

**International Horticultural Expo 2027,
Yokohama, Japan
SUSTAINABILITY STRATEGY**



March 2024

**Japan Association for the International Horticultural
Expo 2027, Yokohama**

Table of Contents

| | |
|---|-----------|
| Executive Summary | 1 |
| 1 Introduction | 3 |
| 1.1 Significance of Sustainability | 3 |
| 1.1.1 Sustainability as the foundation for International Horticultural Exhibition..... | 3 |
| 1.1.2 Delivery of a Sustainable International Horticultural Exhibition | 4 |
| 1.2 Significance of EXPO 2027 YOKOHAMA JAPAN | 5 |
| 1.2.1 Significance of EXPO 2027 YOKOHAMA JAPAN | 5 |
| 1.2.2 Contribution to the Achievement of the SDGs | 5 |
| 1.3 Vision & Mission | 6 |
| 1.3.1 Theme for EXPO 2027 YOKOHAMA JAPAN | 6 |
| 1.3.2 Basic Policy Guiding the Development of the Programme Composition..... | 8 |
| 1.3.3 Values..... | 10 |
| 2 Situational Analysis | 11 |
| 2.1 Normative and Institutional framework | 11 |
| 2.1.1 International legal framework..... | 11 |
| 2.1.2 National legal framework | 12 |
| 2.1.3 Municipal legal framework..... | 14 |
| 2.2 International Standards | 15 |
| 2.2.1 The United Nations Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development | 15 |
| 2.3 Context / Environment | 18 |
| 2.3.1 PESTEL analysis | 18 |
| 2.3.2 SWOT analysis | 26 |
| 3 Basic Policies | 31 |
| 3.1 Human rights | 31 |
| 3.1.1 Background and situation | 31 |
| 3.1.2 Basic Policies..... | 35 |
| 3.1.3 Directions of Actions | 35 |
| 3.2 Labour | 38 |
| 3.2.1 Background and situation | 38 |
| 3.2.2 Basic Policies..... | 40 |
| 3.2.3 Directions of Actions | 40 |

| | |
|--|-----------|
| 3.3 Anti-corruption | 43 |
| 3.3.1 Background and situation | 43 |
| 3.3.2 Basic Policies..... | 44 |
| 3.3.3 Directions of Actions | 44 |
| 3.4 Diversity & Inclusion | 46 |
| 3.4.1 Background and situation | 46 |
| 3.4.2 Basic Policies..... | 48 |
| 3.4.3 Directions of Actions | 49 |
| 3.5 Accessibility | 51 |
| 3.5.1 Background and situation | 51 |
| 3.5.2 Basic Policies..... | 53 |
| 3.5.3 Directions of Actions | 54 |
| 3.6 Environment | 56 |
| 3.6.1 Background and situation | 56 |
| 3.6.2 Basic Policies..... | 59 |
| 3.6.3 Directions of Actions | 60 |
| 4 Goals and Objectives | 62 |
| 4.1 Goals | 63 |
| 4.2 Objectives | 65 |
| 4.2.1 Biodiversity..... | 65 |
| 4.2.2 Water | 66 |
| 4.2.3 Carbon..... | 67 |
| 4.2.4 Energy..... | 68 |
| 4.2.5 Pollution..... | 68 |
| 4.2.6 Waste & Dismantlement | 69 |
| 4.2.7 Contractors & Construction | 69 |
| 4.2.8 Design..... | 70 |
| 4.2.9 Transport..... | 71 |
| 4.2.10 International Participants (Foreign governments and international organisations, etc.)..... | 72 |
| 4.2.11 Sustainable Events Operations and Management | 72 |
| 4.2.12 Legacy..... | 73 |
| 5 Conclusions | 74 |

Executive Summary

International Horticultural Expo 2027, Yokohama, Japan (hereinafter referred to as “EXPO 2027 YOKOHAMA JAPAN”) will be held in 2027 with the aim of globally promoting horticulture and landscaping, realising lifestyles filled with flowers and greenery, and contributing to the creation of communities and economies and to the resolution of social challenges.

The International Association of Horticultural Producers (Association Internationale des Producteurs de l’Horticulture (hereinafter referred to as “AIPH”)), which approved EXPO 2027 YOKOHAMA JAPAN, places sustainability at the core of its mission to “build a balanced and prosperous future for all, sustaining the planet for this generation and the next,” and attaches importance to sustainability in the delivery and operation of international horticultural exhibitions. By delivering and operating the EXPO, the Japan Association for the International Horticultural Expo 2027, Yokohama (hereinafter, the “Association”) will emphasise the Sustainability Policy of AIPH as its fundamental philosophy.

Based on the above, the Association has formulated the “Sustainability Strategy,” which shows directions of its activities, and the “Sustainability Implementation Plan,” which depicts specific activities and actions, to deliver a sustainable international horticultural exhibition based on the ideas promoted by AIPH. In addition, in order to steadily implement the matters specified in the Sustainability Strategy and the Sustainability Implementation Plan, the Association plans to develop and operate an Event Sustainability Management System in accordance with ISO20121.

The Association established a panel of experts specialized in environmental, human rights and labour issues, which deliberated the Sustainability Strategy, the Sustainability Implementation Plan, and the Code of Sustainable Procurement. Information on the expert panel is available on the Association’s website.

[\(https://expo2027yokohama.or.jp/\)](https://expo2027yokohama.or.jp/)

For the Sustainability Strategy, the Association has incorporated domestic and international conventions, laws and regulations, and international standards, etc., as norms and rules to be adhered to. It also conducted PESTEL and SWOT analyses to analyse the background information and the environment surrounding the EXPO, and clarified the prerequisites to achieve sustainability.

Based on these premises, we have developed the “Basic Policies” for the sustainability of the EXPO from six perspectives (i.e., human rights, labour, anti-corruption, diversity & inclusion, accessibility, and environment). We have also established goals and objectives in 12 areas (i.e., biodiversity, water, carbon, energy, pollution, waste & dismantlement, contractors & construction, design, transport, international participants, sustainable events operations and management, and legacy) to make the EXPO a sustainable event. Further, actions to achieve those goals and objectives as well as key performance indicators (KPIs) to objectively measure their achievement levels have been established.

To achieve the sustainability of the EXPO, the Association will be the frontrunner in leading actions, and urge various suppliers and supply chains involved in the operation to comply with the Code of Sustainable Procurement and operational guidelines so that all stakeholders of the EXPO will be able to work together in unity.

Based on the theme of the EXPO, “Scenery of the Future for Happiness,” we will publicise initiatives related to issues such as biodiversity conservation and decarbonisation, and contribute to the realisation of a sustainable international horticultural exhibition and to the realisation of a sustainable society.

1 Introduction

1.1 Significance of Sustainability

1.1.1 Sustainability as the foundation for International Horticultural Exhibition

EXPO 2027 YOKOHAMA JAPAN is an international horticultural exhibition that has been approved by the International Association of Horticultural Producers (AIPH) and recognised by the Bureau International des Expositions (BIE), and it is classified as the highest-level (A1) World Horticultural Exhibition.

In 2021, AIPH developed the Sustainability Policy, which identifies the areas where decisions and activities of organisations have impact on people and environments, and outlines the opportunities to have a positive impact on sustainability.

This Policy lists the following items as areas that are considered important in AIPH's activities, and that significantly contribute to the achievement of sustainability.

- 1 Climate action
 - Using plants and green spaces to support climate adaptation and resilience programmes in urban environments
- 2 Biodiversity conservation
 - Promoting nature in cities and sustainable horticultural practices worldwide
- 3 Sustainable sourcing and resource management
 - Adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management
- 4 Equity & inclusion
 - Promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity, and human rights
- 5 Education & awareness raising
 - Engaging, informing, and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing

As the Sustainability Policy is essential to the operation of AIPH, it will be upheld in the delivery and operation of EXPO 2027 YOKOHAMA JAPAN.

1.1.2 Delivery of a Sustainable International Horticultural Exhibition

Following the development of the Sustainable Policy, AIPH established the Sustainability Strategy, in which AIPH specifies the goals to be achieved based on the Sustainable Policy, and proposes the following attributes that collectively equate to a set of requirements for delivering a sustainable event.

- 1 Provide an inclusive and accessible setting for all
- 2 Provide a safe and secure atmosphere
- 3 Have positive environmental benefits
- 4 Encourage healthy living
- 5 Implement responsible sourcing
- 6 Deliver excellent customer experience
- 7 Encourage more sustainable behaviour
- 8 Leave a positive legacy

AIPH also lists the following items as key success factors of a sustainable international horticultural exhibition.

- 1 A comprehensive sustainability strategy and legacy plan that is used as a guiding framework from the earliest planning stages
- 2 Detailed sustainability implementation plans covering construction, operational delivery and legacy transition
- 3 Effective governance arrangements ensuring that sustainability and legacy objectives are fully integrated into decision-making and risk management processes
- 4 Processes to measure, monitor and evaluate sustainability performance to ensure continual improvement
- 5 Transparent reporting and communication of achievements and lessons learned

Achieving sustainability is extremely important in delivering international horticultural exhibitions. EXPO 2027 YOKOHAMA JAPAN addresses sustainability based on the Sustainability Policy, the Sustainable Strategy, and other rules published by AIPH.

The sustainability of the EXPO needs to be ensured by building on the history and legacy of past international horticultural exhibitions, and by learning from the experience, lessons and mistakes of various international exhibitions and events. Also, the EXPO is set three years before the target year of the United Nations Sustainable Development Goals (hereinafter referred to as the “SDGs”). As such, we will deliver a sustainable international horticultural exhibition which provides an opportunity for diverse entities to share with one another information on not only the results of the SDGs actions they have taken and how they are leading them to conclusion, but also their new post-2030 initiatives for achieving a green society—such as those for attaining carbon neutrality by 2050 and conserving biodiversity.

The Sustainability Strategy has been developed by taking into account the above background.

1.2 Significance of EXPO 2027 YOKOHAMA JAPAN

1.2.1 Significance of EXPO 2027 YOKOHAMA JAPAN

AIPH promotes the Green City concept, whereby cities improve people's lives and economic activities by integrating nature into the built environment—the greening of urban spaces.

The EXPO's host city, Yokohama, has long endeavoured to be a highly liveable city where people can enjoy healthy, enriching lives—even during times of recovery from disaster or war, and amid rapid urbanisation. This commitment has included measures for building parks and preserving green spaces and farmland. As a result, Yokohama, though one of Japan's leading metropolises, has a richly varied environment where groves, farms, streams, and other nature exist in the spheres of everyday life. As one of Japan's first cities to introduce programmes such as park support societies and citizens' forests, Yokohama engages in citizen collaborations that leverage the power of its citizens. Moreover, the City has developed the Yokohama Green-up Project and held events such as the National Urban Greenery Fair Yokohama. These activities led to the formation of the Garden City Yokohama vision, in which the city government works with citizens and businesses to advance the leading project Garden Necklace Yokohama and other initiatives. At the same time, the City collaborates with residents, businesses, and other stakeholders to achieve the Zero Carbon Yokohama initiative's goal of decarbonising Yokohama by 2050 in ways that lead to the city's further growth.

In light of global environmental changes, such as climate change and biodiversity loss, the significance of the EXPO is to reappraise the value of wisdom and culture of making use of diverse functions of natural environments in daily life, and utilise such wisdom and culture to build a sustainable society as part of the relationship Japan has built with nature, while at the same time creating a society that fosters happiness by spreading horticultural culture across the globe, realising enriched lifestyles filled with flowers and greenery where farming is a familiar part of everyday life, and encouraging participation of diverse entities.

1.2.2 Contribution to the Achievement of the SDGs

The EXPO will serve as a platform for “contributing to the achievement of the SDGs and for presenting Japan's model for society thereafter.” Following the EXPO, further efforts will be made to build upon its results. These include: conveying to the world the wisdom and actions for living in harmony with the environment in order to fulfil the function of realising and mainstreaming Japan's model for attaining the SDGs and realising a green society; and conveying scenes of friendship, peace, and sustainable urban development to people in Japan and abroad as an emblematic precedent for the peaceful use of a former military installation. To this end, concrete actions will be taken to contribute to: promotion of Society 5.0; real-world deployment of green infrastructure; realisation of the Strategy for Sustainable Food Systems, MIDORI; invigoration of agriculture and rural communities through promotion, etc. of horticultural culture; and implementation of government policies for making Japan a tourism-based country and revitalising regional communities.

1.3 Vision & Mission

1.3.1 Theme for EXPO 2027 YOKOHAMA JAPAN

The theme for EXPO 2027 YOKOHAMA JAPAN has been set as “Scenery of the Future for Happiness.”

It embodies a vision for society where each individual sows seeds of happiness in his/her own mind, fosters them through interactions with other people and the environment, so that both individuals and the entire community bloom like a flower bed, full of vitality, and thereby increase their affluence.

In addition, in order to expand upon the theme and spur action toward realising it, the following four subthemes have been designated.

The EXPO will seek to materialise “Scenery of the Future for Happiness” by presenting: “Co-adaptation” and “Co-existence” as sub-themes with the perspective of providing a basis for building a new relationship between people and nature supported by ecosystem services and a future vision of the actors supporting this relationship. In addition, the third sub-theme “Co-creation,” through new value creation, will be used to demonstrate the sustainability of cities which are full of spiritual richness and happiness based on the two aforementioned sub-themes. Finally, the fourth sub-theme, “Co-operation,” will be used to propose new ways for different actors to participate for the purpose of creating new value and solving societal issues.

(1) Co-adaptation (Harmony with nature)

The sub-theme of co-adaptation will explore the development of sustainable, safe, and attractive urban areas through deployment of “Green infrastructure” in the development of social capital by using diverse functions of the natural environment. It will emphasise using the wisdom of coexistence with nature, regeneration and recycling, and the experience gained as a disaster-prone country.

(2) Co-existence (Co-existence through greenery and agriculture)

As the planet is facing crises that threaten its environmental carrying capacity and ecosystems, there is a growing awareness of the need for a sustainable future. Under such circumstances, people are starting to recognise the joy and pleasure of interacting with nature and the importance of connections between people. The sub-theme of co-existence will explore a Green Community in which people share with and support each other. By taking part in activities related to greenery and agriculture, people will realise that it is important for individuals to participate in the improvement of social and living infrastructures. It will emphasise learning from agrarian culture, which is appreciative of nature and makes use of it in daily life.

(3) Co-creation (Creation of new industries)

As values and lifestyles are becoming more diverse, people recognise the roles floriculture and agriculture play in supporting lives and lifestyles and creating cultures and prosperity.

The sub-theme of Co-creation will explore the creation and development of new value creating industries ahead of their time, through the introduction of high-value-added floriculture and agriculture, new technologies and new varieties of flowers, etc., by using the EXPO as a testbed. Demonstrating how to expand the life sciences industry through cross-industrial cooperation will also be encouraged.

(4) Co-operation (Resolution through co-operation)

The sub-theme of Co-operation will explore the development of a society that respects multicultural coexistence, friendship, peace, and diversity. It will emphasise cooperation among diverse actors, including domestic and foreign companies, educational and research institutions, citizens, and international networks. It will be expected to encourage the accumulation of the wisdom and technology that could lead to solutions to global issues, and the sharing thereof among people worldwide.

1.3.2 Basic Policy Guiding the Development of the Programme Composition

The EXPO promises to help usher in the future we desire by framing its diverse elements as “scenes” and presenting scenes of happy lives enhanced by flowers, greenery, agriculture, and food that reshape people’s lifestyles into ones that hold greater respect for plants and the natural environment.

Based on the significance and theme of the EXPO mentioned above, the Association has formulated the mission for the operation of the organisation so that it can achieve the significance and theme.

The Association aims to contribute to the achievement of the United Nations Sustainable Development Goals (SDGs) by preparing, delivering and operating International Horticultural Expo 2027, Yokohama, Japan to be held in Yokohama City, Kanagawa Prefecture under the Convention Relating to International Exhibitions and by turning it into a successful expo. At the same time, the Association aims to contribute to creating a society that fosters happiness by spreading horticultural culture across the globe, realising enriched lifestyles filled with flowers and greenery where farming is a familiar part of everyday life, and encouraging participation of diverse entities.

To achieve this, collaborations with diverse entities will be carried out through the EXPO to foster the perception of the international horticultural exhibition as an event built by its participants, with the aim of inspiring transformation of people’s awareness and behaviour.

Under this mission, the following basic policy has been established to guide the development of the EXPO’s programme composition to achieve the vision.

(1) Innovativeness and universality

The EXPO will convey the value of universality by presenting a stunning display of the world of “authentic” life, particularly the presence and appeal projected by real, tangible plants—flowers, greenery, and more. It will also express the value of innovativeness by presenting collaborations with cutting-edge technologies such as virtual reality, robotic engineering, and media art that leverage ICT, AI, and other advanced technologies.

By combining the worlds created by authentic nature and innovative digital technologies, the EXPO will endeavour to produce synergies through the fusion of the ordinary with the extraordinary, and through innovativeness and universality.

(2) Diversity and inclusion

The EXPO will offer a variety of collaborations and content that integrate diversity and inclusion into its programme, including agriculture-welfare collaboration and thorough implementation of the universal design needed to ensure that all participants can enjoy their experience. It will also effectively cooperate with external projects, including ones offering experiences that cannot be provided at the exhibition, in order to instil the diversity of flowers/plants and the inclusiveness of coexistence with nature across the world, especially in children, who will be tomorrow's leaders.

(3) Sharing and linking

The EXPO will produce new value and history as an international horticultural exhibition by emphasising approaches that facilitate sharing and linking in order to make it a cooperative expo that engages diverse entities under common challenges from the preparatory phase onward, and where businesses and Japanese/international citizens can participate, cooperate, and co-create together.

In particular, given that a sustainable world cannot be achieved without the sharing of natural capital and ecosystems, the EXPO will be designed to be an opportunity to lead visitors to new insights into the richness of life and ecosystems, and to inspire them to turn those insights into actions.

(4) Variability and flexibility

Our personal lives, the social environment and trends are changing with unprecedented speed as a result of diverse forces—rapidly evolving digital technologies and other innovations in science and technology, the outbreak of a novel infectious disease, and new developments in international affairs. The EXPO will be designed as an international horticultural exhibition that offers ideas that can enable people to flexibly adapt to the constantly changing social milieu. It will embody the significance of action that goes beyond simply focusing on transient trends and efficiency, by seeking to variably adapt and constantly evolve in the right direction.

1.3.3 Values

In light of the significance and mission of international horticultural exhibitions, the EXPO will place an emphasis on Japan's society, culture and lifestyles in coexistence with nature, and showcase its achievements to lead the way to an ideal future society which brings together the wisdom of a diverse group of people by utilising the wisdom of natural symbiosis rooted in Japan as well as cutting edge digital technologies and environmental technologies.

Moreover, all of the stakeholders including the Association and suppliers shall always bear in mind to reshape people's lifestyles into ones that hold greater respect for plants and the natural environment by fostering changes in people's mindset and behaviour so that all people, regardless of their nationality, race, gender, age or disability, can make it a personal matter to realise a sustainable society, and by showcasing scenes of happy lives enhanced by flowers, greenery and agriculture.

To achieve this, the Association is committed to taking the following actions.

- Bring together the society, culture and traditions of Japan, which have been coexisting with nature.
- Make the best use of technologies of research institutions and businesses from a global perspective.
- Effectively convey information to visitors by using digital technologies and through other means, thereby encouraging changes in people's mindset and behaviour.
- Provide opportunities for sharing and communication so that people from Japan and overseas can talk about global issues and take action together.
- Focus on conveying information to society as a whole including non-Expo visitors in Japan and abroad to spread and instil scenes of happy lives enhanced by flowers, greenery and agriculture to people around the world.

2 Situational Analysis

In this Chapter, we will identify international legal frameworks such as conventions, as well as national and municipal laws and regulations of Japan that should be complied with in order to realise the sustainability which EXPO 2027 YOKOHAMA JAPAN aims to achieve as described in Chapter 1.2.2 “Contribution to the Achievement of the SDGs.” We will also discuss the external environment surrounding the EXPO and the Association and the future direction to be taken from the sustainability perspective.

2.1 Normative and Institutional framework

In this section, we will extract and list “international legal frameworks such as international conventions,” “national legal frameworks,” and “municipal legal frameworks” that are mainly related to sustainability and the environment.

2.1.1 International legal framework

The EXPO will comply with conventions, etc., that have been ratified or concluded by Japan. Moreover, as the EXPO is required to be in compliant with domestic and international laws and regulations related to the environment, we will outline key international frameworks related to the environment in the following table. In the EXPO, the purposes, objectives and rules of these frameworks shall be understood, complied with, and respected.

| Framework to be complied with and respected | Outline and purpose of framework |
|---|---|
| Convention Relating to International Exhibitions | The purpose of this convention is stipulate the period and frequency of international exhibitions, obligations of the organiser and participating countries, and matters related to organisations, etc. with an aim to deliver and operate orderly exhibitions. |
| International Plant Protection Convention | International standards have been developed, such as the framework for pest risk analysis and methods to disinfect pests, with an aim to prevent the introduction and spread of pests. |
| Convention on International Trade in Endangered Species of Wild Fauna and Flora | The convention protects endangered wild animals and plants and regulates international trade of those species. |
| International Convention for the Protection of New Varieties of Plants | With the aim of promoting the development of new varieties of plants by protecting the intellectual property rights of breeders of new varieties of plants (breeder’s rights), the convention stipulates rules for the benefit of society. |
| Convention on Biological Diversity | The convention was adopted with the following objectives: the conservation of biological diversity; the sustainable use of its components; and the fair and equitable sharing of benefits arising out of the use of genetic resources. |
| Cartagena Protocol on Biosafety | The Protocol was adopted with the objective to ensure an adequate level of protection in the field of the safe transfer, handling and use of living modified organisms that may have adverse effects on the conservation and sustainable use of biological diversity, specifically focusing on transboundary movements. |

| Framework to be complied with and respected | Outline and purpose of framework |
|--|---|
| International Treaty on Plant Genetic Resources for Food and Agriculture | The convention was adopted with the following objectives: the conservation of plant genetic resources for food and agriculture; the sustainable use of such resources; and the fair and equitable sharing of benefits arising out of their use. |
| Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilisation to the Convention on Biological Diversity | The Protocol was adopted with the objective of the fair and equitable sharing of the benefits arising from the utilisation of genetic resources, thereby contributing to the conservation of biological diversity and the sustainable use of its components. |
| Kunming-Montreal Global Biodiversity Framework | The Framework was adopted with aims to catalyse, enable and galvanize urgent and transformative action by Governments, and subnational and local authorities, with the involvement of all of society, to halt and reverse biodiversity loss, to achieve the outcomes it sets out in its Vision, Mission, Goals and Targets, and thereby contribute to the three objectives of the Convention on Biological Diversity and to those of its Protocols. |
| United Nations Framework Convention on Climate Change | With the objective of achieving the stabilisation of greenhouse gas concentrations in the atmosphere, the convention requires the parties of the convention to develop inventories of emissions and removals of greenhouse gases and formulate national programs to mitigate climate change. |
| Paris Agreement | This agreement, which replaces the Kyoto Protocol, is a new international framework for greenhouse gas reductions in the post-2020 period. Its goal is to hold the increase in the global average temperature to well below 2°C above pre-industrial levels (1.5°C on an effort basis) across the world. |

2.1.2 National legal framework

The EXPO will comply with laws and regulations of Japan. Japan's key legal frameworks related to sustainability and environment are outlined below. In the EXPO, the purposes, objectives and rules of these frameworks shall be understood and complied with.

| Framework to be complied with and respected | Outline and purpose of framework |
|---|--|
| Act on Special Measures Necessary for Preparing for and Managing the International Horticultural Exposition in 2027 | In view of the national significance of the international horticultural exhibition, the purpose of this Act is to stipulate matters such as the appointment of Japan Association for the International Horticultural Expo 2027, Yokohama, and to take special measures such as providing government subsidies and allowing the use of government-owned property to help facilitate the preparation and management of EXPO 2027 YOKOHAMA JAPAN. |
| Basic Act on Biodiversity | The purpose of this Act is to promote policies for conservation and sustainable use of biodiversity in a comprehensive and systematic manner, thereby maintaining a rich biodiversity, and to aim at realising a society living in harmony with nature where human beings can continue enjoying benefits therefrom in the future. |
| Environmental Impact Assessment Act | This Act stipulates procedures for environmental assessment for projects that may have a significant impact on the environment, and prescribes process to reflect the result of the environmental assessment in determining the contents of the project. |
| Plant Variety Protection and Seed Act | The purpose of this Act is to contribute to the development of the agriculture, forestry and fisheries industries by introducing a registration system to protect new plant varieties, and introducing regulations for labelling designated propagating material. |

| Framework to be complied with and respected | Outline and purpose of framework |
|--|---|
| Plant Protection Act | The purpose of this Act is to quarantine plants imported to and exported from Japan, as well as domestic plants in Japan, to prevent the outbreak of plants and animals that are harmful to plants, to eliminate them, and to prevent their spread and thereby ensure the safety of and growth in agricultural production. |
| Basic Act on the Environment | This Act clarifies the basis for formulating the Act for environmental conservation, and prescribes the roles of members of society (the state, local governments, business operators and citizens). |
| Basic Act on Energy Policy | The Act prescribes the fundamental direction for measures on energy supply and demand, in conformance with the basic policy of “Securing of Stable Supply” and “Environmental Suitability,” as well as “Utilisation of Market Mechanisms” with due consideration given to the foregoing two measures. |
| Act on Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities | The purpose of this Act is for public agencies including the state to take the initiative to promote the procurement of eco-friendly goods, etc. (goods or services that contribute to the reduction of environmental impact) and the provision of information concerning eco-friendly goods, etc. |
| Act on Promotion of Global Warming Countermeasures | The purpose of this Act is to promote global warming countermeasures by taking measures to promote the reduction, etc. of the amount of greenhouse gas emissions arising from socioeconomic and other activities. |
| Act on Rationalizing Energy Use | The purpose of this Act is to take the measures necessary for rationalising the use of energy in factories, transportation, buildings, and machinery and equipment, etc. and for the levelling of electricity demand, as well as other necessary measures for comprehensively promoting the rationalisation of the use of energy. |
| Climate Change Adaptation Act | The purpose of this Act is to promote climate change adaptation through establishing necessary measures such as formulating plans for climate change adaptation, providing information on climate change impact and climate change adaptation, and promoting heatstroke prevention measures, thereby contributing to the health and cultural life of the Japanese people both at present and in the future. |
| Act on Waste Management and Public Cleansing | With an aim to control and properly manage the discharge of waste, and keep the living environment clean, this Act stipulates the definition of waste, parties responsible for managing waste, and standards for waste management methods/ waste management facilities/ waste management businesses. |
| Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging | The purpose of this Act is to reduce waste and adequately use recyclable resources by promoting the recycling of waste containers and packaging. |
| Construction Material Recycling Act | The Act requires contractors of construction and demolition using specified construction materials (concrete, asphalt concrete, timber) to sort, demolish and recycle such materials. |
| Basic Act on Establishing a Sound Material-Cycle Society | This Act clarifies the responsibilities of the state, local governments, businesses and citizens so that these parties can work together to establish a sound material-cycle society. The Act also clarifies the “discharger responsibility” of businesses and citizens, and prescribes the general principle of “extended producer responsibility” under which producers assume certain responsibilities for their products, etc. that have been used and disposed of. |
| Act on the Promotion of Effective Utilization of Resources | The Act aims to build a circular economy system by enhancing the collection and recycling of products by business operators, and by implementing new measures such as measures to reduce the generation of waste by saving product resources and extending product life and measures to reuse parts, etc. from collected products. |
| Act on Promotion of Recycling and Related Activities for Treatment of Cyclical Food Resources | The purpose of this Act is to control the generation of food waste and reduce the amount of food waste thereby reducing the amount that is ultimately disposed of, and to promote the use of food waste as feed and fertiliser, etc. |
| Act on Promotion of Resource Circulation for Plastics | The purpose of this Act is to promote initiatives of resource circulation of plastics (3R + Renewable) by all stakeholders at every stage of its lifecycle, from product design to waste disposal. |

2.1.3 Municipal legal framework

Ordinances of local governments of the host city of the EXPO related to sustainability and environment are outlined below. In the EXPO, the purposes, objectives and rules of these frameworks shall be understood and complied with.

| Framework to be complied with | Outline and purpose of framework |
|---|---|
| Kanagawa Prefecture Basic Ordinance on Environment | This ordinance aims to promote measures related to environmental conservation and creation in a comprehensive and systematic manner, and provides fundamental principles. |
| Kanagawa Prefecture Ordinance to Conserve the Living Environment | This ordinance prescribes regulations on establishing factories and offices, measures to conserve the environment in business activities and daily life, and other necessary matters to remove obstacles related to environmental conservation. |
| Kanagawa Prefecture Ordinance to Promote Global Warming Countermeasures | The purpose of this ordinance is to promote global warming countermeasures to achieve the objectives of Kanagawa Prefecture's Ordinance to Conserve the Living Environment, thereby passing down a sound environment to future generations. |
| Yokohama City Basic Ordinance on the Conservation and Creation of Environment | This ordinance sets forth the fundamental principles for the City of Yokohama, businesses and citizens to work together on environmental conservation and creation, and prescribes basic matters related to measures. |
| Ordinance to Create and Foster a Green Environment | The purpose of this ordinance is to turn Yokohama into a healthy, pleasant, relaxing and comfortable city by creating and fostering a green environment. The ordinance serves as the basis of systems related to the greening of public facilities and communities, preservation of greenery areas and trees, conclusion of agreements between citizens and administrations, greening of factories, greening in residential land development, and supplying of seedlings. |
| Yokohama City Environmental Impact Assessment Ordinance | The ordinance prescribes procedures to properly conduct and facilitate consideration at the planning stage, environmental impact assessment, and post-project examination for projects that may have a significant impact on the environment. |
| Yokohama City Ordinance to Conserve the Living Environment | To achieve the objectives of Yokohama City's Basic Ordinance on the Conservation and Creation of Environment, this ordinance prescribes regulations on establishing offices, measures to conserve the environment in business activities and daily life, and other necessary matters to reduce environmental impact. |
| Yokohama City Ordinance on the Promotion of Formation of a Decarbonised Society | This ordinance clarifies the responsibilities of the city, citizens and businesses related to decarbonisation initiatives, and prescribes matters fundamental to the city's measures. |

2.2 International Standards

2.2.1 The United Nations Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development

In “Transforming Our World: The 2030 Agenda for Sustainable Development,” which was unanimously adopted at the United Nations General Assembly in 2015, 17 goals and 169 associated targets of the United Nations Sustainable Development Goals (SDGs) are placed at the core.

EXPO 2027 YOKOHAMA JAPAN, which is set three years before the target year of the SDGs, will contribute to the achievement of 17 goals and 33 targets of SDGs through the following approaches:

| Goals and Targets | How to Contribute |
|---|---|
| Goal 1. End poverty in all its forms everywhere | |
| 1.5 By 2030, build the resilience of the poor and those in vulnerable situations and reduce their exposure and vulnerability to climate-related extreme events and other economic, social and environmental shocks and disasters | Contribute by sharing knowledge and technology related to adaptation to climate change, etc. through the participation of developing countries in the EXPO. |
| Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture | |
| 2.4 By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production, that help maintain ecosystems, that strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality | Contribute to the promotion of sustainable agriculture by formulating and operating the Code of Sustainable Procurement and by raising awareness through exhibitions of the EXPO. |
| Goal 3. Ensure healthy lives and promote well-being for all at all ages | |
| 3.3 By 2030, end the epidemics of AIDS, tuberculosis, malaria and neglected tropical diseases and combat hepatitis, water-borne diseases and other communicable diseases | Contribute by responding to emerging infectious diseases (such as COVID-19). |
| Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all | |
| 4.4 By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship | Contribute by developing the skills of floriculture and landscaping industries through the EXPO. |
| Goal 5. Achieve gender equality and empower all women and girls | |
| 5.1 End all forms of discrimination against all women and girls everywhere | Contribute through measures such as employment and human resources management by the Association, and the formulation and operation of the Code of Sustainable Procurement. |
| 5.5 Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life | |
| Goal 6. Ensure availability and sustainable management of water and sanitation for all | |
| 6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally | Contribute through the development of sewerage by the City of Yokohama and by utilising the sewerage in the EXPO. |
| Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all | |
| 7.2 By 2030, increase substantially the share of renewable energy in the global energy mix | Contribute through measures such as sourcing 100% renewable electricity, and formulating and operating the Code of Sustainable Procurement. |
| 7.3 By 2030, double the global rate of improvement in energy efficiency | |

| | |
|--|---|
| Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all | |
| 8.3 Promote development-oriented policies that support productive activities, decent job creation, entrepreneurship, creativity and innovation, and encourage the formalization and growth of micro-, small- and medium-sized enterprises, including through access to financial services | Contribute through measures such as the formulation and operation of the Code of Sustainable Procurement. |
| 8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment | |
| 8.b By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization | |
| Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation | |
| 9.2 Promote inclusive and sustainable industrialization and, by 2030, significantly raise industry's share of employment and gross domestic product, in line with national circumstances, and double its share in least developed countries | Contribute through measures such as the formulation and operation of the Code of Sustainable Procurement. |
| 9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities | |
| Goal 10. Reduce inequality within and among countries | |
| 10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status | Contribute through initiatives based on "Basic Policy 4: Diversity & Inclusion". |
| Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable | |
| 11.6 By 2030, reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management | Contribute through initiatives related to waste and recycling. |
| 11.7 By 2030, provide universal access to safe, inclusive and accessible, green and public spaces, in particular for women and children, older persons and persons with disabilities | Contribute through measures such as publicising the initiatives related to sustainable greenery areas and public space through the EXPO. |
| Goal 12. Ensure sustainable consumption and production patterns | |
| 12.2 By 2030, achieve the sustainable management and efficient use of natural resources | Contribute through measures such as the formulation and operation of the Code of Sustainable Procurement. |
| 12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses | |
| 12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment | Contribute through initiatives related to waste and recycling, and measures such as the formulation and operation of the Code of Sustainable Procurement. |
| 12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse | |
| 12.7 Promote public procurement practices that are sustainable, in accordance with national policies and priorities | Contribute through measures such as the formulation and operation of the Code of Sustainable Procurement. |

| | |
|---|---|
| 12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature | Contribute through measures such as showcasing a sustainable society and lifestyles harmonised with nature through the EXPO. |
| Goal 13. Take urgent action to combat climate change and its impacts | |
| 13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries | Contribute by conveying knowledge and technology related to adaptation to climate change, etc. |
| 13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning | Contribute through measures such as promoting and conveying climate change countermeasures through the EXPO. |
| Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development | |
| 14.4 By 2020, effectively regulate harvesting and end overfishing, illegal, unreported and unregulated fishing and destructive fishing practices and implement science-based management plans, in order to restore fish stocks in the shortest time feasible, at least to levels that can produce maximum sustainable yield as determined by their biological characteristics | Contribute through measures such as the formulation and operation of the Code of Sustainable Procurement. |
| Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss | |
| 15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements | Contribute through measures such as formulating and operating the Code of Sustainable Procurement, and planning a biodiversity-oriented expo. |
| 15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally | |
| 15.4 By 2030, ensure the conservation of mountain ecosystems, including their biodiversity, in order to enhance their capacity to provide benefits that are essential for sustainable development | |
| 15.5 Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, by 2020, protect and prevent the extinction of threatened species | |
| Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels | |
| 16.5 Substantially reduce corruption and bribery in all their forms | Contribute through initiatives based on “Basic Policy 3: anti-corruption”. |
| Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development | |
| 17.16 Enhance the Global Partnership for Sustainable Development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources, to support the achievement of the Sustainable Development Goals in all countries, in particular developing countries | Contribute by providing support to make it easier for all countries including developing countries to participate and present exhibits in the EXPO. |
| 17.17 Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships | Contribute through measures such as building partnership with various stakeholders of the EXPO, and delivering a successful expo. |

(Source) The United Nations Sustainable Development Goals (SDGs)

2.3 Context / Environment

2.3.1 PESTEL analysis

In this section, we will conduct PESTEL analysis, with an intention to identify and forecast the present and future potential impact of the external environment surrounding the EXPO. In PESTEL analysis, we will analyse the external environment from the six perspectives of Political, Economic, Sociocultural, Technological, Environmental, and Legal factors, then examine how those external factors impact the EXPO in an increasingly globalized world, and list up factors that may have a positive or negative impact.

Figure 2-3-1 PESTEL analysis

| Category | Analysis Items |
|----------------------|---|
| Political | Situation of the government and policies; Russia-Ukraine situation (energy issues and inflation, etc.) |
| Economic | Global price increase (including construction costs); Inflation; Exchange rates; Wage trends; Economic growth; Consumer spending; Digitalisation |
| Sociocultural | Emerging infectious diseases (COVID-19, etc.); Population decline; Declining birth rate and aging population; Urban concentration; Depopulation of rural areas; Teleworking; Awareness toward the culture and environment of floriculture; Gender consciousness |
| Technological | Promotion of Society 5.0; Digital Transformation (DX); Green Transformation (GX), Hydrogen and Ammonia |
| Environmental | Nature positive vision: Setting of goals related to biodiversity such as 30by30; Green infrastructure, Decarbonisation, Demand and supply of electricity; Energy policy, Energy security issues associated with the Ukrainian crisis, Circular economy, Awareness of environmental issues |
| Legal | Establishment of legal systems related to sustainability and human rights |

Analysis Results

| Category | Positive Impact | Negative Impact |
|----------------------|--|---|
| Political | <ul style="list-style-type: none"> - Stability of the ruling party - Abolition of restrictions related to COVID-19 - Strategy for Sustainable Food Systems, MIDORI | <ul style="list-style-type: none"> - Russia-Ukraine situation |
| Economic | | <ul style="list-style-type: none"> - Unstable exchange rates - Sluggish economic growth - Inflation, substantial rise in prices |
| Sociocultural | <ul style="list-style-type: none"> - Promotion of work-life balance - Increasing attention on floriculture | <ul style="list-style-type: none"> - Urban concentration, depopulation of rural areas - Epidemic of emerging infectious disease - Women's empowerment lagging behind other developed countries |
| Technological | <ul style="list-style-type: none"> - Promotion of Society 5.0 - Hydrogen and ammonia technologies | |
| Environmental | <ul style="list-style-type: none"> - Increasing attention on biodiversity - Greening of electricity - Transition to a circular economy - Spread of green infrastructure - Growing environmental awareness | |
| Legal | <ul style="list-style-type: none"> - Establishment of legal systems related to sustainability and human rights | |

Positive Impact

Political

In terms of politics, as the Government of Japan has declared its aim to achieve carbon neutrality by 2050, it is unlikely that the government will suddenly change its policies. Revision of environment-related laws is also in progress, and there are few obstacles caused by national politics with respect to the operation of the EXPO, therefore we believe we can smoothly deliver the EXPO.

COVID-19 was downgraded to Class 5 under the Act on the Prevention of Infectious Diseases and Medical Care for Patients with Infectious Diseases in May 2023, and the request to refrain from going out has been lifted. As a result, domestic travel demand is recovering. In addition, inbound tourism demand is also on a recovery track since the government no longer requires testing upon entrance as well as movement restrictions after entering the country. The increase in domestic travel and the growing number of inbound tourists are expected to contribute to the increase of visitors to the EXPO.

The Government of Japan also formulated the “Strategy for Sustainable Food Systems, MIDORI” in May 2021, as a new policy with an aim to boosting the productivity potential and sustainability in the agriculture, forestry, fisheries and food industries with innovation. This strategy sets out ambitious goals, such as Zero CO2 emissions from the agriculture, forestry and fisheries industries by 2050, to create a sustainable food system from inputs, production, processing, distribution, and consumption. As these goals are in alignment with international horticultural exhibitions, which aspire for sustainable horticulture, this strategy is expected to be a tailwind for the EXPO in increasing the sustainability of Japan’s horticulture.

Sociocultural

In terms of society, the COVID-19 pandemic has changed people’s attitude towards their lifestyles. According to the Communications Usage Trend Survey conducted by the Cabinet Office, 62% of teleworkers place more importance on their life than their work. In addition, 30% of non-teleworkers place importance on their life, indicating that life-oriented lifestyles are spreading.

Moreover, a consumer survey conducted by Flowering Japan Council, which promotes the consumption of flowers and plants in Japan, asked respondents if they have started to feel that they want to “decorate their room with flowers and greenery” ever since they started to spend more time at home to prevent the spread of COVID-19 infection, 90% respondents said that they “want to decorate the room with flowers and greenery more than before.” When respondents were asked whether the frequency of decorating their room with flowers has actually changed since they started to spend more time at home, 56% of respondents said that the “frequency has increased.” As the reason for decorating their room with flowers regardless of the impact of COVID-19, 90% of respondents chose “I

want to feel relaxed,” and 72% chose “I want to be cheered up.” Flowers and greenery are said to be effective in mitigating stress, enhancing sociality, and improving cognitive function. The survey indicates that the spread of COVID-19 infection prompted consumers to recognise the significance of and the need for decorating flowers.

Technological

In terms of technology, the Government of Japan is promoting initiatives to achieve Society 5.0. In the “5th Science and Technology Basic Plan” formulated by the Cabinet Office, Society 5.0 is defined as realising a society which can solve various social issues and achieve economic growth with IoT and other technologies. The government considers Society 5.0 as one of the pillars of its growth strategy. The EXPO will also implement collaborations with the latest technologies such as virtual reality, robot engineering and media art, by utilising cutting edge information technologies such as ICT and AI.

On another front, hydrogen and ammonia technologies are being developed and deployed across the world as alternative energy to petroleum, coal and natural gas. The Government of Japan revised its Basic Hydrogen Strategy in June 2023. In this strategy, the country has set a new target to increase the annual supply of hydrogen (combining the production of hydrogen in Japan and the purchase of hydrogen from overseas) to 12 million tons by 2040, and decided to invest JPY15 trillion over the next 15 years. The City of Yokohama also works on establishing a structure for supplying and utilising hydrogen through measures such as concluding a “partnership agreement for the establishment of a hydrogen supply chain” with private businesses. As the EXPO aims to achieve carbon neutrality, hydrogen and ammonia technologies are expected to be utilised in mobility, etc.

Environmental

In terms of the environment, initiatives to conserve biodiversity are gaining attention. The Kunming-Montreal Global Biodiversity Framework (GBF) was adopted at the 15th Conference of the Parties to the Convention on Biological Diversity (COP 15) in December 2022. The parties agreed on the goal to achieve “nature positive,” in other words, “halting and reversing biodiversity loss to put nature on a path to recovery by 2030”. Also, in the 2030 targets that have been established to facilitate the achievement of the goal, the 30by30 goal was established with an aim to effectively conserve at least 30% of land and sea areas as healthy ecosystems by 2030. In light of the adoption of GBF, the Ministry of the Environment announced the National Biodiversity Strategy 2023–2030 in March 2023 as a master plan to conserve and sustainably use biodiversity. This strategy sets out five basic strategies to achieve nature positive in 2030, status goals (ideal status) and action goals (actions to be taken) for each basic strategy, and metrics to measure the progress of those goals.

In terms of energy, the government is promoting the greening of electricity. The 6th Strategic Energy Plan targets 36-38% renewable energy in the energy mix, and aims for further energy conservation. The plan promotes decarbonisation to achieve carbon neutrality by planning to supply over half of the country's energy mix with non-fossil fuels. The greening of energy needed for the operation of the EXPO is expected to contribute to sustainability.

Moreover, the transition to a circular economy is in progress on the premise of reducing the use of new resources as much as possible, and creating a design to circulate the planet's resources. To reduce waste, the 3Rs (Reduce, Reuse, Recycle) have been promoted in Japan. According to the Japan Containers and Packaging Recycling Association, the final disposal amount of municipal waste has been in decline since the enactment of the Act on the Promotion of Sorted Collection and Recycling of Containers and Packaging. The government has also set the Resource Circulation Strategy for Plastics, and promotes the 3Rs and the use of biomass-based plastic. The EXPO is also required to use resources and collect waste in consideration of the 3Rs and renewable resources. Climate change, resource circulation and biodiversity are highly correlated as they affect each other. In the operation of the EXPO, initiatives are planned to be implemented to simultaneously solve these issues.

Furthermore, the National Spatial Plan and the 4th Social Capital Improvement Priority Plan, which were approved by the Cabinet in FY2015^a, incorporated measures to promote green infrastructure initiatives. To promote these initiatives through cross-disciplinary public-private partnership, the Green Infrastructure Public-Private Partnership Platform was established in March 2020. This platform, which consists of various parties across industries, academia and the government, carries out activities such as spreading green infrastructure across society, conducting studies and research related to technology, and exploring funding methods.

People's awareness towards the environment is also growing. According to a public opinion poll conducted by the Cabinet Office in 2020, 88.3% of respondents were interested in global issues such as global warming and diminishing tropical forests. Also, 68.4% of respondents knew about a decarbonised society. The growing awareness for the environment among citizens is expected to be a strong tailwind for the EXPO in conveying its environmental message.

^a Note: Japan's financial year (FY) runs 1 April 1 to 31 March.

Legal

From the legal aspect, establishment of laws and regulations related to sustainability is in progress. The Act on Promotion of Resource Circulation for Plastics was enacted in April 2022, with an aim to promote the resource circulation of plastics.

Also, the Act on Promotion of Global Warming Countermeasures was partially revised and enacted on April 1, 2022. Major revisions included, (1) establishment of fundamental principles based on the Paris Agreement and the 2050 Carbon Neutrality Declaration, etc., (2) development of a plan and certification system to promote projects that contribute to regional decarbonisation, and (3) promotion of digitalisation and open data of emission information of businesses to promote decarbonised management.

The GX Promotion Act and the GX Decarbonization Electricity Act were enacted in May and June of 2023, respectively. To achieve carbon neutrality in 2050, these Acts prescribe the issuance of GX Economy Transition Bonds, introduction of carbon pricing, and promotion of investment for adopting renewable energy.

Also, laws and regulations related to human rights have been enacted. As Europe and the U.S. are moving forward with legislation related to human rights, the Government of Japan decided on a policy in April 2023 to require businesses involved in public procurement to make efforts to respect human rights. Based on the Guidelines on Respecting Human Rights in Responsible Supply Chains published in September 2022, businesses are required to make efforts to ensure human rights are respected and promote human rights.

In addition, the Act on Promoting Public Understanding of Diversity in Sexual Orientation and Gender Identity was passed in June 2023. This Act is a conceptual law with an aim to realise a society which embraces diversity in sexual orientation and gender identity. The Act sets obligations for the state, municipalities, businesses and schools to make effort to promote understanding and raise awareness for sexual minorities and improve their environment. the EXPO will not only comply with laws and regulations, but also operate the EXPO by considering sustainability and human rights beyond legal standards, and convey the importance of sustainability.

Negative Impact

Political

After Russia launched a military invasion against Ukraine in February 2022, western countries have imposed economic sanctions on Russia, such as suspension of exports to Russia and import of resources from Russia. In addition, as the European Union has imposed restrictions on natural gas imports from Russia, natural gas prices have soared across the globe. Energy procurement prices have also soared in Japan, creating a concern that it will put a strain on the procurement of energy for the EXPO.

Economic

Since 2021, the Japanese yen has been depreciating against the US dollar and other currencies. At one point in 2023, the yen fell past 150 against the dollar for the first time in almost 32 years. As weak yen pushes up import prices, there is a concern that the cost of procuring goods needed for the delivery and operation of the EXPO will rise. On the other hand, inbound demand is also expected to increase due to a weak yen.

The Japanese economy has been experiencing sluggish growth for several decades. According to data published by the International Monetary Fund (IMF), Japan's inflation-adjusted economic growth rate for 2020 was approximately 1.6%, ranking 157th in the world. This rate is considered low considering the fact that other developed countries marked 5.0% or higher.

Russia's invasion of Ukraine in February 2022 and other events have led to global inflation. According to the inflation rate outlook by the International Monetary Fund (IMF), the global headline inflation rate is expected to drop to 5.8% in 2024 and continue to drop throughout 2026 from the peak rate of 8.7% (annual average) in 2022. However, there is a concern that inflation will continue and the cost of procuring construction materials and goods needed for the operation of the EXPO will be higher than expected.

Sociocultural

In terms of the social aspect, the concentration of population in urban areas and depopulation of rural areas are advancing. According to the Ministry of Land, Infrastructure, Transport and Tourism, the population ratio of densely inhabited districts in Japan was 70% in 2020, up 4.8% from 2000. Overcrowding of urban areas poses risk in terms of countermeasures against disasters and infectious diseases, and may cause various external diseconomies. In addition, approximately 20% of currently inhabited areas are expected to become uninhabited by 2050. If those areas become uninhabited, the natural environment will not be maintained properly, and it may cause environmental changes. According to the Ministry of Agriculture, Forestry and Fisheries, the area of reusable dilapidated farmland was 91,000 hectares as of March 2022. As these issues imply that coexistence with nature may be lost in the future, it could be a concern for the EXPO.

Further, the outbreak of COVID-19 highlighted the difficulty of taking infectious disease countermeasures. If an emerging infectious disease spreads in the future, not only the preparation and operation of the EXPO will be bogged down, but also there are concerns that, for example, social infrastructure will become unstable due to overloaded medical systems, etc., and restrictions on entry of foreigners may be tightened. In the operation of the EXPO, the occurrence of emerging infectious diseases will be closely monitored, and we aim to build a system to respond to any spread of infection.

Compared to other developed countries, Japan is lagging far behind in the improvement of gender equality. As Japan ranked 125th in the global gender gap rankings, the country is criticised for not advancing women's empowerment especially in the fields of politics and the economy.

2.3.2 SWOT analysis

In this section, we will analyse the current state and direction of the Sustainability Strategy by taking into account internal and external factors through a SWOT analysis which analyses the internal and external environments of The EXPO and the Association. A SWOT analysis is composed of the following four elements: Strengths, Weaknesses, Opportunities, and Threats.

Specifically, the analysis is conducted in the following steps.

First, we will list strengths and weaknesses that exist in the organisation and the EXPO. Next, we will sort out and extract opportunities, i.e., factors that will be a tailwind when considering the current state and the future, by referring to the results of the aforementioned PESTEL Analysis. We will then sort out and extract threats, i.e., factors that will be a headwind when considering the current state and the future, in the same manner.

Figure 2-3-1 SWOT Analysis Outline 1

| | Positive factors | Negative factors |
|-------------------------|-------------------------|-------------------------|
| Internal factors | Strengths | Weaknesses |
| External factors | Opportunities | Threats |

Based on the above, the four factors are sorted into a matrix, and strengths will be maintained, reinforced and leveraged. Weaknesses will be remedied or prevented, and opportunities will be prioritised and actively utilised for optimisation. The course of actions for threats will be determined from the perspective of either countering them or minimising them. Specifically, these factors will be considered from the following four perspectives.

- How to maintain, built upon or leverage strengths
- How to remedy or stop weaknesses
- How to prioritise and optimise opportunities
- How to counter or minimise threats

Figure 2-3-2 SWOT Analysis Outline 2

| | | Internal factors | |
|------------------|---------------|---|---|
| | | Strengths | Weaknesses |
| External factors | Opportunities | <p><u>Opportunities × Strengths</u> Leverage strengths and create opportunities</p> | <p><u>Opportunities × Weaknesses</u> Remedy and stop weaknesses and strive for creating opportunities</p> |
| | Threats | <p><u>Threats × Strengths</u> Leverage strengths to avoid threats and strive for creating opportunities</p> | <p><u>Threats × Weaknesses</u> Understand weaknesses to avoid threats and minimise risk</p> |

Analysis Results

| | |
|--|---|
| <p>Strengths <u>(Location/ Environment)</u></p> <ul style="list-style-type: none"> - Excellent location and rich natural environment of Kamiseya - Yokohama's track record of international tourism and as a MICE City - Yokohama's exceptional plants and gardening culture, agriculture <p><u>(Organisation)</u></p> <ul style="list-style-type: none"> - Implementation system through the cooperation of the state, municipalities and the private sector <p><u>(Project/ Plan)</u></p> <ul style="list-style-type: none"> - A project plan with an aim to leverage cutting edge technology - Implementation of measures in consideration of sustainability | <p>Weaknesses <u>(Organisation)</u></p> <ul style="list-style-type: none"> - Personnel structure of the Association <p><u>(Economy)</u></p> <ul style="list-style-type: none"> - Reduction in size and consumption in Japan's floriculture industry - Floriculture certification standards not being widely used in Japan |
| <p>Opportunities <u>(Economy)</u></p> <ul style="list-style-type: none"> - Recovery of inbound demand due to weakening yen - Recovery of domestic travel and leisure demand <p><u>(Society)</u></p> <ul style="list-style-type: none"> - Increasing attention on floriculture - Work-style reforms, more leisure time <p><u>(Technology)</u></p> <ul style="list-style-type: none"> - Spread of 5G | <p>Threats <u>(Society)</u></p> <ul style="list-style-type: none"> - Spread of emerging infectious diseases including COVID-19 <p><u>(Economy)</u></p> <ul style="list-style-type: none"> - Advancement of weak yen and inflation |

Course of actions based on the analysis results

How to maintain, built upon or leverage strengths

The site of the EXPO is the former Kamiseya Communications Facility, which was returned in June 2015. This spacious site covers approximately 248.5 hectares straddling Asahi and Seya wards. The EXPO site is accessible from the Tokyo metropolitan and Haneda Airport in an hour. Since use of the land was restricted during its many years of service as a communications installation, it encompasses a richly natural environment that includes farmland and flat grassland. It is a perfect place to host the EXPO. For the EXPO, we will build an implementation system that involves the Government of Japan, the City of Yokohama, Kanagawa Prefecture, as well as the business community. Under the main theme of “Scenery of the Future for Happiness”, we are targeting 15 million visitors in total, including visitors through diverse attendance modes such as local cooperation and via information and communications technology.

The host city, Yokohama, is located in Kanagawa Prefecture, which is adjacent to Tokyo. The heart of the city encompasses geographical features such as Tokyo Bay and hills, historical and cultural heritage reflective of Yokohama’s status as a port city with a long history, skyscrapers and other advanced urban functions, and an exquisite urban landscape that blends together with the greenery of parks. It is an international tourism city with a MICE hub that lends a vibrant air to the city with crowds of visitors from across the country and around the world.

Yokohama was also a gateway for imports and exports of garden plants in Japan’s horticultural history. Following the opening of its port in the mid-19th century, Yokohama became a hub for the export of lilies and many other plants, and for the early import of roses, tulips, and other flowers from the West. Over the years, Yokohama has shared exceptional plants and gardening culture with the world as an advanced city for the trading of flowers and plants. Moreover, while Yokohama is a metropolis, it has maintained a rich agrarian culture, and the city has formulated the Yokohama Green-up Project to promote agriculture, conservation of farmland, interaction between people and agriculture, and local production for local consumption.

Leveraging such location and environment, we will enrich the EXPO contents by using advanced technology and, invite a wide range of participants to achieve the target number of visitors. Specifically, we aim to widely spread lifestyles enriched with flowers across Japan and the world, and instil the philosophy of the international horticultural exhibition, by making the EXPO accessible to people in Japan and abroad who cannot visit the EXPO site. We will achieve this by offering a rich array of contents that use digital technologies such as the latest technologies including virtual reality, robot engineering and media art by utilising cutting edge information technologies such as ICT and AI at the EXPO site.

At the same time, we will present a model for a sustainable international horticultural exhibition by hosting and operating the EXPO in line with the sustainability and environment strategies of Japan. Specifically, the EXPO will achieve carbon neutrality, use renewable energy, promote the 3Rs, and reduce food loss and waste.

How to remedy or stop weaknesses

The personnel structure of the Association is small compared to organising bodies of the Tokyo Olympic and Paralympic Games held in 2021 and Expo 2025 Osaka, Kansai. We will continue to work on developing the personnel structure needed for hosting and operating the EXPO 2027 YOKOHAMA JAPAN by hiring staff with expert knowledge and by taking other necessary measures.

The reduction in size and consumption in Japan's floriculture industry is also an issue. The production of flowers and plants continues to decline after hitting a peak of 630 billion yen in 1998. In 2020, the production dropped to 330 billion yen. The EXPO will drive the creation and nurturing of industries that create new value, through exhibits and competitions for exceptional floral cultivars, advanced horticultural technology, and sustainable farming practices.

While floriculture certification is not widely used in Japan, GAP certification systems are increasingly adopted across the world. As a result, certification systems that include requirements related to not only appearance and shelf life, but also reduction of environmental impact, occupational safety, human rights, social equity, business management, and compliance with laws and regulations, have taken root in the world. Taking these matters into account, the EXPO will establish its own plant sourcing standards, and develop a new sourcing system from the perspective of sustainability by considering international floriculture standards and the current situation in Japan. Taking the EXPO as an opportunity, we aim to achieve safety, security, environmental consideration, legal compliance, agricultural and environmental practices throughout the course of production and distribution of flowers and plants with an eye on the international standards.

How to prioritise and optimise opportunities

Against the backdrop of easing of border controls and a weak yen, the EXPO will actively attract inbound visitors from Europe, the U.S., and major Asian countries. In addition, the EXPO will also attract domestic visitors by considering promotion measures that are implemented based on the situation of COVID-19. As the Government of Japan promotes "Digital Garden City Nation," the EXPO will convey its appeal to the world before and during the EXPO by using new technologies such as 5G. For this, a comprehensive PR strategy will be implemented.

The COVID-19 pandemic prompted people to re-examine and change their lifestyles. Against this backdrop, we will introduce enriched lifestyles filled with flowers and greenery and the appeal of such lifestyles, and convey the appeal of the EXPO based on the themes of flowers and greenery, the environment and the SDGs, and their connection and integration with the living environment, thereby attracting more domestic visitors.

How to counter or minimise threats

One of the threats is the spread of emerging infectious diseases including COVID-19, whose virus keeps mutating. In addition to continuing and maintaining lifestyles to prevent the spread of infection, the wide availability of vaccines and development of preventive medicine and curative medicine will also be the key to the success of the EXPO. Since an emerging infectious disease may be still spreading or continuing at the time of the EXPO, we will continue to attract customers by paying attention to the situation of infectious diseases, while taking preventative measures, such as boundary controls (entrance restrictions, etc.) and prevention of the 3Cs (Closed Spaces with poor ventilation, Crowded Places with many people nearby, and Close-contact Settings such as close-range conversations).

Another threat is that prices are rising across the world due to the international situation. We will set a realistic procurement policy and the Code of Sustainable Procurement by taking into account the rising sourcing cost of construction materials and other materials while balancing this with sustainable and environment-friendly sourcing, so that we can achieve sustainable sourcing of construction materials and other materials needed for the EXPO.

3 Basic Policies

In this chapter, we will discuss the basic policies of sustainability that comprise the guiding principles of the Sustainability Strategy. These policies are categorised into the following six areas: Human rights, Labour, Anti-corruption, Diversity & Inclusion, Accessibility, and Environment.

Specifically, we examined the background and the surrounding situations for each of the six areas, by looking at the significance of working on each area, domestic and international trends, and its relevance to EXPO 2027 YOKOHAMA JAPAN. We then formulated the Basic Policies by referring to the UN Global Compact and other principles. Next, based on the above, we will discuss the “Directions of Actions,” which outline the directions for specific measures and projects.

3.1 Human rights

3.1.1 Background and situation

Significance of working on respecting “Human rights”

Human rights are a universal concept of human beings, and everyone is equally entitled to human rights.

AIPH’s Sustainability Strategy 2022 upholds “Equity and Inclusion” as a key theme for sustainability, and “promotes plant growing and green spaces for all, upholds fair and equitable practices across the horticultural value chain, diversity and human rights.” Respect for human rights, which is a universal concept, is a prerequisite of EXPO 2027 YOKOHAMA JAPAN. We will emphasize the importance of respecting human rights through the EXPO to achieve the theme of “Scenery of the Future for Happiness.”

International trends

The United Nations, which was established in the aftermath of World War II, adopted the Universal Declaration of Human Right in 1948, declaring that member countries shall work on guaranteeing human rights as a common global issue to ensure respect for basic human rights and the inviolability of human dignity. Following this declaration, the UN adopted various conventions related to the guarantee of human rights, including the International Convention on the Elimination of All Forms of Racial Discrimination (1965), the International Bill of Human Rights (1966), the Convention on the Elimination of all forms of Discrimination Against Women (1979), the Convention on the Rights of the Child (1989), the Convention on the Rights of Persons with Disabilities (2006), and asked member countries to ratify and/or accede them. As such, standards have been established internationally to guarantee human rights, such as rights to “freedom and equality,” “life, liberty and security of person.”

Furthermore, the UN Global Compact and the UN Development Fund for Women formulated the Women’s Empowerment Principles (WEPs) in 2010 as a guidance for businesses to place gender equality and women’s empowerment at the core of their business management and to voluntarily advance them. Also, the UN Guiding

Principles on Business and Human Rights were adopted by the UN Human Rights Council in 2011. Under these principles, not only states but also business enterprises are expected to carry out activities as parties that respect human rights. The principles recommend business enterprises to develop a human rights policy, enforce human rights, and develop a grievance mechanism to fulfil the responsibility to respect human rights.

In 2015, the UN adopted the SDGs, which are specific goals to be achieved by 2030, and set 17 goals including “Reducing inequality within and among countries” and “Achieving gender equality.” As the preamble of the 2030 Agenda for Sustainable Development states that “we pledge that no one will be left behind,” and “realize the human rights of all,” the concept of respecting human rights is reflected in the basic philosophy of the SDGs.

Domestic trends

In Japan, the Constitution of Japan was enacted in 1947, based on the fundamental principles of popular sovereignty, respect for basic human rights, and pacifism, and laws and regulations related to overall human rights, women, children, the elderly and people with disability have been enacted and enforced.

In recent years, following the ratification of and accession to conventions related to human rights, Japan has established, among others, the Act for Eliminating Discrimination against Persons with Disabilities (2013), the Act on Supporting the Independence of People in Need (2013), the Act for the Promotion of Measures to Prevent Bullying (2013), the Act on the Promotion of Women's Active Engagement in Professional Life (2015), the Act on the Promotion of the Elimination of Buraku Discrimination (2016), and the Act on the Promotion of Efforts to Eliminate Unfair Discriminatory Speech and Behavior against Persons with Countries of Origin other than Japan (2016).

The Act on the Promotion of Human Rights Education and Human Rights Awareness-Raising, which was enacted in 2000, provides principles related to human rights education and awareness-raising, and clarifies the responsibilities of the state, local governments and citizens. Based on this Act, the Basic Plan on Human Rights Education and Human Rights Awareness-Raising was formulated in 2002, and comprehensive and systematic initiatives related to human rights education and awareness-raising have been under way with an aim to eliminate human rights violations.

Also in the business world, initiatives related to respect for human rights are being implemented. The Government of Japan formulated and published the National Action Plan on Business and Human Rights (2020-2025) in 2020, based on the UN Guiding Principles on Business and Human Rights. In addition, the government published “the Guidelines on Respecting Human Rights in Responsible Supply Chains” in September 2022, recommending businesses to conduct initiatives to respect human rights and human rights due diligence.

Local trends of the host city

Kanagawa Prefecture, where the host city of the EXPO is located, formulated the Kanagawa Guidelines for Promotion of Human Rights Initiatives in 2003, and has been conducting various activities to eliminate human rights violations. Kanagawa Prefecture also formulated the KANAGAWA CHARTER for an Inclusive Society on October 14, 2016.

The City of Yokohama formulated the Yokohama City Human Rights Policy Basic Guidelines in 1998, which present the basic concept for promoting the city's various initiatives and projects from the perspective of respecting human rights. The guidelines also show the overall picture of human rights initiatives and specific actions to address human rights issues. The city also conveys the significance of its initiatives to citizens, local organisations and businesses, and promotes initiatives to respect human rights as a whole society.

Relevance of human rights to the EXPO

The Association's policy is to prepare and operate the EXPO in accordance with the UN Guiding Principles on Business and Human Rights.

Moreover, the Association will promote women's empowerment in accordance with the UN Global Compact and the Women's Empowerment Principles (WEPs) formulated by the UN Development Fund for Women.

The International Horticultural Expo 2027, Yokohama, Japan Master Plan (hereinafter, the "EXPO 2027 Master Plan") published in January 2023 designated "Co-operation" as one of the sub-themes of the EXPO, with an aim to contribute to the "development of a society that respects multicultural coexistence, friendship, peace, and diversity." As all of these themes (i.e., multicultural coexistence, friendship, peace, and diversity) are based on the prerequisite of respecting human rights, human rights comprise a perspective that requires universal consideration in the operation of the EXPO.

3.1.2 Basic Policies

Basic Policy 1: All parties involved in the EXPO shall respect internationally recognised human rights

While the responsibility related to the guarantee of human rights mainly lies with the government, individuals and organisations also play an important role in supporting and respecting human rights. As stated in the UN Guiding Principles on Business and Human Rights, the business world has a responsibility to respect human rights. While businesses may pose risks that have a negative impact on human rights through their business environment, corporate activities and various relationships, they also provide opportunities to support and promote the enjoyment of human rights in the course of expanding their business activities. The EXPO and all of its stakeholders shall support and promote human rights.

Basic Policy 2: The Association shall respect human rights to achieve the theme of “Scenery of the Future for Happiness”

The theme of the EXPO has been set as “Scenery of the Future for Happiness.” It embodies a vision for society where each individual sows seeds of happiness in his/her own mind, fosters them through interactions with other people and the environment, so that both individuals and the entire community bloom like a flower bed, full of vitality, and thereby increase their affluence. In order to realise such a society, consideration for the universal concept of human rights is a prerequisite for the EXPO. Therefore, the Association shall respect human rights through the EXPO.

3.1.3 Directions of Actions

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| Direction 1: Respect globally recognised international norms related to human rights |
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The Association will respect globally recognised international norms related to human rights, and convey information related to human rights compliance in an effective manner to promote it across the organisation. By doing so, the Association will establish a foundation for complying with and respecting international human rights standards through the overall operation of the EXPO. Moreover, the Association will request contractors and exhibitors to comply with and respect globally recognised human rights standards through the Code of Sustainable Procurement, etc. Consequently, the Association aims to build a similar foundation for its suppliers and supply chains.

Direction 2: Prohibit all forms of discrimination and harassment

The Association will eliminate all forms of discrimination and harassment on the basis of race, nationality, religion, sex, sexual orientation, gender identity, disability, and social status, etc., in the organisation's personnel affairs, hiring and management, etc. In addition, the Association will request exhibitor businesses to also eliminate discrimination and harassment in the manufacturing and distribution of procured goods, etc.

Direction 3: Prohibit violation of rights of community residents, etc.

The Association will contribute not only to the prevention and/or mitigation of human rights violations associated with the hosting of the EXPO, but also to the creation of a society where human rights are respected with a broader perspective. To achieve this, the Association will contribute to the creation of an inclusive society in Japan and abroad, by having a better understanding of issues faced by socially vulnerable people who are susceptible to human rights violations, and by cooperating with various stakeholders to support their independence. The Association will request its suppliers, etc. to respect the rights of indigenous people and community residents in the manufacturing and distribution of procured goods, etc.

Direction 4: Respect the rights of women

The Association will, in the operation of the organisation, break down gender stereotypes and respect the rights of women. In addition, it will give adequate consideration to the active appointment of women and creation of an environment where personnel feel comfortable taking childcare leave, from the perspectives of women's empowerment, promotion of a gender equal society, and reproductive health and rights. Moreover, the Association will work on achieving gender equality as an entity with social responsibility, based on the UN Global Compact and the seven principles of the Women's Empowerment Principles (WEPs) formulated by the UN Development Fund for Women.

Direction 5: Respect the rights of people with disability

The Association will, in the operation of the organisation and the EXPO, respect the rights of people with disability, promote their participation in the EXPO, and ensure safety in the provision of products and services. In addition, the Association will give consideration to the promotion of employment of people with disability and the creation of barrier-free workplaces, so that the EXPO will serve as an opportunity to support the participation of people with disability in economic and social activities. Moreover, the Association will consider using products made in vocational facilities for people with disability, and ensure safety in the provision of products and services for people with disability.

Direction 6: Respect the rights of children

The Association will, in the operation of the organisation and the EXPO, respect the rights of children, and promote their participation in the EXPO. It will also give consideration to ensuring safety in the provision of products and services for children and providing support for parents and guardians who take care of children. Moreover, the Association will request its suppliers to respect the rights of children, support their healthy development, and prohibit child worker in the manufacturing and distribution of procured goods, etc.

Direction 7: Respect the rights of minorities

The Association will, in the operation of the organisation and the EXPO, respect the rights of ethnic minorities, cultural minorities, sexual minorities (such as LGBT), and social minorities such as immigrant workers, in the same way as above. It will also give consideration to protecting privacy according to the characteristics of each minority group, and give consideration so that they can equally enjoy their economic and social rights.

3.2 Labour

3.2.1 Background and situation

Significance of working on the issues related to “Labour”

Worldwide efforts are being made to solve worker-related issues. However, worker-related issues continue to exist in developed countries including Japan and developing countries.

In terms of recent worker-related issues, Japan has been facing challenges such as those related to the decrease of the working-age population, reskilling, employment of permanent and temporary employees at a decent wage, and the trends of living standards.

As the EXPO entails large-scale economic activities involving personnel and staff of the Association as well as supply chains across the world, it is important that minimum worker standards are complied with, while ensuring provision of an adequate employment environment and employment at a decent wage. Furthermore, in order to achieve the EXPO’s theme of “Scenery of the Future for Happiness,” measures and actions need to be taken in compliance with international norms from the standpoint of workers.

International trends

In recent years, the advancement of globalisation has resulted in interdependent global economic networks. While such advancement creates a source of global prosperity, some criticise that it will increase inequality and injustice.

The International Labour Organization (ILO), which is a UN organisation, has established and expanded international labour standards with an aim to enable women and men to achieve decent and productive work in conditions of freedom, equity, security and dignity.

In the UN Global Compact (UNGC), Principles 3, 4, 5 and 6 are set as labour principles. These principles are based on ILO’s Core Labour Standards. The Core Labour Standards are minimum labour standards prescribed in the Declaration on the Fundamental Principles and Rights at Work and its Follow-up. The standards cover four areas, which are “freedom of association and the effective recognition of the right to collective bargaining,” “the elimination of all forms of forced or compulsory labour,” “the effective abolition of child labour,” “the elimination of discrimination in respect of employment and occupation,” and the fifth area of “a safe and healthy working environment” which was added in June 2022. ILO member countries have an obligation to respect these principles, regardless of whether they have ratified the relevant conventions or not. Furthermore, the Tripartite Declaration of Principles concerning Multinational Enterprises and Social Policy, which was developed as guidelines to multinational enterprises, governments, and employers’ and workers’ organisations, states that “All parties should contribute to the realisation of the ILO Declaration on Fundamental Principles and Rights at Work (1998), as amended in 2022,” indicating that compliance with the Core Labour Standards in company operations is strongly demanded.

Domestic trends

In Japan, labour policies related to employment, human resource development, labour standards, employment environment and equality, and worker relations, etc., have been enforced, with an aim to not only achieve decent work by raising the minimum wage and ensuring work-life balance, etc., but also to achieve strategic enhancement of worker market infrastructure, employment management that turns personal growth and motivation into corporate strengths, creation of high quality employment opportunities, and realisation of a “full participation society.”

In recent years, various labour policies have been implemented, for example, those that require employers to give consideration to the diversity of workers such as the Act on Securing, Etc. of Equal Opportunity and Treatment between Men and Women in Employment, the Act to Facilitate the Employment of Persons with Disabilities and the Guidelines for Employers on the Act on Promotion of Youth Employment, as well as those that protect workers of diverse work styles such as the Act on Securing the Proper Operation of Worker Dispatching Businesses and Protecting Dispatched Workers and the Act on Improvement of Personnel Management and Conversion of Employment Status for Part-Time Workers and Fixed-Term Workers.

Relevance of labour to the EXPO

The Association will deliver the EXPO based on Clause 6 “Realize work practices that will improve the capability of employees and that respect their diversity, character, and personality” of the Charter of Corporate Behaviour formulated by KEIDANREN (Japan Business Federation). In addition, the Association is committed to delivering an international horticultural exhibition in compliance with items such as “Provide safe and healthy working environments” of the above-mentioned charter, as well as AIPH’s requirements for delivering a sustainable event, i.e., “Provide an inclusive and accessible setting for all,” “Encourage healthy living,” “Implement responsible sourcing,” and “Encourage more sustainable behaviour.”

3.2.2 Basic Policies

Basic Policy 1: Ensure appropriate worker management of personnel of the Association

ILO's Declaration on Social Justice for a Fair Globalization requests employers to achieve decent work, which refers to productive activities where the rights of employees are guaranteed, sufficient income is generated, and adequate social protection is provided. The Association aims to achieve decent work by giving due consideration to the work and activity environments of its personnel and staff.

Basic Policy 2: Ensure appropriate worker management of contractors and suppliers

The UN Guiding Principles on Business and Human Rights states that businesses are held accountable for not only human rights violations that are directly caused by them but also human rights violations they are indirectly involved or engaged in, and that businesses need to address such violations. Consequently, the Association requests its suppliers, etc. and their workers, that are involved in different phases of the EXPO such as construction, delivery and operation, and legacy, to ensure appropriate worker management and work environment.

3.2.3 Directions of Actions

Direction 1: Respect international norms such as ILO's Core Labour Standards

The Association will comply with and respect international standards related to labour (particularly ILO's Fundamental Principles and Rights at Work (including ILO's Core Labour Standards)) throughout the overall operation of the EXPO.

Direction 2: Eliminate discrimination and harassment, and create a workplace where a diverse workforce can thrive

The Association will create a work environment free of discrimination and harassment based on race, colour, sex, sexual orientation, gender identity, language, religion, political opinions, social status, age, and disability, and where a diverse workforce feels included regardless of their nationality and the rights of workers are respected. In addition, suppliers, etc. must not discriminate against workers engaged in the manufacturing and distribution of procured goods, etc., in terms of their employment, wages, working hours, or other working conditions.

Direction 3: Maintain appropriate work environment

The Association will promote various initiatives to reduce overtime work to ensure the mental and physical health and work-life balance of its personnel, and convey information on consultation service and promote the use of such service, and make other considerations in conformance to laws and regulations, etc. The Association is also committed to reducing overtime work and offering flexible work styles such as teleworking and flexible working hours, to realise diverse and flexible work styles based on each worker's work and life situations. Also, suppliers, etc. shall not subject workers to illegally-long working hours in the manufacturing and distribution of procured goods.

Direction 4: Manage occupational health and safety, and foster a pleasant workplace

The Association will thoroughly educate its management-level staff through training and other programs to ensure that its workplace is appropriately managed in conformance to labour laws and regulations. In addition, suppliers, etc. must create a working environment and conditions that are physically and mentally safe and sound for workers engaged in the manufacturing and distribution of procured goods based on laws and regulations related to occupational health and safety. This includes the establishment of a health and safety committee and implementation of mental health measures. Suppliers, etc. should also make efforts to ensure that the working environments allow the workers to maintain a good balance between their work and personal lives.

Direction 5: Guarantee the rights of workers, including their basic labour rights

Suppliers, etc., must ensure that the rights of workers engaged in the manufacturing and distribution of procured goods are guaranteed, including freedom to form a union and the right to collective bargaining.

Direction 6: Prohibit forced labour

Suppliers, etc., must not force anyone to work by unjustly restricting their physical or mental freedom in the manufacturing and distribution of procured goods. Furthermore, suppliers, etc., must not engage in human trafficking.

Direction 7: Prohibit child labour

Suppliers, etc., must not allow any form of child labour in the manufacturing and distribution of procured goods.

Direction 8: Guarantee wages

Suppliers, etc., must pay wages equal to or above the legal minimum wage to workers engaged in the manufacturing and distribution of procured goods.

Suppliers etc., shall make considerations to pay wages in compensation for the value of workers provide, and in an amount that they can afford daily necessities.

Direction 9: Manage worker of foreign workers and migrant workers

Suppliers, etc., should appropriately implement worker management of foreign workers and migrant workers (including technical intern trainees, specified skilled workers, and international students), who work in suppliers' countries for the manufacturing and distribution of procured goods, in accordance with relevant laws and regulations. Suppliers, etc., must not commit illegal or unfair acts, such as non-payment of wages, illegally long working hours, confiscation of passports, forced repatriation, and collection of security deposits. Suppliers etc. shall manage worker according to relevant laws and regulations and administrative guidance, for example, by explaining worker conditions in a language understandable to such workers.

Direction 10: Promote employment of people who have difficulty finding employment

Suppliers, etc., shall make considerations to promote the employment of people who have difficulty finding employment, such as single parents and people in need, in the manufacturing and distribution of procured goods.

3.3 Anti-corruption

3.3.1 Background and situation

Significance of working on “Anti-corruption”

Efforts are being made across the world to solve corruption-related issues, however, corruption continues to occur in developed countries and developing countries.

As the EXPO entails large-scale economic activities involving personnel and staff of the Association as well as a number of supply chains across the world, it is essential and important to deliver an international horticultural exhibition in a fair and equitable manner without corrupt practices. Consequently, efforts need to be made from the perspective of preventing corruption.

International trends

In international anti-corruption efforts, the principle that it is illegal to give bribes to foreign public officials was established in the Foreign Corrupt Practices Act which was enacted in the US in 1977. Since then, this principle has been enshrined into law in many countries including all of the OECD member countries.

In 1997, OECD adopted the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions, and the United Nations adopted the United Nations Convention against Corruption in 2003 to comprehensively and effectively address corruption-related issues. The said convention stipulates provisions related to matters such as corruption prevention, international cooperation, and asset recovery.

In 2004, it was announced at the United Nations Global Compact Leaders Summit that anti-corruption was added as the 10th principle of the UN Global Compact. It conveyed the message that not only should businesses support the philosophy but also that the private sector has a role to work on eradicating corruption.

Domestic trends

In Japan, the Convention on Combating Bribery of Foreign Public Officials in International Business Transactions was concluded in 1998, and the United Nations Convention against Transnational Organized Crime and the United Nations Convention against Corruption were concluded in 2017. By concluding these conventions, Japan expressed to the international community its intention to prevent corruption. It also prompted the country to establish legal systems in line with international standards.

The Ministry of Economy, Trade and Industry has published the Guidelines for the Prevention of Bribery of Foreign Public Officials in relation to the Unfair Competition Prevention Act, with the aim of supporting voluntary and preventative approaches taken by businesses with respect to the prevention of bribery of foreign public officials.

Relevance of anti-corruption to the EXPO

When businesses are suspected of being involved in corruption, they may lose their reputation and/or credibility. Moreover, corruption creates distrust among investors, thereby causes instability of the overall financial market, causing a significant impact on the funding of corporate activities.

The Association will establish a system to promote continuous compliance and enhance its governance function by taking into account the EXPO's characteristics as a large-scale international event, and the characteristics of the Association which conducts public business partially financed with public funds.

3.3.2 Basic Policies

Basic Policy 1: Work on preventing all forms of corruption

Corruption is hindering the sustainable development of the world. Resources that should be used for development are inappropriately used, causing an adverse impact on people and regions that are suffering from poverty. Unfair competition causes the quality of products and services to deteriorate, and decelerates economic growth. As the business world has the ability and obligation to take on the role of preventing corruption, efforts will be made as part of the EXPO to prevent all forms of corruption in.

Basic Policy 2: Respect international norms and comply with domestic laws and regulations

All parties involved in the delivery of the EXPO will comply with legal norms with integrity and ethics regardless of local practices and customs. They will comply with not only the anti-bribery and anti-money laundering laws and regulation of Japan and any other country where goods and services are procured, but also with any other laws and regulations related to anti-corruption, including relevant international norms.

3.3.3 Directions of Actions

Direction 1: Develop a system to promote compliance

The Association will develop a system to promote compliance through measures such as establishing the Audit Division and Compliance Committee. The Association will also formulate rules such as the Compliance Rules and the Rules on Professional Ethics of Officers and Employees, and prohibit the Association and all suppliers from giving or accepting any form of bribery, including bribery, entertainment, and influence peddling.

Direction 2: Post rules and information related to compliance, accounting and contract administration on a website

The Association will post rules and information related to compliance, accounting and contract administration on a website.

The Association will also establish a normative and appropriate transaction policy through the formulation and operation of the Code of Sustainable Procurement, and request all suppliers and supply chains to implement and comply with them. In terms of the suppliers' status of compliance with the Code of Sustainable Procurement, the Association will establish a reporting system, and request them to rectify issues between relevant parties, as needed.

Direction 3: Raise awareness for compliance among officers and employees

The Association will raise awareness for compliance among officers and employees with respect to domestic laws, regulations and guidelines related to provision of illicit profit to prevent provision and acceptance of entertainment, gifts, and money, etc., for the purpose of obtaining and maintaining illicit profit and/or preferential treatment, and to prevent any actions that give rise to suspicion, with respect to procurement for the EXPO.

Direction 4: Deter, and appropriately address and manage conflicts of interest

The Association has the responsibility to avoid conflicts of interest as far in advance and early as possible, by visualising risk in advance, including risks of direct or indirect conflicts of interest and any situations that could be perceived as conflicts of interest, regardless of whether such interest is related to the organisation or individuals. Therefore, the organisation and individuals are requested to report promptly if they recognise a possible conflict of interest. Consequently, it is important to share and disclose any possibility of conflict of interest within the organisation, and appropriately manage and address the matter as an organisation.

The Association will formulate the Rules on Professional Ethics of Officers and Employees and the Rules on Engaging in Contract Administration, and thoroughly communicate cases of conflict of interest within the organisation, encourage the organisation and relevant parties to report suspected conflicts of interest if a suspicion arises. The Association as an organisation is committed to discovering and rectifying possible conflicts of interest at an early stage.

3.4 Diversity & Inclusion

3.4.1 Background and situation

Significance of working on “Diversity & Inclusion”

Diversity & Inclusion is a concept that is gaining attention from various aspects of society, including in organisational operations of businesses, etc.

As the EXPO is a highly public event involving people with diverse backgrounds, it is important to embrace the diversity of people and leverage their diverse knowledge and experience. Furthermore, in order to achieve the EXPO’s theme of “Scenery of the Future for Happiness,” measures need to be taken from the standpoint of diversity & inclusion.

International trends

The budding of the concept of diversity & inclusion can be seen in the Convention concerning Equal Remuneration for Men and Women Workers for Work of Equal Value (Equal Remuneration Convention) adopted by the International Labour Organization (ILO) in 1951, shortly after the end of the World War II. The convention prescribes that equal remuneration must be paid for work of equal value independent of whether it is performed by men or women.

Furthermore, the UN Global Compact and the UN Development Fund for Women formulated the Women’s Empowerment Principles (WEPs) in 2010 as a guidance for businesses to place gender equality and women’s empowerment at the core of their business management and to voluntarily advance them.

The SDGs provided in the 2030 Agenda for Sustainable Development, which was adopted at the UN Summit in September 2015, include goals and targets related to diversity & inclusion.

Domestic trends

Various laws have been developed in Japan to promote the social participation of diverse people in line with the trends of international conventions. For example, the Act on Securing, Etc. of Equal Opportunity and Treatment between Men and Women in Employment was enacted in 1985. Gender discrimination in terms of recruitment, hiring and promotion, etc., is now prohibited in principle, while businesses were only required to eliminate such discrimination on the best effort basis before the enactment of the Act. In addition, the Basic Act for Gender Equal Society was enacted in 1999, then the Act to Facilitate the Employment of Persons with Disabilities was amended in 2018 (to include people with mental disability in the statutory employment rate). Through these efforts, Japan has gradually built a legal system to create societies and organisations where people from various backgrounds can thrive.

Moreover, as LGBT people started to gain social attention, additional measures have been taken. For example, the guidelines created in 2019 after the amendment of the Act on Comprehensively Advancing Labor Measures, and Stabilizing the Employment of Workers, and Enriching Workers' Vocational Lives (the Power Harassment Prevention Act) clearly states that speech or behaviour that is insulting to people based on their sexual orientation or gender identity is considered power harassment. In addition, the Bill on Promoting Public Understanding of Diversity in Sexual Orientation and Gender Identity was passed in June 2023.

Local trends of the host city

In light of these developments in Japan and overseas, local governments are also implementing measures to create communities that embrace and leverage diversity. For example, the Kanagawa Grand Design Implementation Plan III (Version for the promotion of major Initiatives and plans), which is a comprehensive plan of Kanagawa Prefecture, sets "Creation of a multi-cultural coexisting society," "Comprehensive promotion of human rights policy," and "Realisation of a gender-equal society and support for women's active role in society" as directions of measures.

The City of Yokohama also sets "Urban development that enables people to be active throughout their life" as one of its fundamental strategies in the Yokohama Medium-term Plan for 2022 to 2025 formulated in December 2022. The City promotes "creation of communities where people from diverse backgrounds and generations can be themselves and thrive," "gender equality and multicultural coexistence," and "realisation of a society where children and adults with disability can live in a way they intend and desire," and the City is taking various measures based on the City's Guidelines for Creating a Multicultural Coexisting City.

Relevance of Diversity & Inclusion to the EXPO

In recent years, Diversity & Inclusion is gaining attention as a positive aspect of business management. Diversity & Inclusion has become essential for leveraging diverse insights of human resources and creating innovation. Diversity & Inclusion also contributes to better mental health in the workplace and the improvement of productivity. Based on the above, the Association is committed to delivering and operating the EXPO with an aim to ensure Diversity & Inclusion to the maximum extent possible in every area related to preparation and operation so that the human rights of all people involved in the EXPO are respected.

3.4.2 Basic Policies

Basic Policy 1: Respect the diversity of people in the overall operation of the EXPO

For the EXPO, we need to proceed with the project by cooperating and collaborating with various people, including visitors, exhibitors, Association staff, suppliers and community residents. People who will be involved in the project are comprised of people of different races, sexes, religions political opinions, countries of origin, social backgrounds, ages, disabilities, sexual orientations, etc.

In the operation of the EXPO, the Association will embrace and respect the diversity of people who are involved in the event, and urge stakeholders including suppliers and exhibitors to act and take measures based on the same philosophy and values.

Basic Policy 2: Leverage the diverse perspectives and abilities of people, and deliver an advanced international horticultural exhibition

In addition to embracing and respecting the diversity of people involved in the EXPO, the Association will take measures to actively leverage the diverse perspectives and abilities of people from the standpoint of inclusion, so that we can deliver an advanced international horticultural exhibition with the participation of all kinds of people.

Basic Policy 3: Use the EXPO as an opportunity to spread awareness for Diversity & Inclusion across society

As people from around the world will gather at the EXPO with the involvement of a wide range of stakeholders, we will use the EXPO as an opportunity to spread and permeate the concept of Diversity & Inclusion across the entire society by creating opportunities for visitors, exhibitors and local residents to interact with and learn from each other.

3.4.3 Directions of Actions

Direction 1: Prevent disadvantageous treatment in recruitment, hiring and assignment, etc. of employees

The Association will thoroughly convey the concept of Diversity & Inclusion within its organisation in alignment with human rights initiatives to prevent any disadvantageous treatment in recruitment, hiring, assignment, training, and opportunities for pay raise and promotion, etc., of employees on the basis of their race, sex, religion, political opinion, country of origin, age, disability, sexual orientation, etc.

In addition, the Association will take necessary relief measures by establishing a harassment consultation desk and by conducting monitoring activities, in case disadvantageous treatment such as discrimination and harassment occurs for any reason.

Direction 2: Create an environment where diverse people can thrive

The Association will create a work environment where everyone can work comfortably and thrive in order to leverage their diverse knowledge, experience, abilities and perspectives in the planning and operation of the overall project. By doing so, the Association will achieve the planning and operation of the EXPO which brings together diverse insights, experience and intelligence of people, regardless of their sex, disability, and nationality, etc.

The Association will further promote Diversity & Inclusion by assessing its outcome and best practice attained through the promotion of Diversity & Inclusion in a constructive way.

Direction 3: Encourage exhibitors and suppliers to work on Diversity & Inclusion

The Association will take necessary measures to permeate the concept of Diversity & Inclusion and promote related activities not only within the Association but also across the stakeholders of the EXPO, for example by requesting businesses and organisations to work on Diversity & Inclusion in the guidelines for open application for exhibitors and suppliers and the Code of Sustainable Procurement, etc.

The Association will also give consideration to diversity when designing venue facilities, exhibits and uniform, in alignment with measures related to accessibility.

Direction 4: Contribute to foster overall social awareness for Diversity & Inclusion through the EXPO

The Association will take measures to widely spread the concept of Diversity & Inclusion through the EXPO, for example, by providing opportunities for overseas visitors and exhibitors to interact with citizens, and by conveying a message related to Diversity & Inclusion through PR activities.

The Association will also recruit and hire citizen volunteers, etc. who will support the operation from a wide range of people regardless of their race, sex, religion, nationality, age, etc., and permeate the concept of Diversity & Inclusion.

The Association will then turn its eyes to successful measures for promoting Diversity & Inclusion that have been implemented through the EXPO, and work on further dissemination and permeation of the concept by awarding such measures and disseminating related information.

3.5 Accessibility

3.5.1 Background and situation

Significance of working on ensuring “accessibility”

In order to realise a “coexisting society” where everyone can enjoy a vibrant life in their community regardless of their disability, sex, age, etc., one of the important factors is to ensure accessibility.

For example, in the case of Olympics and Paralympics, the International Paralympic Committee (IPC) published the Accessibility Guide in 2013, and for the Olympics held in 2021, the Tokyo Organising Committee of the Olympic and Paralympic Games created an accessible environment in terms of both software and hardware based on the Tokyo 2020 Accessibility Guidelines.

It is expected that a diverse group of people, including people with and without disability, will visit the EXPO. Furthermore, the ensuring of accessibility will be an important factor as we aim to create an accessible environment from various aspects, such as accommodation of facilities, provision of physical support and information, etc. in order to achieve the EXPO’s theme of “Scenery of the Future for Happiness” so that everyone can equally visit the EXPO.

International trends

Since the 1980s, accessibility-related issues have come to light. For example, some of the accessible designs for people with disability were difficult for people without disability to use. Consequently, universal design was proposed. It is a concept of design that is easy for everyone to use, regardless of whether or not they have a disability.

In 2015, the UN has adopted the SDGs, which are specific goals to be achieved by 2030. One of the 17 goals of the SDGs, “Goal 11: Sustainable cities and communities” outlines targets to “provide access to safe, accessible and sustainable transport systems,” “enhance capacity for participatory, integrated and sustainable human settlement planning and management,” and “provide access to safe and inclusive green and public spaces.”

Domestic trends

In terms of laws related to accessibility, the Act on Buildings Accessible and Usable by the Elderly and Physically Disabled Persons (Heartful Building Act) was enacted in 1994, and the Act on Facilitation of Mobility of Elderly Persons and Persons with Disabilities Using Public Transportation (Barrier-Free Transportation Act) was enacted in 2000. In 2006, these two laws were combined into one, and the Act on Promotion of Smooth Transportation, etc. of Elderly Persons, Disabled Persons, etc. (Barrier-Free Act) was enacted.

The Act for Eliminating Discrimination against Persons with Disabilities (Disability Discrimination Elimination Act), which came into force in 2016, prohibits state administrative organs, local public entities and private businesses from refusing or restricting the provision of service on the basis of disability without good reason.

Subsequently, the “Barrier-Free Act,” was amended in 2018 to clearly state that consideration shall be given to the realisation of a coexisting society and removal of social obstacles. With the revision made in 2021, the Act prescribed the enhancement of measures by public transport operators and other relevant entities, for example, the provision of service through the use of accessible facilities and measures related to intangible elements including the provision of information, etc. In addition, in order to facilitate mobility, it is important to provide information related to accessible facilities in advance. Consequently, Web accessibility also became an important factor. In 2022, the Act on the Promotion of Measures Concerning Acquisition and Use of Information and Communication by Persons with Disabilities came into force. This Act prescribes matters fundamental to initiatives related to acquisition and use of information and communication by people with disability.

Local trends of the host city

Kanagawa Prefecture formulated the Kanagawa Prefecture Ordinance to Create a Welfare Community in 1996, with the aim of creating a barrier-free community where people with disability can freely move from place to place on their own will, and participate in society. Based on this ordinance, the Prefecture has been working on creating a community where all people can live comfortably. In December 2008, Kanagawa Prefecture partially amended the ordinance to respond to changes in social circumstances such as the low birthrate and aging society and the enactment of the Barrier-Free Act, and changed the ordinance name to the Kanagawa Prefecture Ordinance to Create a Community Accessible to All People.

The City of Yokohama also formulated the Yokohama City Ordinance to Create a Welfare Community to advance its initiative to create a welfare community where the basic human rights of all people are respected and where all people can live with peace of mind, act on their free will, and participate in activities in any field. Based on this ordinance, the City carries out various activities in cooperation with citizens and businesses to promote the development of a welfare city. The City also utilises the system of the barrier-free basic plan based on the Barrier-Free Act, and promotes district-focused and integrated improvement of accessibility of the City through accessibility projects, by mandating accessible design of train stations, roads, parks, buildings and traffic lights, etc. in districts that have facilities frequently used by citizens.

Relevance of Accessibility to the EXPO

The Association will deliver the EXPO based on the philosophy and spirit of relevant law and regulations. In terms of tangible elements, the Association will, based on KEIDANREN's Charter of Corporate Behaviour, develop facilities in conformance with the Barrier-Free Act, and make considerations for facilities that are not subject the Act, for example, by taking voluntary measures and providing relevant information. In term of intangible elements, the Association is committed to making reasonable accommodations to remove social barriers, raising awareness and facilitating understanding to promote a barrier-free mindset.

3.5.2 Basic Policies

Basic Policy 1: Promote measures related to tangible and intangible elements of accessibility based on the diverse needs of users

It is expected that a diverse group of people will visit the EXPO, including people who use wheelchairs, people with vision impairment, people with hearing impairment, people with intellectual disability, people with mental disability, people with developmental disability, as well as international visitors. With the aim of realising a coexisting society, the Association will make tangible and intangible accommodations in a comprehensive manner to accommodate the different needs of people, by taking tangible measures for facilities and equipment, and intangible measures such as providing physical support and relevant information. Moreover, as needs will vary depending on the level of disability, the Association will make sure that there will be multiple ways to address those needs.

Basic Policy 2: Promote the development of an environment that takes into account the continuity of “movement” and “ease of use”

Even if individual facilities and services are barrier-free and have universal design, if there are issues at connecting nodes of such facilities and services, continuity may not be guaranteed, and accessibility may not be achieved. To ensure the continuity of the “movement” of visitors and the “ease of use” of facilities and services, the Association will consider developing a mobility environment, facilities and equipment, and providing information and physical support in an integrated manner, instead of considering them as elements independent of each other. The Association will consider taking measures that take into account continuity to ensure that support will not be interrupted in case of a disaster or emergency, and work on creating a mechanism, such as establishing a system where stakeholders providing services can cooperate with each other.

3.5.3 Directions of Actions

Direction 1: Establish a seamless mobility environment

The Association will make considerations so that all visitors will be able to use the same routes to the extent possible. The Association will also make considerations to set up parking lots accessible to people with disability near the event venue (accessible parking).

Direction 2: Create easy-to-use facilities

The EXPO's facilities are expected to be used by a wide range of users including the elderly, people with disability, people with children, people from other countries, people with assistant dogs and service dogs. Therefore the Association will create facilities and equipment that fulfil the needs of those people by making facilities and equipment barrier-free and creating resting areas. The Association will also create easy-to-use and safe facilities and equipment that accommodate the needs of all people to the extent possible by taking into account the characteristics and differences of users.

Direction 3: Promote the enhancement of the guidance function and physical support

The Association will promote the enhancement of guidance function and physical support so that users can enjoy the EXPO with peace of mind. As a guidance function, the Association will make available various means of communication using translation tools that support multiple languages, sign languages and communication in writing. The Association will also work on enhancing the service level through training so that the EXPO staff can provide appropriate support to users.

Direction 4: Provide appropriate information through various means

The Association will give consideration to Web accessibility (such as website accessibility) so that users can easily collect appropriate information. Publications related to the EXPO will use colour universal design or other appropriate design. Also, with respect to providing information in emergency situations, information will be provided through multiple methods by taking into account various types of disabilities. Such methods include voice guidance as well as text-based information such as digital signage.

In order to accommodate the different needs of visitors, information will be provided to visitors by utilising guidance signage and digital technologies. Such information includes information on gardens and building facilities that are exhibited, information related to events such as competitions, national day and special day, information on business facilities such as restaurants and shops, and information on congestion of the venue and transportation.

Direction 5: Develop systems to achieve appropriate preparation and support

In order to undertake appropriate preparation, the Association will develop a system to gather the opinions of parties concerned at each stage of planning, construction and operation. The Association will also develop a system for engaging parties concerned and a training system for staff who will provide services to facilitate their understanding of disability. In addition, a system for reflecting and evaluating the outcome of activities as well as a system to collect feedback from users will be developed to make further improvements.

Direction 6: Work with relevant organisations to facilitate access to the EXPO site

In order to improve the access from the nearest train station to the venue, the Association will work with relevant organisations including administrative organs and transportation operators to provide, to the extent possible, means of transportation which anyone can easily use. In addition, easy-to-walk pavements and tactile paving will be installed to accommodate visitors on foot.

3.6 Environment

3.6.1 Background and situation

Significance of working on solving environmental issues

When we look at the history of international horticultural exhibitions, they have evolved into a forum for proposing solutions to issues affecting people and the environment. The EXPO could also be a platform for tackling global environmental issues by bringing together all sorts of entities to collaborate and pool their insights, and by inspiring individuals to take personal action. The EXPO could also invigorate the horticultural and landscaping industries, contribute to pioneering urban development, and present scenes of happy lives enhanced by flowers, greenery, agriculture, and food that reshape people's lifestyles into ones that hold greater respect for plants and the natural environment.

International trends

The United Nations held its first conference on environment and development in 1972, and since then, it has been held every ten years. Following the Declaration and Action Plan for the Human Environment adopted at the Human Environment (known as the Stockholm Conference) in 1972, the United Nations Environment Programme (UNEP) was established in 1973 with its headquarters in Nairobi. UNEP has been coordinating and promoting various environment-related activities.

In 2015, the United Nations adopted the 2030 Agenda for Sustainable Development. The agenda has 17 goals to be achieved by 2030, and many of them are related to the environment, showing the UN's growing attention towards the environment.

In 2016, the Paris Agreement adopted at the 21st Conference of the Parties to the United Nations Framework Convention on Climate Change (COP21) came into force. At the 28th session of the Conference of the Parties (COP28) to the UN Framework Convention on Climate Change held in the United Arab Emirates in 2023, the parties agreed on matters such as transitioning away from fossil fuels.

Biodiversity conservation is also gaining global attention. The Kunming-Montreal Global Biodiversity Framework was adopted at the 15th Conference of the Parties to the Convention on Biological Diversity (COP 15) in December 2022. The framework sets the path to nature positive to halt and reverse biodiversity loss to put nature on a path to recovery by 2030.

The transition to a circular economy is in progress across the world on the premise of reducing the use of new resources as much as possible, and creating a design to circulate the planet's resources. Notably, demand for machinery and equipment is growing due to the increase of renewable energy facilities and electric vehicles as part of the transition to a decarbonised society, and due to the advancement of digitalisation, causing the demand for metals and minerals to increase. Consequently, the world is calling for circular use and more efficient use of metals and minerals.

Domestic trends

In line with global trends, environment related laws have been established in Japan. The Basic Act on the Environment was enacted in 1993, a year after the Rio Summit, and based on Article 15 of the Act, the Basic Environmental Plan was developed, outlining the basic framework for the country's environmental measures. In addition, laws and regulations focusing on specific environmental topics have been developed, such as those related to development of a circular economy, securing and promotion of biodiversity, promotion of effective use of resources, reduction of waste, and global warming countermeasures. These laws and regulations have been revised or newly established in a timely manner.

In October 2020, the Government of Japan announced its policy to bring the country's greenhouse gas emissions to "net zero" by 2050 to achieve carbon neutrality. In April 2021, the Government also announced its goal to reduce the country's greenhouse gas emissions by 46% in FY2030 from FY2013 levels. The Government has demonstrated its stance to take the lead in solving global environmental issues as a developed country, and requested companies and other entities to take measures by considering their entire supply chains, on top of their existing individual efforts to reduce their environmental impact.

In addition, in light of the adoption of the Kunming-Montreal Global Biodiversity Framework (GBF), the Ministry of the Environment announced the National Biodiversity Strategy 2023-2030 in March 2023 as a master plan to conserve and sustainably use biodiversity. This strategy sets out five basic strategies to achieve nature positive in 2030, status goals (ideal status) and action goals (actions to be taken) for each basic strategy, and metrics to measure the progress of those goals.

Japan has a history of achieving and maintaining coexistence with nature. For example, as seen in *satoyama*, people have used their wisdom to take appropriate actions, such as securing water resources through the preservation of forests, which in turn nurtures rivers and oceans.

Local trends of the host city

The EXPO's host city, Yokohama, has long endeavoured to be a highly liveable city where people can enjoy healthy, enriching lives—even during times of recovery from disaster or war, and amid rapid urbanisation. This commitment has included measures for building parks and preserving green spaces and farmland. As one of Japan's first cities to introduce programmes such as park support societies and citizens' forests, Yokohama engages in citizen collaborations that leverage the power of its citizens. Moreover, activities such as the Yokohama Green-up Project and National Urban Greenery Fair Yokohama led to the formation of the Garden City Yokohama vision, in which the city government works with the public sector to advance the leading project Garden Necklace Yokohama and other initiatives. These initiatives carried out by the City of Yokohama resonate with AIPH's Green City concept, whereby cities improve people's lives and economic activities by integrating nature into the built environment—the greening of urban spaces. The City of Yokohama also collaborates with residents, businesses, and other stakeholders to realise a decarbonised society by 2050 in ways that lead to the city's further growth.

Furthermore, in the Yokohama Medium-term Plan for 2022 to 2025, “Policy 18: Promoting a de-carbonized society” and “Policy 19: Promoting sustainable resource circulation” were established under the “Strategy 3: Zero Carbon Yokohama”, and “Policy 31: Establish an urban environment rich in nature” and “Policy 32: Developing lively urban agriculture” were established under the “Strategy 7: Achieve Garden City Yokohama, with the appeal of flowers, greenery, farms, and water.”

Kanagawa Prefecture announced the Kanagawa Climate Emergency Declaration in 2020, with an aim to share the sense of crisis that the climate is in a state of emergency with municipalities, companies, academia, organisations and citizens, and to take actions together. The Prefecture promotes initiatives to realise a carbon-free society by 2050, and is implementing measures to adapt to climate change, through strategies such as the “Kanagawa Prefecture Flood Disaster Prevention Strategy.”

Relevance of environment to the EXPO

The EXPO will serve as a forum to communicate the importance for all entities to actively work on solving environmental issues, by creating opportunities to utilise the technologies and know-how of businesses to solve global environmental issues and realise a sustainable society, and by promoting collaboration and cooperation among the Government of Japan, NPOs and NGOs, and citizens to solve environmental issues. Again, in order to solve and overcome environmental issues by using the power and wisdom of the public and private sectors and through initiatives that integrate technologies thereby realising a sustainable global environment, environmental initiatives will be an essential and integral factor of the EXPO.

3.6.2 Basic Policies

Basic Policy 1: Implement a precautionary approach to reduce environmental impact, and make continuous improvements

It is important to ensure precaution to reduce environmental impact by conducting an environmental assessment to assess the environmental impact of the past, present and future based on the Principle 7 “Precautionary approach” of the Global Compact, and promptly taking measures before environmental impact materialises.

In addition to such precaution, “continuous improvements” with respect to environmental issues are also an important factor. We will leverage the international horticultural exhibition as a valuable opportunity to work on making improvement efforts and implementing continuous measures and improvements from the perspective of achieving sustainability in the formulation of goals and determination of specific measures. The Association has developed the Sustainability Strategy with an eye to making the impact of improvements last into the future, for example, by creating legacy and by visualising our know-how of delivering and operating the EXPO and leaving such know-how as a legacy.

Basic Principle 2: Fulfil environmental responsibility and promote the development and diffusion of environmentally friendly technologies

By promoting the theme of the EXPO “Scenery of the Future for Happiness” and sub-themes of “Co-adaptation,” “Co-existence,” “Co-creation,” and “Co-operation,” we will fulfil the “environmental responsibility” outlined in Principle 8 of the Global Compact and achieve the development and diffusion of “environmentally friendly technologies” outlined in Principle 9 of the said Compact.

Basic Policy 3: Learn from Japan’s traditions to help vitalise entire societies in Japan and abroad

Japan not only has a rich natural environment with the beauty of four seasons, but also tangible and intangible assets related to nature, such as *satoyama*, a place where people and nature interact, as well as a culture that incorporates nature, such as the tea ceremony and the art of flower arrangement. Taking another look at the charms and possibilities of the host country of the EXPO will help us vitalise entire societies in Japan and abroad.

Basic Policy 4: Communicate ways of co-existing with nature to foster changes in consciousness and behaviour of each person

Based on the concept of biophilia, which is the instinctive desire of humans to interact with nature, the EXPO will present “green cities filled with flowers and greenery” and “lifestyles founded on coexistence with nature” through exhibitions and co-creative themed projects. In addition, the EXPO will have a virtual space that uses physical and digital technologies as a place for interaction for corporate exhibitions and sponsorships, citizens, international exhibitions and competitions, thereby triggering each person to recognise the importance of coexisting with nature, make changes and take actions.

Basic Policy 5: Respect international norms and comply with Japanese laws, and promote environmental measures such as biodiversity conservation and climate change countermeasures through actions to achieve Green Transformation (GX) and nature positive

The Government of Japan aims to achieve carbon neutrality by 2050, and promotes Green Transformation (GX), which transforms the entire economic and social system, through measures to achieve a decarbonised society. The Association has been actively taking leadership position and responsibly proceeding with measures based on frameworks, norms and developments of the international community, and in accordance with Japanese laws and regulations related to the environment to achieve GX. The government has set the “achievement of nature positive” as a goal for 2030 in the National Biodiversity Strategy. Furthermore, to halt the loss of biodiversity, which is becoming more severe due to excessive harvesting of resources and climate change, etc., the international community has come together to work on tackling the issue. For the EXPO, we will flexibly work on solving issues by taking into account environmental issues that change from day to day as well as ongoing challenges. We will also publicise initiatives through the EXPO to achieve nature positive. Biodiversity, climate change and resource circulation are highly correlated as they affect each other. In the operation of the EXPO, we will take actions to simultaneously solve these issues.

3.6.3 Directions of Actions

Direction 1: The Association will take the lead in educating all parties involved in the EXPO

Implementation of the Sustainability Strategy will be achieved if all parties including the organiser, participants and suppliers, etc. comply with the policies. The Association will, as the organiser, exercise its leadership, and continuously encourage parties within the Association and parties of the EXPO to achieve sustainability.

Direction 2: Promote the appropriate behaviour of exhibitors, suppliers and exhibitors through the Code of Sustainable Procurement

The Association will instil behaviour that is in compliance with the Code of Sustainable Procurement in all suppliers and participating entities including contractors. In order to ensure that the substance of the policies remains effective, we will establish a reporting desk, a check system and other relevant systems to ensure the implementation of the Code of Sustainable Procurement so that each entity understands the purpose of the policies and will not be affected by any economic incentives.

Direction 3: Conduct environmental education and raise environmental awareness within the Association in a thorough manner

We aim to enable each person working in the Association to fully understand the Sustainability Strategy and other relevant matters and act with the purpose of solving environmental issues by keeping in mind the significance of sustainability when they perform their work. To achieve this, we will promote environmental education within the Association. Further, the Association will, as the operating body, conduct environmental education and awareness-raising activities for participants and visitors through exhibitions, pavilion operations and PR activities, etc.

Direction 4: Create the “Scenery of the Future for Happiness” by showcasing the venue that takes advantage of the natural environment and the co-creative themed project “Village”

We will create the “Scenery of the Future for Happiness” by creating a venue that takes advantage of the natural environment and through the co-creative themed project “Village.”

Direction 5: Aim to preserve and utilise the natural environment and reduce environmental impact

To achieve nature positive, we will preserve and utilise the farmland and the rich natural environment of the surrounding areas of the EXPO site, conserve their biodiversity, and reduce environmental impact. The EXPO will showcase the EXPO site and facilities employing green infrastructure to people across Japan and the world. Also, the post-event urban development of the former Kamiseya Communications Facility will be presented as a model for real-world deployment of green infrastructure, with the aim of spreading this model to other regions of Japan.

Direction 6: Promote the use of renewable energy as well as the 3Rs and renewables, with the goal of decarbonisation

We aim to achieve carbon neutrality through the development of the EXPO site and the operation of the EXPO. Specifically, we will promote energy conservation while also promoting the use of renewable energy to the maximum extent possible (e.g., procurement of renewable energy to fill all energy needs) as well as carbon offsetting. As a measure to promote the 3Rs and renewables, we will also actively use components that can be reduced, reused or recycled, and procure renewable materials to achieve the efficient use of resources.

4 Goals and Objectives

The theme of EXPO 2027 YOKOHAMA JAPAN is “Scenery of the Future for Happiness.” In order to expand upon the theme and spur action toward realising it, the following four subthemes of 'Co-adaptation,' 'Co-existence,' 'Co-creation' and 'Co-operation' have been designated.

In this Chapter, we will first summarise how the EXPO will achieve five Sustainability Priorities suggested by AIPH for international horticultural exhibitions and how we will measure their achievement levels. We will then set the overall sustainability goals to be achieved through the EXPO based on the theme and the four sub-themes of the EXPO described in Chapter 2 and Basic Policies in Chapter 3. We will also set objectives for the 12 areas required by AIPH to deliver the EXPO as a sustainable event. Next, we will set specific actions for achieving the objectives as well as indicators to objectively measure their achievement levels. As the five goals required by AIPH and the 12 objectives are inter-related, we will minimise the trade-off between actions and promote actions that will create synergy. Goals and objectives for 12 areas are formulated in accordance with the matters prescribed in the Guidance and the Checklist provided by AIPH.

4.1 Goals

AIPH Sustainability Policy defined five priority sustainability themes from the perspective of achieving sustainability in international horticultural exhibitions, and expects us to clarify how EXPO 2027 YOKOHAMA JAPAN will work on achieving those goals and how we will measure their achievement levels. We have set overall sustainability goals and key performance indicators (hereinafter referred to as “KPIs”) of the EXPO as follows:

| Priority Sustainability Themes of the AIPH Sustainability Policy | Overall Sustainability Goals | KPI |
|--|---|---|
| (1) Climate Action Using plants and green spaces to support climate adaptation and resilience programmes in urban environments | Promoting climate action by adopting green infrastructure, etc. | Development of a green network that seamlessly connects with the natural environment surrounding the EXPO site |
| (2) Biodiversity conservation Promoting nature in cities and sustainable horticultural practices worldwide | Conveying the importance of biodiversity and other matters by delivering a sustainable international horticultural exhibition | Visitors (including diverse attendance modes such as local cooperation and via information and communications technology) |
| (3) Sustainable sourcing and resource management Adopting circular economy principles, reducing plastic waste and other forms of pollution, supporting efficient production and ethical supply chain management | Promoting sustainable sourcing | Formulation and operation of the Code of Sustainable Procurement |
| (4) Equity & inclusion Promoting plant growing and green spaces for all, upholding fair and equitable practices across the horticultural value chain, diversity, and human rights | Delivering an equitable and inclusive international horticultural exhibition | Formulation and operation of the Code of Sustainable Procurement |
| (5) Education & awareness raising Engaging, informing, and inspiring people to appreciate the importance of plants and the places where they grow, and to take action to protect and enhance their local environment through plant growing | Enhancing education and awareness raising for visitors by delivering a sustainable international horticultural exhibition | Visitors (including diverse attendance modes such as local cooperation and via information and communications technology) |

The baselines and targets for each KPI are as follows:

| ID | KPI | Baseline (Baseline year) | Target (Year the target will be reached) |
|-----------|---|--|--|
| 0-1 | Development of a green network that seamlessly connects with the natural environment surrounding the EXPO site | None [FY2024 ^b] | Planned planting [FY2026] |
| 0-2 | Visitors (including diverse attendance modes such as local cooperation and via information and communications technology) | Formulation of EXPO 2027 Master Plan [FY2022] | 15 million people [FY2027] |
| 0-3 | Formulation and operation of the Code of Sustainable Procurement | Formulation of the Code of Sustainable Procurement [FY2023] | Appropriate operation of the Code of Sustainable Procurement [FY2027] |

^b Note: Japan's financial year runs 1 April to 31 March.

4.2 Objectives

4.2.1 Biodiversity

We will preserve and utilise the existing natural environment and biodiversity, and plan a site centring around green infrastructure. As a very large and diverse array of plants and agricultural products will be brought into Japan as exhibits by governments, international organisations and other entities across the world, we will develop a consistent system to properly maintain and manage them across the EXPO site to prevent and reduce the impact of imported plants and products on the country’s ecosystem. We will also publicise initiatives through the EXPO to achieve nature positive.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|---------------------------|-----|---------------------------|-----------------------------|--|
| Biodiversity conservation | 1-1 | Biodiversity conservation | None [FY2024] | Keep the impact on flora and fauna that are species of interest, their habitats, and biodiversity of the area to the minimum [FY2027] |

Column: Green Infrastructure Plan

The green infrastructure plan will be implemented to present a model for forming safe and comfortable spaces where people coexist with nature, supporting diverse activities in those spaces, and promoting collaborations involving the spaces. The plan will also include using digital technologies, data visualisation, and other tools to add enhancements across the EXPO area that help visitors to more tangibly experience the effectiveness of green infrastructure. The basic policy for the green infrastructure plan is founded on the basic policy of the EXPO site plan and comprises the following basic concepts.

1. Retention and improvement of the characteristics of the former Kamiseya Communications Facility site’s natural environment

The Basic Land Use Plan for the Former Kamiseya Communications Facility envisions utilisation of that site’s green infrastructure with various functions by the entire district. In line with this, the EXPO’s site design will seek to preserve and utilise as much as possible the existing natural environment—such as groves, terraced land, and the wildlife inhabiting the area—and to increase that environment’s potential. The natural environment will also serve as the foundation of spaces for promoting coexistence with nature (such as the “Commons”) and spaces for developing communities through the power of nature. The planning process will consider various actions toward the development of a model for a sustainable urban platform, including possible actions such as: protection and utilisation of riverine systems and drainage basins based on detailed terrain analysis; placement of facilities and shade plants in ways that preserve existing trees and take advantage of rainwater infiltration; and environmental simulation for ascertaining the area’s thermal environment and making use of the prevailing wind pattern.

2. Provision of comfortable environment; enhancement of appeal in ways coordinated with the exhibition plan

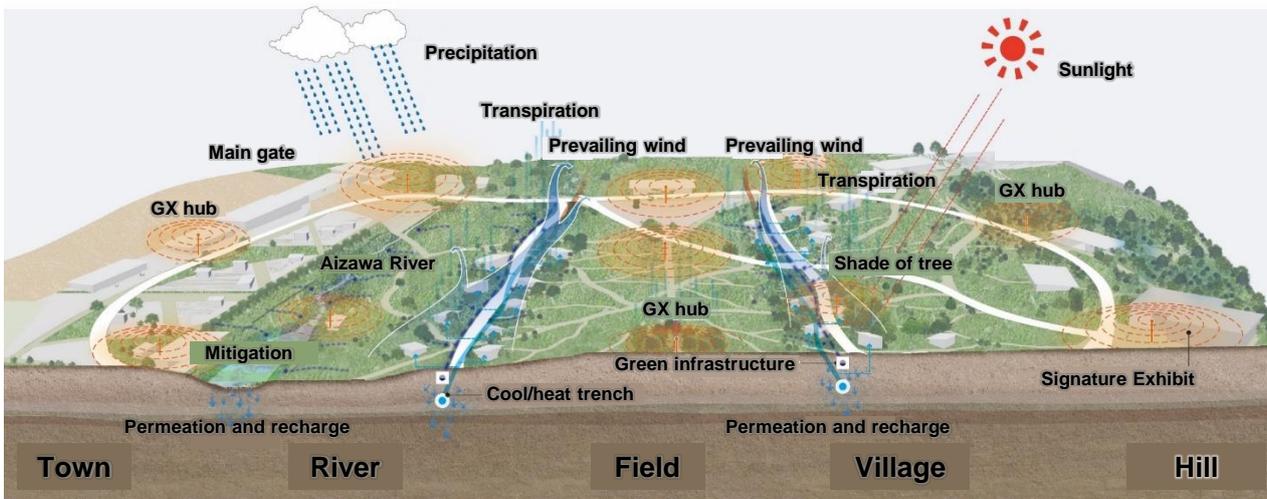
The Expo site will be designed to be comfortable, safe, reassuring, and appealing for visitors through approaches that leverage the characteristics of the retained natural environment, and that make effective use of water, greenery, and wind corridors. This concept will be similarly applied to building construction as well.

This will drive the formation of a coherent model for spaces that have a cosmopolitan outlook and provide a platform for new collaborations by using green infrastructure to promote environmental education and activities, creating connections among exhibitors and various other entities, and coordinating the participation and interaction of people.

3. Environmental impact reduction coordinated with the EXPO site development, administration, and operation

Efforts to reduce the EXPO’s environmental impact will be carried out across all processes of site development, administration, and operation. These efforts will be mindful of global trends such as the movement toward carbon neutrality, and will take into account various characteristics of the EXPO, such as its limited duration and post-Expo plans for the EXPO site’s use as a city park, etc.

Image of implementation of green infrastructure



4.2.2 Water

We will ensure the EXPO will not cause water pollution of the Aizawa River, Izumi River and other water bodies, and work on water resource protection through the preservation of water sources and ground water recharge, etc.

Also, while the EXPO will mainly use municipal water to ensure the safety of visitors, we will properly control water consumption in the operation of the venue and the maintenance of plants by installing automatic irrigation devices and actively adopting green infrastructure to reduce the water consumption of the EXPO.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|-------------------------------------|-----|---|-----------------------------|---|
| Reduce water consumption and demand | 2-1 | Reduction of irrigation water consumption | None [FY2024] | Reduce the irrigation water consumption in automatic irrigation areas, by switching from manual irrigation (20 Litres/m ² /day) to drip irrigation (10 Litres/m ² /day) [FY2027] |

4.2.3 Carbon

The host city, Yokohama, will collaborate with residents, businesses, and other stakeholders to achieve the Zero Carbon Yokohama initiative's goal of decarbonising Yokohama by 2050 in ways that lead to the city's further growth. To make the EXPO a sustainable event, we will identify sources of emissions of greenhouse gases (CO₂, etc.) for each stage of construction, delivery, removal and dismantlement, etc. and calculate emissions using the GHG protocol, which is an international standard. The Association will then work and cooperate with all parties including participants and supply chains to reduce emissions. It should be noted that emissions stated in the Sustainability Strategy and related documents are calculated using a method that is different from the environmental impact assessment, therefore emission amounts also differ from the said assessment. For GHG emissions that cannot be avoided, we buy offset them using reliable credits to achieve net zero Scope 1 and 2 emissions. For Scope 3 emissions, we will work with visitors and stakeholders to reduce GHG emissions, for example, by promoting the use of public transportation.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|---|-----|------------------------------|--|--|
| Reduce GHG emissions to achieve decarbonisation | 3-1 | GHG emissions for each scope | <ul style="list-style-type: none"> - Scope 1 BAU value*: 1 thousand t-CO₂ - Scope 2 BAU value: 4 thousand t-CO₂ - Scope 3 BAU value: 366 thousand t-CO₂ <p>*BAU value = Estimated emissions if reduction measures are not taken [FY2023]</p> | <p>Emissions after emission reduction measures are taken</p> <ul style="list-style-type: none"> - Scope 1: 0 t-CO₂* - Scope 2: 0 t-CO₂* - Scope 3: 353 thousand t-CO₂ <p>* For CO₂ emissions that cannot be reduced with emission reduction measures, we will offset them with an aim to achieve net zero emissions. [FY2027]</p> |

4.2.4 Energy

As the EXPO will be delivered based on the perception of our world today and the EXPO’s significance of “contributing to the achievement of the SDGs and presenting Japan’s model for society thereafter,” we are committed to reducing energy consumption and improvement in energy efficiency by creating a site that harnesses the potential of the natural environment. We will also work on reducing the consumption of energy used in the operation of the EXPO. Moreover, for energy used in the EXPO, we will also utilise an offset system to promote the procurement of renewable energy to fill all energy needs.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|--------------------------------------|-----|--|--|---|
| Adopt passive design in buildings | 4-1 | Adopt passive architecture design | None [FY2023] | Develop architecture in line with the conditions of the natural environment [FY2026] |
| Adopt energy-saving equipment | 4-2 | Adopt energy-saving equipment | Consideration of adopting energy-saving equipment [FY2024] | Develop energy-saving equipment [FY2027] |
| Maximise the use of renewable energy | 4-3 | Utilisation rate of renewable energy electricity | Consideration of adopting renewable energy electricity [FY2024] | 100% [FY2027] |

4.2.5 Pollution

To be attentive to the surrounding neighbourhoods’ living environment and atmosphere, we will conduct an environmental impact assessment. We will research, forecast and assess the impact of the project on the environment in advance, then announce the results, consider appropriate measures to conserve the environment by going through procedures such as by gathering the opinion of citizens and the mayor, and incorporate them into the project plan. We will also minimise to the extent possible the impact caused by the EXPO site development and the delivery, removal and dismantlement of the EXPO, such as noise, vibration, light, atmosphere and water pollutions, so as not to cause a significant impact on the current living environment.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|--|-----|--|--|--|
| Reduce the impact on the surrounding environment | 5-1 | Construction does not cause a significant impact on the surrounding community’s living environment | There is no significant impact on the surrounding community’s living environment [FY2023] | There is no significant impact on the surrounding community’s living environment [FY2028] |

4.2.6 Waste & Dismantlement

We will efficiently use resources and reduce waste by utilising the future park facilities which will be developed before the EXPO, as exhibition facilities.

In addition, rentals and recyclables will be proactively used in the construction of temporary structures that will be dismantled after the EXPO, so as to minimise the amount of waste produced. We will also promote the 3Rs and renewables as well as reduction of food loss and waste and use of plastics, etc. in the venue to reduce environmental impact.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|---|-----|--|-----------------------------|--|
| Utilise future park facilities as exhibition facilities | 6-1 | Utilise future park facilities as exhibition facilities | None [FY2023] | Develop exhibition facilities by utilising future park facilities [FY2026] |
| Construct temporary structures with an emphasis on resource recycling | 6-2 | Construction of temporary structures with rentals and leased items | None [FY2023] | Construction of temporary structures with rentals and leased items [FY2027] |
| Promote waste recycling | 6-3 | Recycling rate of concrete mass | None [FY2023] | 100% [FY2028] |

4.2.7 Contractors & Construction

For the EXPO site infrastructure, we will reduce costs and environmental impact by utilising existing facilities and facilities that will be built by the City of Yokohama as part of its land readjustment projects and city park renovation projects.

For temporary structures, we will employ the approach of GREEN Circular Architecture, which incorporates passive designs with a focus on minimising energy consumption through the effective use of natural resources such as water, wind, and daylight. We will reduce environmental impact by actively using rentals and recyclables from the perspective of actively using environmentally friendly materials and reducing the amount of waste produced when structures are dismantled.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|---|-----------|---|---|--|
| Develop facilities in coordination with land readjustment projects and future park facilities | 7-1 | Utilisation rate of infrastructure of land readjustment projects and future park facilities | None [FY2023] | 100% (Electricity, gas, communication and water supply) [FY2027] |
| Promote eco-friendly maintenance and management of plants | 7-2 | Consideration of eco-friendly methods to maintain and manage plants | Consideration of eco-friendly methods to maintain and manage plants [FY2023] | Implement eco-friendly maintenance and management of plants [FY2027] |
| Select environmentally friendly construction materials | 7-3 | Formulation and operation of the Code of Sustainable Procurement | Formulation of the Code of Sustainable Procurement [FY2023] | Appropriately operate of the Code of Sustainable Procurement [FY2027] |

4.2.8 Design

The EXPO site plan will seek to create a site that is comfortable for visitors by utilising the EXPO site's natural environment to enable visitors to experience nature to the fullest.

We will share the concepts of universal design with all parties involved in the EXPO, and develop facilities that are accessible to everyone. In addition, we will take measures such as developing participation guidelines that prescribe regulations on the development and operation of the EXPO so as to provide services that accommodate the various situations of visitors.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|---|-----------|---|-------------------------------------|---|
| Formulate design consideration guidelines | 8-1 | Formulate design consideration guidelines | None [FY2023] | Formulate design consideration guidelines [FY2025] |

4.2.9 Transport

In terms of access to the EXPO site, we will coordinate with relevant institutions so that visitors can choose a means of transportation, such as shuttle bus service and other types of public transportation, private vehicle or on foot. We will develop a transportation plan with consideration to the surrounding environment as well as comfort and safety of movement.

The EXPO site will be designed for travel on foot, but other mobility considerations will be made with a focus on walkability such as the enhancement of comfort, reduction of burden of movement and utilisation of state-of-the-art technologies so that visitors can enjoy moving around within the EXPO site. In addition, the EXPO site will be planned and developed according to universal design principles so that all visitors— regardless of national/regional origin, culture, ethnicity, gender, age, or disability—can enjoy a safe and comfortable Expo experience and accessibility is ensured.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|--|-----|--|-----------------------------|---|
| Enhance access to the EXPO site with public transportation, etc. | 9-1 | Enhance access to the EXPO site with public transportation, etc. | None [FY2023] | Operate shuttle bus service from four train stations in the vicinity; Develop and operate parking lots at the EXPO site and offsite parking lots [FY2027] |
| Plan a site that ensures safe and comfortable movement and walkability of visitors | 9-2 | Formulation of a circulation plan that ensures safe and comfortable movement of visitors | None [FY2023] | - Main visitor circulation routes with a layout enabling visitors to roam throughout the entire the EXPO site - A west loop and an east loop that provide efficient access to the EXPO content [FY2026] |
| Adopt universal design to the EXPO site plan | 9-3 | Formulation of universal design guidelines | None [FY2023] | Formulate guidelines for provision of universal services [FY2024] |

4.2.10 International Participants (Foreign governments and international organisations, etc.)

To share the significance of the EXPO that is centred around Japan’s model for achieving a future society founded on coexistence with nature, we will widely share the purpose and significance of the EXPO as well as information related to programmes, exhibitions and competitions, by keeping in mind international participants (official participants such as foreign governments and international organisations).

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|--|------|--|---|---|
| Provide information for international participants (official participants) | 10-1 | Provide information for international participants (official participants) | Creation of a webpage for official participants (in English) [FY2022] | Provide information on a webpage for official participants and through other means, and convey the Sustainability Strategy and Sustainability Implementation Plan for the EXPO, as well as various indicators related to exhibitions and environmental rules based on such strategy and plan to official participants so that they can reflect them into their exhibitions [FY2027] |

4.2.11 Sustainable Events Operations and Management

In the delivery of exhibitions, themed projects, ceremonies, shows and events of the EXPO, we will operate sustainable events by developing a system for managing the sustainability of the EXPO. Also, in the delivery of the food experience programme which will feature interactive exhibition programmes, diverse dining and merchandise establishments, we will reduce the EXPO’s environmental impact by reducing food loss and waste and through other measures and operate events with a sustainability-minded approach. We will also promote the reduction of single use containers such as plastic containers.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|--|-----------|--|--|---|
| Promote reduction of food loss and waste | 11-1 | Promote reduction of food loss and waste *Official participants, concessionaires, Village exhibitors, themed concessionaires | Consideration of food loss and waste reduction [FY2023] | - Provide menu items in amounts and sizes visitors can finish eating without effort - Ask for visitors' cooperation [FY2027] |
| Control sound and light in line with themes | 11-2 | Control sound and light in line with themes *Official participants, concessionaires, Village exhibitors, themed concessionaires, event participants | Consideration of control of sound and light in line with themes [FY2023] | Control sound and light in line with themes [FY2027] |
| Develop an Event Sustainability Management System (ESMS) | 11-3 | Develop an Event Sustainability Management System (ESMS) | Give consideration to the adoption of ESMS [FY2023] | Obtain and operate ISO20121 certification [FY2027] |

4.2.12 Legacy

After the EXPO, the City of Yokohama plans to develop a city park to preserve the legacy of the EXPO. The park will be designed as a place that preserves, grows, and communicates the EXPO's philosophy, theme, and achievement. And, through the involvement and collaboration of many different entities, it will foster diverse sustainable lifestyles of coexistence with nature, while also forming a community that connects people with other people.

Activities related to the sustainability of the EXPO, such as the Sustainability Strategy, the Sustainability Implementation Plan and sustainable sourcing, will be recorded in the Sustainability Report, and preserved as the EXPO's legacy.

| Objective | ID | KPI | Baseline [Baseline year] | Target [Year the target will be reached] |
|--|-----------|--|---|--|
| Reuse the EXPO's facilities as a park | 12-1 | Reuse the EXPO's facilities as a park | None [FY2023] | Preserve the EXPO's facilities as a park [FY2027] |
| Formulate a sustainability report and report to AIPH | 12-2 | Formulate a sustainability report and report to AIPH | Consideration of a sustainability report [FY2023] | - Pre-event sustainability report to AIPH - Post-event sustainability report to AIPH - Sustainability and legacy report to AIPH [FY2030] |

5 Conclusions

In the Sustainability Strategy, we included the following matters that comprise the sustainability strategy for EXPO 2027 YOKOHAMA JAPAN.

- Significance of Sustainability; Significance, Vision and Mission of EXPO 2027 YOKOHAMA JAPAN
- Situational Analysis
- Basic Policies
- Goals
- Objectives

For specific actions for achieving the objectives defined in the Sustainability Strategy, we will separately develop a Sustainability Implementation Plan. As the next step, we will also develop a Sustainability Communications and Engagement Plan to convey the strategic message of the EXPO to targeted visitors and stakeholders and to deliver a successful expo, and a Sustainability Education Plan which will serve as guidelines for educational activities to promote education and understanding of the sustainability of the EXPO.

We have also formulated the Code of Sustainable Procurement, which the Association and exhibitors, etc. will adhere to in the procurement of goods and services, implementation of construction, and other processes. As the United Nations Sustainable Development Goals (SDGs) include a goal to “Ensure sustainable consumption and production patterns,” the EXPO’s effort to ensure sustainable sourcing will lead to creating a legacy that will transform consumption and production patterns across societies.