

はしる、とぶ、あろう、その先へ。



未来を担う子どもたちの健全な育成に、
 スポーツは大きな貢献ができると思っています。
 からだを動かすたのしさは、健康なからだを作り、
 他者との関わりやルールへの学びは、社会性を育み、
 達成のよろこびは努力の大切さを教えてくれます。
 あたしたちは、スポーツに親しむ子どもたちが未来を創る
 担い手になっていくまでの道のりを支え、あらゆる世代が
 スポーツに親しめる社会の実現を目指しています。

You are
the future
of sport.

Activity Report

スポーツと、望む未来へ。



OFFICIAL PARTNERS



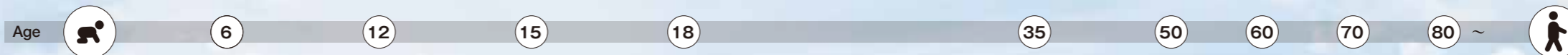
OFFICIAL SUPPLIERS



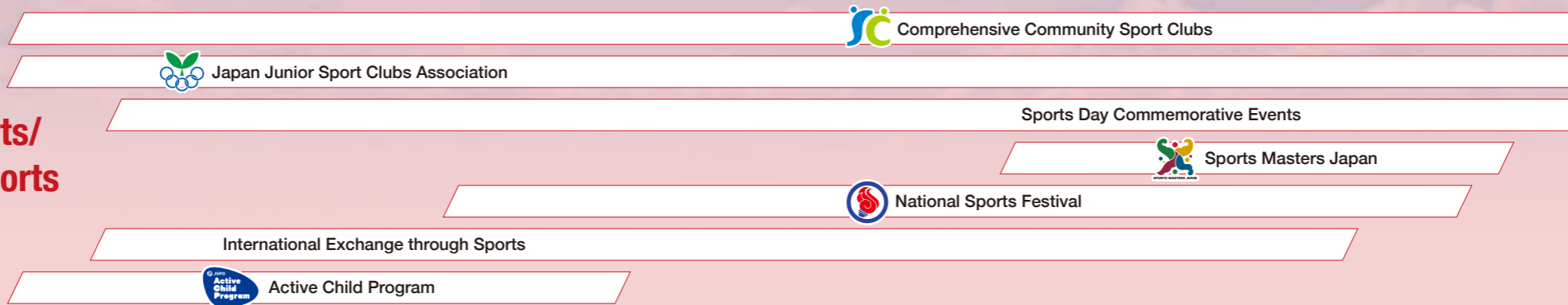
Japan Sport Association (JSPO) is committed to creating an environment where people can enjoy sport throughout their lives, thereby enriching our society.

JSPO improves the environment for people to “Play,” “watch” and “support” sport. to enjoy and take part in different types of sport in multiple ways

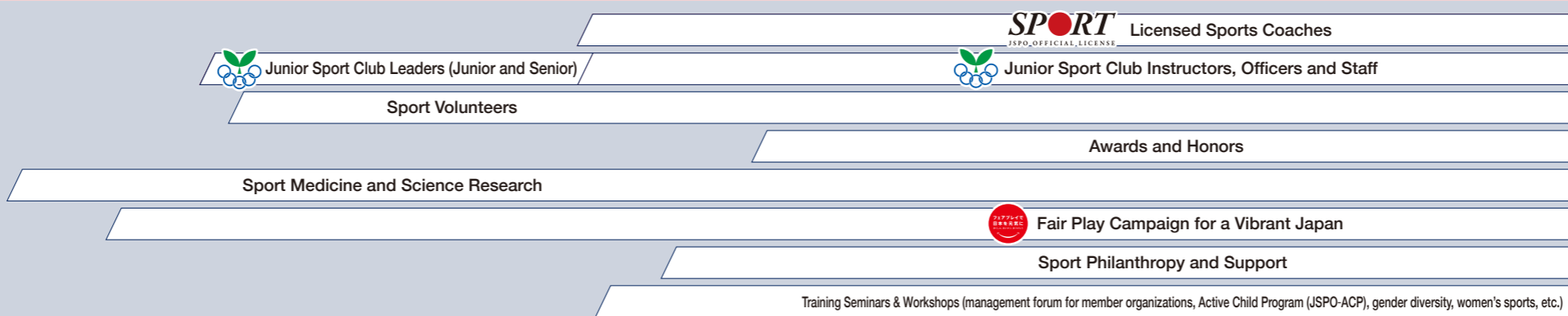
The goal is for all people, regardless of race, nationality, gender, handicap or illness, to suit their personal interests as they proceed through life.



**Play Sports/
Watch Sports**



**Support
Sports**



Corporate Message

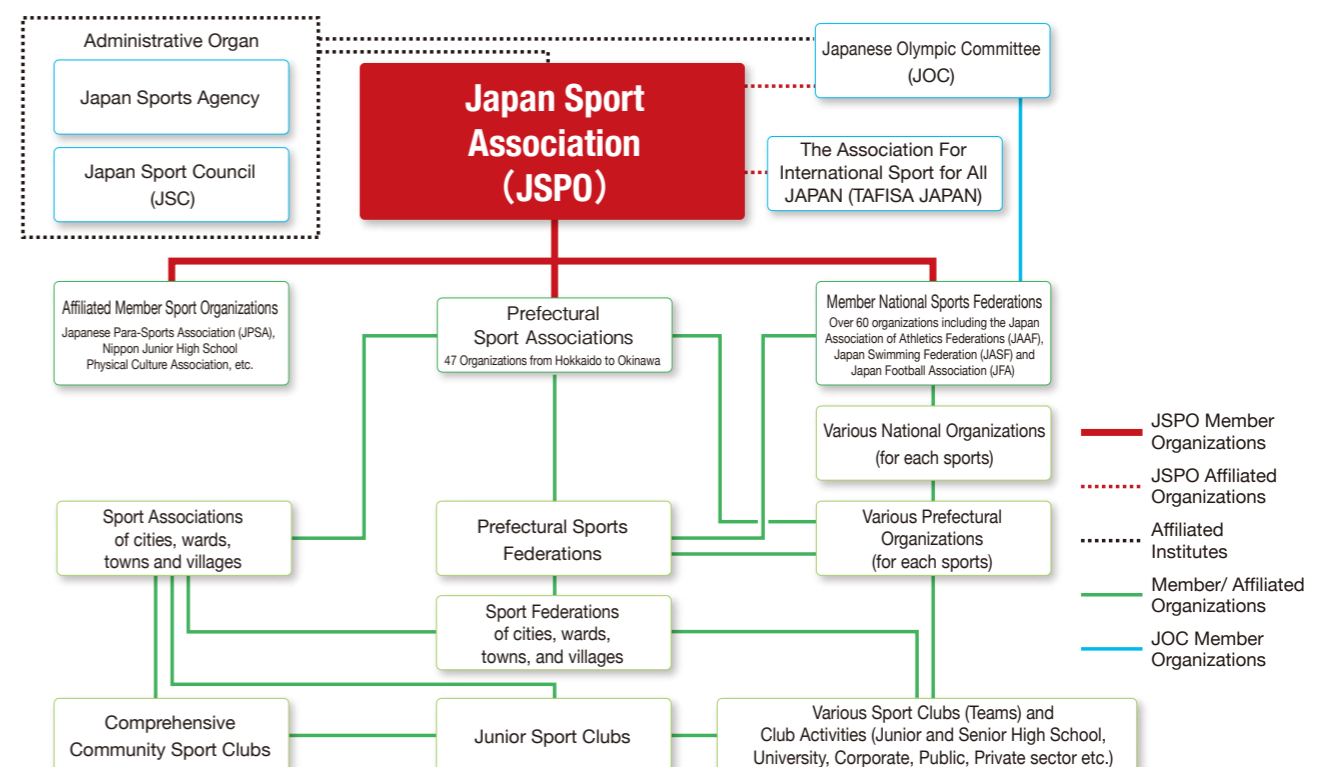
You are the future of sport.

We believe everyone should have the opportunity to play and enjoy sport. Participating in organized activities is essential to living a happy, healthy life and to being fully engaged in one's community and culture. People everywhere are drawn to sport, and the values and spirit of fair play it engenders facilitate peace and friendship throughout the world. The Japan Sport Association is committed to realizing an ideal society in which sport is equally accessible to all. We move forward together, united in our love for sport.



President
伊藤雅俊
ITO Masatoshi
Japan Sport Association

Position of JSPO in the Japanese Sports Community



The Japan Sport Association's Aims

JSP0 carries out programs to foster a sport environment where all people enjoy playing, watching and supporting sports in safety throughout life, from children to seniors, regardless of race, nationality, gender or handicap.

Declaration on Sport in Japan

Marking its centennial in 2011, JSP0 announced the "Declaration on Sport in Japan, Sport Mission in the 21st Century" to play a part in solving global issues faced by humankind. Our goal is to realize the following three visions of society using the power of sport:

Social Targets of the Declaration on Sport in Japan

- To generate community lifestyles based on fairness for all and rich social welfare provision
- To generate lifestyles suited to the age of coexistence with the global environment
- To build a world full of peace and friendship



Aims of the Japan Sport Association's Vision for Sport 2018

Mid-term policy of our 5-year project (2018 – 2022)



1 Creating an environment where everyone has rich access to sporting culture

- Providing an environment where everyone can engage with sport, regardless of race, nationality, disability, illness, age, sex, economic or other factors
- Expanding the playing populations and participation rates of sports through the development of policies for those in work, young parents, children, women and beginners
- Helping to realize an inclusive society through participation in sport by people with physical disabilities, and members of LGBT and other minority groups

2 Promoting diversity in sporting opportunity

- Creating the opportunities for people to take up sport for the first time through the diffusion of new sports
- Creating new sporting attractions and more diverse ways to engage with sport through tie-ups and collaborations with other business fields and use of the latest technologies
- In addition to raising competitive standards, providing diverse sporting opportunities for everyone from infants to the elderly whenever they want to play
- Support for sport volunteers

3 Promoting tie-ups and collaborations based around sport

- Looking beyond the world of sport to expand memberships and partnerships and help tackle social challenges
- Looking forward to Tokyo 2020 to invigorate interaction between sporting and non-sporting fields
- Reaching out through prefectural and municipal sport associations and tie-ups and collaborations with school sports
- Expanding the JSP0's international networks through international cooperation activities

Sport Promotion

Events

Providing people with venues for engaging with sport, including the National Sports Festival, Sports Masters Japan, and international exchange and cooperation activities

Club and local activities

Promoting ways to engage with sport in everyone's daily life, including nurturing Japan Junior Sport Clubs, fostering and supporting Comprehensive Community Sport Clubs, tie-ups and collaborations with school sports, and studies on new organizational structures for regional sport

Sport management infrastructure

Expanding opportunities to engage with sport and support for qualitative improvements by supporting sport volunteers and women's sport and school sports, nurturing licensed sports coaches, researching sport medicine and science, enhancing sport information systems, promoting public relations activities, expanding sport markets, contributing to society, etc.

Enhancing and reinforcing systems and structures

Enhancing and reinforcing internal structures, promoting tie-ups with external organizations, securing funding, acquiring subsidies, donations, etc., establishing evaluation systems for operations, and disseminating the above to sport associations

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P4	Events	For the development of Japan's athletic performance and the development of sport culture Holding the National Sports Festival	<ul style="list-style-type: none"> ● Japan's largest and most comprehensive sports tournament, competing for the title of "Japan's best prefecture" ● The National Sports Festival contributes to strengthening sports performance of the entire nation and brings smiles to people gathering in the host prefecture
P6	Events	To create a society where people have a purpose to live throughout life with a desire to take on new challenges Holding the Sports Masters Japan	<ul style="list-style-type: none"> ● Sports Masters Japan for lifelong athletes vying to be the nation's best ● Persistent spirit of taking on challenges for an enriching and active life
P7	Events	To build a society filled with peace and friendship International Exchange and Cooperation through Sport	<ul style="list-style-type: none"> ● Sports exchange for enhancing mutual understanding beyond borders and cultures ● Contributing to the realization of world peace and the development of international society through sport
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Note: Activities listed above are based on our annual schedule. Please note that impact of the COVID-19 pandemic on our activities for 2020 is not included.



For the development of Japan's athletic performance and the development of sport culture

Holding the National Sports Festival



Japan's largest and most comprehensive sports tournament, competing for the title of "Japan's best prefecture"

The National Sports Festival is the premier national sports event of Japan stipulated in the Basic Act on Sport. The winter tournament takes place in January and February, while the main tournament takes place in September and October. The multi-sport games attract a total of over 26,000 athletes representing each prefecture competing in 40 events.

Held in a different prefecture every year, the event is jointly hosted by JSPO, MEXT (Ministry of Education, Culture, Sports, Science and Technology) and the host prefecture. With the opening ceremony of the main tournament attended by Their Majesties the Emperor and Empress, outstanding performances by the top athletes and promising junior athletes fascinate large numbers of spectators.



People cheering passionately for their hometown team in an inter-prefectural match



History of the National Sports Festival

The first event was held in 1946 in the Keihanshin (Kyoto-Osaka-Kobe) area during the time of post-war confusion to deliver courage and hope to the Japanese people, especially the younger generation. Ever since then, prefectures take turns in hosting the event every year. The second round of venues started in 1988 with the 43rd Kyoto National Sports Festival.



Opening ceremony of the 1st National Sports Festival (at the Kashihara Jingu Stadium)

The National Sports Festival contributes to strengthening sports performance of the entire nation and brings smiles to people gathering in the host prefecture

The National Sports Festival plays multiple roles in the promotion of "playing," "watching" and "supporting" sports. The inter-prefecture competition format enhances the system of cultivating, fostering and strengthening athletes who "play" sports across the country. It is regarded as a gateway to become top athletes.

The event serves to widely publicize the attraction of sport since all venues are open to the public for free (except for the special high school baseball event). It offers a chance for people to "watch" the dynamic performance of top-level athletes from closeup. In addition,

supporters and spectators traveling from afar promotes sport tourism, which helps vitalize the region by producing economic effects and ripple effects in the locality.

Coaches for all events are required to hold a sports coach's license certified by JSPO. They contribute to promoting adequate sports guidance and improving the quality of people who "support" sports. Warm hospitality shown by the local volunteer staff helps to deepen exchanges between the participating delegates and the local people, bringing many smiles and forging new friendships.



The event plays a major part in cultivating, training and strengthening athletes



Excitement of "watching" sports



The opening ceremony showcases local features.



Volunteer staff who "support" sports



Promotion of the National Sports Festival Movement

Another important mission of JSPO is to communicate to the public the significance and value of the National Sports Festival and its related projects, thereby gaining better understanding. We will carry out our mission universally on a permanent basis to enhance the significance and value of the National Sports Festival and serve for the development of national sport.



To create a society where people have a purpose to live throughout life with a desire to take on new challenges

Holding the Sports Masters Japan



Sports Masters Japan for lifelong athletes vying to be the nation's best

Sports Masters Japan is the nation's first and only multi-event sports tournament for sport-loving older athletes (aged 35 and older, in general) who are highly motivated to compete. It started in 2001 to serve as a forum to test the abilities of athletes who perform sports on a daily and continuous basis in sports clubs or teams. It also offers a second stage for athletes who competed in the Olympic Games, international tournaments and the National Sports Festival.



A scene from the opening ceremony



Swimming



Football



Tennis



Volleyball



Basketball



Cycling



Softtennis



Rubber Baseball



Softball



Badminton



Karate



Bowling



Golf

Persistent spirit of taking on challenges for an enriching and active life

Athletes and staff participating in a total of 13 events of the Sports Masters Japan number over 15,000 every year. Some have been competing since the first tournament, and some are over 80 years of age. It shows that the event serves as a goal for many of the older

athletes to continue engaging in sport. JSPO supports people who are up for a challenge throughout their lives. Enjoying the event with friends and family from the perspective of sport tourism enriches sporting life.

Exchange between Japan and Korea through the event

Sports Masters Japan interacts with about 200 members of Korean delegations every year as part of the Japan-Korea Sports Exchange Program led by the Japan Sports Agency.



To build a society filled with peace and friendship

International Exchange and Cooperation through Sport



Sports exchange for enhancing mutual understanding beyond borders and cultures

Sport require the players to have mutual respect through dedication to fair play and adherence to rules. This helps to foster friendship and goodwill in the true sense. JSPO is committed to wide-ranging international exchange and cooperation transcending borders and language barriers with the power of sport.

Our delegations deepened mutual understanding in the countries they have visited to date, mainly Korea, China, Russia and Germa-

ny. They were able to play a part in promoting friendship and fair play through sports and to get to know each other better through cultural exchange.

In recent years, we have introduced and provided the JSPO Active Child Program (JSPO-ACP) to ASEAN countries with the hope of popularizing and developing sport that are accessible to people in their daily life.



Promote friendship and the spirit of fair play



Mutual understanding through homestay programs



Recreational exchange across country borders and events

Contributing to the realization of world peace and the development of international society through sport

Every year as many as 900 Japanese delegation members travel to Korea, China, Russia, Germany and other countries, while about 800 international athletes come to Japan. Language barriers are not a problem when they play sports together. Empathy developed among the members makes it easier to accept one another.

Aside from sports exchanges, delegation members gain hands-on experience of a different culture, history, climate and food during their stay in the host country. Hence, they come home with a deeper understanding of and respect toward the country they visited.

International exchanges initiated by JSPO have resulted in individual relationships between international athletes and coaches. Reportedly, interactions are still ongoing in many cases.

As an example of promoting sport in ASEAN (eight countries), we have carried out a joint project with Thailand leveraging the JSPO-ACP since 2018. The photo was taken during our visit to Thailand.



List of International Exchange Programs

Program	Outline
Japan-Korea Youth Summer Sports Exchange	Mutual exchange including dispatch and reception of Japanese and Korean delegations
Japan-Korea Sports Exchange	Mutual exchange including dispatch and reception of Japanese and Korean delegations
Japan-China Sports Exchange	Mutual exchange including dispatch and reception of Japanese and Chinese delegations
The Japan-Korea-China Junior Sports Exchange Meet	Sports exchange involving top-level high school athletes in the three countries
Japan-Korea-China Youth Winter Sports Exchange	Sports exchange involving delegations of the three countries
Regional Exchange (prefectures, cities, towns and villages)	Sports exchange among Korea, China and Russia on a regional level
Japan-Germany Junior Sport Clubs Friendship Exchange	Mutual exchange including dispatch and reception of Japanese and German junior sport clubs
Japan - Germany Junior Sport Clubs Coaches' Friendship Exchange, Japan - Germany Junior Sport Clubs Coaches' Seminar	Mutual exchange involving Japanese and German coaches
Japan - China Junior Sports Exchange	Exchange involving Japanese and Chinese junior sport members and coaches





To support the healthy growth of children through sport

Fostering Junior Sport Clubs



Extensive activities to raise healthy young bodies and minds

The Japan Junior Sport Clubs Association (JJSA), the largest junior sport organization in the country, was established within the JSPO in 1962, two years before the Tokyo Olympics. It serves to bring the joy of sport to every child possible and establish a system in local communities for raising healthy young bodies and mind. JJSA has about 30,000 junior sport clubs registered nationwide with more than 700,000 members, instructors and others who are engaged in sport in their communities.

Aside from sport activities, JJSA is engaged in extensive activities

including domestic and international youth exchanges and the training of leaders to serve in their communities. It is also committed to regional contribution under the keyword “community-building.”



Community-minded activities other than sports

Foster active community leaders

Junior Sport Clubs foster junior and senior leaders who play central roles in their clubs and communities. Leaders cooperate with instructors to bring their clubs together while planning and administering community activities.

By fostering leaders, the JJSA contributes to clubs and community activities and also to the development of human resources who will become central figures in community sport activities in the future.



Fostering future club and community leaders

Assist learning and growth through sport

Apart from organizing sport activities and tournaments, JJSA assists activities for domestic exchanges where children gather from across the country and learn from one another. International exchange involving children from Germany and China is also promoted. The objective is to gain mutual understanding, diversity and a global

mindset. JJSA serves to improve sport environments where Junior Sport Club activities are conducted safely, correctly with fairness, and joy. Coaches who watch over the activities are required to hold a sports coach’s license certified by JSPO.

Major domestic and international exchange events of JJSA

Description	
Domestic Exchange	National Junior Sport Program
	Event-specific friendship tournaments
	National Junior Sport Clubs Rubber Baseball Friendship Tournament
	National Junior Sport Clubs Kendo Friendship Tournament
International Exchange	National Junior Sport Clubs Volleyball Friendship Tournament
	Japan-Germany Junior Sport Clubs Friendship Exchange (Outbound and inbound)
	Japan-Germany Junior Sport Clubs Coaches' Friendship Exchange / Japan-Germany Junior Coaches' Seminar (Mutual exchange involving Japanese and German coaches every other year)
	Japan-China Junior Sports Exchange (Exchange involving Japanese and Chinese junior sport members and coaches every other year)



Exercise Aptitude Test II for evaluating amount and quality of physical movement

JJSA designed the Exercise Aptitude Test II for growing children in their developing stage in 2020 to assess the adequacy of sports and exercise based on their physical movement.

To build enriching local communities with sport at the core

Fostering Comprehensive Community Sport Clubs



An environment where everyone in the community can find and participate in their preferred sports

Comprehensive Community Sport Clubs (comprehensive clubs) are multi-generational, multi-disciplinary, multi-purpose sport clubs that provide sporting opportunities to local citizens according to

their age, interest, technical ability, etc.

JSPO serves to enrich local sport communities by supporting the activities of existing comprehensive clubs and starting of new clubs.



Walking groups



Dance lessons



Muscle training classes



Parent and child exercise game classes



SNAG golf for everyone from children to seniors



Enjoying frisbee under the blue sky



Multiple generations performing kendo together



Three-legged race with community residents

Comprehensive clubs for uniting community members and bringing smiles to their faces

The JSPO began nurturing such clubs in model districts with the Junior Sport Clubs at the core in 1997. With JSPO assisting in the foundation and independence of numerous comprehensive clubs, there are 3,604 clubs in Japan as of July 1, 2019. (Source: Field Survey on Comprehensive Community Sport Clubs in 2019 by the

Japan Sports Agency)

People of all ages from children to the elderly enjoy club activities according to their interests, expanding the wave of exchange.

Registration and certification of comprehensive clubs will start in April 2022 as part of our effort to promote public interest.

Build a national network of comprehensive clubs

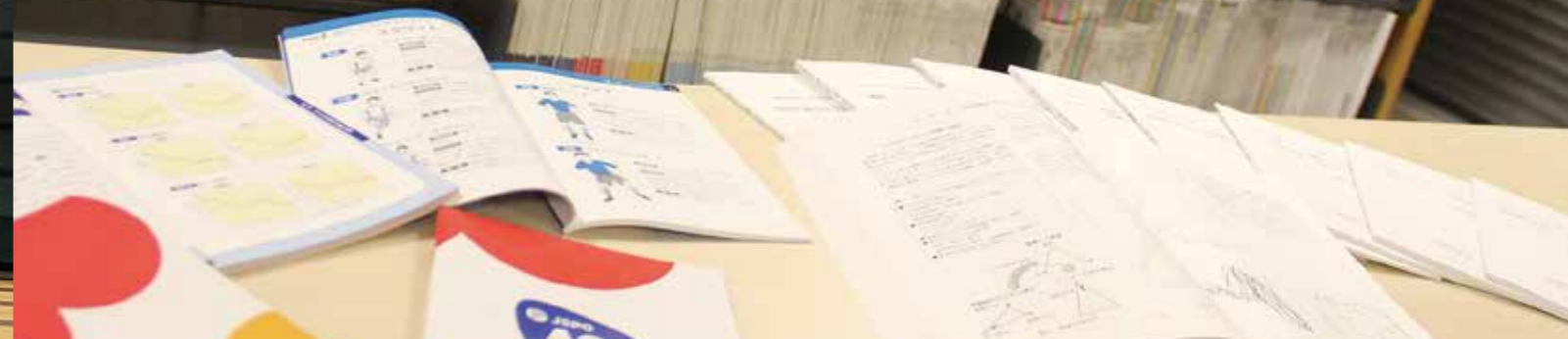
JSPO set up the Nationwide Council for Comprehensive Community Sport Clubs (SC Nation-wide Network) in 2008 to establish and develop comprehensive clubs across the country. The council is assigned to secure personnel, venues for activities and work together with school club activities. It also facilitates exchanges of information for individual clubs to find solutions to their problems and encourages inter-club activities.



General Assembly of SC Nation-wide Network

Information via the Official E-mail Magazine

Our e-mail magazine, which provides information on fostering and supporting comprehensive clubs, is sent to people engaged in comprehensive clubs and local sport activities in Japan. Specifically, the magazine offers useful information that may not be accessible in their daily club activities, from how to handle different problems to examples of the latest initiatives.



To develop coaches with adequate qualifications and abilities

Coach Development



Developing coaches using a player-centered approach

JSPO has been engaged in fostering and certifying coaches since 1965, a year after the Tokyo 1964 Olympic Games, working closely with the National Sports Federations and Prefectural Sport Associations.

The new curriculum, revised in 2019 based on the model core curriculum, requires the players' entourage (coaches, guardians, etc.) to take care of their own well-being while supporting the players from a player-centered approach. Coach training focuses on developing human skills (overall well-being and effectiveness in life), skills of

practice (leadership) and a love of learning. They acquire knowledge based on sport medicine and science to be able to support players' growth in the true sense.



[The whole group gets motivated for growth]
Full picture of player-centered approach
(by MATSUO Tetsuya, Rikkyo University, 2019)

For a safe and secure sport environment by training certified sports coaches

JSPO provides 18 types of qualifications in five areas to promote diverse sporting activities designed for each stage of life. As of October 2020, we have over 600,000 certified coaches.

Certified coaches with correct knowledge and appropriate coaching skills work in many regions and situations. They contribute to real-

izing a better society through sport by supporting various sports activities catered to people in different stages of life. JSPO will develop a system so that they can serve as sports coaches at schools and clubs.

Basic qualification of sports coaches	<ul style="list-style-type: none"> Coaching Assistant Sports Leader
Event-specific Qualification of coaches	<ul style="list-style-type: none"> Start Coach Coach 1 Coach 2 Coach 3 Coach 4 Instructor Senior Instructor

Medical conditioning qualifications	<ul style="list-style-type: none"> Sports Doctor Sports Dentist Athletic Trainer Sports Dietitian
Fitness regime qualification	<ul style="list-style-type: none"> Fitness Trainer Sports Programmer Junior Sports Coach
Sports Management qualification	<ul style="list-style-type: none"> Assistant Club Manager Club Manager



Training Seminar for Junior Sports Coaches



Active Learning Seminar



Training Seminar for Athletic Trainers



We have a special website for matching certified sports coaches looking for jobs and coaching opportunities, with teams and schools in need of coaches. The website is designed to facilitate teams and schools to find specialized coaches or a replacement on the one hand, and help solve various problems of school sports club activities on the other.

To continue delivering evidence-based information to sport sites

Sport Medicine and Science Research



Diverse Research Projects in Sport Medicine and Science for Promoting Sport in Japan

Engagement of JSPO in sport medicine and science started with the opening of the Sports Medical Consultation Office (*Taiiku Iji Soudanjo*) in 1947 to monitor athletes' health, consult on health matters, and so on. Later the office served as a center for strengthening athletes for the Games of the XVIII Olympiad held in Tokyo in

1964 and extending support for improving their competitive abilities.

Today JSPO has sport medicine and science research projects in areas as diverse as sport medicine, exercise physiology, psychology, sociology, etc. to promote lifelong sport.



Sports Medical Consultation Office (*Taiiku Iji Soudanjo*) at the time of the Games of the XVIII Olympiad in Tokyo.



A video on how to prevent heatstroke

Research outcome contributing to the development of sport science

Precautions against heatstroke are now considered a must. JSPO started researching the topic more than 30 years ago in 1991 and has engaged in public awareness activities ever since. We also provide education, awareness and the latest information on anti-doping as well as information on menstruation and conditioning for female athletes.

Furthermore, we have developed and expanded the Active Child Program (JSPO-ACP) for growing children to enjoy physical activities. We also designed programs for people to enjoy sport throughout their lives. The success of these programs is widely shared in society.

This project serves to improve safe and secure sporting environments by initiating surveys on optimal sexual and gender diversity including Sexual Orientation & Gender Identity (SOGI) as well as surveys on how to promote sustainability from the perspective of conservation of the natural environment.



Children taking part in JSPO-ACP

Sport Medicine and Science Research Projects

- Information-dissemination and awareness-raising activities of the Active Child Program (JSPO-ACP)
- Developmental education on optimal sexual and gender diversity in physical education and sport
- Research on sustainability through sport from the perspective of conservation of the natural environment
- Basic research for developing anti-doping educational programs designed for student athletes
- Research on prevention of heatstroke during sports activities
- Study of the "Exercise Aptitude Test II"
- Habit formation approach in exercise and sports segmented by diverse subjects
- Use of supplements at sports sites and sharing information to establish a consensus
- Development of physical literacy evaluation scale
- Follow up study on the TOKYO1964 Olympians

Disseminating and Publishing Research Results



Active Child Program Guide Book



Guidelines on Optimal Sexual Diversity in Physical Education and Sport



The Active Child Program --- Fun games that nurture children's bodies and minds
Published by Baseball Magazine Company



Playmakers for nurturing children's playfulness --- An Introduction to Fun and Enjoyable Exercise
Published by Sun Life Kikaku



Jigoro Kano's Lessons for Contemporary Sport --- A New Vision for Olympic Judo
Published by Minerva Shobo



Sports Nutrition Guide for Elementary and Junior High School Pupils
Published by Kagawa Nutrition University Publishing Division



Guidebook for Prevention of Heatstroke during Sports Activities



Smart Living for Successful Aging
Published by Sun Life Kikaku



Commending people for their service in the dissemination and promotion of sport culture and conveying it to future generations

Awards and Honors



Recognizing people for contributing to spreading and promoting sport culture and passing it down from generation to generation

The system of awards and honors recognizes outstanding contributions to sporting development. We shed light on sport-loving people with long-standing engagement in sports or who have worked to

strengthen, spread and promote sport. By publicizing their achievements, the award system serves as a goal for the younger athletes who are to become the bearers of sport culture.

Japan Sport Grand Prix

This prize is awarded to senior figures who have continued to perform sports or made outstanding sporting records and achievements over the years. Their approach to life, enjoying lifelong sports with due consideration to health, inspires and encourages millions of people.



KUWAYAMA Sugako set a Japanese record in 50 m and 100 m (short course) back stroke in 2018 (aged 95 at the time of award).



ISHIGAMI Saburo set a world record in long jump of 4.36 meters in 2010 (aged 89 at the time).



SAKAI Toshio competed in All Japan Kendo Enbu Taikai three consecutive times and was chosen as the final performer in the Kendo Hanshi (master) category (aged 96 at the time).



HIGURASHI Fukue took part and won several times in the bowling tournament hosted by Mito City Workers Welfare Service Center over a period of almost 30 years (aged 89 at the time).



NOGUCHI Hiromi competed in Sports Masters Japan eight consecutive times winning first place 5 times, second place once and third place twice (aged 84 at the time).



YAGI Ayako engaged in dancing for 57 years since she started a dancing club during her high school days. She participated in the National Sports Festival in 2000 (aged 82 at the time).

Award for Certified Sports Coaches

These awards are presented to long-serving sports coaches with outstanding achievements in promoting sports participation by the public, including nurturing sports coaches and coaching systems, enhancing competitiveness, and developing the coaching system.



Award presentation ceremony

Prince Chichibu Commemorative Sports Medicine and Science Award

The Award, established in 1997, recognizes outstanding achievements in sport medicine and science. It is funded by a bequest left by the late Princess Chichibu to commemorate the Chichibu Family, particularly her husband Prince Chichibu, who was known as the "Prince of Sport."



KAWAHARA Takashi, laureate of the Distinguished Service Award for Outstanding Contribution (Chairman of Japanese Society of Clinical Sports Medicine at the time)



YUDA Jun, laureate of the Incentive Award (Honorable Mention), is a member of the Medicine and Science Support Group of the Japan Skating Federation Speed Skating National Team (Chairman of Japan Skating Federation Science Committee and professor of Japan Women's College of Physical Education)

Japan Junior Sport Clubs Association Award

The award commends municipal junior sport clubs, registered coaches, and retired coaches for many years of service and outstanding achievement in the development of junior sport clubs.

Award for Contributions to the National Sports Festival

The award recognizes those who have made outstanding contributions to promoting sport through their participation in and service for the development of the National Sports Festival.



Award presentation ceremony

To create a vibrant society in Japan through fair play

Fair Play Campaign for a Vibrant Japan

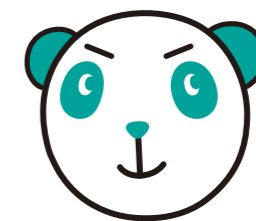
"Fair Play for a Vibrant Japan" is our password

JSPO implemented the Fair Play Campaign for a Vibrant Japan since 2011 to enhance the values of sport in the Japanese society and give Japan vitality through sport.

This initiative is dedicated to invigorating Japanese society by spreading the behavior and spirit of fair play in sport and daily life. A tangible way to demonstrate the idea is by "Akushu, Aisatsu, Arigato" – "Handshakes, Greetings, and Gratitude."

We are calling on people who affirm the message to make the Fair Play Declaration. Each single action may be small but together these actions can turn into a mighty flow. The Fair Play Declaration started with only a small number of people but now we are aiming for a million. 275,062 persons have signed as of March 2021.

Campaign mascots



Seisei-kun



Doudou-chan

Fair Play School

Former top athletes, who competed in international tournaments, visit primary, junior high and special-needs schools across Japan to share the spirit of fair play with the children. They give a talk on fair play and interact with children trying out different types of sports.



Online sessions are held under the coronavirus crisis

Japan Fair Play Grand Prize

We seek submission of incidents of acts of fair play that you practiced, witnessed or were inspired by in sport and daily life. The winner of the Japan Fair Play Grand Prize is selected from the incidents sent in during the year.



The Two Meanings of Fair Play

Fair Play Action

Fair Play behavior is obeying the rules, respecting your opponents and the match officials, doing your best, having modesty in victory, and being gracious in defeat.

Fair Play Spirit (Fair-mindedness)

In both sport and life in general, people are expected to decide what is right or wrong according to their own judgment. Fair-mindedness is having the capability to judge, based on one's own volition, whether our ideas or actions are appropriate.



Fair play has two meanings. Behavior and spirit are inseparable and, therefore, both are essential to enjoying sport in the true sense. The Fair Play Campaign for a Vibrant Japan embodies the great goal of widely instilling fair play behavior and spirit in everyday life.

Other Activities

Active Child Program (JSPO-ACP)

At a time when children's amount of physical exertion and exercise is declining, JSPO developed the JSPO-ACP, an exercise program for laying the foundation of lifelong sport for children. It consists of fun-filled games to encourage children to actively get involved in physical activity program.

The program is successfully being rolled out and achieving higher awareness. Teaching materials are produced with coaching seminars conducted for coaches of primary schools, comprehensive sport clubs and junior sport clubs.



Sport Volunteer Activities

Sasakawa Sports Foundation, Japan Sports Volunteer Network and JSPO have worked together since 2019 to further develop and enrich sport volunteer culture. The three parties leverage the resources they possess (i.e., network with sport associations, research information, volunteer management know-how and systems, etc.) to increase the number of sport volunteers, expand the scope and enhance the content of their activities.



Sports Day Commemorative Events

Commemorating the Tokyo 1964 Olympic Games, Sports Day was instituted as a national holiday for the public to keep a healthy body and mind by enjoying sports. On Sports Day, JSPO collaborates with the Japan Sports Agency, Japan Sport Council, Japanese Olympic Committee, National Recreation Association of Japan and other groups in holding large sports festivals, jogging festivals, sports lessons, athlete's food tasting events for parents and children and other programs across the country. The events, open to all people, offer an opportunity to

experience the fun and joy of sport by having close contact with many top athletes including Olympians and Paralympians.



Other Activities

The National Conference on Lifelong Sport and Physical Health

In collaboration with the Japan Sports Agency and related associations, JSPO holds the National Conference on Lifelong Sport and Fitness every year to discuss sport promotion measures for the future. The event aims to achieve the 100 million Sport Society advocated in the Second Sport Basic Plan (formulated by the Japan Sports Agency in 2017), inviting diverse people to discuss research results and exchange views.



Initiatives to promote women's sport

JSPO strives to improve and expand the sporting environment for women and promote women's participation in sport. We formulate cross-disciplinary action policies for JSPO programs covering issues, such as reviews of female events in the National Sports

Festival and the environment surrounding female members of the junior sport clubs and female coaches. In addition, we work closely with related sporting organizations in the interest of women's sport participation.

International Competitions and Cooperation with Sporting Organizations

●Playing a part in developing an atmosphere conducive to the 2020 Tokyo Olympic and Paralympic Games

JSPO collaborates on the Tokyo 2020 Participation Program hosted by the Tokyo Organizing Committee of the Olympic and Paralympic Games. The program is open to many people and related organizations with the aim of supporting the committee's initiative to create an Olympic legacy. JSPO works for publicizing the program to their members and affiliated organizations. We cooperate with the Tokyo 2020 Kids Supporters Project led by the Tokyo Organizing Committee and also conduct screening of junior sport club members. We play a part in publicity activities writing articles associated with the Tokyo 2020 Games for Sport Japan, an information magazine, JSPO Sport News and comprehensive sport club e-mail magazine, etc.

●Co-hosting of the World Masters Games 2021 Kansai

JSPO is a co-host of the World Masters Games 2021 Kansai to be held in the Kansai region for a period of 17 days from May 13 to 29. In this context, we print related articles in Sport Japan as part of our publicity activities for building momentum. Together with the Kansai Organizing Committee, we also interact with associated sport organizations and encourage them to take part in the event.

●Supporting the Health of Female Athletes

JSPO works with the Female Athlete Health Support Committee to shed light on typical illnesses of female athletes. We conduct training sessions with a focus on the relationship of the menstrual cycle with body condition and the problem of amenorrhea due to a lack of energy.

●Coordination with the Japan International Cooperation Agency (JICA)

Some overseas volunteer programs carried out by JICA require official sports coach qualifications when recruiting members specializing in sports. JSPO continues to work with JICA to encourage the members to hold qualifications. We also provide information on the programs to members of sports associations who are engaged in training coaches. Starting in fiscal year 2020, we invite JICA members to participate in our JSPO-ACP training workshop as part of their on-the-job training. Thus, we will further strengthen our ties with JICA programs.

●Collaboration with the J-STAR PROJECT

JSPO plays a part in the J-STAR PROJECT (the Japan Rising Star Project) to find young promising athletes from across the country. This is a government project for supporting junior and senior high school students and handicapped students to foster future top athletes who will grow into shining stars in the international world of sports.



Excluding Abuse, Connecting Sporting Hearts Rooting out Abuse from Sport

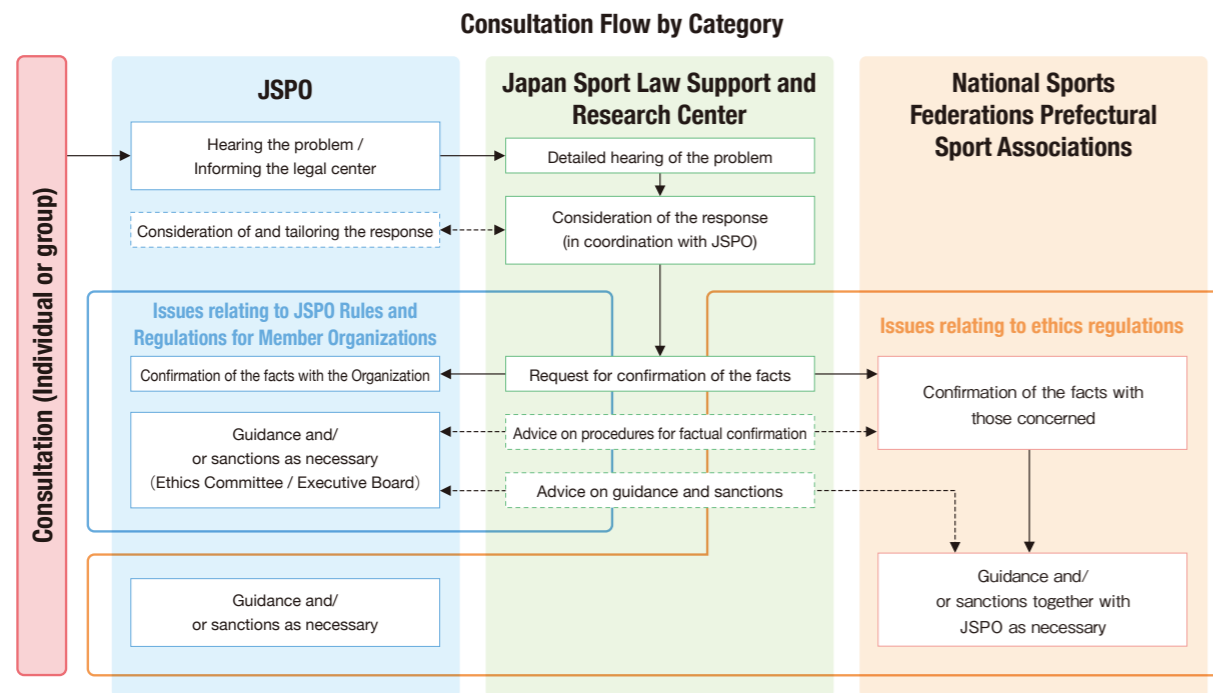
JSCO implements various activities to exclude abuse from the world of sport.

Consultation service for queries related to abuse in sport

JSCO provides a consultation service for responding to queries related to abuse in sport. The service is linked to the Japan Sport Law Support and Research Center, and JSCO member organizations to provide expert advice.*

JSCO also investigates issues when necessary and takes measures when abuse is confirmed.

*JSCO responds to some inquiries on its own as shown below and refers appropriate organizations to consult in other cases.



Enhancing Integrity in Sport

JSCO serves to enhance integrity in the entire sporting community as described below.

JSCO Management Forum (starting in March 2021)

We hold lectures and workshops, inviting people from member organizations of JSCO, facilities and the public administration. The purpose of the forum is to bring integrity (honesty, soundness and nobleness) to sport. Sporting organizations, where sophistication and specialization accelerate, are expected to embody integrity by strengthening governance and ensuring compliance for appropriate corporate management.

Governance Code for National Sports Federation Members

JSCO is dedicated to corporate management in conformity to the Governance Code for National Sports Federation Members formulated by the Japan Sports Agency in 2019. JSCO requires all member organizations to follow the Code based on the JSCO Rules and Regulations for Member Organizations. As for national sports federations, we conduct compliance inspections every four years and publicly announce the results.

To prevent sexual harassment targeting athletes using photos and videos

Secret filming of athletes, wrongful use of their photos and videos for sexual purpose, and vicious postings, etc. on social media not only disturb athletes' concentration on their performance but in some cases compel them to give up playing sports.

To address this issue, JSCO issued a statement together with the JOC, Japanese Para-Sports Association (JPSA), UNIVAS, All Japan High School Athletic Federation, Nippon Junior High School Physical Culture Association and the Japan Sport Council.



Declaration on the Elimination of Violence in Sport

Many people in our modern society enjoy sport, whether they are playing, watching or cheering for their players or teams. Sport has taken on an even more important mission in the 21st century as an activity that nurtures bonds between people. Sport helps ensure fairness and prosperity in places where people of different races, ideas and beliefs live together. Through the experience of physical activity, sport also fosters the capacity for sympathy and gives people opportunities to deepen their understanding of other people and the environment. Sport plays a major role in building our lifestyles in modern society, where we are expected to coexist with the environment. Furthermore, sports grounded in the spirit of fair play and respect for humanity can be a powerful force for building a world of peace and goodwill.

Unfortunately, a deplorable reality has emerged in the world of sport in Japan. Acts of violence disgrace sport values and threaten the mission of sport. Violence infringes on the rights of those participating in sport, turns people away from sport, and erodes the transparency, fairness and impartiality of sport. Violence in sport is shameful conduct that denies human dignity, destroys trust between player and coach and among players, and threatens the very existence of sport.

Violence must be eliminated from the sporting community to protect sport that people love and establish a healthy sporting environment for the future. Coaches, players and sport associations and organizations are responsible for protecting sport values and fulfilling the mission of sport in the 21st century by eliminating violence. In light of this, the signing organizations declare their intent to eliminate violence in sport as below.

●Players shall endeavor to eliminate violence from sport in a spirit of fair play, respecting their opponents as themselves and not engaging in or tacitly allowing any act of violence.

3 Sport associations and organizations

●Sport associations and organizations have a duty to be aware of the cultural value and mission of sport and to protect the rights and interests of players. They should take an active part in promoting sport with due consideration for enhancing players' mental and physical health as well as their safety. In this respect, they shall be aware that violence in sport infringes on the rights and interests of players.

●Sport associations and organizations shall endeavor to eliminate violence by ensuring operational transparency and strengthening governance. Towards this end, they shall conduct fact-finding surveys and causal analyses of violence in their associations and organizations. They are required to establish guidelines, training programs, etc. on organizational operations and the elimination of violence while offering consultation services.

Sport is indispensable to human health and cultural activities. Among the many benefits, sport furthers young people's education, maintains and enhances human mental and physical health, gives people a sense of purpose, and promotes interaction within communities. The flourishing of global athletic events like the Olympics and Paralympics demonstrates the potential for international peace and human exchange through sports. In fact, the Olympic Charter declares that the practice of sport is a human right and that mutual understanding based on a spirit of fair play can tolerate no violence of any kind.

Nonetheless, acts of violence have persisted in sport activities in Japan. Undeniably, there have been times and situations where violence was tacitly approved. We have to seriously accept the fact that coaches have sometimes used force in the name of rigorous training. Coaches must recognize the importance of supporting the voluntary activities of players. They need to fully explain to the players the objectives of their training techniques and what benefits the players can expect. They must also endeavor to make sure that players are able to pursue sport voluntarily.

Under this declaration, Japan's coaches, players and sport associations and organizations must work together as one to eliminate violence from sports.

Those of us living today bear the responsibility for the future of sport. Knowing this, we who are concerned with sport must eliminate violence that undermines sport values and speak about the virtues of sport as a universal human cultural asset.

Note: Abridged version

1 Coaches

●Coaches shall be aware that sport is a valuable cultural asset for humans and that violence contradicts sport values, infringes on human rights and deprives people of sport opportunity, which is a fundamental right of all people.

●Coaches shall be aware that coercion or forcing obedience through violence is not conducive to developing outstanding athletes or teams and shall reject the notion that violence is a necessary evil in coaching.

●Coaches shall consider the needs and nature of players, foster the ability of players to think and judge for themselves, and at all times communicate with the players in a relationship of trust.

●Coaches shall foster not only their players' athletic skills, but their all-round development and education as well, and shall strive to nurture sportspersons with a spirit of fair play to help them take on the mission of sport in the 21st century.

2 Players

●Players, especially athletes, shall be aware of sport values. By respecting and expressing those values, they shall be reminded that they enjoy an independent position to offer people joy, inspiration and excitement and that they are expected to embody the universal human cultural asset of sport.

Note: This declaration was adopted unanimously on 25th April 2013, by sport delegates to the Forum for Rooting Out Violence from Sport representing the five organizations of the Japan Sport Association, namely the Japanese Olympic Committee, Japanese Para-Sports Association, All Japan High School Athletic Federation, and Nippon Junior High School Physical Culture Association.

Strategic publicity leveraging digital technology

Strategic Publicity Activities

Disseminating Sport Information via Websites, social media and Publications

Website

We present the future direction of JSPO, our organizational structure and ongoing programs together with the latest information and topics on a timely basis.



Official Website

SNS

Our official social media quickly release the latest information as well as videos for people to have a better understanding of our activities.



Twitter



Facebook



YouTube

JSPO Plus

JSPO Plus posts interviews with athletes, sport columns and hot news of the sporting community from our own point of view to communicate our thought that sport can add happiness to daily life. We hope that the variety of information on JSPO Plus will serve as a platform for people to take an interest and feel closer to sport or to discover something new about sport.



JSPO Plus

Sport Japan

Sport Japan is an information magazine for all those concerned with sports, including coaches, junior sport clubs and comprehensive community sport clubs.

It presents useful training methods and sport-related medical and scientific information, reports on activities around Japan, sport-related news from Japan and abroad, and JSPO activities, and more in a timely manner.



Sport Japan

- Issued 6 times annually on the 10th of odd months. (Normally 4 regular issues and 2 special issues with increased number of pages)
- Price: Regular Issue 550 yen, Special Issue 1,100 yen (+tax)

JSPO Sport News and JSPO Fair Play News

These are noticeboard newsletters for primary, junior high and special-needs school students nationwide. JSPO Sport News picks up high-profile topics, and JSPO Fair Play News provides content for children to think about the spirit of fair play through sport.



JSPO Sport News



JSPO Fair Play News

JSPO Archive

The archive contains many important documentary materials on the Japanese sport history and also items donated by related organizations. The archive is open to the public and you are more than welcome to visit! (Visitors are requested to make a reservation at least one day in advance. No borrowing is permitted.)

- Place: JAPAN SPORT OLYMPIC SQUARE 12F
 - Opening days: Monday, Wednesday, Friday (Closed on public holidays)
 - Opening times: 10:00 am – 12:00 pm and 1:00 pm – 4:00 pm
- Note: Visitors are requested to make a reservation at least one day in advance.

Organization Chart of the Japan Sport Association



Former Presidents



Council

Board of Directors

- General Planning Committee
- Finance Committee
- Ethics and Compliance Committee
- Affiliation Organization Judgement Committee
- Awarding Honors Committee
- Branding Strategy Committee
- National Sports Festival Committee
- International Exchange Committee
- Sports Masters Japan Committee
- Women's Sport Committee
- Coach Development Committee
- Sport Medicine and Science Research Committee
- Anti-doping Committee
- Community Sport Clubs Promotion Committee
- Japan Junior Sport Clubs Association (JJA)

Secretariat

- General Administration Department
 - General Administration Division: Articles of incorporation and other regulations / Council and Board of Directors / Building management / Officers / Governance, compliance / Integrity membership / Contact, and coordination related with sport policies / Planning and evaluation of programs for sport promotion measures / Compliance screening, etc
 - Human Resources Division: Human affairs / Personnel evaluation / Attendance management / Welfare program / Stretch goal program / Honors and awards
- Finance Department
 - Finance and Accounting Division: Budgetary preparation and implementation / Subsidies and donations / Statements / Procurement and contracts / Asset management, etc
- Counseling Office for Victims of Violence, etc: Rooting out abusive behavior, etc. / Operation of Counseling Offices for Victims of Violence, etc. / Gathering, analyzing and providing information on abusive behavior, etc. / Coordination with Counseling Offices for Victims of Violence, etc. run by member associations, etc
- Branding Promotion Department
 - Marketing Division: Campaigns / Trademark and symbol management / Marketing for each operating activity / Planning and implementing sport information systems, etc
 - Public Relations Division: Planning and implementation of public relations activities / Contact and coordination with news organizations / Newsletter publication / Protection and management of personal information
- Innovation Promotion Office: Promoting innovation / Planning and preparing new operations / Gathering, analyzing and providing information related to new operations
- Sport Promotion Department
 - National Sports Festival Division: Organizing and managing the National Sports Festival / Planning operations and proposals for the National Sports Festival / Coordinating with host areas and sport associations / Fostering, supporting, gathering information on athletes to take part in the National Sports Festival, etc. / Coordinating and cooperating with member associations for fostering athletes, etc
 - International Affairs Division: International exchange with neighboring Asian countries and international exchange activities not handled by other departments / Gathering, analysis and distribution of international sporting information / Support related to the Tokyo Olympic and Paralympic Games, etc
 - Domestic Communications Division: Promotion of lifelong sport / Hosting Sports Masters Japan / Cooperation with hosting of sporting ceremonies / Promotion of girls' and women's sport, etc
- Coach Development Department
 - Coach Development Division: Coach Development / Qualification transfers and exemptions / Trainee management / Coordination with member associations, etc
 - Coach Assistance Division: Accrediting, registration and management of certified sports coaches / Organizing, utilizing and training of certified sports coaches / Inspection and approval of applied courses / Management of general insurance system for coaches, etc
- Sport Science Laboratory: Research, surveys and the provision of information relating to sport medicine and science / Anti-doping education and enlightenment activities, etc
- Community Sport Clubs Promotion Department
 - Junior Sport Clubs Division: Production of plans for fostering junior sport clubs / Nurturing and training instructors and leaders / Registration Management / Nurturing organizational structures and training parent organizations / Popularizing children's exercise games
 - Community Sport Clubs Support Division: Fostering and supporting activities of community sport clubs / Activities of advisors to foster community sport clubs / National Council of Comprehensive Community Sport Clubs / Strengthening the organization and governance of sport clubs, gathering and providing information / Supporting the activities of intermediate sponsoring organizations / Reforming sport club activities

JSPO's Registered Trademarks and Symbols

JSPO owns the trademarks and symbols shown below. Member associations, public sector regional organizations, etc. may use them free of charge in their sport promotion activities. The trademarks and symbols are also available on a fee basis, as specified separately, in cases of commercial use. In either case, the JSPO's prior approval is required. You are welcome to use these trademarks and symbols in your activities!

Please visit our website for use of trademarks and symbols

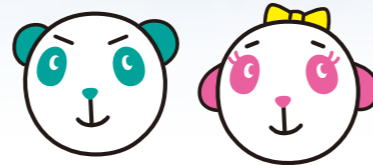
JSPO



Fair Play Campaign



Fair Play Campaign mascots



Junior Sport Club



National Sports Festival



Logo for
National Sports Festival
国民体育大会
国体
NATIONAL SPORTS FESTIVAL

SPORTS MASTERS JAPAN



SPORTS MASTERS JAPAN Sports (13 kinds)



Logo for
SPORTS MASTERS JAPAN
日本スポーツマスターズ
SPORTS MASTERS JAPAN

Community Sport Clubs (SC)



JSPO OFFICIAL LICENSE



Literation for
JSPO OFFICIAL LICENSE
日本スポーツグランプリ

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JSPO promotes sport with the generous assistance of the following organizations and partner corporations of the Sport Active Partner Program:

Supporting Organizations and Partners in the 2020 Fiscal Year



JKA Foundation

- National Sports Festival
- Sports Masters Japan
- JSPO Management Forum



Japan Owners' Association

- Sport information system management
- Support for National Sports Festival



Japan Sport Council Sport Promotion Fund

- National Junior Sport Program and friendship tournaments in each sport (Rubber Baseball, Kendo, Volleyball) (cancelled)

Japan Sport Council Sport Promotion Lottery (toto)

- Establishing Comprehensive Community Sport Clubs
- Furthering self-sufficiency of Comprehensive Community Sport Clubs
- Assigning Managers for Comprehensive Community Sport Clubs
- Assigning Club Advisors
- Junior Sport Forum (cancelled)
- Promoting Active Child Program for children from young age
- Club Network Action 2020 Meeting in Regional Blocks
- Senior Leader School (cancelled)
- Leadership Action 2020 (cancelled)
- Awareness promotion for optimal sexual diversity including LGBT
- Nurturing Club Managers
- Nurturing Athletic Trainers
- Nurturing Sports Doctors
- Nurturing Start Coach Instructors (cancelled)
- Information magazine for sports instructors
- Distributing sport news
- Providing information to Comprehensive Community Sport Clubs
- Educational and awareness activities for Anti-doping



Sports Safety Association

- Inter-block competitions of Junior Sport Clubs
- Support for Comprehensive Community Sport Clubs



Mizuno Sports Promotion Foundation

- JSPO
- Comprehensive block-based tournaments
- Sports Masters Japan 2020 Ehime
- Sports Day Commemorative Events
- Nurturing and promoting activities of Comprehensive Community Sport Clubs
- 2021 National Conference for enhancing Lifelong Sport and Physical Strength



Mitsubishi Yowakai Foundation

- National Sports Leaders Liaison Conference (Note: Since all programs were cancelled in FY2020, we did not have any applicants.)



Kozuki Foundation

- National Sports Festival (postponed)
- National Sports Festival Winter Games

Yonex Sports Foundation

- National Junior Sport Program and friendship tournaments in each sport (Rubber Baseball / Volleyball) (cancelled)

Note: The above shows the assistance provided by supporting organizations and partners in fiscal 2020.

2021 Sport Active Partner Program Official Sponsors

Official partners



大塚製薬



Official suppliers



日本体育施設

PRTIMES

