The Japan Sport Council (JSC) is the central organisation specialising in sports promotional activities and the maintenance and enhancement of school children’s health. JSC was established based on two major pieces of legislation: the Act on General Rules for Incorporated Administrative Agency (Act No. 103 of 1999) and the Act on the JAPAN SPORT COUNCIL (Act No. 162 of 2002).

JSC offers a holistic and inclusive approach to sport and society. Through its lottery-based financing system, it also proposes a sound business model that can meet the objectives of developing sport practice for both the general population and elite athletes simultaneously. As a multipolar organisation, JSC develops a broad vision and coverage of a wide range of sport-related activities: sport, health culture, research, elite athletes and venues. JSC manages the following branches:

- Sport facility management: the Japan Sport Council manages and operates venues for various sporting and other types of events, such as the New National Stadium (the former National Stadium served as the main venue for the Tokyo Olympics Games in 1964), Yoyogi 1st Gymnasium, Yoyogi 2nd Gymnasium, Prince Chichibu Memorial Rugby Stadium, Ajinomoto Soccer Field at Nishigaoka).
• Support of activities for promoting sports in Japan.
• Research for and performance enhancement support of the international competitiveness of Japanese athletes. The National training Centre (NTC) is a base for top-level athletes to strengthen their abilities and enable them to undergo intensive ongoing training.
• Reinforcement of the sports-related information analysis system. Japan Institute of Sports Science (JISS) is a major centre for sports sciences, medicine and information.
• Management of the Japan High Performance Sport Centre (HPSC), which is composed of NTC and JISS, takes a comprehensive and innovative approach to promoting synergies between Olympic and Paralympic Sports.
• Intelligence functions: Information and International Relations strategy; international collaboration strategy.
• Management of the JAPAN SPORT NETWORK (JSN), an innovative platform of Japanese local governments.
• Sport for Development: Operation of the Sport for Tomorrow Consortium since 2014.
• Raising subsidies for sports promotion, and the operation of the sports promotion lottery.
• Coverage of injury and accident through mutual aid benefits and school safety support activities.

Through the promotion of sports and the sound development of people in general, the Japan Sport Council strives to realise healthy and abundant lives, thus contributing to fair and vibrant societies and to a world full of peace and friendship.

VISION

Legacy is...

"Raise the future with the power of sport" is the motto of the JSC corporate vision.

JSC sees the "Power of Sport" as:

• The mental and physical strength gained by playing and being involved in sports.
• The power of dreams, administration, and inspiration that top athletes can stir in our hearts.
• The power of children to challenge towards tomorrow, nurtured through a safe school life.

These strengths help JSC to foster a future filled with unlimited possibilities, one that affects everyone.

Through the "Power of Sport", JSC will realise a Japan full of vitality, emotion and power for tomorrow, and will foster an unlimited future together with Japanese citizens.

What’s next?

In the lead-up to the 2020 Tokyo Olympic and Paralympic Games, strategic efforts are being made to strengthen athletes and enhance their performance at both the Olympic and Paralympic Games.

"Beyond the 2020 Games, JSC plans to maximize this unique opportunity to accomplish its missions both nationally and
internationally. This organisation aims to develop universal sport for Japan in all its forms and in all sectors. It is therefore intended to last for the long-term.” Takahiro Waku, *Sponsoring.fr magazine*.

**OBJECTIVES**

**Promote a healthy and active lifestyle**

Sport is the first way to ensure a healthy and active lifestyle. JSC aims to facilitate access to sport for all people in Japan, from local communities to elite athletes.

In order to promote sports and to enhance and maintain the health of school children, the JSC operates its sports facilities appropriately as well as efficiently; provides necessary assistance for the promotion of sports, covers injury and accidents involving children in the care of schools, conducts research regarding sports and the maintenance and enhancement of children’s health, collects and provides sport-related materials; and contributes to the development of people’s physical and mental health based on the activities mentioned above.

**Promote social and constructive behaviour**

Linking sport with culture and human values allows us to realise the benefits of sport beyond just sport practice, but as a catalyst for social cohesion.

In this respect, with ‘beyond the promotion of sport,’ JSC also widely encourages sport values and sport culture. JSC aims at creating social cohesion through the concept of “Sports Nation”. Sport is seen as a tool for achieving bigger, more ambitious objectives: the building of trust and bonds between people through sport, allowing people the opportunity to gain courage and to get everyone smiling during the course of their engagement with sport.

In terms of promotion of Sports values, JSC takes responsibility for “ensuring fair and proper implementation of sporting activities”. The Sport Integrity Unit takes action in the areas of anti-doping, harassment, match manipulation, and the promotion of good governance.

In terms of the promotion of Sports culture, JSC manages the Prince Chichibu Memorial Sports Museum and Library, Japan’s only comprehensive sports museum. Located inside the former National Stadium from 1959 until 2014, it was the main venue for the 1964 Olympics Games. Currently it is preparing for relocation due to the construction of the new National Stadium. It actively contributes to the promotion of sports-related history, knowledge, values, and the collective memories of Japan.
PRACTICAL INFORMATION

Internal & External Stakeholders

JSC is an Independent Governmental agency, affiliated with the Ministry of Education, Sport, Culture Sciences and technology (MEXT), and Japan Sport Agency (JSA)

Main stakeholders:
- National & International Sports Organizations
- Japanese Cities (through the JAPAN SPORT NETWORK (JSN), an innovative platform for local governments)
- Academic institutes (From school safety to Academic research)
- Foreign governmental sport agency (MOU-based)
- Local Sport Clubs
- Various stakeholders in Sport for Development (in charge of the Secretariat office of the “Sport for Tomorrow” initiatives)
- Organizers of Sport events (Organizing Committee)

Finance and Cost

- Sports promotion Fund: initial investment in 1990 from the government + donations from the private sector + additional funds from vending machine profits;
- Sports Promotion Lottery (toto/BIG)
- Governmental grants

Use of the Olympic Brand

Olympic venues managed by the Japan Sport Council are branded with the Olympic rings. The New National Stadium will be at the heart of the Tokyo 2020 Olympic Games.

In this uncertain situation due to the Covid pandemic, the plans for the launch of the Lausanne office are once again on hold until the situation settles.

Human Resources and Time

The Japan Sport Council’s permanent staff numbers 403 people as of July, 2020.

EVALUATION

An annual performance evaluation is conducted by the government.
KEY CHALLENGES

Multiple organisations are predecessors of today’s JSC, including the Japan School Lunch Society (since October 1, 1955), the Japan School Safety Association (established on March 1, 1960) and the National Stadium (established on April 1, 1958). With a wide range of responsibilities over their long histories, these organisations were integrated into the Japan Sport Council on October 1st, 2003 and serve to constitute the business in its current form.

Additionally, in the lead-up to the 2020 Tokyo Olympic and Paralympic Games JSC handles the following responsibilities:

- Construction of the New National Stadium (reconstruction);
- Enlargement of the Japan High Performance Sport Centre (HPSC);
- Financial Support for the bidding for and organising of the Games.

KEY LEARNINGS AND RECOMMENDATIONS

The JAPAN SPORT NETWORK (JSN)

Responding to the needs of local governments lacking a supporting framework for policy-making processes, JSC established the JAPAN SPORT NETWORK (JSN) in July 2013, an innovation platform for regional sport policy makers, to strengthen cross-sectorial collaboration and achieve the goals of every local government through sports policy.

JAPAN SPORT NETWORK’s main initiatives are the following:

- DECLARATION of “Power of Sport”: Current signature count as of November 2020: 869 out of 1788 local governments in Japan (48%);
- TRAIN AND STRENGTHEN THE SKILLS of the sports administrators and heads of Japanese local governments (JSN seminars, innovative college (series), meetings with heads of local government);
- DEVELOPMENT OF A NEW CROSS-THEME BUSINESS MODEL in collaboration with local governments, the private sector and/or international partners:
  - SPORT x SLEEP
    Project name: Active For Sleep (A4S) Project
    Organiser: JSN x airweave + Nayoro City, Munakata City, Noboribetsu City, Kashima City, Nomi City, Fukuyama City, Hokkaido Prefecture
  - SPORT x LIBRARY
    Project name: SPORT x LIBRARY Project
    Organiser: JSN x DNP (Official Printing Sponsor of the Tokyo 1964 Posters)
    o SOCIAL CHANGE THROUGH PARA-SPORT
      Project name: Game Changer Project
      Organiser: JSN x NOC*NSF + Adachi City, Edogawa ward, Nishi-Tokyo City
      ♦ Project 1: RECOVERY FROM NATURAL DISASTERS THROUGH SPORT
      ♦ Project 2: Kumamoto Project (Recovery from the Earthquake)
      ♦ Project 3: Fukuoka Genki Project (Heavy rain disaster)
  - SOCIAL CHANGE THROUGH PARA-SPORT
    Project name: Game Changer Project
    Organiser: JSN x Brazilian Olympic Committee for Higashi-Matsushima City
    ♦ Project 1: RECOVERY FROM NATURAL DISASTERS THROUGH SPORT
    ♦ Project 2: Kumamoto Project (Recovery from the Earthquake)
    ♦ Project 3: Fukuoka Genki Project (Heavy rain disaster)
Organiser: JSN x Fukuoka Prefecture for Asakura City

- SURVEY (thematic questionnaire, annual survey etc.)
- DATABASE (sport policies / in Japanese only)
- WEB PLATFORM
- INFORMATION SERVICES by mail (sharing of latest international, national and regional best practices for strategy making);
- NEWSLETTER (Insights on Sports policy trends);
- FACEBOOK GROUP (for members only);
- PUBLISHING TEXTBOOKS for Japanese sports administrators;
- NEW ONLINE SEMINARS (in response to COVID-19 driven social changes).

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