

Basic Policy on the Promotion of Preparation and Implementation Measures for World Expo
2025 (Expo 2025 Osaka, Kansai)

December 21, 2020
Cabinet Decision

I. Introduction

(1) The importance of the World Expo

The World Expo is a world fair that presents the scientific and cultural achievements of society and sets forth new visions for the future. The Convention Relating to International Exhibitions states that an exhibition is “a display which, whatever its title, has as its principal purpose the education of the public: it may exhibit the means at man's disposal for meeting the needs of civilization, or demonstrate the progress achieved in one or more branches of human endeavor, or show prospects for the future.”

The first international exhibition was the Great Exhibition, held in London in 1851. Initially, international exhibitions were meant to enhance a nation's prestige and encourage new industries. However, from the 21st century, their main themes have been tackling global issues and the sustainable development of human society. Over the years, the World Expo's nature has changed, reflecting the times, and by showcasing humanity's progress and visions for the future. Expos have helped people understand the significance of changes to human society and steered humanity to solutions to the difficult problems our world faces for over 160 years.

(2) The fruits of Japan's World Expos

Since the 1867 Exposition Universelle, Japan has participated in numerous international exhibitions, and has hosted five: Expo '70 (a World Expo, held in Osaka), Expo '75 (a World Expo, held in Okinawa), the 1985 World's Fair (a World Expo, held in Tsukuba), Expo 1990 Osaka (a Horticultural Expo), and Expo 2005 (a World Expo, held in Aichi).

The theme of the Japan World Exposition, Osaka 1970, the first expo held in Asia, was “Progress and Harmony for Mankind.” It focused the world's attention forward the meaning of harmony between diverse cultures. It was attended by 64 million people, the largest number ever for a World Expo at that point. Visitors were enthralled by its exhibits depicting the near future. The theme of Expo 2005 was “Nature's Wisdom.” Exhibits proposed models of co-existence of nature and mankind in the 21st century. By holding

world expos such as these, Japan has achieved tremendous progress and made great contributions to international society by showing its scientific and cultural achievements and proposing new visions for the future.

(3) The significance of Expo 2025 Osaka, Kansai

Half a century has passed since Expo '70 was held in Osaka. The environment surrounding Japan and the rest of the world has undergone dramatic change. While economies have advanced, it has become vital to balance economic progress with tackling diverse social issues, such as dealing with falling birthrates and aging societies, reducing greenhouse gas emissions, securing stable supplies of food and cutting food loss, and addressing the concentration of wealth and regional income disparities.

Japan will aim to reduce greenhouse gas emissions to net-zero by 2050, that is, to realize a carbon-neutral, decarbonized society. Furthermore, based on the Osaka Blue Ocean Vision, Japan is implementing measures for combatting marine plastic pollution together with the global community. Japan is also working to implement Society5.0, an inclusive and sustainable society which addresses various social issues while achieving economic development by leveraging digital technologies such as AI, the IoT, robots, and big data.

Japan will use the opportunities presented by Expo 2025 Osaka, Kansai to accelerate these efforts, and, as a leading problem-solving nation, will work with the global community to create a sustainable society in which each and every person can fully achieve its potential..

(4) Transitioning to a post-COVID economy and society

The government of Japan is taking a whole-of-government approach to bring an end to the COVID-19 pandemic as soon as possible.

The global spread of COVID-19 has brought about changes in peoples' values and behavior in diverse fields such as work styles and consumption patterns. It is creating paradigm shifts in economies and societies. These paradigm shifts are driving the active use of digital technology and serving as opportunities to accelerate efforts to realize Society5.0.

Expo 2025's main theme is "Designing Future Society for Our Lives," and its sub-themes are "Saving Lives," "Empowering Lives," and "Connecting Lives." Through the Expo, Japan and the global community will present visions for society in the post-COVID world.

(5) A framework for making the Expo a success

Expo 2025 will be held on Yumeshima Island, an artificial island in Osaka Bay. It will be a “sea expo,” the first World Expo to be held at a site completely surrounded by the sea, and will be attended by diverse people from around the world. It will require the creation of a sound framework for preparing for and operating Expo 2025, including smooth immigration, customs procedures to ensure that visiting countries can exhibit smoothly the improvement of the infrastructure that provides transport to the Expo site, safe and smooth transport within the site, security to prevent terrorist attacks or other incidents, disaster prevention and mitigation measures, and the like.

The global spread of the COVID-19 pandemic has transformed many aspects of societies. The Expo must take a new form that not only includes the physical experiences of actually visiting the event site, but also fuses the real world with the virtual world to enable even more people from around the world to attend.

(6) Government initiatives, past and present

Japan was chosen as the host of Expo 2025 in November 2018, and in December 2018 the Minister of Economy, Trade and Industry was selected as the Expo’s supervisor. In April 2019, the Act on Special Measures Necessary for Preparing for and Managing the World Expo 2025 (Act No. 18 of 2019) (the “Special Expo Act”) was enacted. This act designated the Japan Association for the 2025 World Exposition (the “Expo Association”) as the organizer of Expo 2025. The Expo Association changed its legal status from a general incorporated association to a public interest incorporated association in October 2019. In September 2020, in accordance with the Special Expo Act, a World Expo promotion task force was established within the Cabinet, headed by the Prime Minister, and a new Minister for the World Expo 2025 was appointed. The government has worked as one, together with related organizations, regional public associations, members of the economic sphere, and more, creating a nationwide framework for the event.

In December 2020, the General Assembly of the Bureau International des Expositions approved Japan’s registration dossier. Now that approval has been given, Japan will accelerate efforts to invite participating countries and create a momentum for the Expo movement throughout Japan.

(7) Basic policy formulation

To accelerate measures related to Expo 2025, in accordance with Article 13 of the Special Expo Act, this basic policy has been defined as the fundamental policy for

comprehensively and centrally implementing measures related to the smooth organization of Expo 2025. It clarifies the fundamental philosophy underlying the proposal and implementation of related measures, and the approaches used by these measures.

II. **Fundamental philosophy**

The government will propose and implement related measures in accordance with the following fundamental philosophy.

(1) Real-world implementation of “Designing Future Society for Our Lives”

Expo 2025 Osaka, Kansai has the theme of “Designing Future Society for Our Lives,” and the three sub-themes of “Saving Lives,” focusing on protecting life, “Empowering Lives,” making lives richer and broadening potential, and “Connecting Lives,” bringing people together, creating communities, and enriching society.

These themes will be manifested in the Expo itself: for “Saving Lives,” for example, exhibitions will include ensuring safety by making public health improvements to prevent the spread of infectious diseases and implementing disaster prevention and mitigation measures. For “Empowering Lives,” they will include high quality remote education provided using ICT, extending peoples’ healthy lives through sport and nutrition, and broadening peoples’ potential using AI and robotics. For “Connecting Lives,” exhibitions will include the evolution of communication, driven by ICT, and future visions for data societies.

(2) Preparing a “People’s Living Lab”

Expo 2025 has been considered as a place for demonstrating and verifying new technologies and systems. It will be a “People’s Living Lab,” promoting innovation by diverse parties in Japan and abroad and putting those innovations into practice in society.

State-of-the-art technologies such as AI and big data are already being used around the world to create rapid advances in urban design, changing society from the ground up. However, there have not been enough places to put these designs into practice in Japan. The unique “city” of the Expo site, which exists for only a limited time, will be used to take on various challenges. Before the Expo even begins, we will encourage collaborative creation by diverse organizations to spur innovation and promote implementation in society. The site will be an embodiment of Society5.0 -- an ultra-smart site that uses state-of-the-art technologies such as AI and big data to free people from various

limitations such as wait times and language barriers. Specifically, there will be multiple pilot projects, both inside and outside the site, focusing on the fields of site design, environment and energy, movement and mobility, information communications and data, and on-site entertainment. For example, these will include demonstration tests of technologies that contribute to realizing carbon-neutral through the use of innovation, demonstration testing of site operation, such as delivery services using autonomous robots, and new mobility experiences that use the latest land, sea, and air mobility technologies, such as flying cars. If there are regulatory obstacles to these pilot projects, they will be actively relaxed in order to make Expo 2025 a place where new technologies are created and new challenges are tackled.

For the Expo to be a place of demonstrating and verifying new technologies, measures must be implemented in tandem with public and private projects in fields such as scientific technology and innovation (AI, biotechnology, quantum technology, materials, and the like), space, and marine science and technology. For example, they will be coordinated with plans and frameworks such as the Basic Plan for Science and Technology, and spaces and areas both inside and outside the Expo site will be used to perform pilot projects aimed at the introduction and implementation within society of projects such as technology development projects led by the government and the private sector. In the space field, the Expo will show the world new visions of space utilization, including innovative services using satellite data and approaches for expanding the human activity area such as the lunar surface. Japan is a maritime nation, surrounded on all sides by the sea. The Expo will thus actively share the results of Japan's cutting edge, world-level research and development, which contributes to Japan's exceptional marine science technologies (such as those that can be used to take on global challenges like conserving marine environments), spurs innovation in the marine industry, contributes to the realization of Society5.0, helps keep people safe and secure by conserving them from oceanic threats such as tsunamis, and promotes greater understanding of the oceans, one of humanity's frontiers. In the healthcare field, the Expo will promote medical R&D, etc. that contribute the provision of world's best medical care, and will actively share the results. Furthermore, with regards to the tremendous pilot projects that will be carried out by the national government and other organizations in 2030 and 2050, the Expo will present the present and future of these projects, to the greatest degree possible, both inside and outside the Expo site. For example, the Expo site will provide information and communication technology (ICT) infrastructure including 5G, where ticketing, payment, and advanced multilingual interpretation services using AI will be implemented. Furthermore, with an eye toward the introduction of Beyond 5G in 2030, the next generation of wireless communication systems to 5G, there will also be a large "Beyond 5G ready showcase". The Expo will thus provide people from around the world with opportunities to experience Japan's state-of-the-art technologies.

(3) Expo 2025 and Japan's carbon neutral efforts

Aiming to reduce greenhouse gas emissions to net-zero by 2050, that is to realize a carbon-neutral, decarbonized society, Japan will address climate change by promoting research and development aimed at the commercialization of innovations, such as negative emission technologies (Direct Air Carbon Capture and Storage), next-generation solar cells, and carbon recycling. The Expo site, "People's Living Lab", will demonstrate to the world a model for decarbonized society, using innovative Japanese technologies that make it possible to reduce even carbon dioxide that has already been emitted.

(4) A new model of World Expo, leveraging digital technologies

Digital technologies such as AI, the IoT, robots, and big data have made rapid advances in recent years. They have brought about not only technological innovation but also changing the very shape of the Japanese economy and society, and similar changes are taking place around the world. In particular, Expo 2025 will serve as a showcase of digital technologies, used both at the site and outside it, in light of the active use of digital technologies in the "new normal" that has emerged in the wake of the COVID-19 pandemic. Specifically, there will be a variety of exhibitions and events using the latest digital technologies at the site, as part of its function as a People's Living Lab, and diverse methods of leveraging those technologies will be explored, enabling people from around the world to use them to participate in Expo 2025.

(5) Creating a societal vision for achieving SDGs and then going beyond them ("SDGs+beyond")

Under the theme of "Designing Future Society for Our Lives," the Expo will work with people around the world to consider how each and every person can live healthy lives, both physically and mentally, and reach their full potential, and how sustainable social and economic systems can be created by supporting these diverse lifestyles and building the Circular and Ecological Economy. Together, they will create solutions to achieve these goals.

Expo 2025 will be held five years before 2030, the target year of the Sustainable Development Goals (SDGs). It will be an important year, in which we gauge the progress that has been made towards achieving the SDGs and accelerate efforts to go beyond them. In order to make Expo 2025 a World Expo that contributes to the achievement of the SDGs as well as SDGs+beyond, Expo 2025 should be convened together with

people, companies, and other parties in the region before the Expo begins, so that actions will continue to be taken and developed autonomously even after the Expo.

(6) Creating, passing on, and developing a legacy that future generations will be proud of

The World Expos that have been held in Japan in the past have served as opportunities for infrastructure improvements, accelerated urban development, and created high quality technological and cultural legacies for future generations.

At the Expo 2025, in addition to tangible legacies such as smart urban development and infrastructure that will serve as a base for logistics and tourism, the Expo will also contribute to creating intangible legacies such as the results of demonstrations of new technologies, services, and systems, changes in people's awareness and behavior, acceleration of efforts to achieve the SDGs and SDGs+beyond, creation of new culture, and leaps in the talent of the next generation, as a "testing ground for the future society".

(7) The challenges Japan will take on through Expo 2025

Expo 2025 will provide an excellent opportunity to share Japan's appeal with the world. The Expo will serve as a global showcase of Japan's efforts to solve problems by accelerating development and innovation for the diverse technologies and fields in which Japan excels. Through this, the Japanese economy will be stimulated by promoting the overseas expansion of Japanese companies and investment in Japan by foreign companies. It will also create business opportunities for small and medium-sized enterprises throughout Japan, increase exports of agricultural, forestry, fishing, and food products, and advance the use of ICT and the latest scientific technologies and innovation throughout Japan.

(8) Creating cultural diversity and sharing values through Expo 2025

Expo 2025 will be an extremely important opportunity to share Japan's allure with the world -- as a cultural nation, as a tourism nation, and as a nation exporting attractive agricultural, forestry, fisheries, and food products.

Japan's spirit of "Wa (harmony)" has created new value by placing great emphasis on collaboration and balance as people share their diverse values. The fusion of differing values is essential for the achievement of a sustainable society. Expo 2025 will provide the chance to develop, share, and pass on Japan's culture and traditional appeal while at the same time creating new culture through interchange with varied cultures and values inside Japan and around the world. Japan is also home to wide-ranging cultural achievements such as art and design that combine tradition with the latest technologies,

fashion, pop culture, culinary culture (including Japanese cuisine and sake), festivals, traditional crafts, traditional Japanese garb and flower arrangement, traditional Japanese architecture, and more. The Expo will promote coordination within and between fields, leveraging ICT such as online communication technology and collaboration between participating countries and provincial cities to actively share this culture, history, and tradition with the world.

(9) Further promoting disaster recovery as a festival for and by the entire nation

Expo 2025 is a national project, and will draw the interest of people around the world. To make it a festival for and by the entire nation of Japan, following after the Olympic and Paralympic Games Tokyo 2020, which will be held in 2021, the government will leverage this opportunity to the fullest, showcasing Japan's progress of vigorous reconstruction from the Great East Japan Earthquake.

(10) Japan, a responsible member of international society

Through Expo 2025, Japan will create an opportunity for each individual to change his or her awareness and behavior with the aim of balancing the resolution of social issues with economic development achieving the SDGs and building a social vision beyond the SDGs (SDGs+beyond), and transitioning to a post-COVID-19 economy and society. Japan will continue to lead the way and shine as we co-create these changes and transformations with the international community.

(11) Promoting activities carried out by the government, working as one, and close coordination with related organizations

For Expo 2025 to be a success, it is vital that the government, Expo Association, Osaka Prefecture, Osaka City, Union of Kansai Governments and other local public organizations, economic world, and academia work together as one. The Expo Association is responsible for organizing Expo 2025. It will work with local public organizations and other related parties to prepare the infrastructure needed to provide access to the site. The government will provide Expo direction, supervision, and support, and will consistently implement measures managed by individual governmental ministries in an integrated fashion. It will coordinate closely with the Expo Association, Osaka Prefecture, Osaka City, Union of Kansai Governments and other local public organizations, the economic world, and academia to implement measures necessary for Expo activities to be conducted by Japan as a whole, including fields such as the scientific technology and innovation, space, marine science, healthcare,, and Cool Japan fields.

(12) Applying clear governance and effectively and efficiently implementing measures

The government and the Expo Association will secure the finances necessary for site construction, etc., through collaboration with local public organizations and the economic world. They will collaborate smoothly with related organizations and engage in decision-making in order to apply clear governance. In order to carry out the finest World Expo under the Expo's time and budget constraints, measures will be implemented efficiently and effectively while checking project progress and results. The costs of measures will be kept at a minimum as efforts are accelerated to make Expo 2025 a resounding success.

III. Smooth organization of Expo 2025

(1) Ensuring participation and exhibitions by various nations and international organizations

77 countries and four international organizations participated in Expo '70. 121 countries and four international organizations participated in Expo 2005. Our goal is to have 150 countries and 25 international organizations participate in Expo 2025. Although the COVID-19 pandemic has presented numerous obstacles, measures to prevent disease transmission will be implemented with the aim of securing announcements from countries and international organizations indicating their intent to participate in the Expo. At the same time, the entire government will work as one, including promotional activities by Japanese diplomatic missions abroad. All of Japan, including the Expo Association, local public organizations, related organizations, and members of the economic world, will work together steadily in efforts to attract participants from around the world. Support will also be provided as necessary to developing countries and international organizations in order to ensure their participation.

The government, together with the Expo Association, will implement measures for the smooth preparation and conduct of immigration procedures for participating countries.

Furthermore, a one-stop shop will be created as a service center that centralizes the procedures involved in various stages of the Expo, from setup to tear-down. It will provide support for the smooth handling of procedures for participating countries, both online and offline.

(2) Ensuring security and safety

Various measures will be implemented with the broad understanding and cooperation of relevant parties to ensure that the Expo can address the diverse risks that it faces, which are constantly changing. Such measures will also ensure that the Expo is operated smoothly, and that all participants and visitors, as well as the people of Japan, can enjoy the Expo with peace of mind.

In order to accomplish this, comprehensive measures will be carried out by the government with the aim of making Japan “the Safest Country in the World”. In addition, the government will coordinate closely with security related parties through sharing information, investigating and implementing measures, and conducting training.

To prevent terrorism, the government will enhance the collection and analysis of information, border controls, vigilance and security in and around the Expo site, including waters nearby and the skies above the Expo site, and counter terrorism capabilities. The government and private sectors will work together to advance highly effective measures and international cooperation to counter terrorism.

In terms of cybersecurity, the entire nation will steadily implement cybersecurity strategies. Risks related to the holding of Expo 2025 will be clearly identified and necessary measures will be implemented through close collaboration between related government agencies, the Expo Association, Osaka Prefecture, and Osaka City.

Given the fact that the event site is an artificial island, disaster prevention and mitigation measures will be investigated and implemented. These will include measures for evacuating visitors, event participants, and other personnel, securing lifelines, and handling stranded people in the event of disasters such as typhoons, heavy rains, or Nankai Trough earthquakes and resulting tsunamis. Extensive support will be given to foreign visitors to the Expo.

With regard to infectious disease countermeasures, close watch will be kept on the trends in Japan and overseas, not only related to COVID-19, measles, rubella, and other existing diseases but also potential outbreaks of new diseases. Such relevant information will be taken into consideration when implementing border controls and creating appropriate systems for preventing the spread of infectious diseases, preparing the Expo site, and implementing measures for dealing with when disease clusters occur.

The Expo will be made comfortable for both visitors and event personnel. In particular, because the Expo period will extend into a very hot time of the year, physical and systemic heat countermeasures will be implemented based on the latest information from Japan and abroad, as well as past experience and lessons learned from previous events. Information regarding heat stroke and heat exhaustion will be provided in multiple languages, and an emergency medical system which includes foreign members will be created. Consideration will also be given to ensuring smooth access to the Yumeshima Island site, convenient use of the Expo site’s facilities, and safe and unimpeded

evacuation in the event of a disaster or other emergency. All necessary measures will be taken to ensure that all visitors have a safe and comfortable experience.

Measures will also be taken to ensure the prevention of food poisoning. These will include hygiene control for facilities and equipments as well as hygienic food handling at the food handling facilities.

(3) Safe, smooth transport of visitors and event personnel

Expo 2025 is expected to be attended by roughly 28.2 million people. This will result in a great deal of traffic leading to the event site, including the transport of pavilion staff from overseas. In order to ensure the safe, smooth transport of visitors and event personnel, various and robust access routes to the site will be necessary, as well as diverse modes of transport. Traffic infrastructure, including rail, roads, air routes, and sea routes, will be enhanced accordingly. In doing so, due consideration will be given to the importance of maintaining a smooth flow of people and goods in the waters and nearby areas around the Osaka site. At the same time, efforts will be made to minimizing the impact of Expo 2025, which will take place over the course of six months, on non-event-related traffic and the lives of local residents. This will include the promotion of various measures for reducing overall traffic volume.

(4) Improvement of the infrastructure in the area around the site

In order to support the smooth operation of the event and make it even more successful, the infrastructure in the area around the site will be improved during the preparation period, creating a platform for the growth of Osaka and the Kansai area following the Expo. In addition to improving long-distance access to the site, measures will also be taken to improve safety, enliven, and enhance the allure of the site's surroundings and areas where visitors are expected to lodge.

(5) Preparation in line with the philosophy of universal design

Based on the philosophy of universal design, both physical and systemic approaches will be used to create a site environment which provides everyone with convenient mobility and access to services. Site access routes will be made barrier free.

(6) Environmental issues

In order to help combat global warming and aiming to reduce greenhouse gas emissions to net-zero by 2050, that is, to realize a carbon-neutral, decarbonized society, Expo 2025 will strive to use renewable energy and hydrogen energy, decentralized energy sources, and energy-saving and environmental technologies. The event will also promote 3R(minimizing the

use of single-use containers, utilizing recyclable materials, etc.) and use bioplastic products to handle global resource and waste restrictions. It will take measures for reducing its environmental impact, such as measures for combatting the problem of marine plastic pollution.

(7) Building and using ICT systems

People around the world will transcend time and space to attend Expo 2025. Through collaborative creation, these diverse and broad-ranging participants will aim to provide experiences that transform peoples' creativity. To achieve this, an information platform will be created that enables ICT to be used to its fullest, fusing physical (real-world) spaces and cyber spaces (virtual spaces created using ICT), improving the experiential value the Expo provides, creating visitor services that offer high quality user experiences, and implementing smart Expo entry management. To help bring about Society5.0, an ICT system will be built and used to provide new value by linking obtained data and to make it possible to pass on the wisdom accrued through the overall operation of the Expo's information platform to future generations as a proud legacy of the event.

(8) Improvements for welcoming foreign visitors

In preparation for welcoming the foreign visitors who will arrive, Japan's customs, immigration, and quarantine system will be enhanced, both from the personnel and the physical facility fronts, multilingual support and pictograms that are easily understood by foreign visitors will be enhanced both in and outside the site, and the overall ICT infrastructure of society, such as free Wi-Fi access will be developed. Promotional campaigns encouraging travel to Japan will include information regarding events of the Expo 2025 held across Japan and the alluring aspects of Japanese culture. They will draw foreign visitors not only to the Expo site, but also to other locations in the Kansai region and across Japan, and the ripple effect will extend throughout the country. In addition, an environment for the acceptance of foreign patients at medical institutions will be developed, first aid and disaster prevention measures for foreign visitors will be implemented, and payment environments will be enhanced to accommodate credit cards issued overseas, etc.

Technologies enabling multilingual communication for foreign visitors interested in the Expo 2025 will be used in the creation of systems that allow people to participate in the Expo and engage in collaborative creation online, before coming, or without even coming to the site. The environment which enables people to access fascinating contents of Japan will be arranged.

(9) Creating the Expo 2025 movement

To promote participation of people from a greater range of countries and territories, organizations, generations, and orientations, an expo movement will be fostered, not only in the Osaka and Kansai area, but throughout Japan and overseas, by taking advantage of diverse opportunities in Japan. These opportunities will include the use of international conferences, and educational institutions, events that let people experience traditional Japanese culture, and events related to the Olympic and Paralympic Games Tokyo 2020, to be held in 2021, as well as other sporting events.

Even before Expo 2025, various participants (including residents, private industry such as small and medium-sized enterprises, local public organizations, public and private support organizations, and more) will take active roles, implementing programs in which they work together to build an ideal future society, realize the Expo's theme of "Designing Future Society for Our Lives," implement measures aimed at achieving SDGs and going beyond them, and creating Society5.0.

Local public organizations, private organizations, individuals, and other parties will foster an expo movement within Japan before and during the event through related events that are closely aligned with Expo 2025.

(10) Other

From the perspective of fostering the Expo movement throughout Japan, raising awareness, and procuring funds in preparation for the holding of Expo 2025, commemorative postcards and stamps with included donations, as well as commemorative license plates, will be issued in accordance with the Special Expo Act, and sponsored races by betting and gambling services will be held.