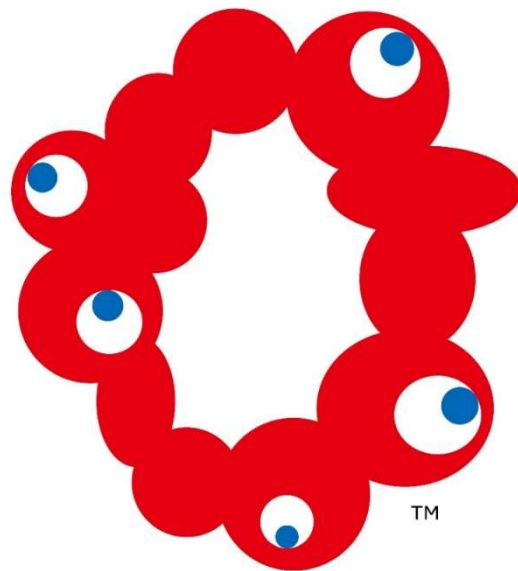


Multilingual-related Measures Guidelines



OSAKA, KANSAI, JAPAN

EXPO
2025

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1. Introduction

The Multilingual-related measures guideline (hereinafter referred to as the "the Guidelines") was issued by Japan Association for the 2025 World Exposition (Hereinafter referred to as "the Organiser") on the occasion of the opening of Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo") to provide a safe and comfortable environment for all related parties, including visitors and staffs, with regard to human handling, display methods of signs, and multilingual handling of audio, video, text descriptions and documents in and around the Expo site.

The Guidelines aim to make the Expo accessible and inclusive by making use of operations and ICT technology by staffs for other languages, while maintaining bilingual handling of Japanese and English in a basic principle to ensure a sense of unity and improve visibility in situations where multilingual handling is required for the Expo.

Because the Expo is expected to attract a large number of visitors from both Japan and abroad, multilingual handling is important in order to provide more comfortable services to visitors, and it is necessary to promote the creation of an environment where visitors can enjoy safe and comfortable spaces by utilising all tools and methods.

As one of the initiatives in line with this purpose, the Expo, which have the theme of "Designing Future Society for Our Lives", promotes the use of ICT technology for smooth understanding and emotional experiences of visitors. With the aim to realise a communication environment that does not have language barriers, the Future Society Showcase attaches importance on automatic translation system and plans to demonstrate and implement an application (hereinafter referred to as "translation app.") that will enable smooth multilingual communication in all situations.

On the other hand, for visitors who do not have smartphones or other devices or who do not have access to ICT technology, multilingual services will be provided by staffs to create an environment in which all visitors can enjoy and be satisfied with the Expo.

Through multilingual support based on the guidelines, the Organiser hopes that visitors will experience the admiration for and connection to the rich diversity of the Expo, which brings together various cultures and lifestyles from around the world in one place, and that their memories of the Expo will be remembered deeply and forever in their hearts.

2. About the guidelines

2-1. Structure of the guidelines

The Guidelines are organised into four chapters:

1. Introduction explains the implementation policy for multilingual operations for the Expo.
2. Concept of the Guidelines explains the purpose, scope, multilingual approach and terminology of the Guidelines.
3. Multilingual items explains the perspective of standards for multilingual utilisation.
4. Citations and References explains the citations and references related to the contents of the guidelines.

2-2. Purpose of the Guidelines

The purpose of the Guidelines is to establish rules for the languages to be used so that all visitors and related parties can comfortably spend time in the Expo, where the world's wisdom is gathered, including various exhibitions and events, without feeling the language barrier.

2-3. Scope of the Guidelines

The scope of application of the Guidelines is defined as necessary measures in accordance with the Guidelines, required in operation conducted by parties other than the Organiser, such as the Official Participants, participating companies, event participants, and business vendors, within the Expo site. The measures will also be referred and encouraged to implement for the activities outside the Expo site.

2-4. Perspective of multilingual support

Regarding the perspective of multilingual support, the basic rule is Japanese and English. If a language other than Japanese or English is required in some situations, it is desirable to deal with each case individually, so the details are explained in the following chapters.

For English, based on U.S. English, British English is recommended only in case of official documents, in accordance with the measures taken in previous international events.

Japanese and English are also required when explanation on exhibits is required, but it is desirable to take measures such as using an auxiliary medium such as a two-dimensional bar code when it is difficult to write in/in Japanese or English due to space limitations and visibility.

By using ICT technology such as translation app. and two-dimensional bar codes as an auxiliary medium, flexible multilingual support will be possible. For the purpose of improving satisfaction of visitors and related parties, details of each scene in line with the perspective are explained in the following chapters.

2-5. Glossary of terms

The following table defines abbreviations, abbreviated names and the terms used in the guidelines.

(Table 1)

Terms	Definition
Expo 2025 Osaka, Kansai, Japan (the Expo)	The International Registered Exhibition, Expo 2025 Osaka, Kansai, Japan, which will be held in Osaka, Japan, from the 13th of April to the 13th of October, 2025
Public Interest Corporation 2025 Japan Association for the 2025 World Exposition (the Organiser)	Japan Association for the 2025 World Exposition, which was designated by the Minister of Economy, Trade and Industry on the 31st of May, 2019 to carry out tasks relating to the preparation and operation of the Expo, in accordance with the “Act on Special Measures Necessary for Preparing for and Managing of the International Exposition in 2025” and certified as a public interest incorporated association on the 21st of October, 2019
Expo site	All areas used and administered by the Organiser as the venue for the operation of the Expo
Special Regulations	The Special Regulations set out in Article 34 of the General Regulations
General Regulations	The General Regulations included in Chapter 8 of the Registration Dossier approved at the 167th General Assembly of the BIE
BIE	The Bureau International des Expositions
ND	Day on which foreign governments organise Official Ceremony and Official Special Event by inviting guests of honour and hold Official Events
SD	Day on which international organisations organise Official Ceremony and Official Special Event by inviting guests of honour and hold Official Events
Events	Official events, the Organiser’s events, ND/SD, events organised by companies, municipalities, civic groups, etc.
Official Participants	The foreign governments and international organisations that have accepted the formal invitation from the Government of Japan to participate in the Expo
Interested parties	Participating companies, event participants, business exhibitors, etc., who are involved in the Expo as part of their business
ICT	Information and Communication Technology

Translation app.	A one-to-one multilingual translation service to be demonstrated and introduced in the Future Society Showcase Projects, which can be widely used in multilingual communication occasions within the Expo site after the installation
Two-dimensional bar code	A code for a display system that has information in the horizontal and vertical directions. There is a matrix formula and a stack formula
Sign	Signs for guidance, names, zoning, rooms, lollipops, etc.
Digital signage	Electronic signs displaying various signs and information digitally
Pictograms	Simplified pictures or graphic representation of information, instruction or guidance
Emergency broadcast	An evacuation guidance broadcast in the event of a fire in a building, etc., transmitted from an emergency broadcast facility as required by the Fire Service Act
Urgent broadcast	A broadcast other than an emergency broadcast (evacuation guidance information in the event of a disaster, etc.)
Guidance broadcast	A broadcast for visitors inside the facility

2-6. Regulations and Recommendations

In order to guide for the people concerned to engage in activities related to multilingual support, the Guidelines establish two criteria: **regulations (Control)** and **recommendations (Guide)**.

Standards for regulations and recommendations are indicated by codes consisting of an alphabet (**C** or **G**) and two digit number, respectively.

C-00 regulations (Control) indicate "shall" essential elements. It should be noted that, if the regulations are met, there are no restrictions on the implementation of measures that exceed these requirements from the viewpoint of visitor service.

The **G-00 recommendations (Guide)** indicate what is "desirable to do" or what is proposed.

3. Multilingual items

Multilingual items and applicable words are summarised in the table below.
Details are given after 3-1.

	Examples	Applicable language Principle	Special Note	Guidelines
Human response	Staffs dealing with visitors	Do not specify a specific language	Use translation app. as needed	3-1-1
	Interpreter	Japanese/English		3-1-2
Signs, printed materials, etc.	Signs Digital Signage	Japanese/English		3-2-1
	Printed matters for visitors • Maps • Restaurant Menus • Product Description • Brochures, etc.			3-2-2
	Name badges for staffs	Alphabetic		3-2-3
	Events	Japanese and English		3-3-1
	Exhibits			3-3-2
	Images (still and moving images)			3-3-3
Websites, broadcasts, etc.	Websites	Japanese/English		3-4-1
	Broadcasting			3-4-2

(Table 2)

3-1. Human Handling

The human handling is a major factor in visitors' impression of the Expo. In particular, staffs dealing with visitors who have touchpoints in every occasion with staffs, are required to be flexible in response to situations, and staffs' response affects greatly the result of visitor satisfaction.

Based on the following two points of view, the guidelines do not specify a specific language as the language required of such staffs, but focuses on smooth communication with visitors.

First point of view is that even if a staff can't speak multiple languages, he/she can still be active by using a translation app. The second point is that visitors can get a sense of experience of communication in the future society by using a translation app. The multilingual support by such staffs based on these two perspectives will enable people from different countries, regions and cultures to have an accessible and inclusive experience in the Expo.

Interpreters will still be required to be available in Japanese and English, but this will not be the case if the attendees are limited to the Official Participants and related parties who use a specific language, and they will communicate in Japanese and the relevant language.

3-1-1 Staffs responding to visitors

G-01 When multilingual support is required, translation app. will be used as needed.

3-1-2 Interpretation

- C-01** It is required to use Japanese and English in human interpretation. However, this is not the case when the attendees are limited to the Official Participants and related parties who use a specific language, and Japanese and the relevant language will be used.

3-2. Signs, printed materials, etc.

Visibility is important in sign and digital signage, and concise and clear descriptions are required. Japanese and English are required for notations, but it is desirable to supplement multilingual notations with auxiliary media such as pictograms.

In addition, Japanese and English are required for multilingual printed materials such as restaurant menus, product descriptions and brochures, but just as the perspective for signs, when detailed notations are difficult from the points of space and visibility, flexible use of ICT tools such as pictograms and two-dimensional bar codes is desirable.

When staffs wear name badges, alphabetic notations are required to make it easier for visitors to recognise staff names through uniform notations. The use of native language notation is optional.

3-2-1 Sign and Digital Signage

- C-02** Japanese and English notations are required.
G-02 Effective use of pictograms as an aid to multilingual service is desirable.

3-2-2 Printed materials for visitors (menus, product descriptions, brochures, etc.)

- C-03** Japanese and English notations are required.
G-03 If it is recognised that detailed descriptions such as written descriptions are not desirable from the points of space and visibility, it is desirable to utilise ICT tools such as pictograms and two-dimensional bar codes.

3-2-3 Name badges for staffs

- C-04** Name badges for staffs must be alphabetised.
G-04 Native language notation is optional.

3-3. Events and Exhibitions

Japanese and English are required in events, but for the Official events such as ND/SD, flexible arrangements will be made according to the attendees.

On the other hand, there may be constraints of space, visibility in exhibitions and visual works, and be constraints of time in visual works due to the nature of the works, so flexible multilingual arrangements will be required in each case, based on the way of notation in Japanese and English, taking into consideration the frequent occasions in which multilingual arrangements will be required.

3-3-1 Events

- C-05** It is required to use Japanese and English in providing subtitles for announcements, screens, etc. However, with regard to the Official events, the languages to be used will be flexible depending on the attendees.

3-3-2 Explanation of Exhibitions, etc.

- C-06** Japanese and English notations are required.
G-05 When detailed descriptions in Japanese and English are difficult from the perspective of space and visibility of exhibits, it is desirable to use ICT tools such as two-dimensional bar codes.

3-3-3 Still image and video content

- C-07** It is required to use Japanese and English for subtitles.

3-4. Website, Broadcasting, etc.

For multilingual support of website, Japanese and English are desirable from the viewpoint of ensuring information not only to visitors but also to people around the world.

For guidance broadcast, it is necessary to limit the number of languages in order to ensure that visitors and related parties understand the content of the audio broadcasting in a short time. Therefore, Japanese and English are required.

3-4-1 Website

G-06 Japanese and English are preferred.

3-4-2 Guide Broadcasting

C-08 Japanese and English are required.

4. Citations, References, etc.

Reference materials for the preparation of the guidelines are as follows:

- Guidelines for improving and strengthening multilingual support for the realisation of a tourism-oriented country
(March 2014, the Ministry of Land, Infrastructure, Transport and Tourism Board)
- Multilingual Initiative Report: In preparation for the Tokyo 2020 Games
(March 2022, Tokyo Metropolitan Government Bureau of Olympic and Paralympic Games Preparation)
- Subcommittee of Tourism and Services, Multilingual Council for the 2020 Olympic and Paralympic Games
Policy for Multilingual Policy
(Tokyo Metropolitan Government's Bureau of Olympic and Paralympic Affairs, November 2014/ Multilingual Council)
- Multilingual Guidelines for Retail Industry
(March 31, 2022 edition of the Japan Retail Federation)



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