



# Inspire the World with Winter Wonder



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## Hokkaido Sapporo 2030 Olympic and Paralympic Winter Games Outline (draft) Update

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For more information on Sapporo's bid for the Olympic and Paralympic Winter Games, please visit the following URL or click the QR code on the right.  
<https://www.city.sapporo.jp/sports/olympic/menu.html>  
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Published in November 2022  
Edited and published by  
Sapporo Sports Bureau, Bid Promotion Department,  
Coordination Division





# Inspire the World with Winter Wonder

Ice Hockey

Para Biathlon



Skating

Sapporo

Wheelchair curling

Skiing



Para Ice Hockey

Bobsleigh, Skeleton

Biathlon

Para Cross-country Skiing



Para Alpine Skiing



Curling

Luge



## Greetings to you all

The Olympic and Paralympic Winter Games are the world's greatest sports event where top athletes compete with their exhaustively honed bodies and highly refined skills. It is an event that inspires people regardless of race, age, gender, disability, etc., of dream, hope, and excitement.

Notwithstanding the postponed Tokyo 2020 Olympic and Paralympic Games held a year later and the Beijing 2022 Olympic and Paralympic Winter games that were held under a variety of restrictions due to the COVID-19 pandemic, the participating athletes instilled courage and generated thrill in people around the world as they strove to reach beyond their limits. The Games presented the audiences the opportunity to reaffirm the "power to change the world and our future."

The year 2022 marks the centennial anniversary for Sapporo City, a major milestone in the history of the city. We believe that our efforts directed to organize our first Paralympic Games and our second Olympic Games in 2030 are important in laying the foundation for the city's future in the next 50 years and extending into the next 100 years.

The results of the poll of citizens of Sapporo and of Hokkaido at large that was held in March 2022 showed that Sapporo's bid to host the Games is being supported by young people in their teens and 20s. We hope to organize the Games as an event that will motivate and give hope to the generation of people who will become the driving force of society in 2030.

Our bid to host the Games requires the understanding and cooperation of our citizens. In the months ahead, we plan to engage in careful dialogue with our citizens and develop our plan while gathering the opinions and intentions of our citizens on various occasions. At the same time, we intend to assure transparency and fairness in organizing our bidding activity and efforts to organize the Games.

I am convinced that hosting the Hokkaido Sapporo Olympic and Paralympic Winter Games, as well as the activities directed toward successful bidding, are searching to help maintain the brightness and vivacity of the city of Sapporo long into the future and intend to work toward this goal.  
November 2022



札幌市長 秋元克広

# Hokkaido Sapporo 2030 Olympic And Paralympic Winter Games

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## Context of the Bid

### 1972 to the present

#### ❄️ Sapporo in the 1972 Olympic Winter Games

- The 1972 Winter Games in Sapporo helped build the identity and pride of its citizens, foster development of its urban infrastructure and establish its status as an international tourist city.
- Spurred by the Games, Sapporo has grown to become one of the leading cities in Japan.

The Olympic Winter Games that were held in Sapporo in 1972 helped boost the city's status as a winter sports city and make great advances in its internationalization. At the same time, it helped transform the city dramatically and build civic pride and identity.

Propelled by this major sports event, the city made great advances in development of infrastructure that continues to function to this day, such as the completion of its Namboku subway line, creation of underground shopping arcades, expressways and intra-urban road network, regional heat supply system, etc.

In addition, footages of Sapporo Snow Festival broadcast alongside the Winter Games at that time introduced the city to the global audience, attracting both Japanese and foreign tourists to the city and establishing its status as an international tourist centre.

Sapporo City grew dramatically in this way with the Games, now with a population of roughly two million and earning consistently high ratings in surveys on civic loyalty and attractiveness of municipalities, establishing itself as one of the leading cities in Japan both in name and reality.



© Courtesy of Sapporo Shiriyokan (Sapporo Archives Museum)

#### ❄️ Issues that Sapporo faces

- Sapporo must address the issues of declining population, population aging and dwindling birthrate, along with development of a symbiotic society, infrastructure update and action on controlling climate changes.

The goals of the Olympic and Paralympic Games are not only to build hope and dreams for children, to contribute to global peace and solidarity and to foster understanding for diversity. It is also aimed at fostering revitalization of the host city.

As a city that has reached maturity with development of advanced socioeconomic systems, as well as availability of essential goods and services, it attracts tourists from around the world and has achieved a level of attractiveness in which many of its citizens hope to continue to live in the city and is drawing interest from other regions in Japan, as well as from other countries.

At the same time, the city faces many issues that must be addressed to maintain its attractiveness and

vitality, represented by changes in social structure such as declining population, aging society and dwindling birth rate, promotion of barrier-free design to build a symbiotic society, renewal of infrastructure that had been built around 1972 and is now starting to age, activities aimed at curbing the global issue of climate change, etc.

In addition, the concentration of Hokkaido population in Sapporo has become significantly high, confirming the need to address the changes in our environment.

In preparation of the coming age of new and unprecedented changes, each one of us needs to recognize each issue, develop ideas and knowledge and share them.

### Making the 2030 Games a unique event that is focused on Sapporo's future

- The Olympic and Paralympic Games is the world's greatest event that taps on huge pools of strength and builds solidarity of the people in the effort to organize and manage the huge project.
  - Activities related to climate change to consolidate in Sapporo, where the four seasons are distinctly different.
  - Creation of a city that encourages children to have hopes and dreams, through Sapporo's unique culture.
- The period of time until 2030 is an important phase in which Sapporo is to build its foundation as a sustainable city.
- Organizing the Games in the snowy city that blends urban activities with nature, with focus on the future beyond the SDGs.

The Olympic and Paralympic Games is the world's greatest event that taps on huge pools of strength from citizens, businesses, government administrators, etc., and builds solidarity of people, regardless of race, gender or nationality, by assembling their hopes and dreams as one.

By bringing together the strengths and dreams of a large number of people and sectors in organizing the Games, we expect to see ideas that are not trapped by conventions, as well as innovative actions, that ultimately present us the prime opportunity in creating a sustainable society.

A case in point is Sapporo's uniqueness in the world as a rare city that harmonizes urban functions with nature. It offers the distinctive features of each season throughout the year — the young, verdant green of plants and flowers that bud as the snow melts, the cool and comfortable climate it offers during summer, the colourful foliage of autumn that adorns its expansive panoramic view and the beauty of the snow-covered city in winter. It is because of this environment that Sapporo is able to feel the threat of climate changes. The Games are certain to present the opportunity to foster introduction of advanced technologies, encourage eco-conscious behaviour and promote change in awareness in each citizen.

The demonstration of the dynamic power and speed of the world's best is expected to see children who watch the events "to want to be like the athletes and work to achieve the goal." We hope to see the city grow to realize the hopes and dreams of children through winter sports culture that is unique to Sapporo that becomes covered with snow in winter.

The Olympic and Paralympic Winter Games that Sapporo hopes to host will take place in 2030, which is the target year for the sustainable development goals (SDGs). For Sapporo to become a sustainable city with developed urban functions after the Games, it must examine into its vision for 2031 and beyond and

move forward by synchronizing the organization of the Games alongside the various activities targeted to achieve the vision. The period of time until 2030 is an important phase in building the foundation for the goals.

The Winter Games are the premier stage for instilling excitement not only for the participating athletes but also for the spectators and TV viewers. It is also a major event that motivates and inspires children who watch the athletes to want to become like them. In addition to encouraging hopes and dreams, it is an event that impacts the future of cities.

In order to keep the city filled with cheer among its citizens long into the future – 50 and 100 years from now – we plan to make our first Paralympic Games and our second Olympic Winter Games to become "an event for Sapporo where urban life and nature harmonizes to focus on the future beyond SDGs."

With success in winning nomination as the host for the Games, we expect to build greater civic loyalty and pride in Sapporo and to tourists want to visit our city.





## Bid announcement to the present

- Sep 2013** ○ The Mayor of Sapporo announces the outline of the bid for the Games at the Sapporo City Assembly
- Oct 2014** ○ Questionnaire poll for 10,000 citizens held (results: 66.7% in favour, 20.6% opposed)
- Nov 2014** ○ City Assembly passes a resolution supporting Sapporo's bid for the 2026 Olympic and Paralympic Winter Games. Sapporo Mayor announces the bid for 2026 Olympic and Paralympic Winter Games.
- Nov 2016** ○ Winter Games bid proposal submitted to the Japanese Olympic Committee (JOC) and announced to the public.
- Nov 2017** ○ In announcing its candidacy, Sapporo participated in the Dialogue Stage with the International Olympic Committee. The IOC offered various suggestions and advice in the Dialogue Stage.\* \*\*See below
- Sep 2018** ○ Due to the impact of Hokkaido Eastern Iburi Earthquake, the state though city development around Sapporo Station and the planned extension of the Hokkaido Shinkansen railway line to Sapporo, the city's bidding campaign came to an end for the 2026 Winter Games but was continued for the 2030 Games.
- Jan 2020** ○ The JOC Executive Committee decided on nomination of Sapporo City as a candidate representing Japan to host the 2030 Olympic Winter Games. The Games outline was re-examined with attention to past bidding campaigns and dialogue with citizens.
- Nov 2021** ○ Public announcement of the outline for the 2030 Hokkaido Sapporo Olympic and Paralympic Winter Games (draft).
- Mar 2022** ○ Opinion poll was conducted by gathering information by post, online and street survey.
  - Mail-in survey : 52.2% in favour; 36.2% opposed
  - Online survey : 56.5% in favour; 26.2% opposed
  - Street survey : 65.5% in favour; 26.2% opposed

Sapporo City Assembly passed the "Resolution on Hokkaido Sapporo Bid on the 2030 Olympic and Paralympic Winter Games."
- May 2022** ○ Hokkaido Sapporo 2030 Olympic and Paralympic Winter Games Promotion Committee formed.
- Nov 2022** ● The Games outline was updated with attention to past bidding campaigns and dialogue with citizens.

## Plan update

### ❄️ Public announcement of the Games proposal [Nov 2016]

Games outline describing the kind of A winter Games it will be if held in Sapporo was developed and submitted to the JOC. The content of the outline was announced publicly as well.

### ❄️ Participation in Dialogue Stage [Nov 2017]

The IOC issued suggestions and advice to plan the Games in coordination with city development and to prevent leaving excessive financial burden for the coming generations.

### ❄️ Dialogue with citizens project [Sep - Oct 2019]

With switch in target to the 2030 Games and presenting the changes made in the outline in response to the suggestions and advice received, workshops were organized to assess the expectations and concerns of the citizens regarding the Games, along with symposia held to examine into the opinions received.

### ❄️ Public announcement of the Games outline [Nov 2021]

The outline was updated in response to the discussion with the IOC on the 2026 Winter Games bidding campaign and the dialogue with citizens project held in 2019.

The 2030 Hokkaido Sapporo Olympic and Paralympic Winter Games outline (draft) was announced after revisions in response to the circumstances of the Tokyo 2020 Olympic and Paralympic Games, which had been postponed for the first time in the Olympic history and also held without spectator attendance at nearly all of the venues due to COVID-19.

### ❄️ Dialogue with citizens project [Dec 2021]

Based on the Games outline announced, Olympics/Paralympics presentations, workshops and symposia were held to assess once again the expectations and concerns of the citizens toward the bidding campaign.

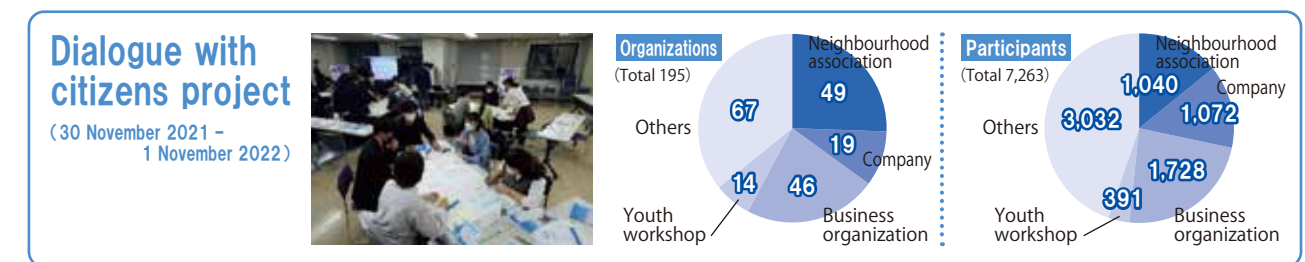
An opinion poll was conducted in March 2022 and it was possible to assess public responses to the bid and the reasons for the reactions. Presentations on bidding for the Games have been held, and between December 2021 and October 2022, a total of 200 organizations (more than 7000 participants) were involved. Sapporo City plans to continue updating the outline while gathering the opinions of as many citizens as is possible.

## The outline to reflect the opinions of citizens

2030 Hokkaido Sapporo Olympic and Paralympic Winter Games outline (draft) was announced in November 2021 and was followed by the dialogue with citizens project, including workshops and presentations, starting in November of the same year. Additionally, an opinion poll of citizens was held in March via post, online and street surveys and gathered

numerous responses regarding their expectations and concerns regarding the Games, the reasons for their support/opposition, etc.

The latest update is aimed at gaining better understanding and reflecting the opinions of the citizens that have been received to date.



### Opinions of the citizens

- Relationship with city development not clear
- Difficult to see the benefits of hosting the Games
- Raises the hopes and dreams of children
- The Games present the opportunity for first-hand encounter with top athletes and raises enthusiasm for sports
- Serves as an opportunity to promote Sapporo and Hokkaido
- Possibility of generating jobs and economic effect
- Hope that the city provides comfortable living for persons with disabilities
- Hope that the city offers comfortable living for LGBTQ
- Hope that a city provide support and encouragement for raising children
- Hope that the city offers interaction with its abundance of nature
- Hope that the weather/climate is pleasant, with less natural disasters

- Wish to support the Games as spectator
- Wish to support as volunteer
- Wonderful with Sapporo can become a venue to promote its technologies to the world

- Huge budget required for hosting the Games
- Effort should be directed to other programs
- Concerns over response to emergencies that cannot be resolved by independently by Hokkaido and Sapporo, such as natural disasters and communicable diseases

**Properly organize the way the city development is linked to the Games, and clarify the relationship with the future city development strategy and vision**

P 9-12  
Link to the Second City Development & Strategic Vision

**To communicate the benefits that the Games will bring clearly and effectively, concrete action programs and targets aimed at creating Olympic legacies will be defined**

P 13-20  
Legacies in the areas of "sports and health," "economy and city development," "society" and "environment" and concrete actions on creating legacies

**Presentation of examples of actual participation in Tokyo 2020 to boost participation of as many citizens and businesses as possible**

P 21-22 Citizen & business participation (in Tokyo 2020)

**In order to eradicate concerns of citizens and foster understanding, the policy in facility development and Games operation costs, as well as itemized details, have been published**

P33-53 Presentation of competition venues and non-competition venues  
P59-62 Estimated facility construction and Games operation costs

**The outline features measures against huge snowfall and communicable diseases that help resolve the citizens' concerns**

P55-58 Games operation

## Campaign Slogan & the Games Concepts

### ❄️ Slogan

# Inspire the World with Winter Wonder

We want to inspire people worldwide with the wonder of an Olympic and Paralympic Winter Games unlike any before.

Athletes delivering amazing performances,  
inspired by the venue's plentiful snowfall.

A new way of life in a new kind of city: eco-conscious  
and in harmony with its lovely natural setting.

An inclusive society that respects difference.

This is what we hope to accomplish  
and share with the world in 2030.

Let's work together to make it happen.  
Let's stage a wonderful new Winter Games  
that transcend anything ever seen before.

#### Development of the campaign slogan & Olympic/Paralympic Games concepts

Hokkaido Sapporo Olympic and Paralympic Winter Games Bid Promotion Committee (\*)developed in October 2022 the concepts of the Olympic/Paralympic Games that expresses succinctly the significance of the event and the campaign slogan that expresses in brief the policy direction of the bidding effort and has decided to utilize them in our future activities to foster greater understanding and to build momentum.

In creating the campaign slogan, a working group was formed under the committee, inviting outside members including university students to participate in order to reflect their opinions in our activities. At the same time, an online campaign soliciting participation was organized to engage as many citizens of Sapporo, Hokkaido and all of Japan as is possible in the project.

\*Hokkaido Sapporo Olympic and Paralympic Winter Games Bid Promotion Committee

The Committee was formed in May 2022 by Sapporo City and the Japanese Olympic Committee (JOC) for the purpose of communicating the significance organizing the major event in Sapporo and Hokkaido, as well as all of Japan and overseas, in order to form an all-Japan drive to build momentum for the bidding campaign, while winning greater understanding and support.

### ❄️ Key Games Concepts

- **Protect our natural snow. Sapporo and Hokkaido can proudly present our Games to the rest of the world.**

Sapporo and Hokkaido abound in nature including natural snow, which is a source of our pride and continually fascinates the world.

The year 2030 is the target for the Decade of Action to achieve the SDGs as well as the decisive decade for climate change action.

We want to champion our pride and leave a brighter future behind for our following generations – a future where children can have dreams and hope, inspired by athletes performing at their best on snow and ice.

We hope to spread our ideas and cycle of actions to the rest of the world through the Hokkaido Sapporo Games.

- **Open the Games to everyone. Our city will become a fully inclusive society where all can live by their own values.**

We want to drive social change and create a city and society where people enjoy healthy lives and respect and help each other regardless of race, colour, gender, sexual orientation, gender identity, language, religion or disability.

Our city will advance gender equality and promote a barrier-free environment to the wider society through the first-ever Paralympic Games in Hokkaido Sapporo, creating a pleasant place for everyone to live, even in winter.

In 2030, together with the Ainu people, we want to share with the world the values created by diversity in Sapporo and Hokkaido, by hosting Games where every person can play a leading role.

- **Set a new standard. Sapporo and Hokkaido will host a new form of the Games.**

This is a new challenge that we in Sapporo and Hokkaido wish to tackle by thinking outside the box. We will benefit from the IOC's new approach that the Olympic and Paralympic Games should be adapted to fit the host city.

Without building any new permanent venues for the Games and by applying a thoroughly rational Games plan, we will focus on the essentials and the values of sports and set the stage for athletes performing in their sporting excellence and celebrating each other.

In 2030, with our imagination and creativity, we are committed to delivering an outstanding Games experience to people at every corner of the world so that everyone will remember it as a historic milestone.



## The future to be Brought by the Games

### Olympic and Paralympic Winter Games utilized in city development

The Olympic and Paralympic Winter Games are expected to serve as a trigger for our action to address various problems and as the perfect opportunity for us to advance city development focused on the next 50 years as well as the next 100 years. In order to make

maximum use of this opportunity, we have established the policy direction for the Games starting from the bidding stage (Games vision), defined the goal to be achieved after the Games (targets) and identified what can be created as a result of the Games (legacies).

#### Games vision

#### Sustainable Olympic and Paralympic Winter Games unique to Sapporo

~Creating a new legacy for future generations by staging Games that are people-, earth-, and future-friendly~

Our vision for the Games is to form multilateral connections among Sapporo's historical and cultural heritage, harmony between urban functions and nature, etc., in order to build a future beyond SDGs.

##### ● The past and the future

Carrying on the heritage of the winter sports city that was established in the 1972 Winter Games in order to hand it down to the next generations of children.

##### ● The city and nature

Creating a city that blends sophisticated urban functions and abundant nature harmoniously

##### ● Olympics & Paralympics

Implementation of universal design, etc., in time with the first Paralympics, to create a city friendly to everyone

##### ● Sports & other areas

Sports & culture, education economy, tourism, environment, etc., to be interconnected for infinite possibilities

##### ● Sapporo & the world

Interaction not only between athletes and visitors but between people online to connect Sapporo with the world

##### ● Sapporo & Japan

Carry on the momentum of large-scale international events from Tokyo 2020 to 2025 Expo Osaka and Asian Games Aichi-Nagoya 2026, to build interrelationships connecting all of Japan

##### ● Olympics/Paralympics & the city's future

Olympics/Paralympics are to serve catalyst for resolving various problems and the incentive for city building aiming at the future beyond SDGs.



### 2nd Sapporo City Development Strategic Vision (FY2022–FY2031)

At present, Sapporo City is engaged in the development of the 2nd Sapporo City Development Strategic Vision.

The Strategic Vision is regarded as the master plan for the city's system of urban development plans. Specific plans in various areas are being developed in accordance with this master plan. As Sapporo celebrates its centennial anniversary, the Strategic Vision currently under development is expected to serve as the fundamental guide for city development in the next 10 years, which in turn will lay the foundation for the next 100 years.

The Vision part of the plan (established through resolution of the City Assembly in October 2022) focuses on creating the image of Sapporo as a sustainable global city, where the brilliance of its people, snow and greenery enriches life and creates new values. At the same time, the keywords "universal (inclusive)," "wellness (health)" and "smart" (comfortable & high tech) have been established to represent the concepts that are important in city building and achieving the image of the city.

#### The image of the city to be achieved

Sapporo as a sustainable global city, where the brilliance of its people, snow and greenery enriches life and creates new values.

##### Universal (inclusive)

Everyone to show respect for diversity and to interconnect based on kindness and cooperation. Also, support is to transcend the unilateral relationship of giving and being given and become interactive.

##### Wellness (health)

Life that is pleasant and comfortable for everyone and allowing lifetime participation in society. Maintaining health physically, mentally and socially.

##### Smart (comfortable and high tech)

The benefits of advanced technologies to be made available to everyone, enhancing comfort in everyday living and in the charm of the city. Everyone to engage in the effort to create new values and possibilities.

The preparations and hosting of the Olympic and Paralympic Winter Games are expected to cultivate loyalty and solidarity of the citizens toward the city, as well as to overcome current issues and propel Sapporo forward toward a new stage of development. This opportunity is to be used to speed up concerted efforts by the government and private sectors in various city development activities, for realization of the "image of the city" in the future.

### SDGs (sustainable development goals) and the 2030 Games

2030, when the Winter Games are expected to be held, is also the target year for SDGs (sustainable development goals). For Sapporo to become a sustainable city, attention should be directed to the image of the city in 2031 and

beyond, after the Games are over, and to integrate activities aimed at hosting the Games with the various activities until then. The period of time until 2030 will become an important phase in building the foundation.

#### SUSTAINABLE DEVELOPMENT GOALS



International goals adopted by the UN General assembly in 2015, consisting of 17 goals and 169 targets.

Note: SDGs (sustainable development goals)

# 02 The future to be Brought by the Games

## ❄️ The targets, legacies and concrete actions on the Games

According to the opinions of the citizens received at the workshop held in 2019, betterment of health, greater economic vitality and wider barrier-free applications were listed as the effects of the Olympic/Paralympic Games that will lead to greater comfort in everyday living, society, etc.

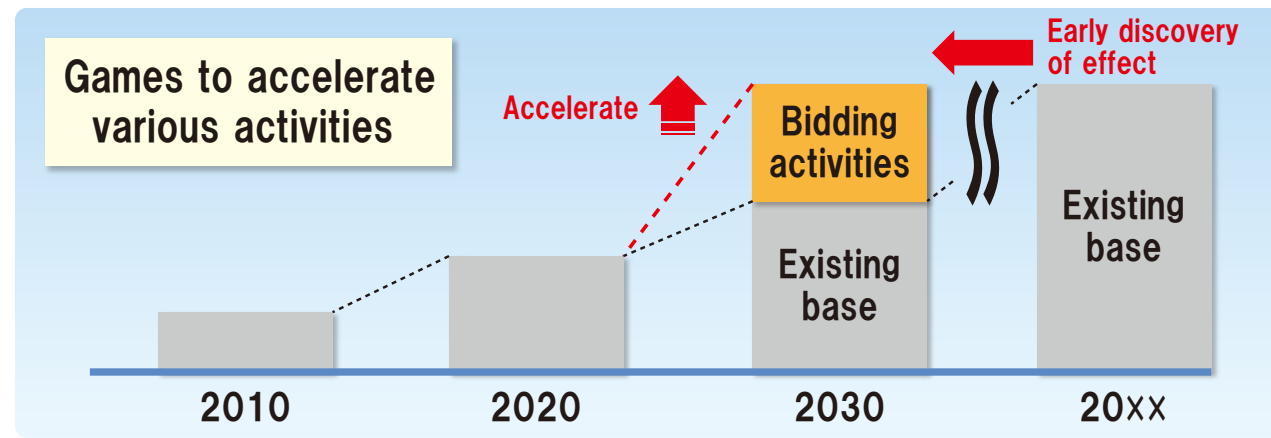
Combining these ideas with measures to address the urgent issue of climate change, we expect to define the targets (the image of the city to be created for the Games) and the legacies (heritage created by the Games) from the four standpoints of sports and health, economy and city building, society and environment. Concrete

action in creating legacies has also been organized.

The important concepts in the 2nd Sapporo City Development Strategic Vision (Universal, Wellness & Smart) and the targets and legacies organized in four areas for the Games (society, sports and health, economy and city building and environment) are all closely linked to each other. The targets are to be shared with the citizens, businesses, etc., of Sapporo to take coordinated action directed to realizing the image of Sapporo envisioned and accelerating action toward the targets.

The future beyond SDGs				
Strategy Vision	Universal (inclusivity)	Wellness (health)	Smart (comfort & high-tech)	
Olympics Paralympics	<b>Society</b>	<b>Sports &amp; health</b>	<b>Economy &amp; city building</b>	<b>Environment</b>
Target	Creating an inclusive society, embracing all people	Society vitalized by better health through sports	City development that catapults Sapporo's status into the world with its charms	City offering the richness and benefits of nature to future generations
Legacy (Example)	Wider barrier-free implementation	Extended healthy lifespan	Recognition of Sapporo as an international city and world-class snow resort	Renewable energy resources utilization
Concrete action (example)	Improvement in education to nurture awareness of diversity Barrier-free design for roads used in everyday living	Boost action to increase daily exercise levels Promotion of walkable city	Promote the charms of ski slopes Enrichment of winter tourism content	ZEB construction & renewable energy use for new facilities City use of electric power derived from renewable energy sources in Hokkaido
Targets (examples)	100% barrier-free design rate for everyday living roads by 2030	Two-year extension of healthy lifespan by 2030 compared with 2016	Annual visitors to reach 20 million in 2030	59% reduction in greenhouse gas emissions in 2030 over 2013

\* The target for each area is based on the draft outline of the Games.  
If similar numerical targets are found in the general plan and/or the specific plans to be developed in the future, such targets shall take priority.



## ❄️ The achievements of the Games

Olympic and Paralympic Games in recent years were organized not simply as a major sports event but with awareness of various social problems. The organizing committee established to take charge of the Games operation after announcement of the host city implement actions in various areas to lead the operation of the Games to success.

Since the activities of the organizing committee can be expected to link to resolution of social issues in the host region, we hope to achieve the following in the course of preparation and organization of the Games.

### ● 50% appointment of women to managerial posts in the organizing committee

With Agenda 2020+5\*, the IOC calls on international athletic federations, National Olympic Committees and organizing committees to promote gender equality and universality to achieve its targets for 2021 to 2024, focusing chiefly on the five priority areas of participation, leadership, safe sports environment, expression and allocation of resources.

In Tokyo 2020, the participation of women athletes in the Games had been roughly 48% for the Olympics and around 42% for Paralympics (all-time high in the history of the Olympics). The figures are expected to reach 50% for Paris 2024. For Sapporo 2030, we hope to achieve gender equality not only for participating athletes but also for managerial staff of the organizing committee.

### ● More than 70 athletes from Hokkaido to participate in the 2030 Winter Games

Of the athletes that participated in the Beijing 2022 Winter Games, 46 Olympians and one Paralympian were from Hokkaido. Due to the abundance of snow, and the availability of winter sports facilities in various parts of Hokkaido, etc., the region holds great potential as a training place for winter sports athletes. Because there was only one Paralympian from Hokkaido participating in the Beijing Paralympics, all of Hokkaido has set its target on development and training in sports for persons with disabilities and in achievement of the goal.

### ● The Olympics/Paralympics attract a total of 3 billion viewers worldwide

In Olympic Agenda 2020+5, the IOC is urging for utilization of innovations and cutting-edge technologies, including augmented reality (AR) and virtual reality (VR), cloud computing service, 5G network, artificial intelligence and data analytics, as well as development of "phygital" experience that combines both physical and digital elements. The latest digital technologies are expected to be mobilized in future Olympic/Paralympic Games, allowing a large number of people around the world to access and enjoy the event.

Tokyo 2020 is said to have attracted viewership of more than 3 billion via linear TV and digital platform. The target for Sapporo 2030 is to gain the same level of viewership as the Summer Games.

### ● Becoming climate positive

The Olympic/Paralympic Games in 2030 and thereafter are expected become events that are "climate positive," with reduction of Games-generated greenhouse gas emissions exceeding actual emissions. In order to realize this, we need to gather knowledge and intellect from around the world. For businesses engaged in development of technologies, the communication power of the world's greatest sports event is extremely attractive, holding promise that cutting-edge technologies from all over the world will come together in Sapporo. Leading technologies in the world are expected to contribute to achieving climate positive operation of the Games.

Activities related to the Winter Games contribute to Sapporo's city development

\*Olympic Agenda 2020+5— The IOC's new roadmap for the Olympic movement until 2025



Sports & health

Target (vision of the future)

Society vitalized by better health through sports

2030 : City in which citizens stay in good health

【Specific actions】

- Boost action directed toward increasing daily exercise level (promotion of walking, etc.)
- Exercise to be made routine for children
  - Promotion of play park development
- Promotion of "walkable city" that encourages walking in comfort
  - Creation of aboveground and underground multi-level pedestrian walk network for people to walk around both safely and in comfort

Effects of the Games

Accelerate joint action by government and private sectors aimed at increasing the number of people starting engagement in sports with the Games



Legacy

Increase the population engaged in winter sports, besides walking, in order to extend healthy lifespan



Targets

- Extend healthy lifespan in 2030 by more than two years vis-à-vis 2016 level (71.34 for men & 72.89 for women in 2016)
- 30% winter sports engagement rate by 2030 (18.6% in 2019)

Other legacies and specific actions



【Note】

Specific actions

Legacy

- 2000 registered as Smile Supporters by 2030 (1234 as of Aug 2022)

\*1 Smile Supporters – A volunteer registration system that was launched for the 2017 Asian Winter Games in Sapporo  
 \*2 Comprehensive-type high performance sports complex  
 – Collective name of facilities created to provide top athletes, including Japan national team members, in both winter and summer sports, with sport-specific training facilities and sports medicine/science, information, etc., enabling them for intensive and continuous training.  
 \*3 Sports medicine & science consortium  
 – Collective name for the coordinated and cooperative scheme linking sports medicine/science centres and related organizations (universities, athletic organizations, training camp facilities, businesses, etc.) The city of Sapporo plans to promote these activities, not only for development of a training program system for winter sports but for providing program management support in case of creation of a comprehensive-type high-performance sports complex.



# The future to be Brought by the Games

## Economy & city building

### Target (vision of the future)

City development that catapults Sapporo's status into the world with its charms

### 2030: City that people around the world want to visit

#### 【Specific actions】

- Enhance the attractiveness of ski slopes
- Enrich winter tourism content
- Promote greater coordination among businesses for brand power improvement & greater movement among tourist sites

#### Effects of the Games

Global interest in Olympics/Paralympics utilized to spread recognition of Hokkaido/Sapporo brand



#### Legacy

Establish a brand as an urban snow resort & increase domestic and inbound tourism demand throughout the year



#### Targets

- 2030 annual visitors at 20 million (15.85 million in FY2018)
- 2030 total tourism spending in Sapporo at ¥800 billion (18.6% in 2019)

#### Other legacies and specific actions



• Support in work placement for senior citizens and for diversity in work style for women

Create a work environment in which everyone can participate



• Demonstration test of the new forms of transport, for creating next-generation public transit

Securing seamless & comfortable mobility environment utilizing ICT

【Note】

Specific actions

Legacy

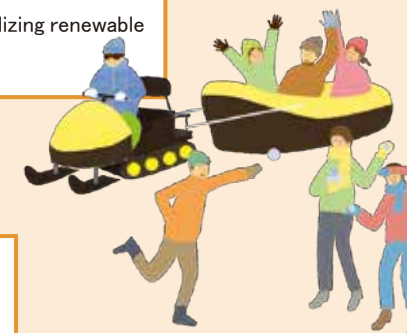


• Active MICE lobby

Establishment as MICE host city

• Reinforce action in promoting snow experience, e.g., winter sports, snow activities, play in snow, etc.  
• Preservation of the snow removal scheme that supports everyday living  
• Study into coexistence with snow, utilizing renewable energy sources, etc.

Promote culture and lifestyle aimed at enjoying snow



• Development and recruitment of IT & creative human resources; creation & promotion of growth businesses  
• Activities aimed at concentration of business startups

Secure businesses, people and material, chiefly in growth areas

• Promotion of sound private sector development, utilizing private sector strengths to the maximum and boosting value of city centre area

Measures for aging facilities, etc., & city renewal



• Promote smart city development  
• Digitization of local industries  
• Administrative services oriented to citizens  
• Dramatic business reform

Creation of a digital society



- 2030 employment rate of Sapporo citizens age 65 or over at 20% (18.3% in 2017)
- 2030 employment rate for women in Sapporo at 60% (47.5% in 2017)
- Implementation of transit systems utilizing on-demand transportation, hydrogen fuel vehicles and other technologies by 2030



# The future to be Brought by the Games

## Society

### Target (vision of the future)

Create a society of inclusion and kindness to all

### 2030: A city that is comfortable for everyone

#### 【Specific actions】

- Barrier free design for roads used in everyday living\*1
- Improvement of barrier-free routes with installation of elevators to subway stations, etc.
- Introduction of renewable energy-fired heating systems in some stations
- Introduction of a certification scheme for activities by businesses and communities to promote a barrier-free mindset
- Subsidy scheme for barrier-free renovation of hotels, etc., employee training, etc.
- Improvement of education to raise awareness of inclusivity
- Wider implementation of Olympic/Paralympic education\*2

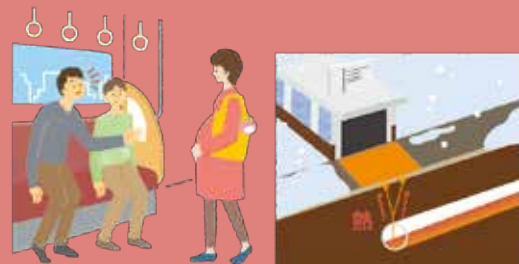
#### Effects of the Games

Sapporo's first Paralympic Games to stimulate government & private sector investment in barrier-free installations  
Promote understanding toward persons with disabilities through exchange with Paralympians before & after the Games



#### Legacy

In addition to accelerated action on barrier-free city development, city development aimed at comfortable living for everyone and removal of mental bias realized with establishment of barrier-free outlook



#### Targets

- 75% recognition of the term "barrier-free outlook" among citizens by 2030 (27.2% in 2021)
- 100% barrier-free implementation for roads used in everyday living by 2030 (84% as of end of 2020)

\*1 Roads used in everyday living – Routes linking facilities, etc., that attract a large number of users  
\*2 Olympics/Paralympics education – Fostering deeper understanding of the value of sports, based on the Olympics/Paralympics, along with multilateral education including greater international/cross-cultural understanding, society of coexistence, etc.

### Other legacies and specific actions

- Promote activities for para-sports workshop & instructor training sessions
- Study into creation of para-sports centre

#### Promote activities for para-sports

- Improve communication of barrier-free route information
- Improve provision of barrier-free facility information

#### ICT-based information communication to create a society of inclusion



- Enrich promotional activities related to the Ainu people and their traditional culture
- Improvement in the attractiveness of Ainu cultural exchange centre, venues for communicating the Ainu culture (Minapa) and other Ainu-related facilities, monuments, etc.

#### Promote understanding of the Ainu, the indigenous people of Hokkaido, and their traditional culture

- Improved promotion of awareness regarding empowerment of women and work life balance among citizens and businesses
- Support of businesses, etc., that are active in promoting empowerment of women

#### Promote gender equality



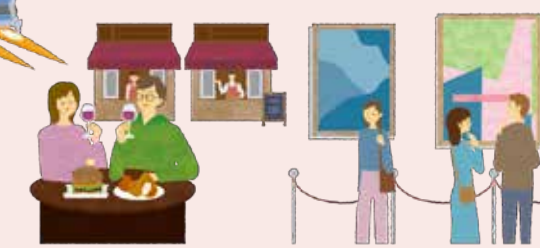
- Activities to foster children's understanding toward other cultures and international awareness
- Greater awareness toward multicultural coexistence
- Greater understanding toward sexual minorities

#### Promote understanding toward diversity

【Note】

#### Specific actions

#### Legacy



- Organization of Autumn Fest and other food events
- Organization of international cultural events, e.g., Sapporo Snow Festival, International Art Festival and Pacific Music Festival
- Contest soliciting ideas for cultural events

#### Cultural programs that are uniquely Sapporo, regarding food, art, etc., and communication to the world





# The future to be Brought by the Games

## Environment

### Target (vision of the future)

City offering the richness of nature to future generations

City driving the rest of the world to achieve zero carbon in 2030

### 【Specific actions】

- Increases in cases of ZEB construction & renewable energy use for new facilities
- City use of electricity derived from renewable energy sources in Hokkaido

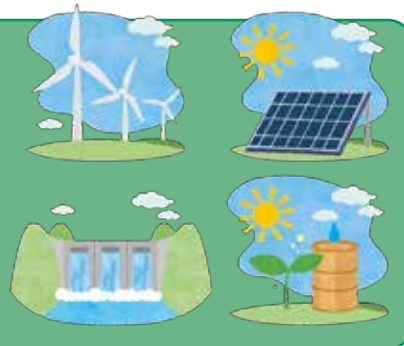
### Effects of the Games

Playing the role of showcase for the Games and concentrating the world's cutting-edge environmental technologies for the climate positive\*1 Games, to promote renewable energy use in the city



### Legacy

Execution of social experiment in renewable energy use at the Games and active application of new environmental technologies in snowbound and frigid areas



### Targets

- 59% reduction in greenhouse gas emissions in 2030 over 2013 (2013 admission: 13.04 million tons-CO2)
- 50% ratio of renewable energy sources in electric power output for Sapporo in 2030 (29% in 2016)

\*1 Climate positive: State in which greenhouse gas reduction volume is larger than actual emissions

### Other legacies and specific actions

- ZEB construction for city-owned facilities
- Increasing use of renewable energy-derived electric power in city-owned facilities

Further reduction in greenhouse gas emissions from public facilities



【Note】

### Specific actions

Legacy

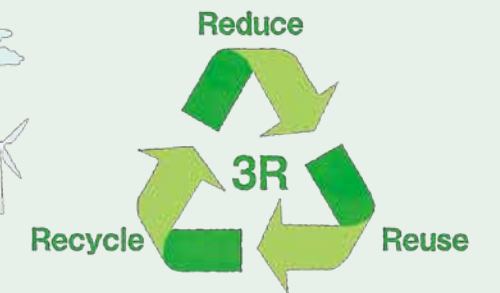


- Zero emission vehicles (ZEVs) used for transport between Games venues
- Installation of hydrogen stations in city-owned property in city centre area

Dissemination of ZEVs

- Promoting transition to decarbonization-oriented lifestyle
- Support of new technology development

Lifestyle transition & technological innovation

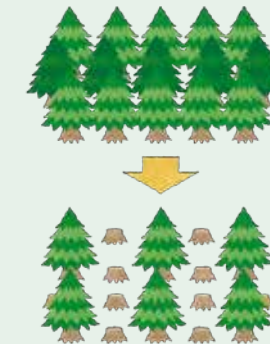


- Further reduction of garbage incineration volume
- Wider use of biodegradable plastics

3R\*2 promotion

- Wider ZEB implementation, covering privately owned buildings as well
- Utilization of energy network to promote to wide-area energy use in the city centre area

Dissemination of efficiently energy-saving structures



- Forest management, e.g., tree thinning
- Wider use of Hokkaido timber

Preservation of forest and other natural environments

- Ratio of new structures with energy-saving features equivalent or better than ZEBs to reach 80% in 2030
- Garbage incineration in the city to be reduced by 10% in 2030 compared with 2016 (438,000 tons)

\*2 3R: Collective name for garbage reduction behaviour consisting of (a) reduction (curbing garbage output and disposal); (b) reuse; and (c) recycling



# 02 The future to be Brought by the Games

## Engagement of Sapporo and Hokkaido citizens and businesses

Active participation of citizens, businesses and other entities in the Games will lead not only to building momentum for hosting but also to creation of new legacies.

Activities inviting the participation of numerous citizens and businesses around Japan will lead to the preservation of knowledge and experience gained by the participants for future society and future city development.

The activities here are examples from Tokyo 2020 but are believed to be viable assets to be carried on by Olympic and Paralympic Games in Sapporo.

For example, Smile Supporters and other volunteers from all over Japan will support the operation of the Games and build a united hospitality system by incorporating plans and ideas from citizens to support the Games' participants and spectators. This initiative will be communicated to the world as Sapporo's appeal.

The Climate Positive Games will provide an excellent opportunity to showcase Japan's environmental technology to the world, inducing companies to invest in technological development. The technology adopted for the Games will remain in the city as a legacy and be used for Sapporo's decarbonization efforts. The city of Sapporo has already begun to involve citizens and businesses in the bidding process by soliciting opinions on the slogan for the event and holding workshops for students.

We are continuing to examine activities that encourage the participation of numerous citizens and businesses.

## Mascot character selection by elementary school students

In the selection of the mascot character from the three finalists chosen after expert screening, voting by elementary school students was held for the first time in the history of the Olympic and Paralympic Games.

The ballot involved 16,769 elementary schools and 205,755 elementary classes in Japan and other countries. One vote was given to one elementary class, with each class engaging in learning and discussing the concept of the Olympic and Paralympic Games, the role of the mascot character, the concepts of each finalist, Japanese culture that should be communicated to other countries, etc.

Additionally, the organizing committee handed out reference material regarding the mascot characters, presentation videos on the finalists and their 3-D models to enable everyone regardless of disability to grasp their designs and participate in the vote.



Through these activities, the children were given the opportunity to create a legacy of the importance of their social participation role.

At the same time, the activity helped children gain greater familiarity with the mascot characters they chose and greater understanding of Olympics/Paralympics education.

## Tapping on the Urban Mine! Medal Project Involving Everyone

In the production of Olympic medals, the goal was established to carry on the legacy of involving Japanese citizens all over the country in Tokyo 2020 in order to build momentum for the Games and furthermore of promoting recycling of small appliances and hence creating an eco-friendly and sustainable society. For this purpose, the "Tapping on the Urban Mine: Medal Project Involving Everyone" was organized through collaboration among NTT Docomo, Inc., Japan Environmental Sanitation Centre, Ministry of the Environment, Tokyo Prefectural Government and the Organizing Committee.

The project spotlights the "urban mine," specifically, the presence of gold, silver, copper and other metals being used in household appliances, that is attracting global attention. Used small appliances, such as mobile phones, digital camera, PCs, etc., are gathered from all over Japan, from which metals are extracted to recycle and use as raw materials for approx. 5000 Olympic medals that were

produced for Tokyo 2020.

In the past, recycled metals were used for roughly 1.5% of medals for Vancouver 2010 and approx. 30% for Rio 2016. However, the Tokyo Games was the first time in the history of the Olympic movement to collect post-consumer small appliances for use in medal production.



## Tokyo 2020 Robot Project

The project started up in collaboration with the Games' marketing partner under the concepts of "communication of the presence of robots in various scenes to accompany humans and demonstrate their usefulness" and "further promotion of robot use in society with the Games."

In organizing the Games, robots were used not only for showcasing. 73 robots were actually put into service in various scenes to support people, work together with staff members, demonstrate hospitality, etc.

In field throwing events, for instance, implements were collected by automated driving robots to reduce the work burden on the referees. In power lifting, support personnel wore power-assist suits that help reduce strain on the lower back and enable them to carry weights that are several tens of kilograms. Especially in case of the latter, the assistive robot won praise from the International Sports Federation for realizing Tokyo 2020's concept of "the most innovative Games in history."



These activities not only helped promote Japan's technological power but also demonstrated the possibility of safe and sustainable operation of the Games with effective use of robots amid COVID-19 in reducing contact and saving energy.

## Volunteer staff

Volunteers are essential and important stakeholders playing a central role in the success of recent Olympic and Paralympic Games.

In order to make the Tokyo 2020 Games a historic and deeply memorable one, it was essential for each and every citizen in Tokyo and rest of Japan to lend a hand in its success. In particular, participation in volunteer activities is a way for many people to be directly involved in the Games operation and played a part in building the atmosphere of the exciting major event.

In addition, it offers a rare opportunity for people to experience excitement not found anywhere else, through support in building a global major event together with numerous people involved in its operations.



Tokyo 2020 involved roughly 70,000 volunteers, attracting a large number of participants and becoming a great success.

## Collaboration with universities

Activities in this area was started as a new movement in the Olympic and Paralympic Games, aimed at drawing the interest of as many young people as is possible in the Games and encouraging them to participate in various forms and ultimately to make the Games as success and build the future for the Olympic and Paralympic movement.

In cooperating with universities, various programs and momentum-building activities were organized, including Tokyo 2020 lecture program, Tokyo 2020 university festivals, participation as Olympic/Paralympic volunteers, etc.

By the closing of the Games, the number of universities that signed up for collaboration reached 810. The number of universities and junior colleges was unprecedented for the Olympic and Paralympic movement. It was the first time for the Games to engage actively in drawing participation and collaboration of young people in this way.





# 02 The future to be Brought by the Games

## Legacy reaching beyond Sapporo and Hokkaido

The Olympic and Paralympic Games leave numerous legacies in the course of implementing programs and activities in time with the Games. Furthermore, the Games have generated numerous benefits not only for the host cities but for the world at large.

### ❄️ Communicating to the world the efforts made to arrest climate change

#### ○ Organizing "climate positive" Games

The increasing frequency and number of intensely hot days and disasters caused by intense rainstorms, as well as drop in crop harvest, are natural phenomena that are threatening our lives. A cause of these developments is believed to be climate change.

Because the Olympic and Paralympic Winter Games involve sport events held in venues that take advantage of the natural terrain, such as mountain slopes and forests, the event is difficult to organize without abundant snowfall and frigid weather.

According to research findings, many of the cities that had hosted the Winter Games in the past will no longer have suitable weather by the 2080s, if climate change continues to advance.

In addition, there is demand for the Olympics and Paralympics in 2030 and thereafter to become "climate positive," requiring greenhouse gas emissions to become lower than the volume of emissions reduction and absorption.

Venues suitable for future Winter Games, based on greenhouse gas emissions

	1981-2010	2050s		2080s	
		Low Emissions	High Emissions	Low Emissions	High Emissions
Albertville	●	●	●	●	●
Beijing	●	●	●	●	●
Calgary	●	●	●	●	●
Cortina d' Ampezzo	●	●	●	●	●
Pyeongchang	●	●	●	●	●
St.Moritz	●	●	●	●	●
Salt Lake City	●	●	●	●	●
Sapporo	●	●	●	●	●
Lake Placid	●	●	●	●	▲
Lillehammer	●	●	●	●	▲
Nagano	●	●	●	●	×
Turin	●	●	●	●	×
Innsbruck	●	●	▲	▲	×
Oslo	●	▲	▲	▲	×
Sarajevo	●	▲	▲	▲	×
Squaw Valley	●	▲	×	×	×
Vancouver	●	▲	×	×	×
Chamonix	●	×	×	×	×
Garmisch - Partenkirchen	●	×	×	×	×
Grenoble	●	×	×	×	×
Sochi	●	×	×	×	×

- Climate Reliable
- ▲ Climatically High Risk
- × Not Climatically Reliable



Source: Climate change will limit the venues where the Winter Olympics can be held, Dr. Daniel Scott, et al; Jan 11, 2018

### ○ Sapporo's activities as SDGs FutureCity

#### Sustainable city in which the next generation of children can live with cheer Environmental Capital SAPP\_RO

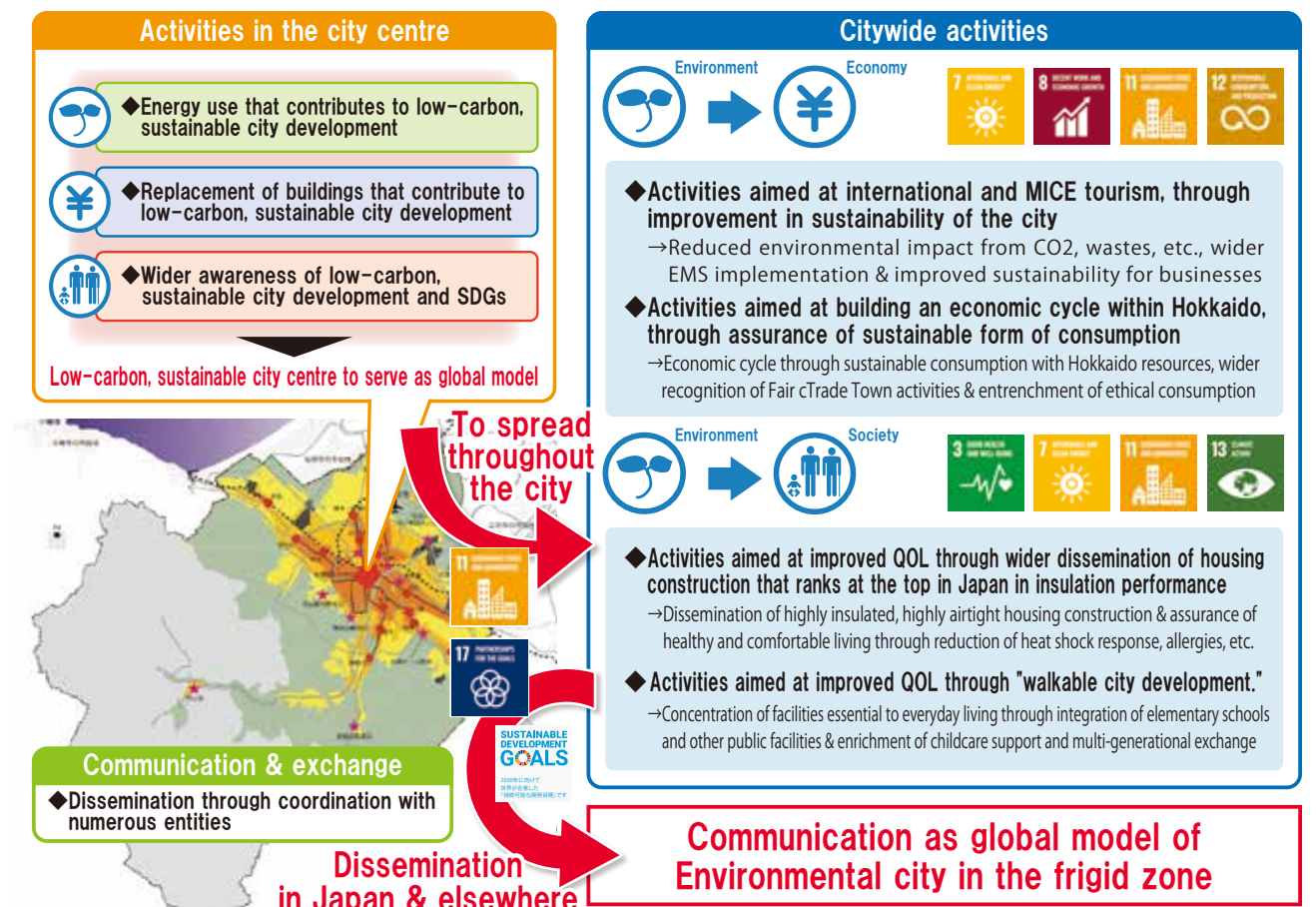
The city of Sapporo hopes to achieve the future image of "Environmental Capital SAPP\_RO: Sustainable city in which the next generation of children can live with cheer" by 2030. In June 2018, it has been named SDGs FutureCity\*1. To achieve this image, activities in the environment are expected to generate ripple effects in economy and society. At the same time, action is currently under way to make use of Hokkaido as a region and to build a global model of an "environmental city in the frigid zone." In January 2020, Sapporo became the first Japanese city to earn Platinum certification in LEED for Cities and Communities, a category of LEED (Leadership in Energy and Environmental Design), an internationally known environmental performance rating system.

over the year 2013). In November 2022, the city was selected as a Decarbonization Leading Area\*2 in a national initiative to select at least 100 places in Japan to lead and spread decarbonization efforts in the country.

In the drive to promote development as a sustainable city, Sapporo plans to communicate its image of Environmental Capital SAPP\_RO as it will host the G7 Ministers' Meeting on Climate, Energy and Environment in 2023.

The 2030 Winter Games are expected to build further the momentum for realizing the SDGs and for becoming a Zero Carbon City. At the same time the application of new environmental technology is expected to spread its environmental legacy from Sapporo to the world. This is one way to resolve the issues of SDGs realization and measures against climate change that are shared by all of mankind. It is a prime opportunity for Sapporo to spread positive influence to the world.

In February 2020, Sapporo issued its Zero Carbon City Declaration that aims to achieve net zero greenhouse gas emissions by 2050. In March 2021, the Sapporo Climate Change Countermeasures Action Plan was announced to cut greenhouse gas emissions by 55% in 2030 over the year 2016 (equivalent to 59% reduction



\*1 SDGs FutureCity: Selected by the national government as a municipality engaged in outstanding SDGs activities  
 \*2 Decarbonization Leading Area: Areas designated as models for achieving net zero CO2 emission from electric power consumption by private homes, office buildings, etc., (private sector) by FY2030.



# 02 The future to be Brought by the Games



## Propelling decarbonization and development of sustainable communities Zero Carbon Hokkaido

Blessed with abundant nature and regional resources, Hokkaido holds the greatest potential in Japan for renewable energy sources, ranking at the top for potential in photovoltaic, wind power and micro hydropower generation.

Hokkaido is planning to make use of these renewable energy resources and the carbon absorption resources of its expansive forests, etc., enrich the lives of the people through these decarbonization activities and realize its goal of becoming "Zero Carbon Hokkaido" through development of an economically advanced and sustainable society.

Hokkaido Global Warming Countermeasures Action Plan will be implemented to achieve the ambitious CO2 emissions reduction target of 48% to be achieved by FY2030 (over FY2013), exceeding the target laid down by the national government.

The activities under Zero Carbon Hokkaido are viewed as part of the Japanese government's Basic Policy on Economic and Fiscal Management and Reform that lays down the general image of the nation's economic and fiscal policies and are being implemented under a national government-sponsored support scheme. Furthermore, Hokkaido has five areas that had been selected as Decarbonization Leading Areas (as of November 2022). Hokkaido has the highest number of such areas compared to the other prefectures of Japan.

Furthermore, there are four municipalities in Hokkaido, including Sapporo City, that have been selected as SDGs FutureCity. The activities that are underway in the region is expected to make significant contribution to the carbonization and sustainable regional development in Japan and will be communicated widely to the rest of the world.

### Hokkaido's renewable energy potential & CO2 reduction targets

The potential for renewable energy is outstanding in Japan

- Wind Power No.1 in Japan
- Solar Power No.1 in Japan
- Small/Medium Hydro Power No.1 in Japan
- Geothermal Power No.2 in Japan

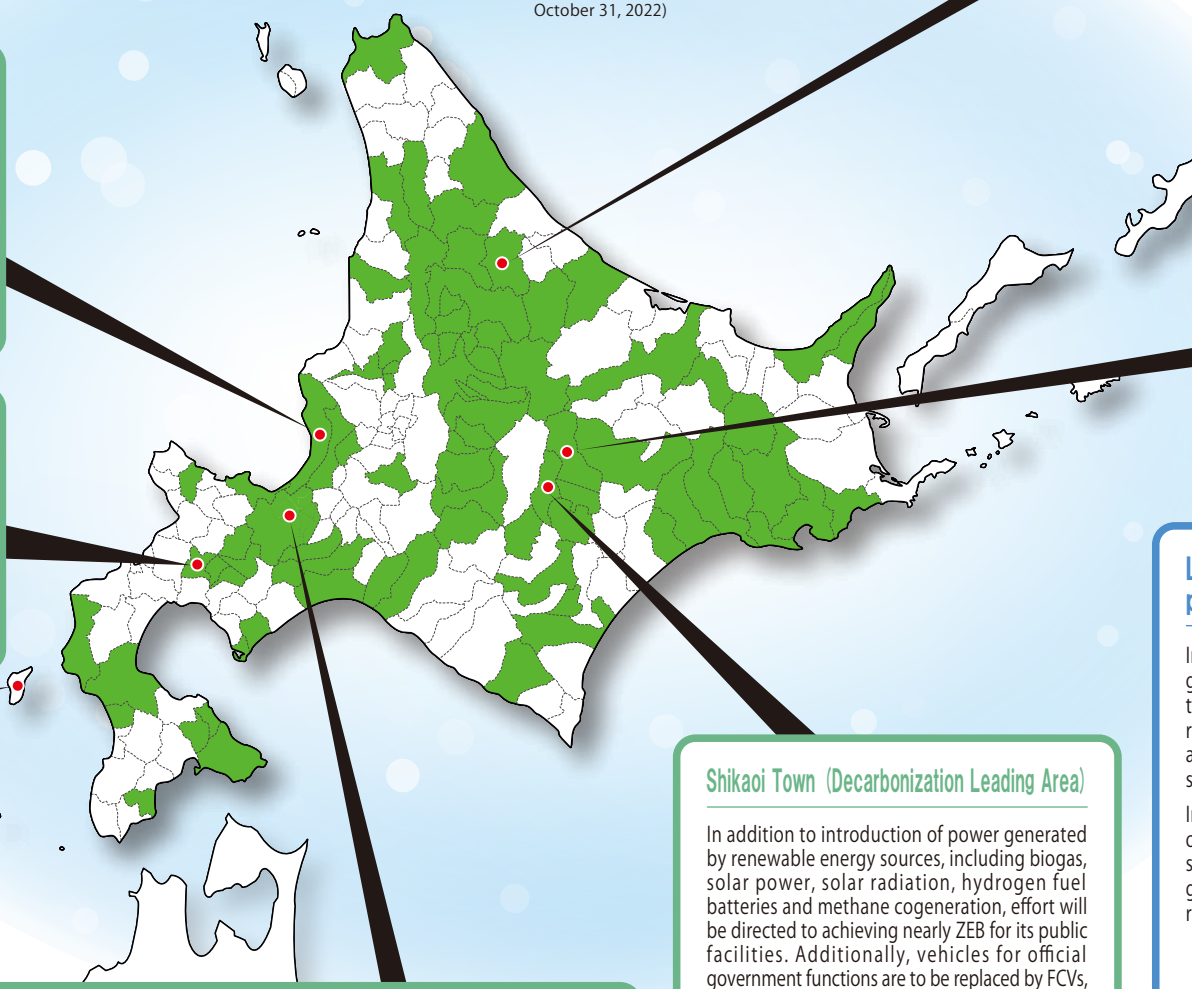
Mid-term target (FY2030) (10,000 tons - CO2)

2013 (Base year)	Emissions (7,369)
2030 (Mid-term target)	Net Emissions (3,788) ← 48% reduction

### Shimokawa Town (SDGs FutureCity)

The vision for Shimokawa Town in the year 2030 (SDGs shimokawa version) has been established as its future image, with backcasting-based town development underway. The town aspires to find comprehensive solutions to its issues, in cooperation with its citizens, based on town development focusing on Ichinohashi Bio Village Model that involves introduction of woody biomass energy and revitalization of villages based on such actions.

\*Green shading indicates municipalities that have declared themselves zero-carbon cities (as of October 31, 2022)



### Ishikari City (Decarbonization Leading Area)

Ishikari Bay New Port Area utilizes photovoltaic power generation facilities and woody biomass generation facilities to supply renewable energy-derived electric power to data centres, etc. Photovoltaic power generators, etc., have also been installed in public facilities, including Ishikari City Hall. Renewable energy-derived power is being supplied to Ishikari Bay New Port Area for decarbonization, industrial consolidation and reinforcement of disaster management functions.

### Niseko Town (SDGs FutureCity)

The town is a municipality where its citizens use and protect the environment that supports the town's two major industries of tourism and agriculture, where resources led by renewable energy sources and the economy circulate and enrich the community, to become Sustainable Town Niseko run by self-governance by its citizens and worthy of civic pride.

### Okushiri Town (Decarbonization Leading Area)

The town is promoting island-wide decarbonization by expanding geothermal binary power generation and utilizing existing hydroelectric power generation facilities and a variety of renewable energy sources, as well as building private transmission lines in two areas on the island. The town will also convert municipally owned buses and other vehicles to EVs and introduce Green Slow Mobility services using low-speed EVs to realize Sustainable Island Okushiri.

### Sapporo City (Decarbonization Leading Area & SDGs FutureCity)

In order to build "Environmental Capital SAPP\_RO: Sustainable city in which the next generation of children can live with cheer," the city plans to develop a global model of an environmental city in the frigid zone, through promotion of environmental activities to spread their impact on the economy and society and to execute action that utilizes regional characteristics.

It also aims to become a zero-carbon city through the development of a snowy frigid region model by industry, academia, and government.

### Shikaoi Town (Decarbonization Leading Area)

In addition to introduction of power generated by renewable energy sources, including biogas, solar power, solar radiation, hydrogen fuel batteries and methane cogeneration, effort will be directed to achieving nearly ZEB for its public facilities. Additionally, vehicles for official government functions are to be replaced by FCVs, FCV buses, EVs and PHEVs. Biogas-generated electric power will be supplied to three areas through a newly established power utility in order to achieve decarbonization.

### Kamishihoro Town (Decarbonization Leading Area & SDGs FutureCity)

Kamishihoro Town has started up childcare programs such as free preschool childcare, and free medical care for children until completion of high school and has adopted new technologies for convenience in everyday living, such as, automated driving, drones and AI and local consumption of locally generated energy in the form of biogas generation using cattle manure as fuel, in the drive to create a sustainable community harmonizing economy, society and environment while adopting various measures from the SDGs perspective

### Local consumption of local renewable energy-derived power through regional collaboration

In the recent growth in geographical scope of socioeconomic activities, there is a growing need for various communities, especially between large cities and smaller towns, to work together to form a self-reliant and diversified society by utilizing their respective resources, while at the same time supplementing each other and sharing among them. These activities are being promoted in development of a sustainable society in the Japanese government's Regional Circular and Ecological Sphere policy.

In response to these developments, Sapporo City plans to promote coordination with other areas of Hokkaido, as a major consumption market with a large population, by study into a scheme in which Hokkaido's abundant resources are utilized and locally generated renewable energy-derived electric power to be consumed in the local region, in order to build Zero Carbon Hokkaido and a circular economy.

Source: Fifth Basic Environment Plan, Ministry of the Environment



# 02 The future to be Brought by the Games

## ❄ Vitalizing Hokkaido and Japan

### ○ Building a "urban snow resort city" brand

In view of the scale and level of attention in the Olympic and Paralympic Games, the event shows the tendency of increase in foreign visitors to the host city, starting from the announcement of the host city, over a long span of time. Sapporo 1972 Winter Games attracted a large number of both Japanese and foreign visitors, due to the introduction of the city to the world along with video footage of scenes from Sapporo Snow Festival. Since then, the Snow Festival became a major winter event.

At the same time, however, the winter season remains a slow season for tourism, except when the Snow

Festival is being held, and needs action in attracting more visitors. As a step toward a solution, Sapporo is planning to brand the entire city as an "urban snow resort city" that can offer enjoyment of winter in the entire city that is uniquely Sapporo, namely, casual winter sports as "attractions of a snowy city" combined with "attractions of an international tourist city," and promote the charms worldwide.

With the Winter Games, we expect to see acceleration in these activities, leading to greater effect and positive impact on a wide range of industries.

#### • Attractions of a snowy city •

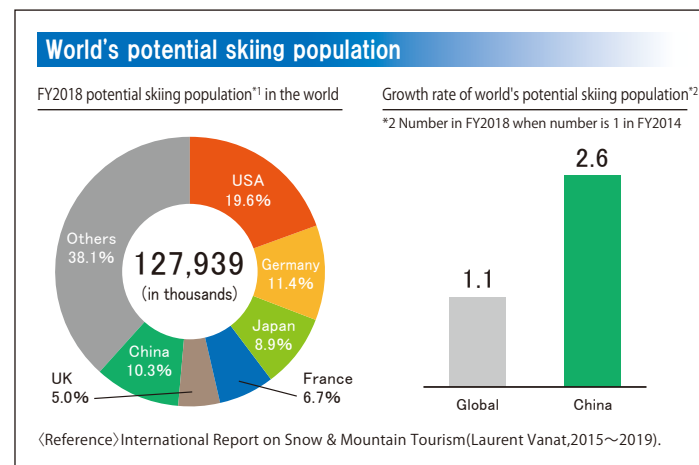


(Branding concept)

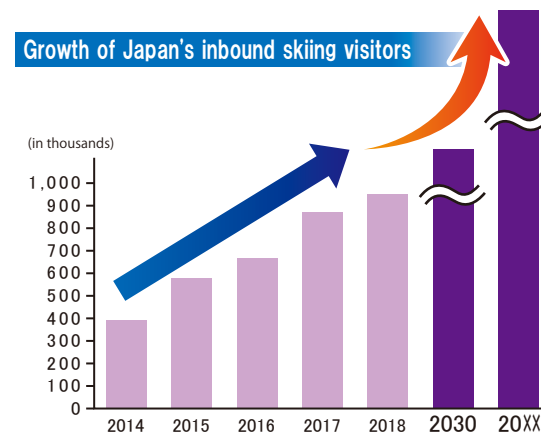
#### • Attractions of an international tourist city •



## Powder in the City SNOW resort city SAPPORO



\*1 Potential skiing population : People with experience of skiing and snowboarding



<Reference> Based on the following references  
International Visitor Survey (2014-2018; sightseeing & leisure purposes), Japan Tourism Agency  
Visitor Arrivals to Japan (2014-2018; sightseeing & leisure purposes), Japan National Tourism Organization

### ○ Japan as a winter tourism nation

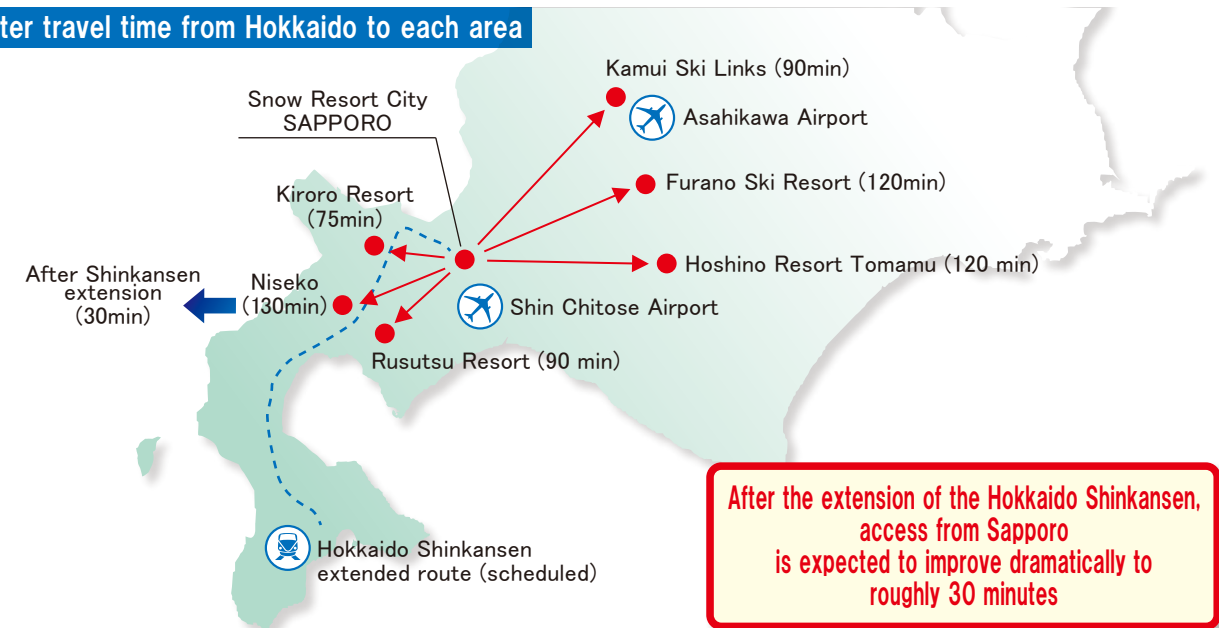
The COVID-19 pandemic has hugely impacted Sapporo and industries in Hokkaido, chiefly tertiary industries in the areas of food services and accommodations. As we enter the post-coronavirus age, support plans to cooperate with related local governments, nearby municipalities and the Prefecture of Hokkaido for the Winter Games through efforts to attract visitors and implement measures to foster tourism, such as development of visitor excursion routes, in order to boost and vitalize Hokkaido tourism.

Furthermore, there are world-renowned snow resorts

located within two hours of travel from Sapporo. With the Winter Games, a unified promotion campaign and excursion promotion efforts will be organized for the Hokkaido ski resorts and Sapporo as the city of origin for such excursions, in order to brand all the Hokkaido as a "major snow resort area."

These actions are expected to promote Japan as a winter tourism nation and to vitalize the economy, boost human exchange and bring dynamic strength to Hokkaido and Japan.

#### Winter travel time from Hokkaido to each area



### ○ Tapping into the diverse foods and products of Hokkaido

The Winter Games are expected to become a venue for promoting the diverse foods, timber and other products of Hokkaido and of Hokkaido businesses, possibly triggering dramatic growth in sales channels and consumption after the Games. During the Tokyo 2020 Games, public interest was directed to a furniture maker in Tsubetsu Town manufactured the cases for Olympic medals presented to the medallists, as well as the use of table tennis tables manufactured at a factory in Ashoro Town.

Such effects of the Games are expected to contribute to spurring Hokkaido's vitality.





# 02 The future to be Brought by the Games

## How the Olympic and Paralympic Games reach our hearts



At the women's snowboard big air final. Reira Iwabuchi of Japan, placing 4th after two runs, attempted the frontside triple underflip 1260, a historic first for women in her third run. Although she crashed at the end, it was a challenge that startled the world. The spectators were not the only once shocked by the attempt. After she ended her run, 7 finalists who ended their runs rushed to her to hug and congratulate her, breaking out in great joy and emotion. Ranked 4th for the second Games, teary-eyed Iwabuchi said, "I'm glad I challenged in the last run. I'm happy I was able to share the joy with my competitors."

In the Tokyo 2020 men's marathon that was held in Sapporo, Abdi Nageeye of the Netherlands won the silver, and Bashir Abdi of Belgium, the bronze. Although both athletes are from Somalia, they left their country due to civil strike and appeared in the Games as refugees representing different countries.



Near the goal, Bashir Abdi responded to the gesture of encouragement and beckoning from Abdi Nageeye who ran ahead and successfully ran past another and won the bronze. The image of the two runners who captured glory despite great hardships evokes great emotion around the world.



In the women's cycling time trial event in Tokyo 2020 Paralympic Games, Keiko Sugiura of Japan became the oldest gold medallist in Japan's Paralympic history at the age of 50.

After the win, her comment that "The youngest age record can't be made twice, but I'll be able to set the oldest age record again" brought encouragement to many, embodying the never-say-die determination and ambition of the Para athlete to reach greater heights.



In the speed skating women's 500 meters in the 2018 Pyeongchang Winter Olympics, the scene of gold-winning Nao Kodaira of Japan praising her rival Lee Sanhwa who was in tears attracted great attention.

The Olympic and Paralympic Games not only bring us something tangible, but also evoke emotion in our hearts.

# 03 Sports

## Olympic Games

Games period **17 days on 8-24 February 2030 (tentative)**  
Number of sports **7 sports & 109 events**

\* Sports & events based on Beijing 2022 Winter Games

### ❄ Sports

#### Ice Hockey

- Ice Hockey



#### Bobsleigh

- Bobsleigh



- Skeleton



#### Luge

- Luge



#### Skating

- Figure Skating



- Short track Speed Skating



- Speed Skating



#### Curling

- Curling



#### Skiing

- Alpine Skiing



- Cross-country Skiing



- Ski Jumping



#### Biathlon

- Biathlon



- Nordic Combined (cross-country & ski jumping)



- Freestyle Skiing



- Snowboarding











## Paralympic Games

Games period **10 days on 8 - 17 March 2030 (tentative)**

Number of sports **6 sports & 80 events**

\* Sports & events based on Beijing 2022 Winter Games

### ❄️ Sports

<b>Para ice hockey</b> 	<b>Wheelchair curling</b> 	<b>Para snowboard</b> 
<b>Para biathlon</b> • Stand/sit/vision impairment 	<b>Para Alpine Skiing</b> • Stand/sit/vision impairment 	<b>Para Cross-Country Skiing</b> • Stand/sit/vision impairment 

### ❄️ The Paralympic Games

The Paralympic Games date back to 1948. Ludwig Guttmann, who was a physician in Britain at the time, organized an archery tournament for wheelchair users, as part of rehabilitation of people who were disabled in war. Much later, the first Paralympic Games were held in Rome, Italy, in 1960, followed by the first Paralympic Winter Games in Örnsköldsvik, Sweden, in 1976. At present, the Paralympic Games are being held after the Olympic Games as a rule, in the same host city and using the same venues.

The Paralympics offer athletes with various types of disability the opportunity to pursue infinite possibilities through sports and fairly give them the chance to demonstrate their abilities to the full. From Impossible to I'm Possible\* — Paralympians who express this in actual form helps us recognize the importance of taking action with courage and creativity.

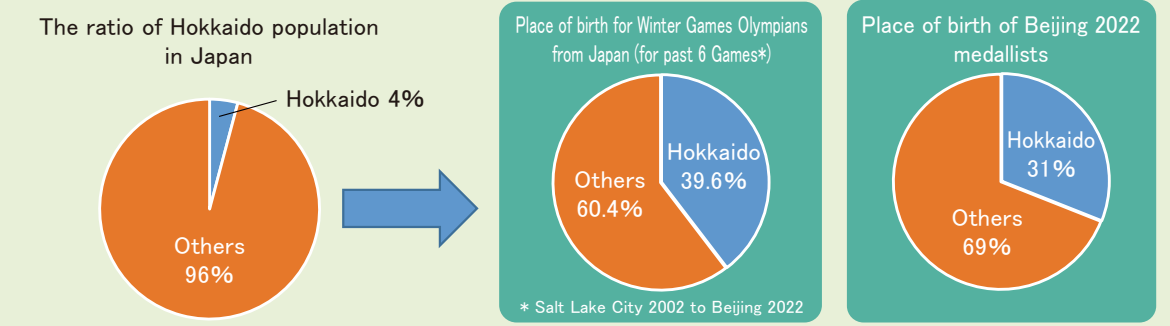
\* Neologism expressing the message of Paralympic athletes that what appears to be "impossible" can turn to "I'm possible" with change in viewpoint and a little creativity.



### Holding the world's greatest winter sports event in Sapporo, Hokkaido!

Number of participating athletes		Number of venues	
Olympics	Paralympics	Olympics	Paralympics
2,891	563	17 Venues	5 Venues
<b>Reference: Tokyo 2020 Games</b>			
Number of participating athletes		Number of venues	
Olympics	Paralympics	Olympics	Paralympics
11,420	4,403	42 Venues	21 Venues

### Winter Games Olympians from Hokkaido

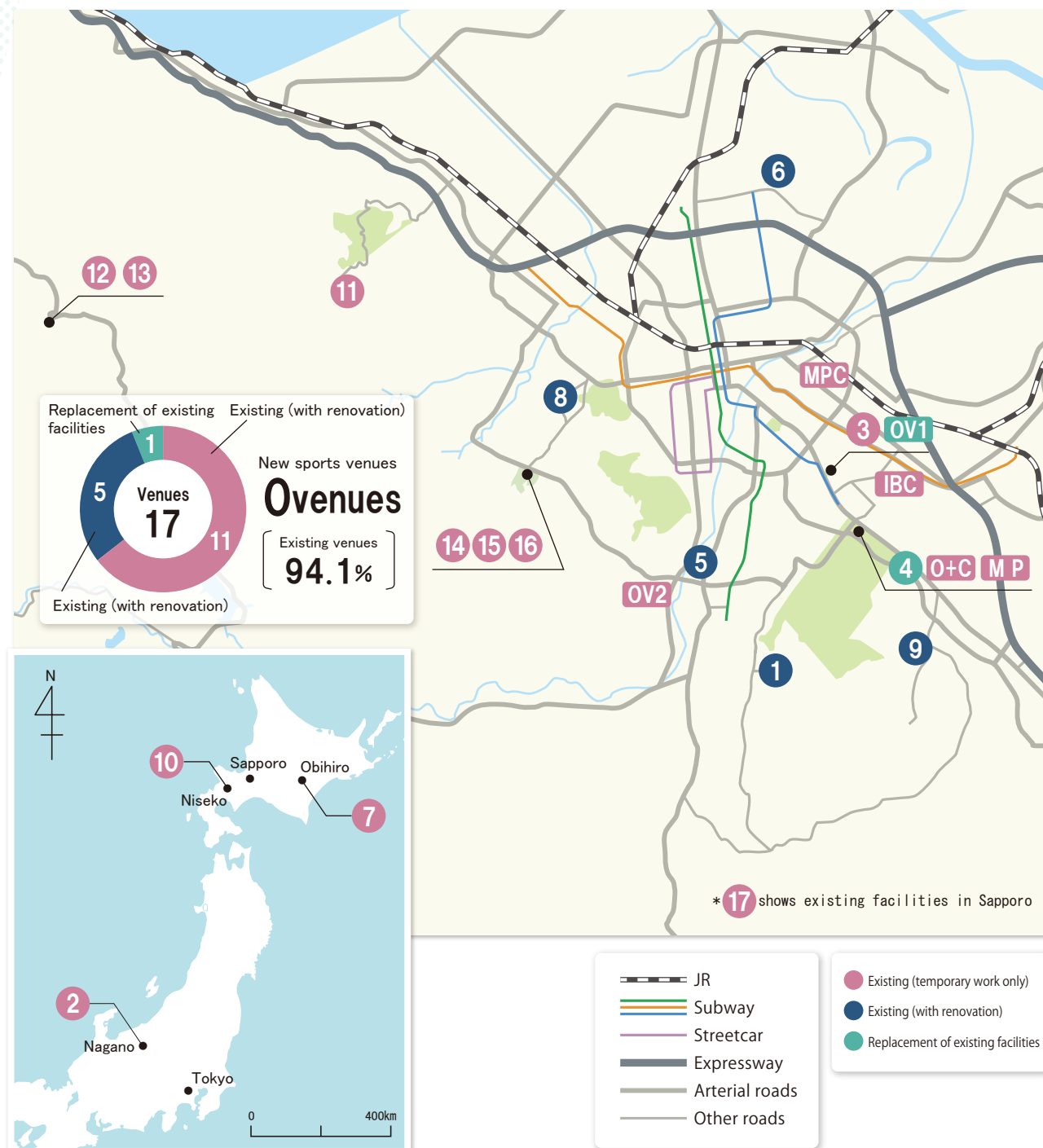


**Approx. 40% of Winter Games Olympians are from Hokkaido**

## Venue layout plan

### Layout plan distinctive of Sapporo

- Facilities already made available to local citizens, including facilities used in Sapporo 1972, will be utilized to the maximum.
- Sapporo's distinctive characteristics offering winter sports close to the city centre will be utilized for the Games.
- Tree clearing necessary for the venues will be kept to a minimum, with introduction of new technologies that contribute to the carbonization in order to assure environmental protection.



Number	Site	Sports/event, etc. (■ : Olympics ▲ : Paralympics)
<b>Sport venue</b>		
1	Nishioka Biathlon Stadium	■ Biathlon ▲ Para biathlon / Para Cross-Country Skiing
2	Spiral Nagano Bobsleigh Luge Park	■ Bobsleigh Skeleton / Luge
3	Tsukisamu Gymnasium	■ Curling ▲ Wheelchair curling
4	New Tsukisamu Gymnasium	■ Ice Hockey 1 ▲ Para ice hockey
5	Hokkaido Makomanai Park Indoor Stadium	■ Ice Hockey 2
6	Sapporo Community Dome "Tsudome"	■ Figure Skating Short Track Speed Skating
7	Obihiro Forest Speed Skating Oval	■ Speed Skating
8	Ōkurayama Ski Jump Stadium	■ Ski Jumping Nordic Combined (Ski Jumping)
9	Shirahatayama Open Stadium	■ Cross-Country Skiing Nordic Combined (Cross-Country Skiing)
10	Niseko	■ Alpine Skiing (Downhill, Super giant slalom, Combined) ▲ Para Alpine Skiing
11	Sapporo Teine	■ Alpine Skiing (Giant slalom, Slalom)
12 13	Sapporo Kokusai Ski Resort	■ Freestyle Skiing / Snowboard (Slopestyle / Giant parallel slalom / Snowboard cross) ▲ Para snowboard
14 15 16	Sapporo Bankei Ski Area	■ Freestyle Skiing / Snowboard (Halfpipe, mogul & aerial)
17	Existing city facilities	■ Freestyle Skiing / Snowboard (Big air)
<b>Non-sports venues</b>		
O+C M P	Sapporo Dome	■ Opening ceremony / Closing ceremony / Medal Plaza ▲ Opening ceremony / Closing ceremony / Medal Plaza
MPC	Sapporo Convention Centre	■ Main Press Centre
IBC	New exhibition facility	■ International Broadcasting Centre ▲ International broadcasting Centre (including Main Press Centre functions)
OV1	Municipal Tsukisamu Housing Complex	■ Olympic Village ▲ Paralympic Village
OV2	APA Hotel & Resort <Sapporo>	▲ Paralympic Village

\* This plan is based on current conditions and tentative. Changes may take place in the future.  
 \* Regarding ski slopes, the veggies are counted by finish areas.



## 1 Nishioka Biathlon Stadium

■ Biathlon  
▲ Para biathlon/Para Cross-Country Skiing



Location	Nishioka, Toyohira-ku, Sapporo
Development method	Existing (with renovation work)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

The Nishioka Biathlon Stadium was built in 1971 and used as the biathlon venue for the Sapporo 1972 Olympic Winter Games.

Many international competitions have been held since then, including the Asian Winter Games, the IPC Para Nordic Skiing World Cup and the International Miyasama Ski Games.

It is currently used as a biathlon stadium as well as an educational training facility for the Japan Ground Self-Defense Force.

It is also designated as a National Training Centre for athletic training and is used as a training base for Japan's top athletes.



(Billion yen)

Facility development cost*1	0.2
• Course construction	
Cost of temporary construction*2	4
• Temporary installations, general exterior construction, security fences, etc.	

\*1 Facility development cost: Cost of renovation and other work on facilities that will also be used after the Games  
\*2 Cost of temporary construction: Cost for facilities and other structures that will be temporarily used for the Games ] For details, see pp. 59 - 62.

## 2 Spiral Nagano Bobsleigh Luge Park

■ Bobsleigh  
Skeleton / Luge



Location	Nakasone, Nagano-shi, Nagano
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 1, 0 0 0 Standing room : 5, 4 8 0

This bobsled and luge course was established in 1996 in conjunction with the Nagano 1998 Winter Olympic Games.

During the Nagano 1998 Winter Olympic Games, it was used as the venue for the bobsled and luge events. It is the only facility in Japan where sledding competitions are held, and international competitions have been held here since.

Currently, ice-making is suspended in the winter season (course closed for the winter), but during the summer months, the park is used by the public for practicing roller luge and as a Nordic walking facility. It is also designated as a National Training Centre for athletic training, and is used as a training base for Japan's top athletes during the summer months.

(Billion yen)

Facility development cost	0
Cost of temporary construction	6
• Temporary installations, general exterior construction, security fences, course renovation, etc.	





### 3 Tsukisamu Gymnasium

■ Curling  
▲ Wheelchair Curling



Location	Tsukisamu Higashi, Toyohira-ku, Sapporo
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 3, 0 1 7 Standing room : —

Tsukisamu Gymnasium was completed in 1971 and was used as an ice hockey venue for the Sapporo 1972 Winter Olympic Games.

Since then, it has hosted many international competitions, including the 1991 Winter Universiade, the 2015 World Women's Curling Championship, and the Sapporo 2017 Asian Winter Games.

Today, it is used by many citizens as a skating rink throughout the year.



©SAWGOC/PHOTO KISHIMOTO

(Billion yen)

Facility development cost	0
Cost of temporary construction	2
*Building renovation (temporary construction), temporary installations, general exterior construction, security fences, etc.	

### 4 New Tsukisamu Gymnasium

■ Ice Hockey 1  
▲ Para ice hockey



Location	Hitsujigaoka, Toyohira-ku, Sapporo (tentative)
Development method	Reconstruction of existing facilities
Number of spectator seats	Fixed seats : 8, 4 0 0 Standing room : —

As the successor to the Tsukisamu Gymnasium that was built in 1971, this facility is scheduled to be relocated and reconstructed in the vicinity of the Sapporo Dome, a centre for higher functional exchange.

The new facility will not only be used by local citizens and to host international tournaments, which have been held at the Tsukisamu Gymnasium until now, but will also be visited by many people to watch professional sports games and various events.

In order to maximize the use of the existing facilities, the old and new Tsukisamu Gymsnasiums will each be used as competition venues for the 2030 Winter Games.



©Photo: ZUMA Press/Aflo

(Billion yen)

Facility development cost	4 0
*Construction of gymnasium, ice rink facilities, visitor attraction facilities*	
*Used as an Olympic Park function during the Winter Games.	
Cost of temporary construction	0.7
*Temporary installations, general exterior construction, security fences, etc.	



5 Hokkaido Makomanai Park Indoor Stadium

■ Ice Hockey 2



Location	Makomanai-koen, Minami-ku, Sapporo
Development method	Existing (with renovation work)
Number of spectator seats	Fixed seats : 6, 2 1 5 Standing room : —

This facility was built in 1970 as Japan's largest indoor skating arena at the time.

It has hosted many international competitions, including the closing ceremony, figure skating, and ice hockey matches during the Sapporo 1972 Winter Olympic Games, and figure skating and short track events during the Sapporo 2017 Asian Winter Games.

It is used for a variety of purposes, including futsal and basketball in the summer and ice hockey and figure skating in the winter, as well as for hosting concerts and other events.

The Winter Games will be an opportunity to install barrier-free wheelchair seating, making the facility accessible to people with and without disabilities.



©SAWGOC/PHOTO KISHIMOTO

(Billion yen)

Facility development cost	0.4
•Renovation of existing building, installation of wheelchair spectator seating, renovation of restrooms	
Cost of temporary construction	4
•Building renovation (temporary construction), temporary installations, general exterior construction, security fences, practice venue installation, etc.	

6 Sapporo Community Dome “Tsudome”

■ Figure Skating  
Short Track Speed Skating



Location	Sakaemachi, Higashi-ku, Sapporo
Development method	Existing (with renovation work)
Number of spectator seats	Fixed seats : 9, 9 6 2 Standing room : —

This multi-purpose, all-weather facility was opened in 1997 and is second largest multi-purpose facility after the Sapporo Dome.

It is used not only for sports but also for other events, and in winter it is used as the second venue for the Sapporo Snow Festival, which attracts many visitors from Japan and abroad.

It is used by many local citizens on a daily basis for baseball, soccer, tennis, etc., and is nicknamed "Tsudome".

At the time of the 2030 Winter Games, temporary spectator seating will be installed and utilized, and the facility will be even more used and familiar to the public as a venue used for the Olympic Games.

(Billion yen)

Facility development cost	0.1
•Renovation of existing building	
Cost of temporary construction	4
•Temporary installations, general exterior construction, security fences, etc.	



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©SAWGOC / JapanSports



## 7 Obihiro Forest Speed Skating Oval

■ Speed Skating



Location	7 Sen Minamichominami, Obihiro
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 2, 2 5 5 Standing room : —

This facility was opened in 2009 as the only indoor speed skating rink in Hokkaido that can be used year-round, regardless of the natural conditions.

Since its opening, it has hosted many international competitions, including the Sapporo 2017 Asian Winter Games, and has also been designated as a national training centre where top Japanese athletes train.

In addition to being used for speed skating competitions, the multi-purpose square in the middle ground is used for futsal and tennis, and the outer perimeter of the rink is used as a running track on a daily basis.

The facility is widely popular among both local residents and top skaters in the skating kingdom of Obihiro and Tokachi, which has produced a large number of medallists.



©SAWGOC / JapanSports

(Billion yen)	
Facility development cost	0
Cost of temporary construction	2
* Temporary installations, general exterior construction, security fences, etc.	

## 8 Okurayama Ski Jump Stadium

■ Ski Jumping  
Nordic Combined (Ski Jumping)



Location	Miyanomori, Chuo-ku, Sapporo
Development method	Existing (with renovation work)
Number of spectator seats	Fixed seats : 1, 7 0 0 Standing room : 5, 8 6 0

This facility was established in 1931 and was extensively renovated for the Sapporo 1972 Winter Olympic Games.

Since the Sapporo 1972 Winter Olympic Games, it has hosted many international competitions, including the World Cup.

The location overlooking the city of Sapporo makes it one of the city's most popular tourist destinations, and the adjacent Sapporo Olympic Museum serves as a base for winter sports culture and Olympic and Paralympic education.

It is also designated as a National Training Centre for athletic training and is used as a training base for Japan's top athletes.

From the perspective of reducing future maintenance and management costs and improving operational efficiency, there is a plan to add a normal hill in conjunction with the renovation of the large hill.

(Billion yen)	
Facility development cost	9
* Large hill renovated, normal hill relocated	
Cost of temporary construction	0.8
* Building renovation (temporary construction), temporary installations, general exterior construction, security fences, etc.	



©SAWGOC/PHOTO KISHIMOTO



9 Shirahatayama Open Stadium

- Cross-Country Skiing
- Nordic Combined (Cross-Country Skiing)



Location	Shinei, Kiyota-ku, Sapporo
Development method	Existing (with renovation work)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

This facility was completed in 1990 as a full-scale cross-country skiing venue.

It has hosted many international competitions, including the 2nd Asian Winter Games and the FIS Nordic World Ski Championships 2007 in Sapporo.

In the summer, it is used as a soccer and rugby stadium, and in the winter, the walking ski course and training course are open to the public and used by many citizens and athletes alike.

The 25-km long undulating course is the first FIS-certified cross-country course in Asia.



©SAWGOC/PHOTO KISHIMOTO

(Billion yen)

Facility development cost	0.7
•Course construction	
Cost of temporary construction	7
•Building renovation (temporary construction), temporary installations, general exterior construction, security fences, etc.	

10 Niseko

- Alpine Skiing (Downhill, Super giant slalom, Combined)
- ▲ Para Alpine Skiing



Location	Niseko, Abuta-gun, Hokkaido
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

The Niseko area began to open ski resorts in the 1960s, and has hosted the All-Japan Alpine Championships in 1962 and the ski events of the National Sports Festival Winter Games twice.

Today, a number of large private resorts have been developed throughout the Niseko area, and many skiers from around the world visit each year to enjoy the powder snow of Niseko.

The large ski area that utilizes the 1,308-meter-high Niseko Annupuri boasts the longest run of 5,000 meters, as well as beginner courses, and is popular among a wide range of skiers.



©SAWGOC/PHOTO KISHIMOTO

(Billion yen)

Facility development cost	0
Cost of temporary construction	2
•Temporary installations, general exterior construction, security fences, etc.	



11 Sapporo Teine

■ Alpine skiing (Giant slalom, Slalom)



Location	Kanayama, Teine-ku, Sapporo
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

Part of the course (now the Shirakaba Course) opened in 1965, and after hosting skiing and alpine skiing events including the giant slalom and slalom at the Sapporo 1972 Winter Olympic Games, the Highland Ski Centre was opened.

The venue has a proven track record of hosting international and domestic competitions, including hosting the 1991 Winter Universiade, the Asian Winter Games on three occasions, and the National Sports Festival Winter Games.

Currently, the Highland Ski Centre and the Olympia Ski Centre have merged and are operating as "Sapporo Teine".

From the ski slopes, you can enjoy a panoramic view of Sapporo City and Ishikari Bay, and experience the closeness of nature and the city. In addition, the legacy course used for the Sapporo 1972 Winter Olympic Games is still enjoyed by many skiers.



©SAWGOC/PHOTO KISHIMOTO

(Billion yen)

Facility development cost	0
Cost of temporary construction	2
* Temporary installations, general exterior construction, security fences, etc.	

12 13 Sapporo Kokusai Ski Resort

■ Freestyle Skiing / Snowboard  
(Slopestyle/Giant parallel slalom/Snowboard cross)  
▲ Para snowboard



Location	Jozankei, Minami-ku, Sapporo
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

This facility was opened in 1978 and hosted the All Japan Snowboarding Championships in 2005 and 2017.

It is open for approximately six months of the year, the longest of any ski resort in Sapporo, and attracts a wide range of visitors from both Japan and abroad.

Located near Jozankei Onsen, one of the best hot spring resorts in Hokkaido, it features some of the best powder snow and expansive slopes in the country.

Every course is wide and long enough to satisfy all types of skiers and snowboarders.

(Billion yen)

Facility development cost	0
Cost of temporary construction	4
* Course construction, temporary installations, general exterior construction, security fences, etc.	



©SAWGOC/PHOTO KISHIMOTO



14 15 16 Sapporo Bankei Ski Area

■ Freestyle Skiing / Snowboard  
(Halfpipe, mogul & aerial)



Location	Bankei, Chuo-ku, Sapporo
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

Opened in 1968, this facility has hosted skiing and snowboarding events for the Asian Winter Games and World Cup, and was also used as a venue for freestyle skiing mogul and snowboard halfpipe events at the Sapporo 2017 Asian Winter Games.

The facility has a halfpipe and mogul course certified by the International Ski and Snowboard Federation (FIS), and has a track record of hosting many competitions.

Due to its easy accessibility (20 minutes from the city centre) and the fact that it is open until 10:00 p.m. with night lighting, it attracts a wide range of Sapporo residents, including many families and office workers on their way home from work.



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(Billion yen)	
Facility development cost	0
Cost of temporary construction	4
* Course construction, temporary installations, general exterior construction, security fences, etc.	

17 Existing facility in the city

■ Freestyle Skiing / Snowboard (Big Air)



©Photo: YUTAKA/Arlo Sport

Location	Existing facility in the city (planned)
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 3, 6 0 0 Standing room : 2, 8 8 0

The big air event for skiing and freestyle skiing/snowboarding is scheduled to be held at existing facilities in Sapporo.

This event involves skiing or snowboarding down steep slopes, competing in the height of jumps, the difficulty of rotational moves, and the beauty of landings, and has been included in the Olympic Games starting at the PyeongChang 2018 Olympic Winter Games.

The big air course is planned to be set up entirely with temporary equipment, and competitions can be held as long as there is a flat area necessary for the course to be set up. It is expected to be held as a city event and is being considered to be held at an existing facility in Sapporo.

(Billion yen)	
Facility development cost	0
Cost of temporary construction	1
* Course construction, temporary installations, security fences, etc.	

\*The venue has not yet been determined, but it is expected to be of similar standard and cost.



©Photo: AP/Aflo



O+C M P Sapporo Dome

■ Opening Ceremony/Closing Ceremony/Medal Plaza  
▲ Opening Ceremony/Closing Ceremony/Medal Plaza



Location	Hitsujigaoka, Toyohira-ku, Sapporo
Development method	Existing (temporary construction only)
Number of spectator seats	Fixed seats : 37,810 Standing room : —

This facility was built in 2001 to coincide with the 2002 FIFA World Cup.

Since opening, many international events have been held here, including the opening ceremony of the Sapporo 2017 Asian Winter Games, the 2019 Rugby World Cup and the Tokyo 2020 Summer Olympic and Paralympic Games.

With the introduction of the "hovering soccer stage," a movable nature grass soccer field, the facility is now used for baseball, concerts, exhibitions, and other multi-purpose events.

Various facilities are scheduled to be developed around the Sapporo Dome to create synergy with the venue, and in addition to the opening and closing ceremonies during the Olympic and Paralympic Games, the Sapporo Dome will also serve as an Olympic Park, adding to the excitement of the Games.



©Photo courtesy of Reuters/Aflo

(Billion yen)

Facility development cost	2
• Visitor attraction facilities* *Used as an Olympic Park function during the Winter Games.	
Cost of temporary construction	2
• Temporary installations, general exterior construction, security fences, etc.	

MPC Sapporo Convention Centre

■ Main Press Centre



Location	Higashi-Sapporo, Shiroishi-ku, Sapporo
Development method	Existing (temporary construction only)

The Sapporo Convention Centre was established in 2003 as the main hub of convention facilities in the international city of Sapporo.

It currently hosts a variety of large international conferences, academic meetings, and events, and was also used as a media centre for the Sapporo 2017 Asian Winter Games.

During the Olympic and Paralympic Games, it will be used as the Main Press Centre (MPC) for the press, including a press conference room and workrooms for photographers and newspaper reporters.

(Billion yen)

Facility development cost	0
Cost of temporary construction	0.7
• Building renovation (temporary construction), temporary installations, general exterior construction, security fences, etc.	



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IBC New exhibition facility

■ International Broadcast Centre  
▲ International Broadcast Centre  
\*Includes Main Press Centre functions



\*(Tentative name) New exhibition facility Development Basic Plan "Figure 29:Image perspective of the new exhibition facility (exterior)"  
\*This perspective is from the pre-design phase and has not been finalized.

Location	Tsukisamu Higashi, Toyohira-ku, Sapporo
Development method	Existing (temporary construction only)

The new exhibition facility will replace AXES Sapporo, which is used for various events such as corporate exhibitions and consumer sales events, and is scheduled to be available for use from 2026.

During the Olympic and Paralympic Games, it will be used as an International Broadcast Centre (IBC), and will serve as a base for editing and transmitting images of the competitions to the world, as well as for setting up TV studios for each country. In addition, during the Paralympic Games, when the competition venues will be consolidated, the functions of the Main Press Centre (MPC), which were previously handled by the Sapporo Convention Centre, will be consolidated for more efficient operation.



(Billion yen)

Facility development cost	0
Cost of temporary construction	8
* Temporary installations, general exterior construction, security fences, etc.	

OV1 Municipal Tsukisamu Housing Complex

■ Olympic Village  
▲ Paralympic Village



\*The photo is of another existing municipal housing complex in the city.

Location	Tsukisamu Higashi, Toyohira-ku, Sapporo
Development method	Reconstruction of existing facilities

This is one of the two Olympic and Paralympic Villages to be established in the city. It will accommodate approximately 2,000 athletes who will primarily use venues located in the city centre area.

The municipal housing in the Tsukisamu area that is due for renovation will be consolidated and reconstructed, and used temporarily as an Olympic and Paralympic Village.

The surrounding land will also be utilized temporarily to develop service functions, such as for dining and the Olympic Village Plaza.

A universal design will be adopted when used as an Olympic and Paralympic Village to provide a safe, comfortable environment to all athletes.

(Billion yen)

Facility development cost	1.9
* Reconstruction of municipal housing* *A portion of Tsukisamu Apartment Complex A-E to be consolidated and reconstructed.	
Cost of temporary construction	6
* Temporary installations, general exterior construction, security fences, etc.	



©Photo:Reuters/Afla



OV2 APA Hotel & Resort (Sapporo)

■ Olympic Village



Location	Kawazoecho, Minami-ku, Sapporo
Development method	Existing (temporary construction only)

This is one of the two Olympic Villages to be established in the city. It will accommodate approximately 2,000 athletes who will primarily use venues located in mountain areas.

Existing hotels will be utilized instead of developing new buildings.

This hotel is one of the largest capacity facilities in the city and was used as the athletes' village for the Sapporo 2017 Asian Winter Games.

In addition, the neighbouring Minamiku Gymnasium and other facilities will be utilized to secure service functions, etc., and provide a comfortable environment to enable the athletes to perform at their best.



(Billion yen)

Facility development cost	0
Cost of temporary construction	1
• Temporary installations, general exterior construction, security fences, etc.	

Other Accommodation facilities for athletes

For teams using venues outside Sapporo or venues located more than a one-hour drive from the Olympic and Paralympic Villages, existing hotels near the respective venues will be used. Appropriately sized hotels with easy access to the venues will be used according to the number of athletes in each team.



Hokkaido Sapporo 2030  
Olympic And Paralympic  
Winter Games