

Every second, Sugoi.

TOKYO  25

WORLD ATHLETICS
CHAMPIONSHIPS
T O K Y O ● 2 5

13-21 SEPTEMBER 2025



Summary of the World Athletics Championships Tokyo 25 Outcomes

The Event Basic Information

- (1) The event : World Athletics Championships Tokyo 25
- (2) Organiser : World Athletics (WA)
- (3) Host : Japan Association of Athletics Federations (JAAF)
- (4) Organising Committee : The Local Organising Committee of World Athletics Championships Tokyo 25
- (5) Period : September 13–21, 2025 (9 days)
- (6) Venues : Japan National Stadium (Marathon/Race Walking in Tokyo)
- (7) Warm-up Venues : Yoyogi Park Athletics Field, The Univ. of Tokyo Athletics Field
- (8) Training Venues : The Univ. of Tokyo Athletics Field, Oi Futo Central Seaside Park Athletics Field
- (9) Number of Events : 49
- (10) Participating Countries/Regions : 193 countries/regions + Athlete Refugee Team
- (11) Number of Athletes : 1,992 (1,034 men, 958 women)

Mission



1. Deliver dreams and hope to many people.
2. Serve as a model for future international sporting events.

Vision

Tokyo Dream Tokyo Brand Tokyo Model

Main Color



Edo Purple

Color Code

7 4 5 3 9 9

Red:116 Green:83 Blue:153

Logo



World – Tokyo – Connecting.

Visual Identity



A land bursting with passion.

Motto

Every second, Sugoi.

Mascot



RikuOne
りくワン

- At launch of LOC in July 2023, it set forth its mission: **“Deliver dreams and hope to many people”** and **“Serve as a model for future international sporting events.”** In October, it formulated the event vision of **“Tokyo Dream,” “Tokyo Brand,”** and **“Tokyo Model.”**
- In November, based on its mission, event vision, and the core principles of sport—**fairness and an athlete-centered approach**—LOC formulated the Master Plan for the event to ensure the event’s success.
- The Plan clearly states the commitment to ensuring **fairness, impartiality, and transparency**, and **to maintaining organisational operations that embody these principles.**

Tokyo Dream

Creating the best stage for athletes

- We will provide the best possible environment in which athletes can perform at their highest level, supported by the cheers of a full Stadium.

Participation of diverse people in the event

- We will promote participation in the event so that everyone—regardless of age or disability status—can experience the joy of sport and appreciate the importance of respecting diverse values.

Expansion of Sports Culture

Passing Values on to the Next Generation

Tokyo Brand

Citywide Hospitality

- We will welcome visitors with Tokyo’s well-developed social infrastructure and warm hospitality, and implement initiatives that allow them to experience the city’s unique appeal.

Strategic Promotion

- We will communicate the appeal of the event effectively by implementing promotional initiatives in collaboration with various media outlets, fostering public momentum, and conducting PR activities using the official logo.

Further Advancement of Volunteer Culture

Building Global Connections for the Future

Tokyo Model

Providing Opportunities for Children

- We will provide children—the future leaders—with opportunities to watch the event, creating experiences that inspire dreams and hope.

Reducing Environmental Impact

- Through initiatives promoting energy conservation, the use of renewable energy, and environmentally conscious transportation methods, we will contribute to the realization of a decarbonized society.

Promoting Environmentally Responsible Actions

Sustainable Event Model

Building on the Tokyo 2020 legacy, we will carry forward the new legacies created through our efforts and pass them on to future generations.

~Realizing the event filled with excitement, anticipation, and the smiles of all participants~

Creating the best stage for athletes

● Full Stadium

Seven evening sessions drew full-capacity crowds, reaching a total attendance of **around 620,000**, with roaring cheers shaking the stadium.

● Many outstanding performances emerged.

With **one world record and nine championship records**, athletes pushed their limits, making the event both inspiring and exhilarating.

● Ticket promotion

Extensive ticket promotion was carried out in collaboration with the Tokyo Metropolitan Government (TMG), Pia, TBS, JAAF, sponsors, and other stakeholders.

● Competition Operations

With nationwide support, a strong operations team was formed with **240 National Athletics Referees (NAR) and 718 collaborators**.

● Safeguarding

A safeguarding policy was formulated, and a statement urging the prevention of harassment and abuse toward athletes was publicly released before the event.



Participation of diverse people in the event

● Volunteers

- A total of **2,858 volunteers** of various ages, nationalities, and abilities contributed to the event. Through training, they acquired essential knowledge and skills, and **98% expressed willingness** to participate in future events.
- The volunteer culture fostered during Tokyo 2020 Games continues to develop.

● Children's Participation

- Children took part in designing and naming the official mascots through online voting, resulting in the selection of **"RikuOne."**
- TMG implemented a "Children Reporter Program", and junior high school students in Tokyo interviewed at the JAAF Athletics Championships and MOWA.
- In cooperation with World Athletics, a "Kids Press Conference" was held and interviewed athletes including Rachid Muratake at the stadium.
- The Backstage Navigator **escorted the medalist**.

● Exhibition Race

Masters athletes, Paralympic athletes, Deaflympic athletes, and junior high school athletes participated in **an exhibition race held in front of a large crowd at the stadium.**



~Connecting Tokyo with the world and showcasing the essence of Tokyo~

Citywide Hospitality

● Volunteer Support

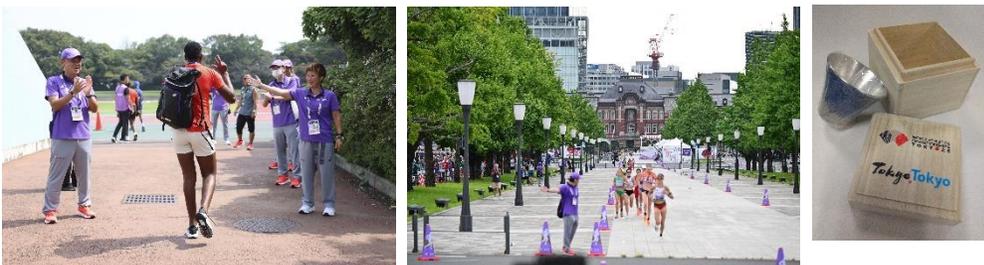
2,858 volunteers provided hospitality at the Stadium and other venues, while 718 collaborators supported competition operations.

● Promoting the Appeal of Tokyo and Japan

- Offered marathon courses showcasing Tokyo's attractions and history.
- Lounges and other areas featured ikebana and armor displays, as well as tea ceremony experiences.
- Presented Edo-themed entertainment at the WA Congress Opening Dinner.
- Tour to convey Tokyo attractions to stakeholders.
- Displayed venue decorations based on traditional Japanese graphics.
- Installed the "Tokyo Tokyo" icon outside the stadium and Medals were presented with a wooden box containing a sake cup featuring the icon as a supplementary prize.

● Safe and Secure Event

- Implemented robust security measures to prevent terrorism and crowd incidents, along with heat-mitigation initiatives, ensuring a safe environment for all.



Strategic Promotion

● Official Website and Social Media

- Disseminated event overviews, press releases, and news. Shared the appeal of competitions and athletes, as well as messages from event ambassadors and participating athletes.

● Public Engagement

- Held the festival "World Athletics Championships Tokyo 25 - 100 Days To Go!" on Gyoko-dori Avenue.
- Hosted the festival on the eve of the event "RUNS: INTO KK" on KK Line (the former Tokyo Expressway).

● Promotion Using the Official Logo

- Utilized the logo, themed "World - Tokyo - Connecting," across various events and communication channels.

● Use of Advanced Technologies

- Showcased Sustainable Aviation Fuel (SAF), next-generation solar cells "Air Solar", biofuels, and TMG-led startup initiatives for heat countermeasures, leveraging the global gathering as an opportunity to promote these technologies.



~Hope for tomorrow and a step toward a sustainable future~

Providing Opportunities for Children

● Children's Spectator Program

A total of **49,290 children** aged 3 to 18 from Tokyo (including chaperones) were invited to watch the event. They conducted advance learning using materials prepared by TMG and sent messages of support to the athletes.

● Baton Project

A set of **eight original relay batons was donated to all elementary schools in Tokyo**, where they are now used in school sports events. Special classes were also delivered by Athlete Ambassadors.

● Competition Experience and Back-yard Tours

- During the event, the “World athletic championship Hands-On Experience Workshop” was held, **providing 2,959 fourth–sixth grade students from 62 Tokyo schools with opportunities to experience sprint activities at the stadium.**

Children with severe disabilities who are unable to attend the event participated remotely using **the robot “OriHime,” allowing them to run on the track and to interact with onsite student.**

- The Stadium Special tour was conducted in June and July, **allowing 7,109 fourth–sixth grade students from a total of 92 Tokyo schools to experience short-distance running and observe backstage operations.**



Reducing Environmental Impact

● Climate Action, Energy, and Heat countermeasures

- Collaborated with TMG on a household **Used cooking oil collection campaign** for raw materials for SAF, and installed **garden lights equipped with “Air Solar”**, units around the stadium.
- Collaborated with REVO International Inc. **to utilize biofuels.**
- Collaborated with Tokyo Gas Co., Ltd. to utilize carbon credits.
- **Utilized low-emission “such as EV” vehicles** provided by Honda.
- **Collaborated with TMG and sponsors** to implement various heat countermeasures.

● Resource Circulation

- Promoted the use of **personal reusable bottles**, utilized POCARI SWEAT **returnable bottles** and implemented **“bottle-to-bottle” horizontal recycling** in collaboration with Otsuka Pharmaceutical Co., Ltd.
- Provided surplus bananas to children's cafeterias.

● Environmental Improvement

On the first day of the event, we partnered with Morinaga & Co., Ltd. to conduct a **“plogging” activity.**

● ABW standard (Sustainability Assessment of WA)

Achieved the highest **Platinum Certification.**— the first ever for the World Athletics Championships.



- At the time of the LOC's establishment, public scrutiny of international sporting events had intensified, and gaining the understanding and support of Tokyo residents and the wider public was essential to ensuring the success of the event.
- Recognizing that fairness is at the core of sport, we dedicated ourselves to operating as a fair and trustworthy organisation befitting the management of an international sporting event.

Fair Selection of Executives

- Established a Nomination Committee, including external experts.
- Selected executives with expertise in international sporting events, organisational management, governance, compliance, finance, law, and communications.
- Ensured transparency through the clear definition and public disclosure of the selection process and criteria.



Rigorous Contract Procedures

- Established a Contract and Procurement Committee, including an external lawyer and accountant.
- TMG, JAAF, and LOC jointly established a Contract and Procurement Management Council, creating a multilayered oversight system.
- Made public the status of bidding procedures and the detailed outcomes of awarded contracts.



Prevention of Conflicts of Interest

- Directly hired specialized personnel.
- No secondees from advertising agencies especially in the marketing division.
- Independent screening by a committee of a governance director and external experts.
- Sponsorships sold through open and competitive processes.



Audit Systems and Processes

- Strengthened the function through close coordination among the Internal Audit Office, Audit and Supervisory Board Members, and the External Auditor.
- Introduced a risk-based approach to detect and prevent misconduct at an early stage.
- Held quarterly three-party meetings for information sharing.



Proactive Information Disclosure

- Implemented a disclosure system consistent with TMG standards.
- An independent Screening Committee ensures the appropriateness of disclosure decisions.
- Key decisions—including executive selection in addition to legal matters—published on the official event website.



- Revenues and expenditures both totaled JPY 16.251 billion, **achieving a balanced budget.**
- Recognizing that the success of the event required not only operational excellence but also strict control of cost increases and the preservation of sound financial management, **the entire organization worked together to optimize service levels and thoroughly review all expenses.**

Revenue (Unit: JPY million)

Item	Budget Estimate
JAAF	991
Sponsorships & Donations	4,015
Ticket Sales	4,910
National Government	2,000
TMG	4,335
Total	16,251

Expenditure (Unit: JPY million)

Item	Budget Estimate
Temporary Facilities, etc.	3,520
Transport & Security	1,658
Operations	5,527
Administration & Public Relations, etc.	5,546
Total	16,251

Competition Operations

● Establishment of the Competition Operations Structure

- We established a **Competition Operations headquarters** and proceeded with preparations, and in cooperation with prefectural athletics associations nationwide, we **established a competition management system with NAR (240 people in total) and competition operations collaborators (718 people in total)**.

● Dress Rehearsal

- A full-scale rehearsal was conducted over two days using the stadium in order to verify the entire operational flow in advance.

● Competition Schedule

- **Despite a rerun of the men's 4×100m relay and a rain-related delay on the final day**, the revised NAR structure and teamwork among departments ensured the successful completion of the event.

● Medal Ceremonies

- **A medal ceremony plaza was set up near the stadium**, where medalists received their medals and gifts. **People without tickets were also able to celebrate them there.**

● Medical Services/Anti-Doping

- **A medical team of over 500 staff**—including doctors, nurses, trainers, and volunteer first responders—were deployed.
- Signed a memorandum of understanding with JAAF, JADA, and J-Fairness. **A total of 1,179 tests were conducted** on competing athletes.



Venue Operations & Event Services

● Management of the Stadium

- Planned the allocation of rooms by utilizing as many stadium facilities as possible.
- **Divided the venue into nine zones and implemented access control** for authorized personnel.
- **Established a cooperative framework** with JSC, the venue owner, and JNSE, the operating company.
- **Collaborate with the security team to ensure the smooth management of spectator flow.**
- To prevent inappropriate photography, **displayed digital signage and instructed spectator staff to make announcements.**

● Warm-up Areas & Training Venues

- At Yoyogi Park Athletics Field, **lightning rods were upgraded to lightning-suppression systems, and 66 tents and generators were set up** for team waiting areas.
- The University of Tokyo Athletics Field discussed in detail with the university how to use it to ensure that students can use it for as long as possible. Floodlights and protective nets were installed to develop a safe environment.
- At the Oi Futo Central Seaside Park Athletics Field, **mobile floodlights were arranged for safe nighttime training**, and tents were set up as team areas.

● Cleaning & Waste

- Cleaning levels were set for each room and carried out efficiently.
- Clear signage was provided to ensure proper waste separation.



Venue Operations & Event Services

● Logistics

Managed delivery of competition materials to the venues. Supported customs procedures for stakeholders' imports and exports.

● Accreditation

Operated **four accreditation centers and issued 25,182 passes.**

● Security

Worked with the Tokyo Metropolitan Police Department to implement counter-terrorism and crowd-control measures, **resulting in no major incidents or accidents.**

● Food Services

Developed the food service plan, **accommodating various needs while reducing waste through careful meal volume management.**

● Facility Setup

- **Installed temporary facilities and electrical systems** to supplement rooms and functions at the stadium. Coordinated with WA to optimize broadcasting-related requirements under highly demanding broadcasting conditions.
- **Adopted a design-build contracting method** to meet tight timelines.

● Information Technology

- Built communication networks and coordinated frequency use at each venue.
- **Provided a secure and reliable information infrastructure** for media and broadcasting partners.



Venue Operations & Event Services

● Arrival & Departures/Visas

- Developed immigration operations in coordination with relevant ministries.
- Supported visa procedures **for 2,211 individuals from 137 countries and regions.** Set up welcome desks at airports.

● Accommodation

- Selected hotels based on **efficient transport and avoiding the dispersion of stakeholders.**
- Secured accommodations for large and diverse groups including athletes, WA family, competition delegates, NAR, medical staff, and media.
- Operated welcome desks and dining hall, and **responded to menu and meal-time requests from teams.**

● Transport

- Implemented **policies focusing on environmental considerations, coexistence with city activities, and athlete-centered operations.**
- Provided media and broadcasters **with IC transit cards** to encourage public transport use.
- Although the warm-up venues were located separately from the Stadium, **280 athlete transport runs were completed smoothly, allowing all events to proceed on schedule.** Nearly 70 trial runs were conducted, and traffic monitors and NAR staff with GPS-equipped radios ensured real-time oversight.

● Media Operations & Broadcasting

- Approximately **860 media representatives from around the world.** Operated media areas such as the mixed zone, press conference room, press seating, photo positions, and the media center.
- Worked with WA and the host broadcaster designated by WA and operated broadcast facilities including the international signal hub and camera positions in the stadium.

Public Relations and Engagement Activities

● Public Relations and Engagement

- **Coordinated with various stakeholders**—including WA, sponsors, TMG, and JAAF—and **concluded cooperation agreements with TMG, TBS, and JAAF.**
- Appointed **Actor Yuji Oda as the special ambassador and five athletes as athlete ambassadors.**
- Organised **public engagement activities at key milestones**, such as 500 days out, one year out, 100 days out, and one month before the event.

● Ticketing

- Implemented strategic ticket promotion in collaboration with TMG, PIA Corporation, TBS, JAAF, and other partners. **Total ticket sales exceeded 580,000, surpassing the previous two domestic editions.**
- Introduced **dynamic and differentiated pricing**; conducted advance sales aligned with the Paris 2024 Olympic Games; offered year-end and New Year special sales; and added additional seating to maximize opportunities.

● Commercial Operations

- Oversaw the domestic sponsorship program, securing a total of **13 sponsors**: 4 Event Principal Supporters, 5 Event Supporters, and 4 Event Suppliers.
- Deployed extensive commercial displays during the event.

● Volunteers

Participants from diverse backgrounds took part, regardless of age, nationality, or disability status. A total of 2,858 volunteers contributed to the event and **98% expressed willingness to participate in future events.** The volunteer culture fostered during Tokyo 2020 Games continues to develop.

● Protocol

Welcomed numerous domestic and international dignitaries. In collaboration with the TMG and other partners, we **showcased the appeal of the event, Tokyo, and Japan** in stakeholder areas such as lounges.

Cooperation and Collaboration with TMG

● Support for the Establishment

JAAF and TMG formed a Preparatory Committee. In December 2022, TMG convened an Experts' Panel to discuss governance and the appropriate form of governmental involvement, and subsequently **published the Guidelines on TMG's Involvement in International Sporting Events.**

● Support During Initial Phase

- Following the Guidelines, TMG **served on a nomination Committee for founding officers and participated in the Board of Directors**, offering advice.
- In July 2023, LOC and TMG signed Framework Agreement for Hosting the event.
- TMG dispatched staff **to strengthen governance**, acting as **the secretariat of the Contract and Procurement Management Council and organising over 50 meetings.**

● Support During Full-Scale Operational Phase

- Based on “Vision 2025” (formulated by the TMG in February 2023), LOC developed the Master Plan for the event and advanced joint initiatives.
- TMG dispatched additional staff as preparations progressed and provided financial support.
- In line with the Guidelines, TMG offered collaboration and advice **to ensure sound governance, contribute to Tokyo's development, and promote opportunities for resident participation.**



Visitors

619,288
attendees



Highest attendance ever for a World Athletics Championships held in Japan.

Ticket Sales

583,326
tickets sold



Full-stadium attendance achieved in 7 evening sessions.

TBS Total Viewership

79.77 million
viewers



The event attracted nationwide attention.

The highest minute-by-minute viewership rating

31.7%



The men's 4×100m relay on Day 9 Energized Japan and became a major social phenomenon.

Athlete-Centered Approach



Implemented measures such as advancing the start of the road events by 30 minutes, ensuring appropriate transportation arrangements, and issuing the "Respect for Athletes Statement."

Transport Delays Affecting Competition

0 cases



Warm-up venues, bus operations, and entry gates were coordinated to ensure all competitions proceeded on schedule.

Medal Winners

53 countries/regions



Many athletes delivered their best performances at the stadium, and a record number of countries won medals.

Records



1 world record, 9 championship records, 4 Japanese records were set.

Sixteen Indicators Demonstrating the Outcomes

Official Website

13 million visits



Number of accesses to the official website.

SNS Video Views

700 million views



People around the world watched the event online.

Domestic Sponsors

13 companies



Secured sponsors through an open call, without using advertising agencies.

Volunteer Participation

2,858 people



Volunteers of all ages and backgrounds supported the event.

Tokyo Children's Invitations

49,290*
children invited



Provided opportunities for future generations to experience world-class athletics.
*including invited and assisted participants.

Relay Baton Donations Approx.

1,400 schools



Donated to elementary schools throughout Tokyo to inspire children using items from the event.

Security (Terrorism/Crowd Incidents)

0 incidents



Safe and reliable event operations with no major security issues.

ABW

Platinum
Recognition



Won the highest level of the Athletics for a Better World (ABW) Standard, a sustainability evaluation system implemented by WA, marking the first such achievement in the history of the World Athletics Championships.



Every second, *Sugoi.*