

## 1. Expectations for Tokyo 2020

ONISHI Sachiyo

The Olympic and Paralympic Games, to be held in Rio de Janeiro, Brazil, are drawing near. I have been impressed by the smiles and tense expressions of the athletes selected to participate in the Games, and I have high expectations for all of them.

Against this backdrop, preparations are already underway for the Tokyo Olympics and Paralympics slated for 2020 (hereafter, 'Tokyo 2020'). The emblem for the Games was selected the other day. Municipalities across Japan have started work on inviting participating athletes for prior training and marketing local products. In addition to revitalising the local economy, attention is also focused on the positive impact on promoting human rights and diversity. Thus, I would like to start this series of articles by writing about the procurement of goods and services for the Games and the economic empowerment of women.

In an effort to make Tokyo 2020 a sustainability-oriented event, the Organising Committee has developed a High-level Sustainability Plan.<sup>1</sup> The firms and associations involved in the operation and arrangements for the Olympic Games are required to comply with the Plan. Along with environmental and other considerations, a policy of holding businesses and other entities accountable for promoting human rights and diversity has been adopted since London 2012, the first Olympics to allow the participation of female athletes from all countries and regions of the world.

In connection with the procurement of goods and services, the suppliers and licensees are required to account for: (1) in the manufacturing and distribution process: (i) elimination of discrimination and harassment on the grounds of race, nationality, religion, sex, sexual orientation, disability, etc., and (ii) non-use of forced or child labour, proper safety

and health and respect for labour rights under law; and (2) in the process of approval, licencing, manufacturing, distribution, etc.: the absence of corruption such as bribery, or unfair trading practices such as dumping.

This approach is known as 'supply chain management', or an attempt to create a society that respects human rights and the environment through business. For example, a global apparel maker has developed a safe working environment by supporting the health of women working at the sewing plants of its suppliers. The company also provides ICT skill training for women living near those plants, so that they can use those skills to gain higher-paid jobs, eventually joining the ranks of its customers.

The Plan is relevant to a wide range of entities including small local businesses, as well as global multinationals. From the gender perspective, a company may, for example, purchase goods and services from female owners and entrepreneurs to support their business; ask its suppliers to disclose the gender balance of their recruiting staff and managers, and planning and progress in the promotion of female employees; or establish a policy not to use the sex industry for entertaining clients. It is exciting to predict what Tokyo 2020 will bring in terms of initiatives for such business and women's economic empowerment in general.

The emblem for Tokyo 2020 is exquisitely designed to drive home the harmony between the Olympics and Paralympics. It will be even better if the Games succeed in reinforcing harmony and respect for diversity, as advocated by the Olympic Charter<sup>2</sup>.

---

<sup>1</sup> <https://tokyo2020.jp/jp/games/sustainability/>

---

<sup>2</sup> Developed by the International Olympic Committee. The latest edition, in force as from August 2015, includes the Fundamental Principles of Olympism, which state, among others, that 'the practice of sport is a human right', and that the enjoyment of rights and freedoms shall be secured 'without discrimination of any kind, such as race, colour, sex, sexual orientation, language, religion, political or other opinion, national or social origin, property, birth or other status'.