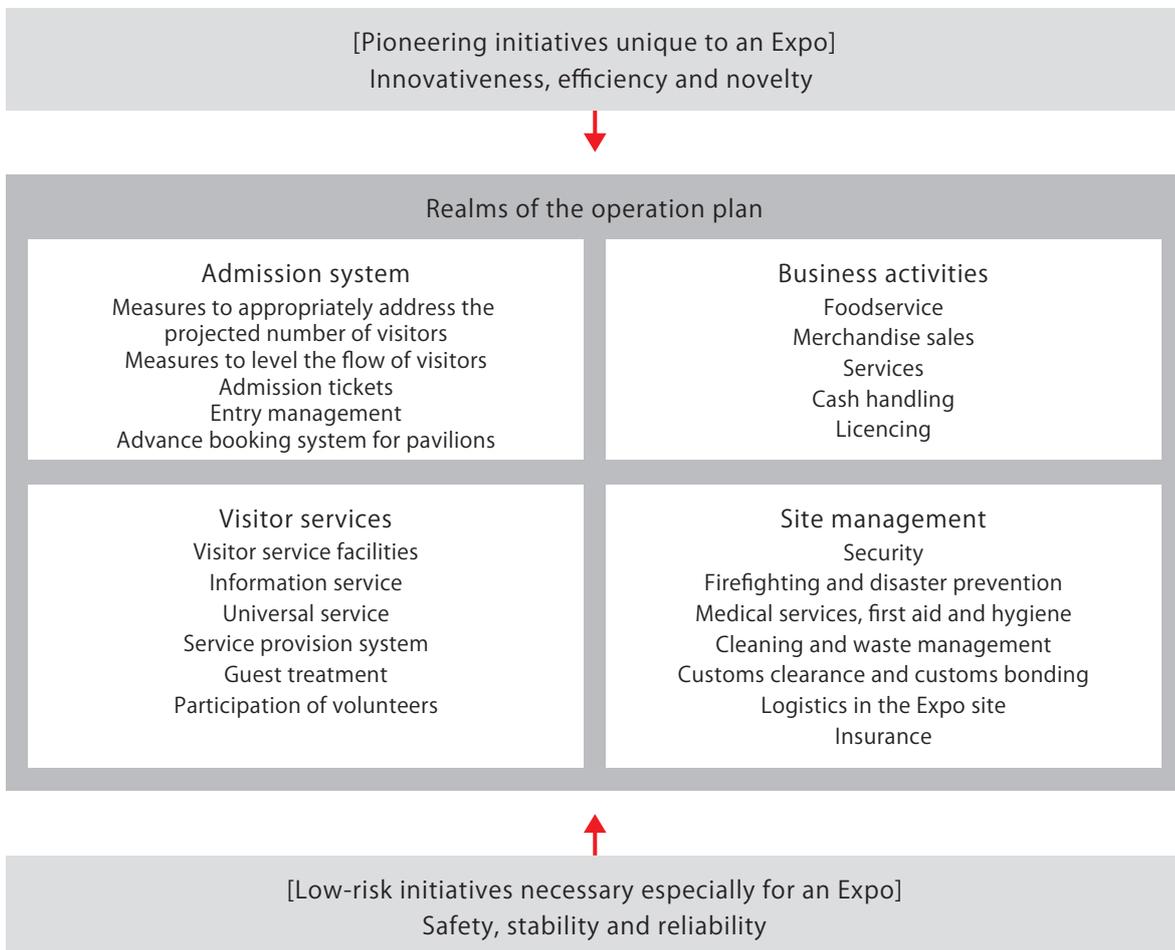
## Structure of the operation plan

The operation plan for Expo 2025 Osaka, Kansai, Japan, will be designed from the perspectives of both pioneering initiatives unique to an Expo and low-risk initiatives necessary especially for an Expo so that it will define optimal measures for these initiatives.

The major policies for the operation plan are as follows:

- Adopting digital technology-based admission and other measures to level the flow of visitors to prevent overcrowding even with 285,000 visitors, which is the estimated average daily number on the projected peak days; Introducing electronic ticketing for visitor services and management to enhance their convenience and safety;
- Utilising advanced technologies, including robots, for efficient Expo operations; and
- Conducting low-risk Expo operations in preparation against emergencies, including disasters and infectious diseases.

The operation plan will comprise the following realms:

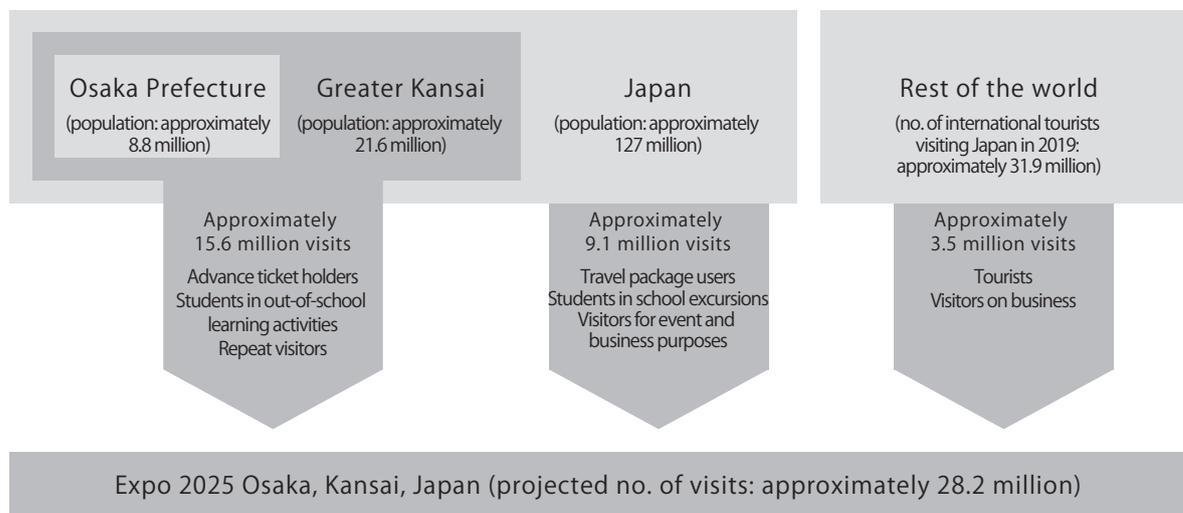


## 6.2 Admission system

We will devise a new admission system for Expo 2025 Osaka, Kansai, Japan, by making the most of good practices and know-how at past expos and utilising digital technology to offer convenience to visitors and meet their diverse needs.

### Measures to appropriately address the projected number of visitors

We will adopt different measures on the basis of the mode of visiting the Expo site from different geographic areas to respond appropriately to approximately 28.2 million expected visits throughout the Expo period.



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## Admission ticket sales from approximately two years before the

The key to successfully attracting approximately 28.2 million visits is selling advance tickets before the Expo period, just as at past Expos. We will consider beginning to sell advance tickets approximately two years before the Expo.

## Attraction of visitors from Greater Kansai

Osaka Prefecture has a population of approximately 8.8 million, whereas the population of Greater Kansai, including Osaka Prefecture, exceeds 21 million. Taking advantage of this large population, we will strive to attract visitors in cooperation with local governments in Greater Kansai to ensure that the actual number of visits throughout the Expo period will reach the projected number: approximately 28.2 million.

## Attraction of visitors from among students in out-of-school learning activities and school excursions

The Expo's theme 'Designing Future Society for Our Lives' and the related principles of 'achieving the SDGs and beyond' and 'Society 5.0' are closely related to social studies at elementary, junior high and senior high schools. The Expo's concept 'People's Living Lab' will be an interesting topic for science, whereas official pavilions will be excellent places for students to deepen their understanding of diverse countries. Therefore, the Expo will provide an ideal place for out-of-school learning activities and school excursions. To encourage schools to visit the Expo, we will design effective programmes, including learning-theme-based excursions.

## Attraction of visitors for the purpose of participating in various events, including MICE events, and for business purposes

We will attract visitors to the Expo for event and business purposes from around Japan and the world by allowing businesses, international and other organisations, etc. to hold MICE (meetings, incentives, conventions and exhibitions) events, invite their dealers or customers, inspect advanced technologies or conduct other business activities.

## Attraction of international visitors

Although the COVID-19 pandemic has caused a drastic decline in the number of international tourists visiting Japan, which exceeded 30 million in FY2019, it can be expected that the subsequent development of infectious disease control measures will ensure a sharp recovery in the number.

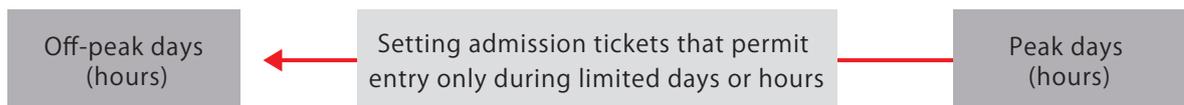
The Registration Dossier that we submitted to the BIE estimates that the Expo will have approximately 3.5 million international visitors on the supposition that 50 million international tourists will visit Japan in 2025. We will devise effective measures to attract as many international visitors as possible according to the situation during the Expo while closely monitoring the subsequent progress.

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## Measures to level the flow of visitors

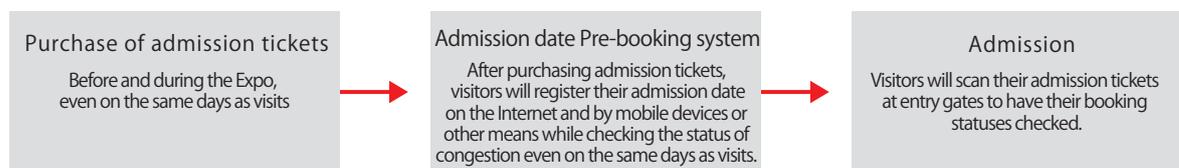
### Setting the types of admission tickets that will help reduce site congestion

We will consider setting the types of admission tickets that permit entry only during limited days or hours to ensure the safety and comfort of visitors by reducing congestion during expected peak days or hours.



### Admission date Pre-booking system

We will deliberate on introducing an admission date pre-booking system to prevent excessive site, road and transport congestion and level the number of visitors per day. An admission date pre-booking system will help forecast the level of congestion beforehand and consequently enable visitors to avoid crowds on peak days in visiting the Expo site. The system will also enable the Organiser of the Expo to achieve efficiency in the operational system and the preparation of food and other supplies.



# Admission tickets

## Introduction of electronic ticketing

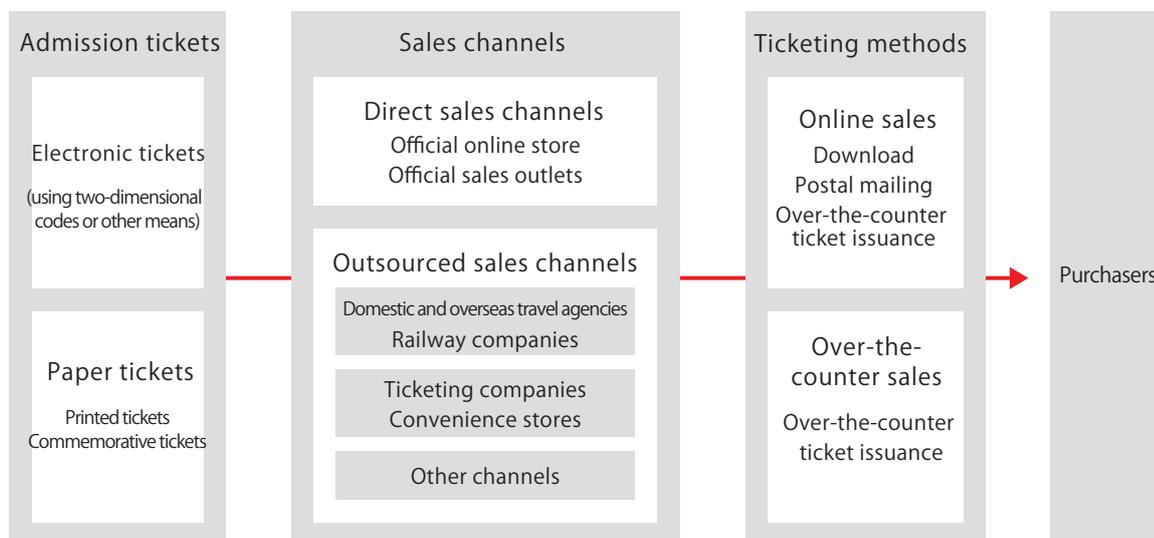
The development of digitisation has facilitated the use of electronic ticketing for admission to many concerts, sports events, etc. Since this trend is expected to continue accelerating, we will actively introduce electronic ticketing for the Expo 2025 Osaka, Kansai, Japan.

Meanwhile, because not all people can use electronic tickets, we will also use conventional kinds of tickets, including paper tickets, for supplementary purposes. Apart from electronic tickets, we will consider issuing commemorative tickets that will be tangible mementoes.

## Sales channels optimised for electronic tickets

Introducing electronic admission tickets will require the Organiser to optimise ticket sales channels for the new system. At past Expos, paper and other kinds of tickets as tangible vouchers needed strict management during transportation, storage and sale. However, electronic tickets will make it possible to use part of the budget that would cover the costs of these operations, in order to cover system and other expenditure and streamline the entire budget.

Furthermore, since electronic tickets can be sold online, we will be able to open up a wide variety of sales channels, including ticketing companies and convenience stores, besides domestic and overseas travel agencies and railway companies.



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## Entry management

### Entry authentication system that can help leverage the advantages of electronic tickets

We will devise effective ways to ensure visitors' smooth entry to the Expo site, including the optimal number of entry gates, an authentication and a security check method.

For authentication purposes, we will consider utilising digital technology that can help leverage the advantages of electronic tickets in consideration of its cost-efficiency.

We will also ensure sufficient areas in front of and behind gates to prevent accidents involving crowds waiting for entry near the gates. Additionally, to prevent visitors from crowding the areas in front of the gates, we will provide congestion forecast information on the basis of data on advance admission bookings using the internet and other media.

### Efficient staff entry management

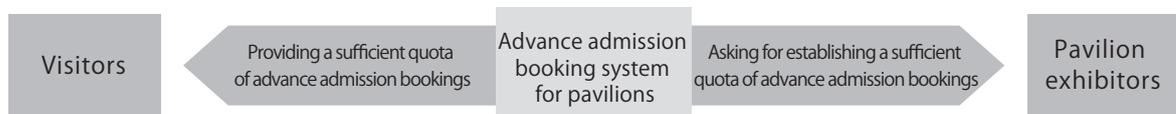
A huge number of people involved in Expo operations, including site and pavilion staff, will enter the Expo site. Particularly, performers and other people involved in events will differ every day. To efficiently manage their entry, we will streamline the procedure for issuing staff IDs and the method of authentication at staff gates.

## Advance admission booking system for pavilions

### Ensuring a sufficient quota of advance admission bookings for pavilions

2005 World Exposition, Aichi, Japan, also introduced an advance admission booking system for pavilions, but a daily quota of approximately 20,000 advance admission bookings was not enough as a result. For Expo 2025 Osaka, Kansai, Japan, we aim to ensure a sufficient quota of advance admission bookings for pavilions to bring visitors comfort and level their flow.

For this purpose, we will ask official and private pavilion exhibitors who will introduce an advance admission booking system for their pavilions to establish a sufficient quota of advance admission bookings.



## Foodservice

### Food loss and waste reduction and responses to diverse visitors

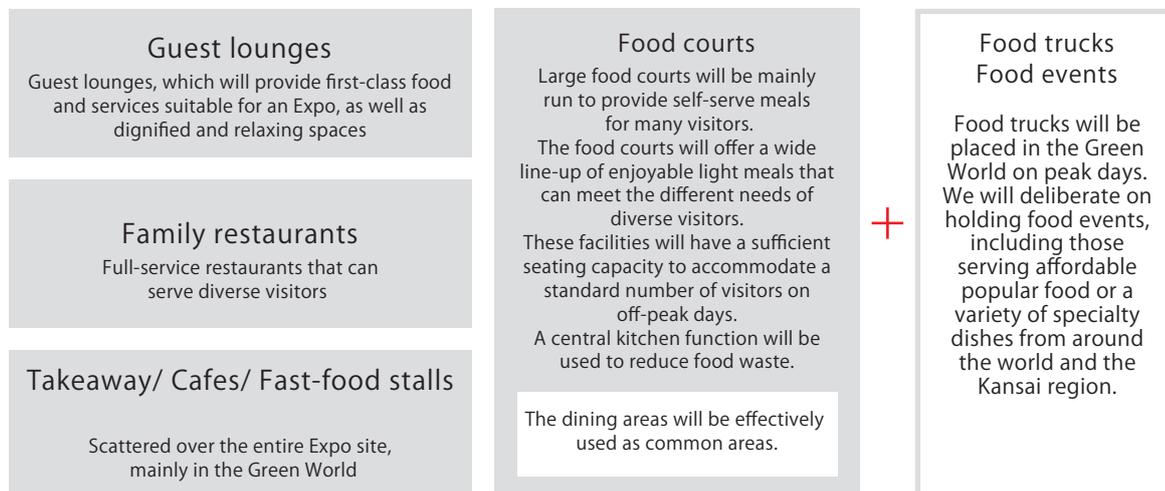
We will ensure that foodservice facilities will strive to reduce food loss and waste, as stipulated by a target under the SDGs. Our measures to serve this purpose will include forecasting demand in linkage with the advance admission booking system and allowing foodservice facilities to share food ingredients using a central kitchen function.

We will also consider providing services and products suitable for diverse visitors, including children, the elderly, people with disabilities, international visitors and guests of honour. (Examples of such services and products include halal food, vegan food, finely chopped food, menus in Braille and indications of allergens.)

### Composition of foodservice facilities and responses to peak days with food trucks

Basic foodservice facilities will mainly comprise guest lounges that are necessary for an Expo, and food-court-style restaurants and takeaways, which can serve a large number of visitors. The Expo site will have a sufficient number of foodservice facilities to address the number of visitors on off-peak days, whereas food trucks and food events will be used on peak days.

We will also ensure that dining areas in the food courts will be used efficiently as shared areas excluded from the areas exclusively used by foodservice providers, for example, as meeting places for school visitors and places for out-of-school excursions.



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## Merchandise sales

To meet the various needs of visitors, the Expo site will have official souvenir shops selling goods with the Expo logo or other features, local specialty stores providing a line-up of local products suitable for Expo 2025 Osaka, Kansai, Japan, and other kinds of merchandising facilities. Convenience stores will also be scattered over the entire Expo site to offer visitors greater convenience.



## Services

We will set up facilities that provide thorough services to visitors, including day-care centres for small children, relaxation facilities and home delivery service counters.

## Cash handling

A series of duties, from accepting cash to depositing it in designated bank accounts, will be conducted to appropriately handle the proceeds from in and outside the site during the Expo. In the process of handling and storing cash, a sufficient level of security should be ensured.

## Licencing

Besides planning and selling original goods with the Expo's logo, we will licence businesses and organisations to use the logo for their products, premiums, advertisements, etc. We will also adopt appropriate right protection measures to safeguard the licence.

We will begin to sell official original goods and licenced products on the internet before the Expo period to heighten public expectations for Expo 2025 Osaka, Kansai, Japan, and offer the convenience of buying such goods regardless of geographical and time limitations.

## 6.4 Visitor services

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We aim to provide valuable and highly satisfying visitor services to offer convenience and comfort to diverse visitors from children to the elderly, including people with disabilities, international visitors, and guests.

### Visitor service facilities

We will place a wide range of visitor service facilities efficiently across the Expo site to meet the needs of diverse visitors and enable them to enjoy Expo 2025 Osaka, Kansai, Japan, comfortably with a feeling of security. These facilities will include information facilities utilising advanced technologies, lost property offices, facilities for responding to lost children, wheelchair rental spots, nursing lounges and other facilities for infants, clinics responding to injured and sick people and first aid stations. We will not only pursue the functional convenience of such facilities but also design them to provide visitors with enjoyable experiences.

### Information service

We will utilise ICT to provide visitors with real-time information about pavilions, events, business facilities and the congestion of the site and transport means in such a manner as to fit the preferences of respective visitors.

### Universal service

We will adopt barrier-free access and universal design and use advanced technologies to provide services that will enable all Expo visitors from around the world to enjoy the Expo fully and comfortably, regardless of their nationality, culture, ethnicity, gender, age, disability, etc.

### Service provision system

To satisfy various needs, we will not only use advanced technologies but also establish a system for providing personal services to realise smart and thorough visitor services.

To offer visitors greater convenience and comfort, we will also appropriately station various kinds of staffs across the site, including security staff who will manage the gates and patrol the site, site cleaning staff and rescue staff who will help injured and sick people.

To provide visitors with high-quality services, we will ensure a sufficient workforce, offer them proper language training that will cover multiple languages, including sign language, and build a system for utilising ICT-based staff support tools.

We will pay due attention so that Expo staff and volunteers will be able to receive appropriate personnel treatment (concerning breaks, meals, commuting, etc.). We will also create a decent working environment for them to increase their own motivation, fully demonstrate their talents and provide better visitor services.

### Guest treatment

We will establish guest treatment facilities (including the Guest House) and protocol (and a system) for treating guests according to their category. Based on them, we will treat guests from inside and outside Japan in a suitable manner for an Expo in close collaboration with related organisations.

### Participation of volunteers

We will devise a mechanism for accepting the participation of volunteers in providing visitor services at and outside the site of Expo 2025 Osaka, Kansai, Japan, and enabling them to conduct their activities in conformity with the Expo's theme. We will also deliberate on a method of and a system for stationing staff who will accept the participation of volunteers.

## 6.5 Site management

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### Security

We will adopt reliable and efficient security measures by introducing high-performance devices. Additionally, we will not only appropriately manage the land gates but also take countermeasures against intrusions through non-land routes and cyberattacks.

To implement these measures in a reliable manner, we will establish an independent security system and closely collaborate with related organisations in preparation against any incidents and accidents.

Our independent security system will be ensured with facilities with appropriate functions considering the characteristics of the Expo site and necessary duties based on the results of visitor forecast surveys, estimates of the site congestion status, the results of visitor flow simulations and event schedules. We will also consider introducing robot-assisted security according to the situation in the site.

#### Definition of security levels according to users

To ensure the safety and security of visitors, Expo staff, staff from participating countries and other parties and to appropriately implement security measures, we will define security levels according to expected users.

#### Operations at security gates

We will introduce high-performance devices for operations at security gates both to ensure safety and privacy and to reduce the time needed for security checks.

#### Establishment of a system for prompt emergency responses

We will ensure that our independent security system will be capable of responding promptly in the event of an emergency at the Expo site, and set up security bases for that purpose. We will also train Expo staff and staffs from participating countries and other parties in emergency responses.

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## Firefighting and disaster prevention

We will prevent accidents at the venue. If an accident occurs, we will promptly conduct firefighting and other rescue activities and give visitors instructions on how to evacuate while adopting measures to minimise damage from the accident.

We will formulate specific plans for countermeasures against fires and natural disasters in consideration of regional disaster prevention plans drawn by the local governments and forecasts for disasters and resulting damage. Moreover, we will place firefighting, police and security bases, as well as fire engines and ambulances, in the Expo site. In close collaboration with related authorities, we will establish functions and a system that will enable prompt disaster responses. We will also adopt other necessary measures, including thoroughly informing Expo staff and staffs from participating countries and other parties about the plans and offering them proper training.

### A system that will enable all visitors to evacuate safely

In the event of an emergency, we will utilise ICT to promptly provide accurate information and give visitors instructions on safe evacuation. We will utilise a multilingual disaster prevention system, pictograms, audio signs and other means and work out evacuation routes, to build a system that will enable all visitors, including international visitors, the elderly and people with disabilities, to evacuate safely.

### Maintaining the functions of the Expo site using emergency power sources in the event of a major disaster

We will prepare emergency power sources to prevent the dysfunction of the Expo site due to power failures, so that the safety of visitors will be ensured with the safety of the site and appropriate evacuation instructions even in the event of a major disaster, such as an earthquake or a typhoon.

### Preparing shelters and emergency supplies in case visitors and staff cannot return home

On the supposition that visitors and staff may have to stay at the Expo site for a certain period in the event of a disaster, we will devise and adopt necessary tangible and intangible measures, including formulating a policy for offering shelter to evacuees in pavilions and other site facilities and preparing necessary emergency supplies.

### Staff training and drills

Before the Expo, we will begin to offer thorough advance training and drills in preventing and responding to disasters, incidents and accidents to those involved in Expo operations, including the managers of Expo staff and staffs from participating countries and other parties. We will also collaborate with related authorities in conducting general drills on the supposition of a major disaster in order to be prepared to respond appropriately to such an emergency.

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## Medical services, first aid and hygiene

We will build a system for prompt responses to any injured and sick people. For this purpose, we will establish facilities with first aid and medical treatment functions, as well as bases for ambulance transportation. We will collaborate with the bases for security, firefighting and disaster prevention and crisis management to ensure necessary functions and systems. For this purpose, we will formulate a specific plan and adopt necessary measures.

### Emergency relief and acute-stage care at the Expo site

We will build a system for emergency relief and ambulance transportation (including transportation by helicopter) in anticipation of injured and sick people. We will also appropriately place clinics and first aid stations across the Expo site and ensure paths for emergency vehicles so that acute-stage care will be provided promptly at the site. Additionally, we will train Expo staff and staffs from participating countries in responses to accidents, emergency relief, etc. so that they will be prepared to make initial responses to an emergency.

### Public hygiene and health

We will prevent heatstroke cases by appropriately arranging roofs, water stations, mist spray equipment and other facilities across the Expo site. We will also prevent infection and food poisoning by placing washbasins and alcohol-based disinfectant across the site.

## Cleaning and waste management

We will keep the Expo site clean and appropriately manage waste to maintain a beautiful view of the site so that visitors will be able to spend a comfortable time at the Expo site, reduce the environmental impact of the Expo and contribute to realising an Expo site as a model for the achievement of the SDGs. For this purpose, we will formulate a cleaning plan and take necessary measures to establish a system for concrete waste management and collection operations at the Expo site.

### Promotion of the 3Rs

We will manage waste from the Expo site based on the concept of the 3Rs (reduce, reuse and recycle).

We will consider having business facilities use simplified wrappings and renewable packaging materials, encourage visitors to use reusable bags and endorse the appropriate waste sorting method to promote the 3Rs.

### Maintaining a clean environment in the Expo site

To enable visitors to spend a comfortable time at the Expo site, we will keep the site clean appropriately and place dustbins at certain intervals to prevent visitors from littering the site with waste. Especially around busy spots and foodservice facilities, we will place dustbins in a suitable manner to address the expected amount of waste from such places.

Additionally, the arrangement of dustbins will be designed along the routes of waste collection and disposal towards the sub-stock yards and main stock yard in the cleaning process. We will also pay full consideration to prevent the dustbins from damaging the clean view of the site. Furthermore, we will deliberate on using robots for cleaning and waste transportation.

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## Customs clearance and customs bonding

We will adopt necessary customs clearance and bonding measures for international freight. We will also formulate a specific logistics plan in collaboration with related agents to ensure that goods necessary for efficient Expo operations will be carried into the Expo site smoothly.

To streamline the process of transporting, exhibiting and storing international freight at the Expo site and returning it to exhibitors' home after the Expo, we will arrange for the bonded-area status of the entire Expo site. We will also strive to respond quickly to the customs clearance of imported and exported goods.

## Logistics in the Expo site

Goods transportation into the Expo site and waste transportation out of the site should avoid disturbing the flow of visitors and corresponding with peak hours. Goods handling areas and warehouses will be arranged appropriately to serve these purposes.

We will utilise ICT to optimise goods transportation and storage and streamline site operations. We will also consider utilising robots for logistics in the Expo site.

## Insurance

The Organiser of the Expo and participants will obtain various kinds of insurance, including workers' compensation insurance, social insurance and third-person liability insurance, so that their staffs will be able to engage in Expo operations without worry.

Additionally, the General Regulations on Expo 2025 Osaka, Kansai, Japan, provide that the Organiser of the Expo and participants shall mutually waive their claims for damages except in the case where injustices are committed. Therefore, they will also obtain property damage liability insurance that covers pavilions and exhibits under their management.

To contribute to the achievement of the SDGs in operational terms, we aim to operate Expo 2025 Osaka, Kansai, Japan, in a sustainable manner by appropriately managing its impact on the environment and society.

### Sustainable Expo operations

We will operate the Expo in a sustainable manner by implementing necessary measures from the preparatory stage before the Expo, through the Expo period, to the post-Expo period, including those to build a zero-carbon and circular economy, and maintain harmony with nature and comfortable environments.

Specifically, we will use CO2 emissions reduction technology, energy conservation technology and renewable energy to reduce GHG emissions. We will also implement 3R initiatives, including actively using recycled, reusable and recyclable materials, to utilise resources effectively.

### Inclusive Expo operations

Expo 2025 Osaka, Kansai, Japan, is a project enabled through cooperation between countries around the world and between diverse people. We will create a favourable environment for diverse people, including visitors and staff, to actively and safely participate in the Expo. We will also operate the Expo in an inclusive manner so that the Expo will be able to share diverse values based on its theme.

We aim to provide a wide range of opportunities for participation in Expo operations and pay due respect to every participant in Expo operations, including creating a decent working environment for all those involved in the Expo.

Additionally, based on the Expo's theme, we will strive to ensure that the Expo site will be a place for the creation of new value in diverse forms, including lives, diet and learning to contribute to the achievement of the SDGs.

## Event sustainability management system (ESMS)

For Expo 2025 Osaka, Kansai, Japan, in consideration of ISO 20121, we will deliberate on introducing an event sustainability management system (ESMS)<sup>11</sup>.

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<sup>11</sup> An international standard for sustainable event management systems based on the management of the environmental, economic and social impacts of event operations



# 7

**Chapter 7**  
**Information and Communications Plan**

To ensure that Expo 2025 Osaka, Kansai, Japan, will give a realistic picture of a future society with the participation of diverse people from around the world, we will effectively utilise information and communications technology (ICT) and information and communications services.

## Providing visitors with greater convenience and comfort

We will provide visitors with greater convenience and comfort by offering them seamless services from their visits to the post-visit period.

Specifically, we will increase visitors' convenience by utilising ICT for their purchase of admission tickets, travel to the Expo site, information at the site, advance facility bookings and other purposes.

## Streamlining site operations and ensuring safety

We will use ICT, which is necessary to streamline site operations and ensure site safety.

Specifically, we will effectively utilise ICT in on-site information sharing, energy, cleaning, staff management, security, disaster prevention and other fields.

## Participation of diverse parties and impartment of obtained data to society

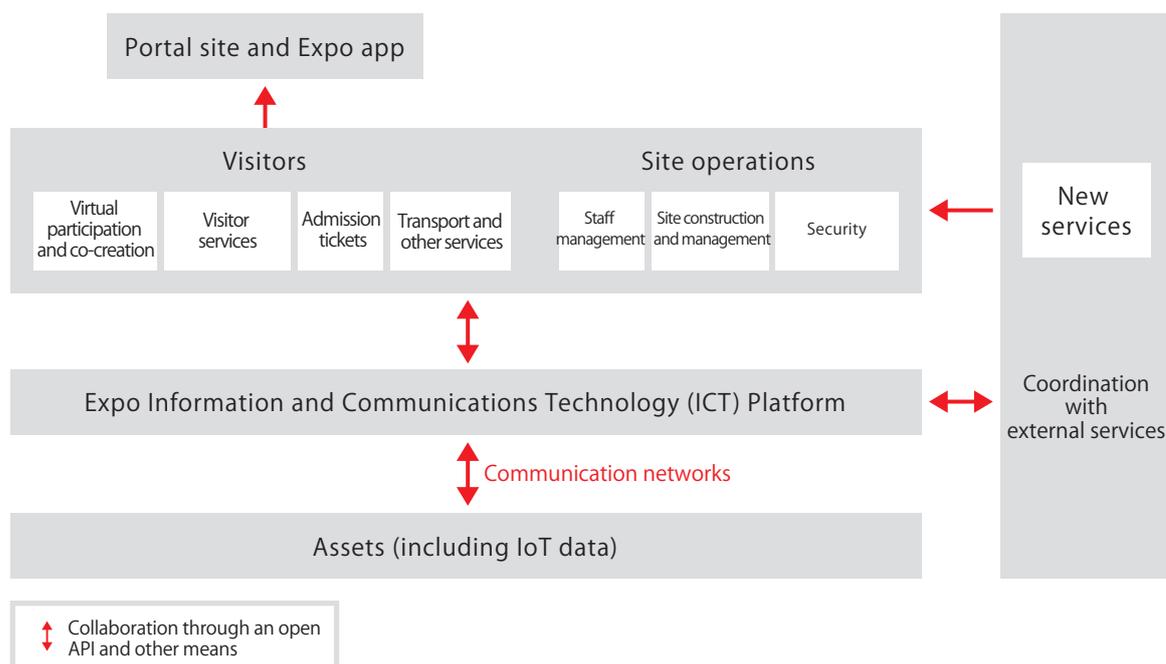
To encourage diverse parties to participate in Expo 2025 Osaka, Kansai, Japan, we will offer diverse ICT-based forms of participation, including participation via a virtual site, besides participation at the real Expo site.

Moreover, various achievements and information created through participation in the Expo will be appropriately managed as big data and used for better visitor services and more excellent Expo operations. We will impart thus obtained knowledge to society and hand it down as a legacy to future generations.

## Ensuring security

Since the operation of Expo 2025 Osaka, Kansai, Japan, involves the handling of varied information in the form of data, we will ensure information security to achieve safe and secure Expo operations.

Therefore, we will formulate security guidelines that define a policy on using and managing varied information in hand and ask exhibitors and service providers who handle such information to comply with the guidelines.



※ This figure shows architecture expected as of December 2020 and is subject to change due to the results of subsequent discussions.

Figure: Conceptual diagram of architecture

## Establishment of an ICT platform

To implement the basic policy of the information and communications plan, we will establish the Expo Information and Communications Technology (ICT) Platform.

This platform is designed to bring visitors greater convenience by combining various services provided at Expo 2025 Osaka, Kansai, Japan, and optimise site operations to offer services efficiently.

Specifically, the Expo ICT Platform will help bring IDs attached to individual visitors into common use for other functions. This approach is aimed at providing the visitors with a seamless and integrated series of services in response to their various needs, from admission ticket purchase, travel to the Expo site, entry, travel in the site, exit and return to home and achieving efficient site operations based on information drawn from this process.

## Facilitating innovation through scalable open functions

The Expo ICT Platform is intended as a scalable system that facilitates the addition of new services and coordination with external services. Specifically, we will make an open application programming interface (API) available publicly during the Expo to enable the platform to combine and integrate services provided by various local governments, businesses, organisations, etc. inside and outside Japan.

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## Examples of services expected to be realised with the Expo ICT Platform

The Expo ICT Platform's contribution to coordination with external services provided by businesses, local governments, etc. will help provide new visitor services such as indicated below.

- The platform will facilitate collaboration between the Organiser of the Expo and external organisations (such as transport operators) in providing visitors with a seamless series of transport services between their homes and the Expo site and within the site.
- Based on the information they register before entry, the Organiser of the Expo will be able to recommend to visitors Expo-site tour routes and other features that fit their preferences. For example, food preference information (concerning allergies, religious food restrictions, etc.) registered by consent of visitors may be used to serve optimal dishes to them in coordination with restaurant services.
- Visitor services will be coordinated with external services, such as regional tourism services provided by local governments, entertainments and services provided by foodservice providers.

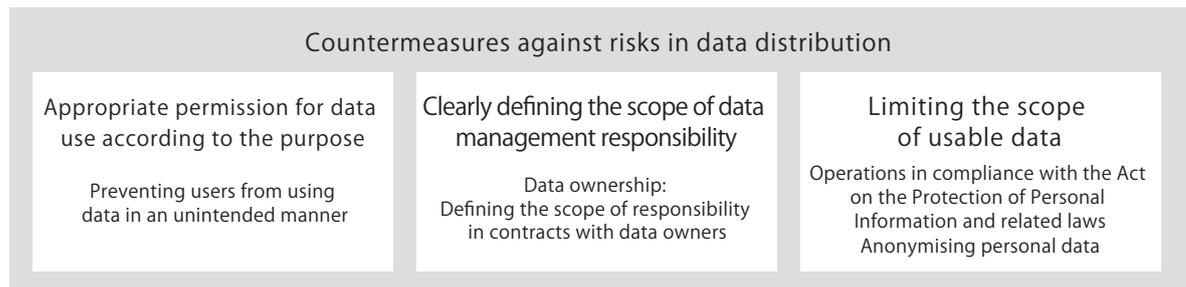
## Installation of information and communications networks

We will install the Expo site with information and communication infrastructure, including a local 5G network, to ensure that the site will have functions and provide services as shown in the conceptual diagram of architecture.

Additionally, in case of an emergency, we will build a necessary backup system, and install a highly secure information and communications network.

The operation of Expo 2025 Osaka, Kansai, Japan, will involve a highly secure handling of varied information, including information about visitors and site management. Therefore, the Organiser of the Expo will establish a system for information security management and operation, and formulate and enforce information security regulations, which will define our policies and procedures for information use and management. Additionally, we will perform well-balanced security management designed in consideration of availability and integrity.

Furthermore, to facilitate data utilisation, we will include rules on permission for data use and appropriate modes of data use in the information security regulations, which the Organiser of the Expo, exhibitors and information service providers will be required to comply with.





# 8

Chapter 8  
Transport Plan

To ensure smooth access for expected 28.2 million visits to the Expo venue, we will plan transport routes by making the most of existing infrastructure for rail, land, air and sea transport. We will also use ICT to implement various measures to control the flow of visitors towards the Expo site and provide them with information about appropriate routes, the congestion status, etc. to ensure visitors' well-balanced use of those transport routes.

Moreover, we will request businesses in Osaka Prefecture to adopt staggered working hours and telework to reduce the traffic load during peak hours. Additionally, to enable visitors to transfer to a train or shuttle bus safely and smoothly, we will collaborate with related organisations, transport operators and other parties to reduce congestion while actively utilising new technologies, including MaaS technology.

## Rail transport

In the field of rail transport, a railway line (Hokko Technoport Line) will be laid from Cosmosquare Station on the Osaka Metro Chuo Line to a new station on Yumeshima Island, where the Expo site will be located. This will be the major public transport route to and from the Expo site, and their transport capacity will be increased during Expo 2025 Osaka, Kansai, Japan.

## Motor transport

We will adopt a park-and-ride system, whereby general private car users will transfer to buses at off-site parking, which will be prepared within 15 km from the Expo site. Entry of general private cars into the site will be prohibited in principle. On Yumeshima Island, where the Expo site will be located, we will construct parking dedicated to group visitors' buses and people with disabilities and a transport terminal, where visitors will take and leave shuttle buses, park-and-ride buses and taxis.

To streamline the functions of parking and the transport terminal, we will allow only group tour buses and private cars (including those used by people with disabilities) with reservations to use parking and other facilities, in principle.

## Shuttle buses (to major railway stations and airports)

Direct shuttle bus services will be operated between the Expo site and major railway stations and airports. We will set up a shuttle bus terminal in the transport terminal next to the western gate to the Expo site.

## Sea and air transport

Taking advantage of the Expo site's location on an island, we will deliberate on using sea transport routes and providing a sea passenger terminal in the northern area of Yumeshima Island.

We will also consider using sea and air routes by ship, helicopter, etc. when international guests visit the Expo site for National and Special Day ceremonies and other events using Kansai International Airport or Kobe Airport.

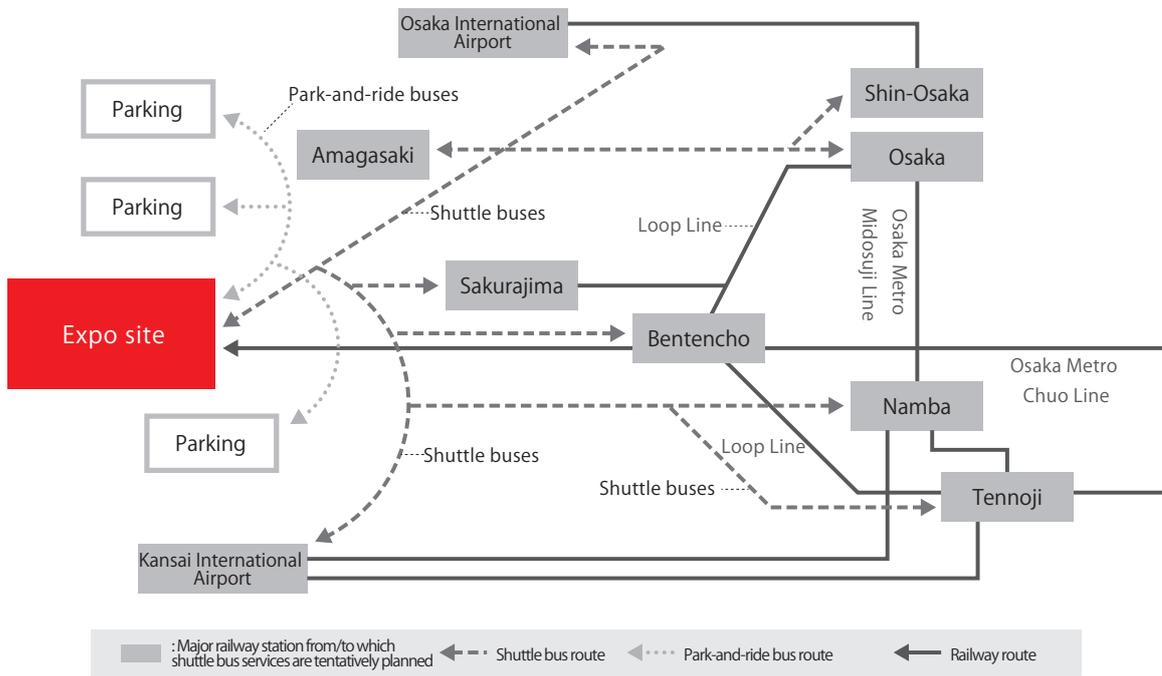


Figure: Transport routes to the Expo site

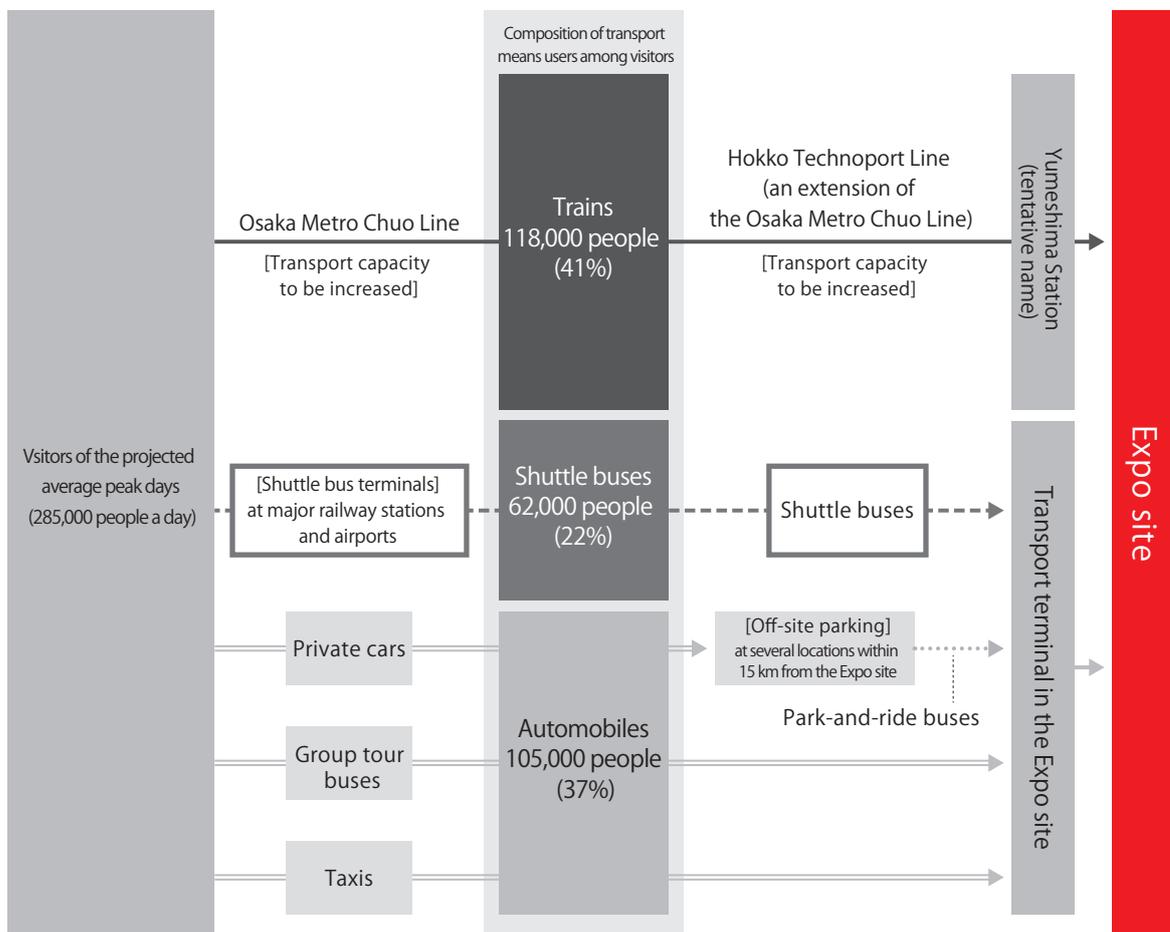


Figure: Estimated numbers of transport means users



# 9

## Chapter 9

### Public Relations and Promotion Plan

We will conduct public relations and promotion activities targeting various stakeholders, including diverse people in and outside Japan, national and local governments, businesses and organisations. The objectives of these activities are to (1) increase those people's interest in Expo 2025 Osaka, Kansai, Japan, (2) enhance their motivation to participate in the Expo, (3) have them hold exhibitions at the Expo site or visit the site and (4) pass on the Expo's legacy created before and during the Expo to the next generation.

To meet these objectives, we will adopt effective public relations and promotion measures to share the significance and appeal of Expo 2025 Osaka, Kansai, Japan.

## Public relations and promotion policy

We will conduct public relations and promotional activities during five distinctive phases that encompass not only the Expo period but also periods before and after the Expo. These activities will be conducted effectively and efficiently while responding appropriately to the characteristics of target stakeholders and changes in the external environment surrounding the Expo and the media situation.

For this purpose, we will share information about the purpose and appeal of the Expo and actively provide stakeholders with opportunities to learn the Expo's theme to attract interest in the Expo among as many people as possible. In a suitable way for an Expo in an era of the changing world through digital technology, we will not only use the Expo's official website and social media accounts, etc. operated by the Organiser of the Expo, but also ensure that information about the Expo will be disseminated through online communities, including communities of individual social media users. In these ways, we will actively share information about the Expo to stir up stakeholders' interest in getting involved in the Expo.

These activities and their results will be reviewed at each phase to enhance the effectiveness of the next phase's activities.

## Targets of public relations and promotion activities

Public relations and promotion activities will be targeted not only at prospective and actual visitors to the Expo but also at official participants, businesses, organisations and other parties involved in creating this Expo.

In Japan, there are regional (between Kansai and the other regions) and generation gaps in people's interest in Expo 2025 Osaka, Kansai, Japan, and their motivation to participate in it. Additionally, attracting exhibitions and visits from outside Japan requires us to strategically increase international recognition for the Expo. Thus, we should conduct public relations and promotion activities in full consideration of the different characteristics of diverse targets of our information sharing.

We will collaborate with the domestic and overseas media in actively sharing information about the Expo. Furthermore, recognising that all those involved in Expo 2025 Osaka, Kansai, Japan, have their own media, we will conduct public relations and promotion activities considering a dispersed way of information dissemination.



Figure: Targets of public relations and promotion activities

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## Activity plan

Public relations and promotion activities will be conducted during the following five distinctive phases that encompass not only the Expo period but also periods before and after the Expo.

### Phase 1 (until April 2022)

Plans will be materialized in preparation for holding Expo 2025 Osaka, Kansai, Japan, will be materialised. In FY2021, a detailed site plan will be formulated to give a realistic overall picture of the Expo.

We will proactively share such information to arouse more widespread recognition and expectations for the Expo throughout Japan.

We will engage with businesses, organisations, NGOs/NPOs, grassroots bodies, etc. by proposing diverse forms of participation in the Expo to increase their motivation for participation.

We will also invite stakeholders outside Japan to participate in the Expo and proactively share information about the Expo with them, taking advantage of such occasions as the BIE General Assembly, events intended for ambassadors, and Expo 2020 Dubai, which is rescheduled for 2021.

In the TEAM EXPO 2025 programme, we will issue a call for co-creation partners and co-creation challenges to facilitate the participation of diverse players in the programme. Information about such efforts will be shared utilising such opportunities as thematic forums.

### Phase 2 (April 2022 to October 2024)

In this phase, site construction will be begun, and various parties will declare their intention to participate in the Expo. Since an outline of the Expo will be gradually revealed in this phase, we will create contents based on more concrete information to heighten public expectations for the Expo.

Admission ticket sales are planned to start approximately two years before the opening of the Expo. Therefore, we will use the start of advance ticket sales as a springboard for more active public relations and promotion.

As overseas activities, we will actively share the appeal of the Expo and information about preparations for it with participating countries, international organisations, etc., taking advantage of such opportunities as the BIE General Assembly, International Participants Meeting (IPM) and International Registered and Recognised Exhibitions.

In the TEAM EXPO 2025 programme, we will create many opportunities for co-creation in and outside Japan and choose best practices to build up momentum towards the Expo. We will share information about these activities both online and in person, taking advantage of such opportunities as thematic forums, to involve a wide range of parties.

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### Phase 3 (October 2024 to March 2025)

Less than one year before the opening of the Expo, the site design and exhibition and experience contents will have been materialised by this phase.

Exhibitors, related organisations and other parties will share an increasing amount of information.

We will share the maximum amount of information by holding various events and utilising various contents to increase people's motivation to visit the Expo not only from Osaka and the Kansai region but also from around Japan, and boost admission ticket sales.

Since official participants will have been determined by this phase, we will conduct overseas public relations and promotion activities to encourage as many people as possible to visit the Expo while expressing our gratitude to participants in various forms. Focusing especially on the last year before the opening of the Expo, we will conduct intensive promotion activities. By this phase, official participants will have begun to construct their pavilions and prepare for exhibitions and operations. Before and during the Expo, we will share information while paying due attention to staff from outside Japan who make preparations not only abroad but also in Japan.

In the TEAM EXPO 2025 programme, we will conduct promotion activities in preparation for information sharing during the Expo. We will also strive to motivate people to visit the Expo.

### Phase 4 (March 2025 through the Expo period to its closing)

We will conduct public relations and promotion activities to encourage visits and repeat visits to the Expo. We will share real-time information about the atmosphere of the Expo site and events on the official website and social media accounts to increase public interest in visiting the Expo.

At the same time, we will collaborate with the press in disseminating actual information, including visitors' impressions about their experiences at the Expo.

We will also work together with travel agencies and other parties to attract visitors from outside Japan. Additionally, we will provide overseas government representatives who visit the Expo for their National Days or other events during the Expo with information about the Expo, tourism in Japan, the charms of Japanese culture, etc.

In the TEAM EXPO 2025 programme, to increase people's interest in the Expo and their motivation to visit the Expo site, we will introduce best practices in the programme not only in the Expo site (the Best Practice Area) but also at off-site events held in Greater Kansai and other regions and even online.

### Phase 5 (after the closing of the Expo)

After the closing of Expo 2025 Osaka, Kansai, Japan, we will widely disclose the achievements accomplished during the Expo and extend our gratitude for participation.

To ensure that the Expo's theme will be put into practice not only in Japan but also around the world, we will hand down the Expo's legacy to future generations.

As overseas activities, we will share information about the achievements accomplished during the Expo and our gratitude message on various occasions after the closure of the Expo, including the BIE General Assembly.

In the TEAM EXPO 2025 programme, participants' activities and systems, as well as the results of discussions at thematic forums, will be passed on as a legacy.

## 9.2 Public relations activities

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As public relations activities, we will share information in collaboration with the media owned by the Japan Association for the 2025 World Exposition (hereinafter, the 'Association') and the press.

### Information sharing by the Association

#### Information sharing utilising contents and opportunities

The Association will widely disseminate information mainly by issuing press releases, taking advantage of the opportunities of high-profile events and decisions, including the disclosure of more specific plans for the Expo and decisions on the logo and mascot characters. specific plans for the Expo and decisions on the logo and mascots.

#### Utilisation of digital media (including the official website and official social media accounts)

As the Expo's base for information sharing, its official website will give an outline of the Expo appealingly. The website will be in multiple languages, including Japanese, English and French, to disseminate information to people around the world.

The official social media accounts will be used to provide updates and information about carefully selected topics. These media's strengths in interactivity and extensive diffusion will be leveraged to approach those intensely interested in Expo 2025 Osaka, Kansai, Japan, and further disseminate information.

#### Utilisation of such opportunities as the BIE General Assembly and International Participants Meeting (IPM)

The Association will take advantage of such opportunities as the BIE General Assembly, IPM, Expo 2020 Dubai, and international conferences to invite various parties outside Japan to participate in the Expo and actively share information about it.

### Information sharing in collaboration with the press

#### Issuing press releases and holding press conferences

We will proactively disseminate information usable for the press by organising site tours for the press just before the opening of the Expo and issuing press releases.

Additionally, we will hold press interviews and conferences regularly to build mutual trust with the press and consequently share the Expo's theme and the initiatives to put the theme into practice.

#### Establishment of a press centre

To ensure that updates on the Expo will be provided promptly, we will deliberate on establishing a press centre in the Expo site, with press representatives always stationed there.

We will conduct promotional activities while appropriately selecting information to be shared and the means for that, following milestones for Expo 2025 Osaka, Kansai, Japan.

## Development and management of promotion tools

### Spreading a good image of the Expo

We will develop and manage the Expo's symbols and design (visual identity) as tools for widely sharing the Expo's theme and appeal.

- Official logo and lockup logos
- Official mascots
- Official ambassadors, special supporters, etc., appointed from among media personalities, celebrities, etc.

#### ● Official logo



#### ● Lockup logos



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## Creation of promotion materials

We will create promotion materials that can be used according to the target type to increase public recognition for Expo 2025 Osaka, Kansai, Japan. These materials will include pamphlets, guidebooks and newsletters to be widely distributed, materials for public presentations and materials to be used by the press.

## Events and advertisements designed to increase public recognition for the Expo

### Organising events

We will organise events systematically to heighten awareness of the current phase in this plan and mark milestones in the preparation process.

### Information sharing through participation in events and collaboration with various organisations or in collaboration with various organisations

We will increase public recognition for the Expo and encourage the general public to participate in it by conducting promotion activities at domestic and international conferences and other events that are closely related to the Expo's theme, participating in major events in and outside Japan, displaying exhibits at such events, and other means. In the Osaka-Kansai region alone, many major sports and cultural events are scheduled, including the World Masters Games 2021 Kansai, Japan. We will utilise these events as opportunities for information sharing.

We will host symposia in collaboration with the local press or economic organisations in the Osaka-Kansai region, Tokyo, and other regions in Japan. We will also collaborate with educational institutions in providing elementary and junior high school children with opportunities to learn about the Expo's theme and the SDGs, consider how to facilitate the public understanding of these topics, and take practical action. Furthermore, we will disseminate information outside Japan in cooperation with diplomatic establishments and organisations abroad. Additionally, we will also work with tourism-related businesses to disseminate information through domestic and international tourism.

### Utilisation of advertisements

Mass advertising, including TV and radio commercials and newspaper and magazine advertisements, as well as Internet advertising, also play an essential role in promotion activities. Since advertisements can have a major impact on a large number of people in a short period, we will actively put advertisements at the peak of momentum immediately before the opening of the Expo to boost admission ticket sales. During the Expo too, we will place advertisements regularly in consideration of the status of attendance to encourage as many people as possible to visit the Expo site.

Moreover, we will also utilise advertisements on certain anniversary or milestone occasions before the Expo to attract people's interest in the Expo and motivate them to visit the Expo site in the future.



# 10

Chapter 10  
Financial Programme

## 10.1 Financial programme

The budget for Expo 2025 Osaka, Kansai, Japan, is planned as follows:

Revenue (billion yen)		Expenses (billion yen)	
National government subsidy	61.7	Site construction expenses	
Subsidies from the Osaka Prefectural and City Governments	61.7	Facility construction expenses	118
Funds from private and other parties	61.7	Infrastructure construction expenses	67
Subtotal	185	Subtotal	185
Admission ticket sales	70.2	Operating expenses	
Other revenue	10.7		
Subtotal	80.9		
Total revenue	265.9	Total expenses	265.9

※ The total amounts may not equal the sum of the amounts for the individual items due to our way of handling fractions.

※ The site construction expenses are expected to be 185 billion yen at the maximum.

# 11

Chapter 11  
Project Promotion Plan

# 11.1 Risk management

The Expo is a comprehensive project that combines a wide variety of mutually related and paralleled projects, including large-scale site construction, the invitation of countries around the world to participate, and site operations that last 6 months. Thus, the Expo’s extensive scope of projects naturally entails various closely intertwined risks.

To ensure the safety of approximately 28.2 million visitors and participants from various countries and enable them to participate in the Expo with a feeling of security, we will promote the Expo project while identifying risks in an early stage and prevent them from being realised based on the principle of risk management.

Furthermore, in anticipation of a crisis in which a natural disaster or other risk would be realised and prevent us from promoting the Expo project, we will adopt comprehensive crisis management measures to protect the safety of visitors and participants and minimise damage.

## Project risk management before the Expo period

We will establish a risk management system within the Association to comprehensively identify predictable risks. We will elucidate risks to be managed and serious risks that can lead to a crisis. To prevent such risks from being realised in collaboration with related external organisations, we will also continue our efforts to detect signs of risks until the opening of the Expo and adopt measures to address them.

## Project risk management during the Expo period

To detect signs of risks and prevent such risks from being realised during the Expo, we will build a risk management system with the participation of an in-house organisation and contract organisations in charge of site operation and management during the Expo.

At the same time, we will establish a mechanism for facilitating communication, reporting, and decision making in the event of an emergency, such as an accident, so that we will be able to promptly respond to it.

## Responses to realised risks (crisis management)

In anticipation of the realisation of a serious risk, such as the risk of a natural disaster or terrorist attack (including a cyberattack), and the resulting crisis, which would prevent us from promoting the Expo project, we will prepare a system for comprehensively judging what response should be made in the case of such an emergency and giving instructions on it. To respond appropriately to situations that could affect the continuity of national and international projects, we will establish a highly practical system based on a collaboration between the Association, national and local governments, related organisations, businesses and other parties.

## Infectious disease control measures

We will adopt necessary infectious disease control measures by referring to such measures taken at large-scale events, including Expo 2020 Dubai and the Olympic and Paralympic Games Tokyo 2020, which are rescheduled for 2021. We will also establish an infectious disease control council to deliberate on multiple infectious disease control measures suitable for the relevant time, from the pre-Expo period to the closing of the Expo, based on expert opinions.

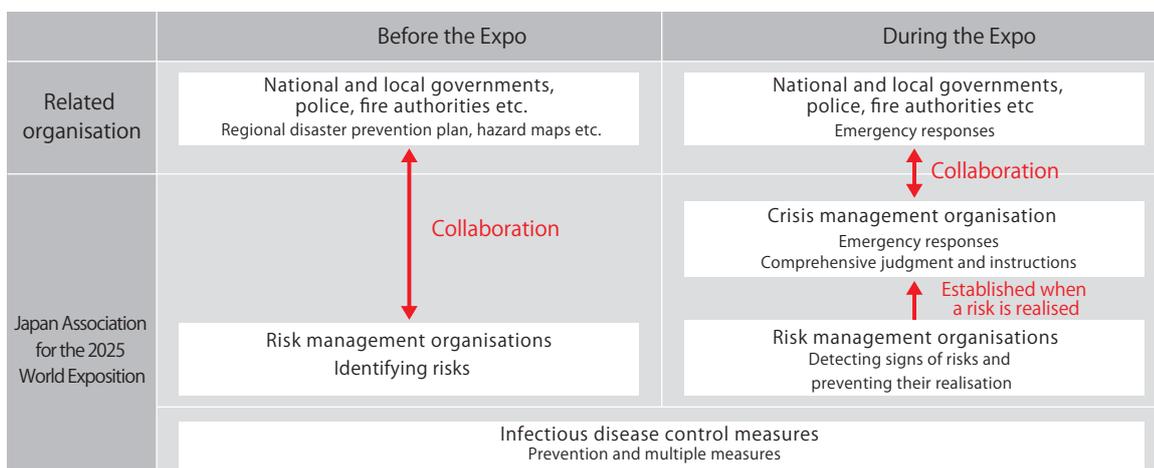


Figure: Risk management system

## 11.2 Project promotion system

In November 2018, Japan was selected by the General Assembly of the Bureau International des Expositions (BIE) to host an international exposition in 2025.

The Japan Association for the 2025 World Exposition has been appointed as the Organiser of the Expo by the Government of Japan based on the Act on Special Measures Necessary for Preparing for and Managing the International Exposition in 2025 (Act No. 18 of 2019) (enforced on 23 May 2019).

To achieve the success of Expo 2025 Osaka, Kansai, Japan, the Association will promote the project under the supervision of the Ministry of Economy, Trade and Industry in cooperation with the Commissioner General of the Exhibition, the Headquarters for the World Expo 2025, related ministries and agencies, the Osaka Prefectural and City Governments, the business community, the Union of Kansai Governments, administrative bodies such as police and fire authorities, educational and research institutions and other parties.

To promote the project, the Association appoints Senior Advisors, who give advice based on their expertise, experience, etc. to prepare the Association for important challenges, and Producers, who help materialise site design, site operation or respective thematic projects.

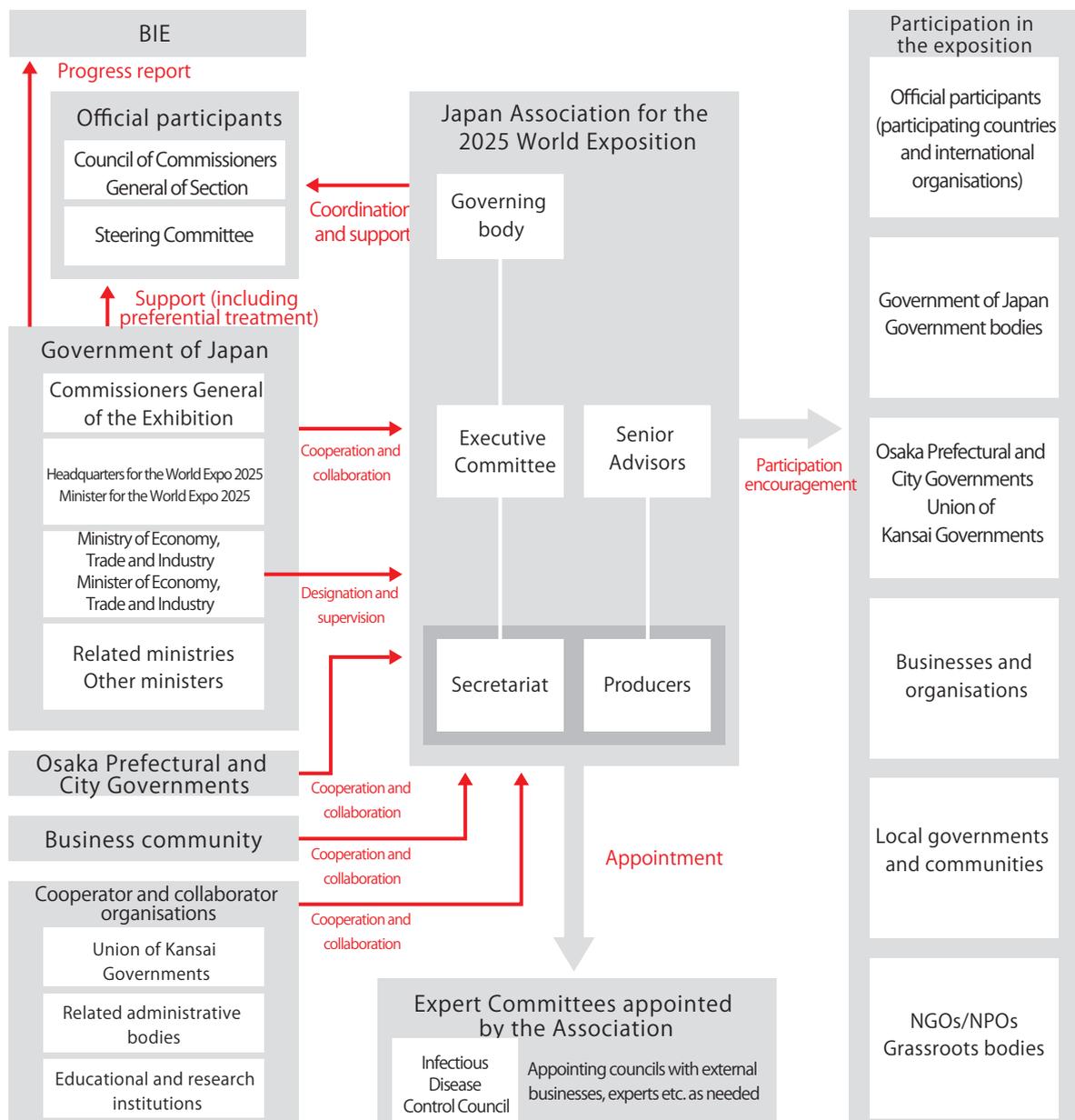


Figure: Project promotion system

# 11.3 Schedule

	FY2020	FY2021	FY2022
Projects organised by the Organiser of the Expo	Thematic Project planning/design		
		Events	
	TEAM EXPO 2025 programme		
	Holding thematic forums		
	Deliberating on and verifying the Virtual Expo		
	Future Society Showcase projects		
Participation promotion	Inviting the participation of official participants and holding IPMs		
	Inviting the participation of businesses, organisations, local governments, etc.; formulating guidelines; holding exhibitor meetings		
Site preparation	Designing pavilions and other facilities		
	Designing site infrastructure		
	Reclamation and embankment works		Compaction period
Operations	Deliberating on an admission ticket sales system	Planning admission ticket sales	Establishing an admission ticket sales system
		Establishing an admission ticket sales system	
	Deliberating on participation in business activities		
	Deliberating on-site management		
Information and communications	ICT Master Plan Formulating various policies and guidelines	Information and Communications System Construction Plan Expo ICT Platform Construction Plan	Constructing the Expo ICT Platform
Visitor transport	Running the Transport Working Group	Running the Transport Council	
	Deliberating on and coordinating bus transport (routes, terminals, how to ensure vehicles, etc.)		
	Deliberating on and coordinating off-site parking (selecting candidate sites, drawing preliminary designs and addressing surrounding traffic)		
	Deliberating on and coordinating sea transport		
Public relations and promotion	Public Relations Master Plan and Promotion Plan	Enhancing collaboration with the press	Enhancing digital technology-based information sharing
		Disseminating information abroad	
	Building momentum for the Expo using various goods (including the logo, tunes, goods and events)		
	Sharing information about the purpose and significance of the Expo (via its official website, educational programmes, etc.)		
Project promotion	Risk and Crisis Management Policy	Risk and Crisis Management	Deliberating on requirements for the crisis management system

FY2023	FY2024	FY2025
Designing and implementing thematic projects; establishing an operation plan and system		Thematic project operations
Establishing an event operation system		Event operations
TEAM EXPO 2025 programme		
Holding thematic forums		
Deliberating on and verifying the Virtual Expo		
Future Society Showcase projects		
Inviting the participation of official participants and holding IPMs		
Formulating guidelines for businesses, organisations, local governments, etc.; holding exhibitor meetings		
Constructing pavilions and other facilities		Removal works
Site infrastructure works		
Handover of plots for type-A pavilions		
	Handover of type-B pavilions Handover of type-C shared pavilions	
Selling advance admission tickets		Entry management Visitor management Business management Site operations
Planning visitor services		
Calling for business participants; planning and managing business establishments; constructing business facilities		
Establishing a site management and operation system; designing site management operations		
Constructing and operating various systems		
Constructing the Expo ICT Platform	Operating the Expo ICT Platform	
Running the Transport Council		
Planning bus transport		Transporting visitors
Planning the design, construction and operations of off-site parking		
Planning sea transport and other kinds of transport		
Opening a website for the press	Opening and running a press centre	
Ticket promotion	Publishing an official guidebook	Official record
Disseminating information abroad		
Building momentum for the Expo using various goods (including the logo, tunes, goods and events)		
Sharing information about the purpose and significance of the Expo (via its official website, educational programmes, etc.)		
Building a computerised crisis management system Establishing an overall crisis management system	Crisis management education and training General drills	Responding to incidents

※ This is a schedule as of December 2020. Details will be finalised in the future.



Expo 2025 Osaka, Kansai, Japan Master Plan  
December 2020  
Japan Association for the 2025 World Exposition



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