

Sport for Tomorrow programme reaches 12 million people in 204 countries

The Sport for Tomorrow Consortium Secretariat announced that the Sport for Tomorrow (SFT) programme has achieved the target of reaching 10 million people in 100 countries.

In September 2013 in Buenos Aires, as the host country of the Olympic and Paralympic Games in 2020, Japan promised to bring the joy of sport to more than 10 million people in over 100 countries throughout the world. The SFT programme has been led by the Government of Japan in collaboration with the Ministry of Foreign Affairs and Japan Sports Agency.

Starting in 2014, “All-Japan Initiatives” have taken place with 448 consortium members across the public-private sectors of Japan and implemented 6,804 programmes. (As of 31 March 2020)

The SFT programme is based on the following three pillars:

1. International Cooperation and Exchange through Sport

Both tangible and intangible support have been provided, focusing on the developing countries and regions such as:

- Promoting sport and enhancing competitiveness
- Changing the world through the power of sport (peace and development)
- Introducing Japanese sport content and culture
- International exchange programmes through sport

2. Academy for Tomorrow’s Leaders in Sport

Universities in Japan came together to build the bases to educate future leaders of the international sporting world. A master’s programme for youths in Japan and abroad has been established and short-term seminars have been offered as well.

3. “Global Development of Anti-Doping Movement”, also called “PLAY TRUE 2020”

In partnership with Anti-Doping Organisations, international sports federations and educational institutions, sport values-based education has been developed and implemented. “TRUTH in Sport” messages by athletes and people who care about sport have been shared with the world.

Prime Minister Shinzo Abe has commented on the achievements of the Sport for Tomorrow programme (released in Dec 2019).

“At the IOC Session held in September 2013, which awarded the 2020 Games to Tokyo, Japan promised to the people of the world to provide a “Sport for Tomorrow” programme.

Six years have passed since then. Thanks to efforts by the entire nation of Japan, we recently achieved our goal of bringing the joy of sports to 10 million people in 100 countries around the world one year earlier than planned.

This programme has contributed to the development of our relationships with governments and national sports federations of countries around the world by responding promptly and in detail to their requests such as various types of exchanges through sports, supporting sports promotion, dispatching coaches, providing equipment and developing facilities.

As a result, Japan has enhanced its presence in the international sports communities.

In particular, Japan has provided steady training support for athletes and coaches by dispatching coaches to countries that seek to compete in the Paralympic Games in Tokyo for the first time and holding training camps in Japan. There are countries including Bhutan and Grenada which have thus fulfilled the conditions for competing in the Paralympic Games in Tokyo.

The athletes representing countries appearing for the first time will undoubtedly compete with great energy, bringing joy and inspiration to the world. Just imagining these scenes fills me with great excitement.

While we hold the Olympic and Paralympic Games next year, when global attention will be focused on Japan, I feel tremendous pride in that many people in Japan believe in the power of sports and bring the joy of sports throughout the world.

In closing, I would like to express my heartfelt gratitude to all the organizations and individuals who support this programme and have provided assistance in various forms. I would also like to ask them to continue to expand the wonder of sports worldwide.”

Sport for Tomorrow will keep delivering the joy and the value of sports to people throughout the world. “Sport for Tomorrow 2020” movie: <https://youtu.be/u8melPJFDI8>

