



WWF JAPAN AND JAPAN RENEWABLE ENERGY FOUNDATION JOINT STATEMENT

7 April 2015

BEYOND LONDON, ONWARD TO MORE SUSTAINABLE OLYMPICS IN TOKYO

WWF Japan and Japan Renewable Energy Foundation issue the following joint statement for the delivery of the Tokyo 2020 Olympic and Paralympic Games.

Today, the Olympic and Paralympic Games gain attention as an opportunity for athletes and spectators from all over the world to have an early experience of a sustainable society which will be essential in the future. In terms of sustainability, the Tokyo 2020 Games are expected to surpass the London 2012 Games, which were highly regarded as “the most sustainable Olympic Games ever.” The Games are facing a test of whether they can convey the importance of nature conservation to the world and trigger the transformation toward the realisation of a sustainable society.

In Tokyo’s bid for the Olympic Games, ambitious sustainability targets which excel London’s efforts have been set. The keys to achieving these targets are how much variety of knowledge we can bring together and public awareness for participation we can raise. From this perspective, WWF Japan and Japan Renewable Energy Foundation make the following proposals.

- (1) In preparation for hosting the Games, we should establish a system and practical examples of sustainability management to minimise environmental impact. Accordingly, when the Games take place, sustainability management should be implemented nationwide as its legacy, creating the momentum for Japan’s major transformation toward a sustainable society. These efforts should be disseminated globally as well.
- (2) By adopting the multi-stakeholder model, various stakeholders such as the Organizing Committee of the Games, the Tokyo Metropolitan Government and environmental NGOs should actively work on consensus building on the formulation of the policy, plan and targets for sustainability. They should also cooperate on the assurance of the progresses and the dissemination of the outcomes for the success of sustainability management of the Games.
- (3) Through the entire process from preparation and delivery of the Games to the legacy formation after the Games, we should promote the best use of renewable energy, smart consumption, the adoption of a sustainable procurement policy, biodiversity conservation and environmental education, creating the momentum for raising awareness about the importance of sustainability among Japanese people.



Triggered by the Tokyo 1964 Olympic Games, Japan achieved high economic growth and became one of the major economic powers. On the other hand, Japan has placed an unsustainable burden on our planet as a result of this growth. The research results from The Living Planet Report 2014 published by WWF shows that we would need an equivalent of 2.3 planets if everyone in the world lived in the same lifestyle as the average Japanese citizen does.

People around the world should cooperate with each other to protect the global environment that enables a wholesome life and hand down a healthy Earth to the future generations. In the Tokyo 2020 Games, Japan should lead the world in taking responsibility and presenting specific measures for these efforts. Sharing the needs of worldwide efforts for solving the issues beyond the interests of each country will form the basis for continued delivery of the Olympic and Paralympic Games as the international sports festival in the future.

To conclude our statement, we hope that the Tokyo 2020 Olympic and Paralympic Games will prove to be significant ones in the world's endeavour to realise a sustainable society. We believe that the value of Japan's traditions, culture, rich nature and its world-leading scientific and technological strengths provide an opportunity to solve challenging problems confronting humankind.

■ For further information please contact :

Japan Renewable Energy Foundation	Tel: 03-6895-1020	E-mail : info@jref.or.jp
WWF Japan communications	Tel: 03-3769-1714	E-mail : press@wwf.or.jp