

# Application Guidelines for Best Practices

at

## Expo 2025, Osaka, Kansai, Japan (Version 1)

### 1. Purpose and Objectives of "Best Practices" at Expo 2025 Osaka, Kansai, Japan

The Japan Association for the 2025 World Exposition (hereinafter referred to as "the Association"), is advancing the "TEAM EXPO 2025" programme to realize the theme of Expo 2025 Osaka, Kansai, Japan – "Designing Future Society for Our Lives," since before the opening of the Expo. The programme seeks to contribute to the achievement of the Sustainable Development Goals (SDGs) by empowering a diverse array of participants to take the lead and collectively create the ideal future society.

Within the framework of the "TEAM EXPO 2025" programme, there exists the Co-Creation Challenge, which calls for initiatives that embody practicality and possess the potential for renewable use on a global scale. Outstanding initiatives among the entries to the "TEAM EXPO 2025" programme will be solicited through a public call for submissions and recognised as "Best Practices." Following a comprehensive selection process, the chosen initiatives will be showcased and brought to life within the designated "Best Practice Area" at the Expo site.

### 2. Call for Entries

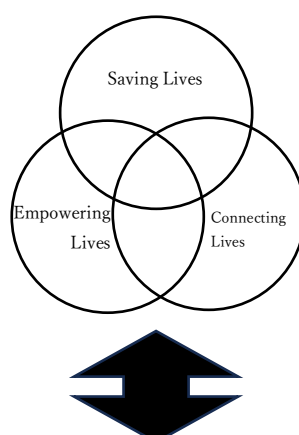
In the "Best Practices" category, we are seeking projects that embody the themes of Expo 2025 Osaka, Kansai, Japan – "Designing Future Society for Our Lives" – as well as its sub-themes, "Saving Lives," "Empowering Lives," and "Connecting Lives." The scope of this call for entries encompasses all regions worldwide.

### 3. Eligible Applications

The eligibility criteria for "Best Practices" submissions are as follows, in addition to registering and participating in the "TEAM EXPO 2025" programme (refer to Table 1 Sub-Themes and Scope of Themes (Examples)):

- Demonstrates embodiment of the theme "Designing Future Society for Our Lives" and its sub-themes: "Saving Lives," "Empowering Lives," and "Connecting Lives".
- Potential to be deployable in other regions and have a clear and visible impact
- Encompasses sustainability and contributes to the realisation of a better future.

**Table 1 Sub-Themes and Scope of Themes (Examples)**



Topic	Theme (Week Name)	Theme (Enquiry)	Scope of Theme
<b>Saving Lives</b> Challenges that threaten people and life on the planet	<b>The Future of Earth and Biodiversity Week</b>	What do we do to preserve the earth for future generations with abundant and diverse life?	Climate change, decarbonisation, biodiversity, circular economy, renewable energy, hydrogen society, Nature Positive, deforestation, marine pollution, woodland regeneration, freshwater resources, etc.
	<b>Health and Well-being Week</b>	How do we realize a society where the well-being of each person resonates?	Measures against infectious diseases, well-being, genomic medicine, regenerative medicine, cell therapy and gene therapy, PHR, healthy life expectancy, SBNR, safe water and toilets, etc.
	<b>Peace, Human Security and Dignity Week</b>	What do we do to realize a world where discrimination is eliminated and people respect each other?	Hunger, poverty, social inequality, human rights violations, child labor and forced labor, human trafficking, participation of persons with disabilities, gender equality, LGBTQ, promotion of women's participation and advancement in the workplace, immigration, human security, diversity and inclusion, etc.
<b>Empowering Lives</b> Challenges for everyone to live happy and prosperous lives	<b>Necessities of Life : Food, Clothing and Shelter Week</b>	What do we need to do to realize a future where everyone has access to food, clothing and shelter?	Food loss, food tech, food education, food culture, smart agriculture, forestry and fisheries industry, sustainable fashion, ethical consumption, etc.
	<b>Learning and Playing Week</b>	What should humans learn in the era of AI?	Lifelong learning, EDTEC, intellectual property utilisation, individually optimised learning, remote education, youth independence, educational inequality, STEAM, entrepreneurship, games around the world, etc.
<b>Connecting Lives</b> Challenges for enriching society	<b>Co-creating Cultures for the Future week</b>	For diverse cultures to resonate and co-create cultures for the future, what do we do?	Traditional performing art, historical heritage, local community revitalisation, tourism, art, music, sports, cultural arts, Cool Japan, manga and anime, Esports, etc.
	<b>The Future of Community and Mobility Week</b>	What is a community where we can live as we are?	Smart cities, digital garden cities, disaster prevention and reconstruction, metaverse, space, robots, EV/FCV, automatic operation, flying cars, cyber security, MaaS etc.
<b>Designing Future Society for Our Lives (Final Week)</b>	<b>SDGs + Beyond Future Society for Life Week</b>	Can we achieve the SDGs? What do we do beyond the goals?	SDGs, post-SDGs, life, future society, Society 5.0, etc.

The provided examples above of technologies and theme scopes are for reference purposes. Submissions may encompass multiple sub-themes (e.g., "Saving Lives" × "Empowering Lives") or initiatives spanning across theme scopes (e.g., Infection Control × Education). These variations are also eligible for consideration.

#### 4. Application Procedure

- All applications must be submitted electronically via the following link (<https://bestpractices->

form.expo2025.or.jp/entry?lang=en) within the submission period (Japan Standard Time: from noon, 19 September 2023, until noon, 19 March 2024).

- All submissions must be made through the application form provided at the above URL.
- Applicants may submit one or multiple project proposals until the end of the submission period.
- Please retain the information entered in the application form at your responsibility.
- If you wish to change the content of a submitted project proposal, please contact the Best Practices Reception Desk. Changes can be made by withdrawing the project proposal submitted.
- The items required for the application form are shown below (refer to Table 2: Required Information for Application Form).

**Table 2 Required Information for Application Form**

No.	Category	Required Items for Application
1	Basic Information	Please answer if the initiative you are proposing for Best Practices is the same or related to a registered project in the 'TEAM EXPO 2025' programme's Co-Creation Challenge.
2		Please provide the name of the Co-Creation Challenge.
3		Please select the entity behind the Co-Creation Challenge.
4		Please enter the homepage URL of the Co-Creation Challenge entity.
5		Please provide the registered team name in the Co-Creation Challenge.
6		Please input the collaborating entity/ies in the Co-Creation Challenge.
7		Representative's Email Address * (Same as the Co-Creation Challenge registration applicant)
8		Confirm Representative's Email Address
9		Representative's Phone Number
10		Please describe the primary development or challenging aspects of your proposed project.
11	Relations to Themes	Please describe how your submitted project embodies the Expo theme "Designing Future Society for Our Lives." If your submission involves effective partnership-based co-creation, please provide details about that as well.
12		Which sub-theme(s) does your proposal relate to? (Multiple choice)
13		Please describe how your submission is connected to the sub-theme(s) you have applied for above. If your proposal involves achieving co-creation through effective partnerships, please provide a description of this collaborative effort as well.
14	Dissemination and Realisation for a Better Future	Please select the countries/regions where your current project is active or deployed.
15		Please describe whether the solutions from your submission are being duplicated to other regions (especially overseas) or have the potential for such expansion.
16		Describe the specific challenges your submission addresses, how it resolves them, and their impact on society, the economy, and the environment. Please provide details regarding feasibility, certainty, and any existing positive impacts, if applicable.
17		Explain how your proposal takes sustainability into consideration and how it contributes to creating a better future.
18	Appendices	Please upload a video of up to 1 minute that introduces the significance and content of your initiative in a way that can be understood and piques the general public's interest, such as visitors to Expo 2025 Osaka, Kansai, Japan.
19		Please attach if you have supplementary materials regarding the Co-Creation Challenge.
20		If you have web media such as text, audio, images, or videos that explain the achievements of your submission, please provide the links. This may include articles published by reputable organisations or media outlets and any awards received (for awards, please upload a copy of the certificate or award).
21		Please provide titles for the attached files/URLs showcasing achievements.
22		If you have any additional information you would like to convey beyond the previous questions, please provide details.


## 5. Selection Process


### 5.1 Approach to Best Practices Selection

- Submitted project proposals will be evaluated with applicant identities withheld to ensure fairness.
- The selection procedure follows the steps outlined in the Procedures explained below:

### 5.2 Procedure

Best Practices will be selected according to the following steps (Figure 1).

1. Compliance Review 	The Secretariat will review whether the submission adheres to the fundamental requirements outlined in this application guideline.
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2. Pre-Selection 	The Secretariat will carefully review the content and narrow down project proposals that align with the essence of Best Practices as preliminary candidates.
3. Final Selection	The Secretariat organises a selection committee to choose approximately 20 to 30 finalists from the candidates selected in the pre-selection.

**Figure 1: The Selection Process of Best Practices**

## 6. The Selection Criteria

### 6.1 Alignment with Expo Themes

- Proposals that embody the main theme of Expo 2025 Osaka, Kansai, Japan.
- Proposals related to the three sub-themes: "Saving Lives," "Empowering Lives," and "Connecting Lives."
- Demonstrated achievement of co-creation through effective partnerships.
- Clarity and appeal that captures the spirit of the Expo.

### 6.2 Certainty of Impact and Potential for Deployment of the Project

- Proposals that are easy to implement, with readily available resources and simple technology.
- The proposal has been deployed or has the potential to be deployment in multiple countries or regions.
- Addressing significant and complex challenges.
- Projects that significantly solve social issues (wide-spreading impact, substantial improvement, benefiting many people, etc.).
- Tangible and highly specific effects.

### 6.3 Contribution to a Better Future:

- Assurance of sustainability or consideration of sustainability.
- Bringing about a positive impact on society and the global environment.

Please note that the Association cannot respond to inquiries regarding the selection process.

## 7. Contact Information

For inquiries regarding selection for Best Practices, please contact us via email: [expo25\\_bestpractices@ddcontact.jp](mailto:expo25_bestpractices@ddcontact.jp) (Available from noon, 19 September 2023, until noon, 19 March 2024, between 9:00 and 17:00, except weekends, national holidays, and the New Year period from 29 December to 4 January, Japan Standard Time). Please note that depending on the nature of the inquiries, we may be unable to respond to all queries. We will compile representative questions and answers in the FAQ section on the official website for your reference.

## 8. Important Notes

### 8.1 Intellectual Property Rights

All intellectual property rights related to the submitted proposal belong to the applicant. Please be aware that submitted materials will not be returned.

### 8.2 The Uniqueness of Submissions and Third-Party Rights

The project proposals are considered original ideas created by the applicants. Applicants are responsible for confirming that their project proposals do not infringe upon the intellectual property rights or legal protection of third-party ideas, technologies, products, etc.

## 9. Notification of the Selection as Best Practices

The project proposals selected for Best Practices will be notified to the applicants and published on the Association's official website (<https://www.expo2025.or.jp/>), along with the proposals' content and the finalists' names.

## 10. Benefits to the Best Practices Finalists

- Introduction in the Association's press releases and on its website (in Japanese and English).
- Exhibition at the Expo site.
- Provision of PR opportunities before and during the Expo period (under consideration).
- Opportunities for presentations at the Expo site (under consideration).

#### 11. Privacy Policy

When applying, please agree to the Association's Privacy Policy (<https://www.expo2025.or.jp/en/privacy/>).

#### 12. Other

All costs associated with submitting to the Best Practices are the applicant's responsibility.

Effective Date: 14 September 2023