

The **JOC** 2014
J O C A C T I V I T I E S

CONTACT
JAPANESE OLYMPIC COMMITTEE

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Photo by Aflospor, AP/Aflo, Reuters/Aflo, Shugo TAKEMI

Japanese Olympic Committee



Activities of the Japanese Olympic Committee

Mission

The JOC's mission lies in urging all people to participate in sports, cultivating athletes with sound minds and bodies, and strongly promoting the Olympic Movement. Using the Olympic Games to allow humankind to flourish, to elevate culture, and to keep the flame of world peace alight forevermore is precisely the mission of the JOC.

Objectives

As a National Olympic Committee (NOC) constituted in accordance with the Olympic Charter and the ideals of Olympism, the JOC aims to contribute to the promotion of sport by supporting the Olympic Movement, which serves the cause of preserving world peace and developing international goodwill through sport, and by developing and strengthening athletes in Japan.

Activities

The JOC identifies the following two activities as its major policies: sending athletes to the Olympic Games and to other international competitions; operating events, services to promote the Olympic Movement, and operating various activities developing and strengthening athletes.

Greeting

The history of the JOC reflects the course of the Olympic Movement in Japan.

The JOC began in earnest when Kano Jigoro, the founder of Kodokan judo, accepted an appointment to the International Olympic Committee (IOC) as a committee member in 1909. Due to the realisation of Kano's passion for the advancement of sports and Japan's participation in the Games of the V Olympiad in Stockholm 1912, the Japan Amateur Sports Association, Japan's first organized sports body with the functions of a National Olympic Committee (NOC) was established in July 1911.

Since then, as the sole NOC in Japan constituted in accordance with the Olympic Charter, the JOC has been improving the promulgation and edification of the Olympic Movement and Japan's international sports competitiveness, as well as sending a Japanese Delegation to international competitions including the Olympics, and has been using the Olympic Movement to continuously contribute to the advancement of sports and to international and Japanese society. With a hundred-year history since its establishment, the JOC is making great strides toward the next hundred years.

Notably, it has attained huge accomplishments in the spheres of international sports competitiveness and the Olympic Movement, having succeeded in hosting three Olympic Games: the TOKYO 1964 Olympic Games; the SAPPORO 1972 Olympic Winter Games and the NAGANO 1998 Olympic Winter Games.

While Japan was obliged not to participate in the MOSCOW 1980 Olympic Games due to the Cold War, in 1989 the JOC achieved its independence from the Japan Amateur Sports Association. As the sole NOC in Japan in name and in reality, it is carrying out its activities based on two pillars: the improvement of Japan's international sports competitiveness centred on developing and strengthening athletes; and to develop, promote and protect the Olympic Movement.

The Japanese national team won an all-time record of 38 medals at the 2012 London Olympics. In appreciation for the support, a parade was held in Ginza, Tokyo after the Games, and 500,000 well-wishers came to celebrate the medalists. It was then that I felt the high level of people's interest in sports, power of sports and the breadth of the Olympic Movement. I'm confident that this power led to Tokyo's successful bid to host the 2020 Olympic and Paralympic Games.

A clear goal called the Tokyo 2020 Olympic and Paralympic Games has been set. Along with further enhancing Olympic Movement activities and their sustainable development even after 2020, we will establish measures for the improvement of athletes' competitiveness and vigorously work towards the attainment of the JOC's mission and objectives.

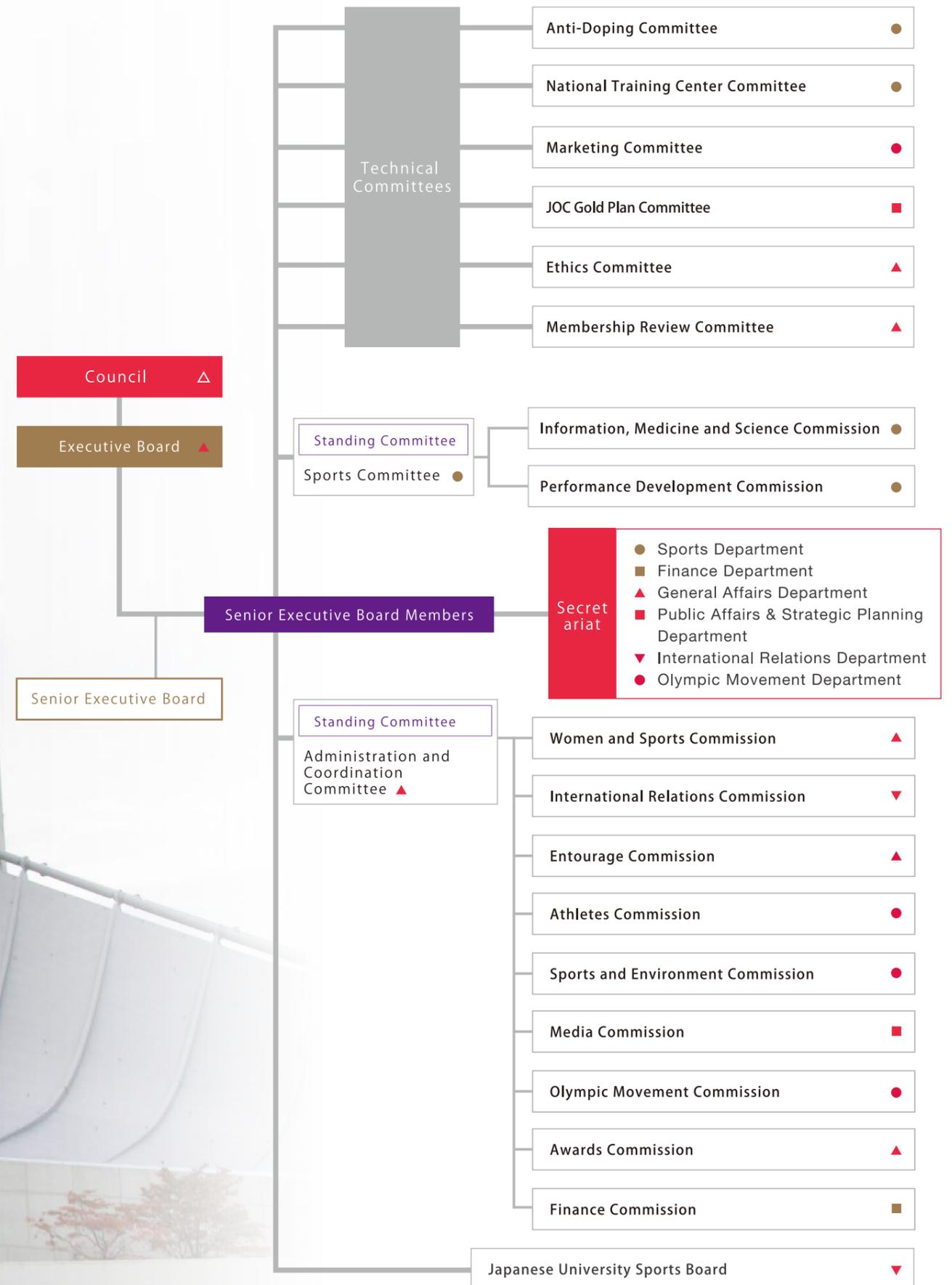
I sincerely hope for your continued support for the JOC and its activities.

竹田恒和

Tsunekazu TAKEDA

President, Japanese Olympic Committee
Member, International Olympic Committee

JOC Organizational Chart



Olympic Movement Activities

As it ought to be, the fundamental policy regarding the activities that the JOC conducts for the promotion of the Olympic Movement aims for the continuous creation of promotional mechanisms from a long-term perspective. From a grassroots perspective that aims for long-term rather than the temporary development of activities to promote the Olympic Movement, the JOC strives for individual measures to work in tandem and seeks to raise the public's level of interest especially during times aside from the year when the Olympic Games are held.

Interactions with Olympians

This is a grassroots endeavor that propagates the bonds and the sense of unity formed through direct interactions of Olympians and young people aspiring to be future Olympians, and conveys the Olympic value.

◆ Olympic Day Run

With the JOC as its main organizer in Japan, the Olympic Day Run is held every year throughout the country, having had approximately more than 450,000 participants since 1987. The purpose of this event, which mainly comprises a 2km-4km fun run that is accessible to all; is to spread understanding about the joy of sports and the fundamental mission of the Olympics by giving ordinary people the opportunity to run alongside Olympians.



◆ Olympic Classes

The JOC considers the promulgation of the Olympics and its value fitting, therefore, with the intention of the prior edification of second year junior high students towards their third year studies, Olympic classes are held for these students with Olympians who embody the Olympics as its teachers.



◆ Parent and Child Olympic Camp

Aimed at households, this is a program that allows parents and children to experience the importance of working hard and feel a sense of accomplishment by trying out various activities together with Olympians while being surrounded by nature.



◆ Workshop for Olympians

To further contribute to its Olympic Movement activities, the JOC conducts workshops wherein Olympians who have participated in "Interactions with Olympians" learn about Olympism and the Olympic value anew.



Public Relations Promotion Operations

The JOC provides various information about sports including the Olympic Games through numerous channels such as the “OLYMPIAN”, a PR Magazine; the JOC’s official website (<http://www.joc.or.jp>); the JOC’s Facebook page and various seminars.

◆ JOC’s official website / Social Networking Sites

Containing photos, text and video, the JOC’s official website disseminates various information regarding the Olympic Movement. In addition, its social media accounts are utilised for the transmission of even more effective content to result in further conversation among Facebook and YouTube users.

| A comparison of the number of hits during the Beijing and London Olympics

	Beijing	London
Page views	17,690,159	176,249,669
Number of visitors	1,875,741	10,269,954
Repeat visitor rate	28.9%	48.2%

*Aggregation period: For the Beijing Olympics, during the month of August 2008. For the London Olympics, the 24 days from 23 July, 2012 to 15 August, 2012.

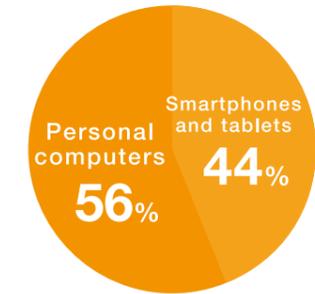
*The “Number of visitors” refers to the actual number of visitors (unique visitors) to the JOC’s official website.

*The “Repeat visitor rate” refers to the percentage of visitors who visited the JOC’s official website two or more times).

Repeat visitor rate
(percentage of visitors who visited two or more times)



Comparison of operating environments
personal computers, smartphones and tablets



| Facebook page

Aggregation period: (23 July, 2012 – 15 August, 2012) *From the week of the Games’ opening to the second day after the Games’ closing. (Japan time)

Number of unique viewers	Number of approximate total viewers	Number of views	Number of fans (as of 5 September)
4,538,259 viewers	12,944,317 viewers	14,967,466 views	380,455 fans

| YouTube video

Aggregation period: (23 July, 2012 – 27 August, 2012) *From the week of the Games’ opening

Number of views
416,249 views



“OLYMPIAN”, a PR Magazine

This in-house magazine is published once a year in two versions: a print version and a digital version. It introduces JOC’s main, relevant activities of the day at the time of publication. It also incorporates interviews and strives to have accessible content for readers.



Cultural Programs

◆ Olympic Concert

Open to all, the Olympic Concert is a concert that fuses Olympic Games video and classical music. With entertaining elements, this event is not only aimed at classical music fans but regular supporters of the JOC’s activities and the public may also attend.



◆ Painting, Drawing and Essay Contests

Responding to a call by the International Olympic Committee (IOC) for the integration of sports and culture and with the aim of deepening the understanding of the Olympic Movement, “OLYMPIC SPORT & ART CONTEST 2012”, an event co-organised by the non-profit organisation Japan Sports Arts Association (JSA), was held. It also doubled as an occasion for domestically pre-screening works slated for exhibition at international contests.



◆ “MY OLYMPIC” Radio program

“MY OLYMPIC” is a 5-minute radio program broadcasted on member stations of the Japan FM Network. Torino Olympics gold medalist Shizuka Arakawa serves as the program’s primary presenter. Aiming to make listeners feel closer to athletes, Olympians appear on the program, sharing their memories of past Games and their thoughts regarding endeavors in sports.

◆ Sports and Environmental Protection Activities

Sports cannot be enjoyed without a good global environment. In order to maintain a global environment where sports can be enjoyed forever, the JOC has established the “Sport and Environment Commission”. It promotes edification activities for the environment such as organising seminars regarding environmental protection, conveying messages about environmental protection through Olympians and teams and displaying posters and overhead banners in sports venues.



Other Olympic Movement activities

As part of its other Olympic Movement activities, the JOC hosts inauguration ceremonies and send-off parties that cheer on and create momentum for delegations of Japanese athletes sent by the JOC to international multi-sports competitions; as well as supporting the recovery of areas affected by the Great East Japan Earthquake and others.

◆ Inauguration ceremonies / send-off parties for delegations of Japanese athletes

The JOC hosts inauguration ceremonies and send-off parties for the delegations of Japanese athletes sent to the Olympic Games, the Youth Olympic Games, the Asian Games, the East Asian Games, the Universiade and others.

LONDON 2012



SOCHI 2014



Activities supporting recovery from the Great East Japan Earthquake

To try to bring back a smile those in areas affected by the Great East Japan Earthquake of March 2011 through the power of sports, the JOC has launched the “Gambare! Nippon!” Project which hosts charity concerts, an Olympic Day Festa in the affected areas and others - activities that support the people in the affected areas both materially and spiritually.

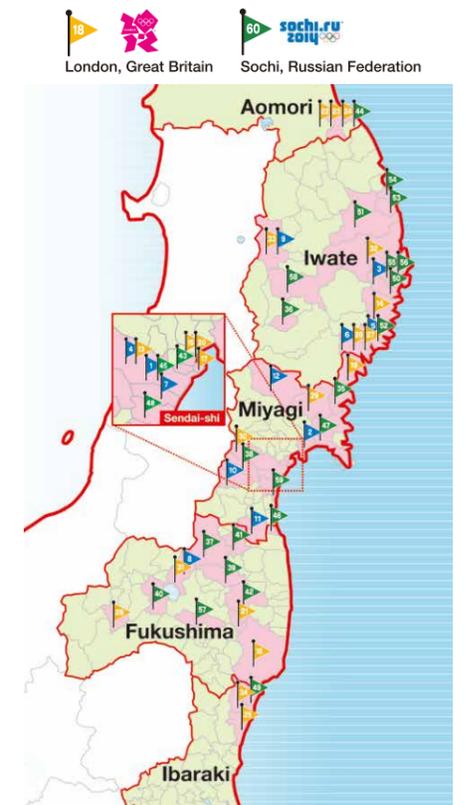
◆ Study Missions sent to the XXX Olympic Games (London 2012) and the XXII Olympic Winter Games (Sochi 2014)

With the support of the “TSUBASA” IOC Support Project, study missions have been dispatched to provide opportunities for promising young athletes living in prefectures affected by the disaster to personally experience international multi-sports competitions, in the hopes of having them contribute to sports activities and others in the future.



◆ Olympic Day Festa

As part of the JOC’s “Gambare! Nippon!” Project that supports the recovery of areas affected by the Great East Japan Earthquake, the Olympic Day Festa is an event that has been conducted since 2011. With the slogan “Bringing Smiles Through Sports”, this event conducts interactions of many Olympians and athletes with people from the affected areas in on Aomori Prefecture, Iwate Prefecture, Miyagi Prefecture, Fukushima Prefecture, and Ibaraki Prefecture through sports.



Activities regarding sending athletes

Participation in international multi-sports competitions promotes mutual understanding that transcends borders and ethnicities and also greatly contributes to world peace. The JOC creates composition policies per event, and selects a delegation fit to represent Japan. Along with sending these delegations to international multi-sports competitions including the Olympic Games, the JOC undertakes activities that support these delegations onsite.

▼ LONDON 2012

Period: 27 July - 12 August, 2012

Host: London and other cities / Great Britain

*This was the third time that London hosted the Games (the others were the 4th Olympic Games in 1908 and the 14th Olympic Games in 1948).

Number of people that compose the Japanese delegation: 518

*Breakdown: 137 male athletes, 156 female athletes, 225 personnel

*Chef de Mission: Haruki Uemura

*Deputy Chef de Mission: Seiko Hashimoto

*General Manager: Mitsuo Tsukahara

*Captain: Yukifumi Murakami (Men's athletics)

*Flag-bearer: Saori Yoshida (Women's wrestling)

Number of sports and events

302 events in 26 sports (previous Games: 302 events in 28 sports)
Japan's number of participated sports : 175 events in 24 sports

Record of the Japanese delegation

Gold medals 7 Silver medals 14 Bronze medals 17 = Total: 38

4th 5 5th 15 6th 7 7th 8 8th 7 = Total: 42

Total number of medallists and placers: 80

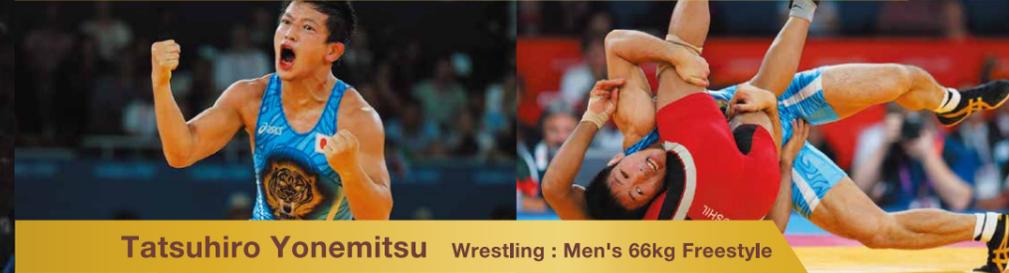
Japan won a record number of medals, and the number of medallists and placers is Japan's highest ever. Japan also placed 6th in the total medal count by country.



Ryota Murata Boxing : Men's Middle (75kg)



Kohei Uchimura Artistic Gymnastics : Men's Individual All-Around



Tatsuhiro Yonemitsu Wrestling : Men's 66kg Freestyle



Hitomi Obara Wrestling : Women's 48kg Freestyle



Kaori Icho Wrestling : Women's 63kg Freestyle



Saori Yoshida Wrestling : Women's 55kg Freestyle



Kaori Matsumoto Judo : Women's -57kg



Top 10 NOCs ranked according to the number of gold medals earned

Rank	London 2012		Beijing 2008		Athens 2004	
	NOC name	No. of gold medals	NOC name	No. of gold medals	NOC name	No. of gold medals
1	United States of America	46	People's Republic of China	51	United States of America	36
2	People's Republic of China	38	United States of America	36	People's Republic of China	32
3	Great Britain	29	Russian Federation	23	Russian Federation	27
4	Russian Federation	24	Great Britain	19	Australia	17
5	Republic of Korea	13	Germany	16	Japan	16
6	Germany, France	11	Australia	14	Germany	13
7			Republic of Korea	13	France	11
8	Italy, Hungary	8	Japan	9	Italy	10
9			Italy	8	Republic of Korea, Great Britain	9
10	Japan, Australia, Kazakhstan	7	France	7		

2012 JAPAN HOUSE



JAPAN HOUSE

During the Olympic Games, a “Japan House” was set up in the centre of the host city as a base for activities outside of the Olympic Village such as entertaining and offering hospitality to sponsors, international guests, and other concerned parties; having press conferences of the delegation of Japanese athletes, especially for medallists, and holding TV-viewing events of Olympic Games aimed at ordinary visitors who have come to see the Olympics.



London Olympics Medalists Parade

After the London Olympics, the Japanese Olympic Committee (JOC) hosted a parade on the 20th August, 2012 in Ginza, Tokyo to honour the Japanese Olympic team for winning 38 medals at the London 2012 Olympics, the most medals ever won. A total of 71 medalists including 7 gold medalists took part, smiling in response to a cheering crowd of about 500,000 people who packed the streets.

▼ SOCHI 2014

Period: 7-23 February, 2014

Host: Sochi / Russian Federation

Number of people that compose the Japanese delegation: 248

*Breakdown: 48 male athletes, 65 female athletes, 113 athletes, 135 personnel

*Chef de Mission: Seiko Hashimoto Deputy Chef de Mission: Toshimasa Furukawa General Manager: Hidehito Ito

*Captain: Noriaki Kasai (Men's Ski Jumping)

*Flag bearer: Ayumi Ogasawara (Women's Curling)

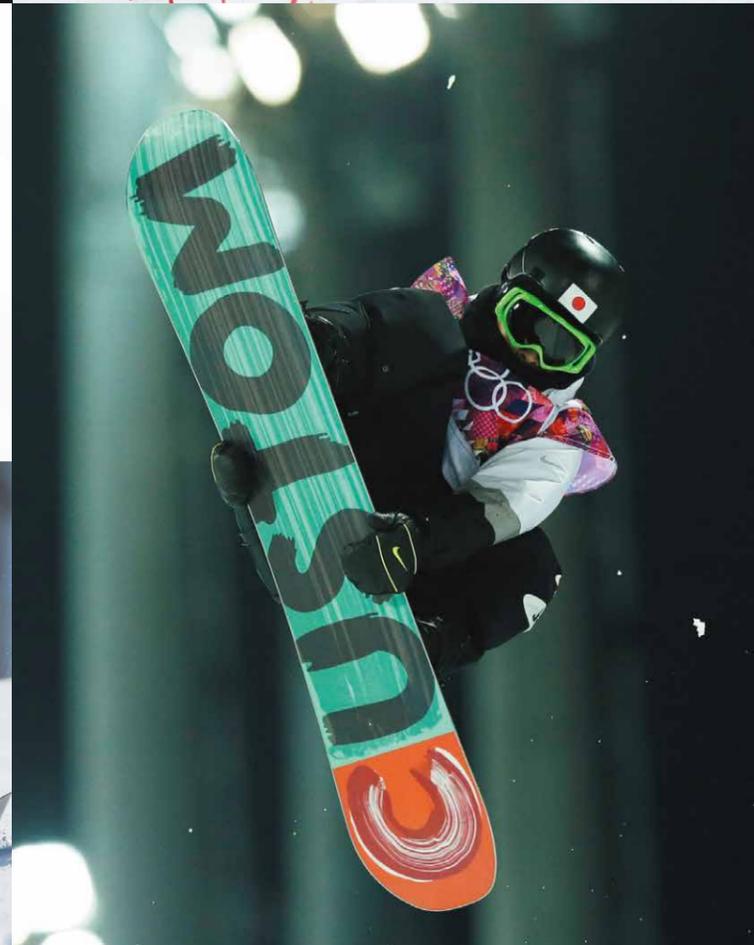
Number of sports and events:

98 events in 7 sports (previous Games: 86 events in 7 sports)
Japan's number of participated sports : 60 events in 7 sports

Record of the Japanese delegation:

Gold medals **1** Silver medals **4** Bronze medals **3** = Total: **8**
4th **3** 5th **8** 6th **4** 7th **1** 8th **4** = Total: **20**

Total: **28**



Ranking based on the number of medals won by National Olympic Committees (NOC)

Sochi 2014						Vancouver 2010					
Rank	NOC name	No. of gold medals	No. of silver medals	No. of bronze medals	Total	Rank	NOC name	No. of gold medals	No. of silver medals	No. of bronze medals	Total
1	Russian Federation	13	11	9	33	1	Canada	14	7	5	26
2	Norway	11	5	10	26	2	Germany	10	13	7	30
3	Canada	10	10	5	25	3	United States of America	9	15	13	37
4	United States of America	9	7	12	28	4	Norway	9	8	6	23
5	Netherlands	8	7	9	24	5	Republic of Korea	6	6	2	14
6	Germany	8	6	5	19	6	Switzerland	6	0	3	9
7	Switzerland	6	3	2	11	7	People's Republic of China	5	2	4	11
8	Belarus	5	0	1	6	8	Sweden	5	2	4	11
9	Austria	4	8	5	17	9	Austria	4	6	6	16
10	France	4	4	7	15	10	Netherlands	4	1	3	8
17	Japan	1	4	3	8	20	Japan	0	3	2	5



High Performance Operations

With the aim of getting more medals in international multi-sports competitions including the Olympics, the JOC's Training Operations develop various activities such as supporting not just athletes but coaches and trainers, providing sports facilities, conducting studies and gathering data; activities which help athletes so that they can deliver high levels of competitiveness.

Training top athletes

- Training camp operations
- Study and research operations
- International sports exchange operations

Strengthening coaches / trainers and sports federations

- Strengthening coaching abilities
 - Coach conferences
 - Providing top-notch foreign coaches
 - Staff conferences
- Overseas training operations for sports coaches and trainers

Academy Operations

- JOC Elite Academy Program
- JOC Career Academy Program
- International Sports Leadership Academy Program
- JOC National Coach Academy Program



Strengthening top athletes

Training camp operations

To further strengthen athletes at the top level, the JOC conducted training camps in Japan and overseas.



Study and research operations

To manage the everyday health and condition of athletes who are hopeful for the Olympics, the JOC provided an environment where they could receive medical support which included health check-ups and measurements of physical fitness.



International sports exchange operations

Through exchanges with the foreign athletes and teams at the top level, the athletes gained actual experience and their competitiveness was improved.

	Fiscal year 2012	Fiscal year 2011	Fiscal year 2010
Teams sent	45 sports / 390 events / 5,106 people	40 sports / 359 events / 5,153 people	42 sports / 320 events / 4,454 people
Teams invited	14 sports / 29 events / 927 people	12 sports / 24 events / 617 people	10 sports / 21 events / 754 people
Exchange	14 sports / 32 events / 869 people	14 sports / 32 events / 804 people	14 sports / 32 events / 840 people

Strengthening coaches / trainers and sports federations

Strengthening coaching abilities (coach conferences)

The JOC provided national coaches and assistant national coaches, striving to enrich the athlete training systems of sports federations. In addition, conferences were held to improve training and coaching abilities, and to enrich training and coaching systems through activities such as bilateral training and information exchange among each sport's training teams.



Strengthening coaching abilities (providing top-notch foreign coaches)

Striving for the adoption of top-calibre training and coaching methods, the foreign coaches at the top level were invited and brought in.

Strengthening coaching abilities (hosting staff conferences and others)

Along with aiming for the familiarisation of training staff (coaches, medical personnel, management, etc.) including each sports federation's training officials with the JOC's Sports Committee basic policies, the JOC instructed each sports federation to conduct proactive initiatives towards the improvement of their international sports competitiveness. The JOC also promoted cooperation among various sports.



Overseas training operations for sports coaches and trainers

By sending people with abundant experience in sports such as Olympic medallists and others overseas for a certain period of time, the JOC strived for the cultivation of future trainers and coaches, the improvement of international sports competitiveness and the expansion of sports' base.



Academy Operations

JOC Elite Academy Program

The JOC discovers young athletes from all over Japan with remarkable innate abilities and nurtures top athletes who can achieve good results in international competitions such as future Olympic Games under a consistent training system provided by sports federations.



JOC Career Academy Program

The JOC conducts workshops and counselling to support top athletes to overcome various career transitions from their active period until after their retirement. This program also aims to help top athletes to develop as role models for many other athletes and to offer the diverse skills they have acquired while playing sports to back to the society after retirement.

International Sports Leadership Academy Program

The JOC implements this program with the aims of training global citizens focused on organisational, human and financial strengths which are indispensable to the improvement of international sports competitiveness; and cultivating young people who can succeed in the international arena in the future.



JOC National Coach Academy Program

The JOC National Coach Academy Program offers various programs utilising the National Training Centre for the cultivation of world-class coaches and trainers, and enhancement of the qualities of trainers, coaches and those involved in training.



AJINOMOTO NATIONAL TRAINING CENTER

● AJINOMOTO NATIONAL TRAINING CENTER (NTC)



The forging of future talent and experience at international events involves competing, learning and improving together to exceed limitations and go beyond the ordinary. This place is where athletes from various sports come together for the purpose of gaining victory. Coaches, trainers, nutritionists and various staff members who support athletes struggle together armed with their own specialties. This is where diverse specialists come together towards the same goal.

A training environment that meets global standards, the application of information, medicine and science in cutting-edge technologies, and an academic environment that continues to cultivate youth and current athletes and instructors are all for that moment of victory. This is where they take off to the athletic summits of the world.

The strong desire for victory, the companions struggling together and the best environment become one.

● Japan Institute of Sports Sciences (JISS)



Through advanced research involving the sports sciences, medicine, and information, and taking advantage of the excellent modern facilities and equipment, expert groups of researchers in various fields and medical doctors collaborate to offer support to improve Japan's performance in international competitions.



● AJINOMOTO NATIONAL TRAINING CENTER

	Wrestling	1,161㎡ Six official-size wrestling mats
	Weightlifting	405㎡ Fourteen platforms
	Boxing	244㎡ Two official-size boxing rings
	Judo	1,804㎡ Six official-size judo mats
	Table tennis	1,546㎡ Ten official-size table tennis courts
	Handball	2,047㎡ Two official-size handball courts
	Basketball	1,720㎡ Two official-size basketball courts
	Artistic gymnastics	2,048㎡ Equipped with apparatuses for all official Olympic events
	Volleyball	1,723㎡ Two official-size volleyball courts
	Badminton	1,509㎡ Ten official-size badminton courts

	Track and Field	22,000㎡ Enables training for various sports besides athletics
	Indoor tennis court	3,416㎡ Four official-size tennis courts

● Japan Institute of Sports Sciences

	Rhythmic gymnastics and trampoline hall	1,360㎡ Two official-size rhythmic sports gymnastics mats and eight trampolines
	Swimming pool	1,883㎡ 50 m x eight courses (0 to 2 m deep)
	Synchronized swimming pool	1,339㎡ 30 m x 25 m (3 m deep)
	Shooting training range	294㎡ Four shooting places
	Archery experimental and training facility	381㎡ Maximum range of 90 m with four targets
	Fencing	699㎡ Eleven pistes

● Athlete's Village

	Athlete's Village	17,925㎡ Accommodates 448 people
	Kachimeshi Shokudo	150㎡ 260 seats

Event-Specific Affiliated NTC Facilities

With regards to sports that the National Training Center is not equipped for, and with regards to high-altitude training facilities, the National government has designated existing facilities within the country to partner themselves with the National Training Center to form a network of facilities.



High-Altitude Training

1 Hida Ontake Kougen Highland Sports Training Area
High-altitude training

2 Zao Bodaira Athlete Village
High-altitude training

Water Sports

1 Toda Park Boat Course & Toda Boathouse
Rowing

2 Wakayama Sailing Center
Sailing

3 Kibagata Canoe Course
Canoe

Winter Sports

1 Sapporo Jump Stadium (Okurayama, Miyanomori)
Ski (Ski Jumping)

2 Hakuba Ski Jumping Stadium and Hakuba Cross Country Stadium
Ski / Nordic Combined

3 M-Wave Nagano Olympic Memorial Arena
Skating (Speed Skating)

4 Meiji Hokkaido Tokachi Oval (Obihiro no Mori Indoor Skating Rink)
Skating (Speed Skating)

5 Chukyo University Aurora Hall
Skating (Figure Skating)

6 Teisan Ice Skate Training Center
Skating (Short track Speed Skating)

7 Tomakomai City Hakucho Arena
Skating (Ice Hockey)

8 Spiral Nagano Bobsleigh Luge Park
Bobsleigh and Luge

9 Karuzawa Ice Park
Curling

10 Nishioka Biathlon Stadium
Biathlon

Outside Sports

1 J-GREEN Sakai
Soccer

2 Gifu Prefectural Green Stadium
Hockey

3 Japan Cycle Sports Center
Cycling

4 Gotenba Horsemanship and Sports Center
Equestrian

5 Nagatoro Shooting Range
Shooting-Rifle

6 JSDF Physical Training School
Modern Pentathlon

7 Tsumagoi
Archery

8 Kumagaya Sports Culture Park
Rugby

Specific Affiliated NTC Facilities

Marketing Operations

With regards to hosting the Olympics, the IOC has established a marketing framework called “Joint Marketing” to steer the Games to success. Striving for the creation of an even more simple and unified marketing framework and with the aim of preventing overlapping, identical marketing activities utilising Olympic images, Joint Marketing integrates marketing activities of the organising committee to be established that will manage the

Olympic Games and the marketing activities of the National Olympic Committee within the host country. Thus, the marketing activities conducted by the JOC will be integrated into the Tokyo Organising Committee of the Olympic and Paralympic Games (TOKYO 2020)’s marketing program. For this reason, the 2013-2016 JOC Marketing Program will end on December 31, 2014.

2013-2014 JOC Partners

The following corporations are JOC’s partners as of June 2014, based on the 11th JOC Marketing Program that commenced on January 1, 2013.

Worldwide Partners



JOC Gold Partners



JOC Official Partners



JOC Official Ticketing Management



JOC Official Travel Agency

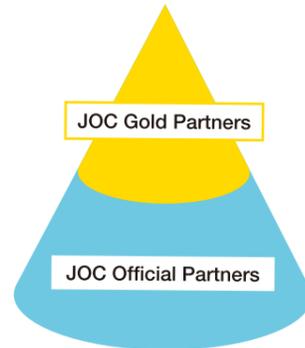


JOC Media Partners



Common rights

- A Right to use JOC official designation
- B Right to use JOC marks



Gold Privileges and Rights

- C Right to use the images of JOC’s Symbol Athletes
- D Partner logo exposure rights in teams’ press conferences at the Japan House

A B



C A JOC Gold Partners may use the images of JOC’s Symbol Athletes in the advertising and sales promotion of products and services in the contracted category.



*JOC Symbol Athletes are athletes who agree with the JOC’s mission and are commissioned by the JOC based on their achievements, popularity and others to cooperate in marketing activities as the face representing all of Japan’s athletes.

D



JOC Partner Recognition Advertising

Timed on even more effective occasions, the JOC has published JOC Partner Recognition ads with logo marks of JOC Partners in newspapers and others during some years. This has contributed to wider awareness of JOC Partners, the promotion of the Olympic Movement and the development of Olympic momentum.

January 9, 2012, The Yomiuri Shimbun



April 2, 2012, DENTSU HO and others



April 18, 2012, The Yomiuri Shimbun



June 23, 2012, The Yomiuri Shimbun



July 27, 2012, The Yomiuri Shimbun



August 14, 2012, The Yomiuri Shimbun



June 23, 2013, The Yomiuri Shimbun



Advertising campaigns conducted by the following JOC Partners:

Asahi Breweries, Ltd.



Toyota Motor Corporation



NTT DOCOMO, INC.



Nippon Life Insurance Company



Tokio Marine & Nichido Fire Insurance Co., Ltd.



Ajinomoto Co., Inc.



GREE, Inc.



Newly chosen host city Tokyo prepares for Tokyo 2020 Olympic and Paralympic Games

At the 125th IOC Session held in Buenos Aires (Argentina), Tokyo was chosen as the host city of the Olympic and Paralympic Games in 2020. Since then, the JOC, the Tokyo Metropolitan Government, the Japan Paralympic Committee (JPC) and the Tokyo Organising Committee of the Olympic and Paralympic Games have launched administrative operation plans for the Games involving the entire country and relevant organisations, and are collaborating closely with the IOC and IPC.



– The Games of the XXXII Olympiad

Period : 24 July – 9 August 2020



– Tokyo 2020 Paralympic Games

Period : 25 August – 6 September 2020

Discover Tomorrow

Tokyo 2020 will deliver dynamic celebration and global inspiration. It will unite the power of the Olympic and Paralympic Games with the unique values of the Japanese people and the excitement of a city that sets global trends. And will guarantee superb Games that help to promote the Olympic Values for new generations in this challenging and fast-changing era for sport.



The Tokyo Organising Committee of the Olympic and Paralympic Games (TOKYO 2020)

Over the next six years, TOKYO 2020 will collaborate and build a partnership of trust with the IOC, IPC, IFs, IPSFs, NFs, NOCs and other key stakeholders.

The organising committee will ensure that the Tokyo 2020 Games will be a great success for the athletes, members of the Olympic Family and for visitors from around the world.



Established on : 24 January 2014



1st IOC Coordination Commission visit (June 2014)



1st IOC Coordination Commission visit (June 2014)



Compliance and Governance

The JOC is an affiliated organisation of affiliated National Sports Federations and is an organisation mainly composed of National Sports Federations. Therefore, frequently occurring cases of misconduct committed by affiliated organisations can also be regarded as cases of misconduct committed by the JOC. For athletes, the JOC which is primarily comprised of sports federation is an accessible organisation; and the JOC regards affiliated organisations' self-strengthening of compliance and governance with the aim of eradicating misconduct as something demanded by athletes and society. In order to meet this expectation, the JOC and affiliated federations are putting "Mutual Welfare and Benefit" into practice, a concept in judo formulated by Kano Jigoro, the founder of the JOC.

In response to successive acts of violence in sports, the JOC has enacted regulations for handling reports and consultations regarding violence and has established a report and consultation hotline towards the elimination of violence in sports.

According to the Olympic Charter, the role of the International Olympic Committee (IOC) is "to encourage and support the promotion of ethics in sport as well as education of youth through sport and to dedicate its efforts to ensuring that, in sport, the spirit of fair play prevails and violence is banned"; and the IOC calls on National Olympic Committees "to take action against any form of discrimination and violence in sport".

Wishing to preserve athletes' dignity as well as the dignity of sports in Japan, the JOC, together with each sports federation, exerts the utmost effort to continuously revert to the fundamental understanding of wiping out violence from sports activities as a main pillar of its Olympic Movement activities towards the elimination of violence in sports.

As one of its measures, the JOC has enacted regulations for handling reports and consultations and has established a report and consultation hotline.

The major elements of the above-mentioned measure are the following seven items:

- 1 Establish a report and consultation hotline in a solicitor's office.
- 2 Keep the user's confidentiality and take due care in preventing prejudice against the user.
- 3 If grounds are shown that the report is true, the report may also be given anonymously and accepted as such.
- 4 Users who may use the hotline are JOC-certified athletes appointed for training for the Olympics, staff members entrusted with training, executives and regular employees of the JOC and JOC-affiliated organisations and anyone of the above-mentioned possible users who has lost his or her position / status but two years have not passed since he or she lost it.
- 5 The contents of the reports and others covered are violations of JOC and JOC affiliated organisations' laws and regulations, verbal abuse, violent acts including intimidation and others, power harassment, sexual harassment and others.
- 6 Take corrective and preventive measures after a necessary decision has been made if it is clear that a wrongful act was committed based on a fact-finding investigation.
- 7 If there is truth to the contents of the report, after taking necessary measures, release the contents of the report, findings, corrective measures and others while giving consideration to keeping confidentiality.

In regard to the JOC

☑ Consolidation of a code of ethics and the establishment of an Ethics Committee

The JOC has already stipulated teams' code of conduct and others, and has elucidated responsibilities, conduct with discipline and crisis management. Since then, it has further set down specific conduct guidelines; and established a code of ethics clearly specifying the process of handling the issue of compliance and a committee to deliberate cases. Following bringing the IOC Code of Ethics and the initiatives of the IOC Ethics Commission, the JOC will construct an organisational framework capable of making a well-balanced response to society's demands.

☑ Establishment of an athlete station (report and consultation hotline)

The JOC protects the rights and interests of those engaging in sports; and it and creates opportunities for people to familiarise themselves with sport in an environment of fairness. It will endeavour to detect, correct and prevent the recurrence of power harassment including acts of violence, sexual harassment, other wrongful acts and others in sports.

☑ Placement of a person in charge of inspections within the Compliance Enhancement Department

The JOC has already organised inspection teams within the Sports Department and the General Affairs Department, and is implementing inspections of member organisations' subsidiary enterprises but because the inspections are being conducted by persons who concurrently serve as secretariat staff, the JOC will consider the placement placing a full-time person in charge of inspections with specialised knowledge, regularly inspecting the implementation statuses and accounting processed of affiliated organisations' subsidiary enterprises, and giving advice if necessary.

☑ Creation of a crisis management system to conduct timely and accurate countermeasures during a crisis

The JOC will consider the creation of a crisis management manual stipulating speedy disclosure, the extent of shared information, the decision-making process and others.

☑ Creation of a public affairs system for the development of assertive public relations activities

The system will be used to actively disseminate a variety of information from the JOC. The JOC will consider the deployment of a public affairs spokesperson for publicity and conduct periodic press conferences; and the creation of a public relations system that will unify disseminated information and manage information.

☑ Revision of member organisations' regulations

The JOC will consider changes in member organisations' eligibility requirements, as well as consider its guidance of and authority to supervise member organisations and others.

☑ Along with the above-mentioned measures for reform, The JOC plans to review each committee and each department's structure and its functions.

In regard to affiliated organisations

1 Encourage affiliated organisations to create a code of ethics and establish an ethics committee.

2 Demand the establishment of an athlete station (report and consultation hotline).

3 Encourage the establishment of an athlete committee.

4 Demand the adoption of automatic approval for the Japan Sports Arbitration Agency to arbitrate in sport disputes.

5 Encourage transparency in athlete selection process. Objectify as much as possible the criteria for athlete selection process for international competitions including the Olympics, and encourage that criteria be defined as early as possible.

6 Encourage the establishment of a qualification system for coaches; and encourage the implementation of a system for regular lectures.

7 Demand the adoption of Japan Anti-Doping Agency (JADA) regulations.