

# International Horticultural Expo 2027, Yokohama, Japan MASTER PLAN



**EXPO**  
**2027**  
YOKOHAMA JAPAN

January 2023

Japan Association for the International Horticultural Expo 2027, Yokohama

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# Introduction

The modernisation of Japan began in Yokohama. More than 170 years ago, the ships of the US government's Perry Expedition appeared off Uraga and requested water, food, firewood, and charcoal. Japan was faced with having to decide whether to continue its policy of isolation or to open the country up to a whole new world. And so began a thorny process of negotiations between the two countries, made even more challenging by cultural barriers.

The setting for those talks was a reception hall built for this purpose in Yokohama, then a small village. While gathered there, the representatives of both sides reportedly shared some laughs and pleasantries as they wined and dined with one another. And, it is likely that the expedition's sailors were refreshed by the sight of the lush greenery that covered the coast from Kurihama to Yokohama. The negotiations eventually led to the opening of the port of Yokohama, which became a gateway for not only industrial goods, but also horticulture. Exports of lilies, then a rarity in the West, and imports of roses, tulips, and other flowers passed through Yokohama.

In the ensuing years, the rise of industries powered by coal and oil brought us prosperity and better lives. Today, however, we are pressed to reduce greenhouse gas emissions by transforming our lifestyles and industrial systems. Plants can help us by absorbing one such greenhouse gas—carbon dioxide—and by preserving biodiversity and mitigating the harm caused by abnormal weather. For these and other reasons, we must take action to protect and nurture plant life. This need has inspired us to take a fresh look at our flora in many different ways. Moreover, businesses now devote a portion of their integrated reports to discussion of how they invest in and protect natural capital—water, soil, and vegetation.

Over the centuries, humankind has held an unwavering appreciation for the pleasure of admiring flowers and greenery, the rich flavours of food, and the importance of agriculture as a source of sustenance. However, the challenges of combating global warming and living with the coronavirus are reshaping the standards and expectations we hold regarding agriculture and food. This is because we are striving to see a worryingly uncertain future in a positive light; we are asking ourselves what must be done to secure happiness tomorrow, and endeavouring to come up with the answers needed. This quest echoes the sentiments felt by the negotiators in the reception hall in Yokohama who sought to usher in a new era through communication enhanced by food and greenery.

International Horticultural Expo 2027, Yokohama will be held at the former site of the US military's Kamisaya Communications Facility, which has been returned to its owners. We hope that it will provide visitors with opportunities to gain new perspectives on flowers, greenery, agriculture, and food, and inspire them to work to create a world for tomorrow that is sustainable and in harmony with nature. We will be very delighted if that world is endowed with scenery that fills people with happiness.

January 2023

**KOMURA Masato**

Secretary-General

Japan Association for the International Horticultural Expo 2027, Yokohama

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# Summary

## Official Designation

International Horticultural Expo 2027, Yokohama, Japan  
(Short name: EXPO 2027 YOKOHAMA JAPAN)

## Theme

Scenery of the Future for Happiness

## Sub-themes

Co-adaptation / Co-existence  
Co-creation / Co-operation

## Site

Former site of Kamiseya Communications Facility  
(Yokohama City, Kanagawa Prefecture)

## Duration

Friday, March 19, 2027 – Sunday, September 26, 2027

## Expected Number of Visitors

15 million

This includes diverse attendance modes such as local cooperation and via information and communications technology (ICT).

Expected number of admission-paying visitors:  $\geq 10$  million



# Conceptual Image of the Site







Note: As of January 2023. Subject to change depending on possible modifications to the plan going forward.



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International  
Horticultural Expo 2027,  
Yokohama, Japan  
MASTER PLAN

**Chapter 1**

**Overview**

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## 1.1.....Purpose of International Horticultural Exhibitions

Expo 2027 YOKOHAMA is an international horticultural exhibition that was approved by the ASSOCIATION INTERNATIONALE DES PRODUCTEURS DE L'HORTICULTURE (AIPH) as an A1 international horticultural exhibition, the highest class, and was recognised by the Bureau International des Expositions (BIE).

International horticultural exhibitions are held to contribute to the global promotion of horticulture and landscaping, the creation of lifestyles, communities, and economies enriched by flowers and greenery, and the resolution of challenges facing society, among other aims. The AIPH Regulations for Category A1 World Horticultural Exhibitions (hereafter, "AIPH Regulations" specify the following four objectives/roles for successful international horticultural exhibitions:

- ◎ Stimulate the increased use of plants to improve the health and wellbeing of society, the enhancement of the environment and the strengthening of economies.
- ◎ Clearly demonstrate society's need for horticulture and the role it plays in linking people with their environment.
- ◎ Bring together horticultural excellence from different countries to promote the best knowledge and practice from all over the world and to celebrate cultural and horticultural diversity.
- ◎ Promote productivity and international co-operation in professional horticulture.

AIPH also runs the Green City initiative for promoting the essential role of plants in creating vibrant urban areas in which people and businesses can thrive. The AIPH's Organiser's Guide for International Horticultural Exhibition includes promotion of the Green City concept as an additional factor for success in the hosting of expos.



## Expos

Registered/recognized by intergovernmental organization Bureau International des Expositions (BIE) consisting of member states

**BIE:** An organization operated under the Convention Relating to International Exhibitions and funded by member states. Membership comprises 171 countries (as of December 2022). Headquartered in Paris, France.

### International Registered Exhibitions (formerly Universal Expos)

**1970**

Japan World Exposition  
Osaka 1970

**2005**

EXPO 2005 Aichi, Japan

**2025**

Expo 2025 Osaka, Kansai,  
Japan

### International Recognized Exhibitions (formerly Specialized Expos)

**1975**

International Ocean  
Exposition, Okinawa 1975

**1985**

International Exhibition,  
Tsukuba Japan 1985

**1990**

International Garden and  
Greenery Exposition, Osaka,  
Japan 1990

**2027**

International Horticultural  
Expo 2027, Yokohama,  
Japan

## Horticultural Exhibitions

Approved by ASSOCIATION INTERNATIONALE DES PRODUCTEURS DE L'HORTICULTURE (AIPH), an association of private organizations

**AIPH:** Nonprofit organization founded to improve horticultural technologies and advance the interests of flower/ornamental plant growers at the global level. Membership includes horticultural, landscaping, and other organizations in 77 members include horticultural, landscaping, and other organisation around the world (as of December 2022); the Japanese member is the Japan Landscape Contractors Association). Headquartered in Oxfordshire, UK.

Category	A1	B	C	D
<b>Name</b>	World Horticultural Exhibition	International Horticultural Exhibition	International Horticultural Show	International Horticultural Trade Exhibition
<b>Duration</b>	3–6 months	3–6 months	4–30 days	-
<b>Minimum area</b>	50 ha	25 ha	0.6 ha	-
<b>BIE recognition</b>	Required	-	-	-

**2000**

International Gardening and  
Landscaping Exhibition  
Japan Flora 2000

**2004**

Shizuoka International Garden  
and Horticulture Exhibition,  
Pacific Flora 2004

Relationship between Expos and Horticultural Exhibitions

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## 1.2.....Host City & Site

### 1) Japan's largest city, made prosperous by the opening of its port

The host city, Yokohama, is located in Kanagawa Prefecture, which is adjacent to Tokyo.

Kanagawa is endowed with a temperate climate and beautiful scenery, including the mountains of Hakone and Tanzawa to the west, and the coast of Sagami Bay to the south. It also boasts a convenient transportation network and robust industries.

Yokohama, Kanagawa's premier city, has been a nexus for diverse cultures and people ever since it was opened up to the world as an international port in 1859. This role gave rise to an open atmosphere that embraces new technologies and cultures, and powered Yokohama's evolution into Japan's largest city, now home to some 3.77 million residents.\*

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. The area is also a MICE hub that lends a vibrant air to the city with crowds of visitors from across the country and around the world.

At the same time, Yokohama still enjoys a wealth of natural areas and active farmland in its suburbs. The combination of an urban environment along the bay and suburban environments harmonised with nature is one of the city's biggest defining features.

\*As of December 1, 2022

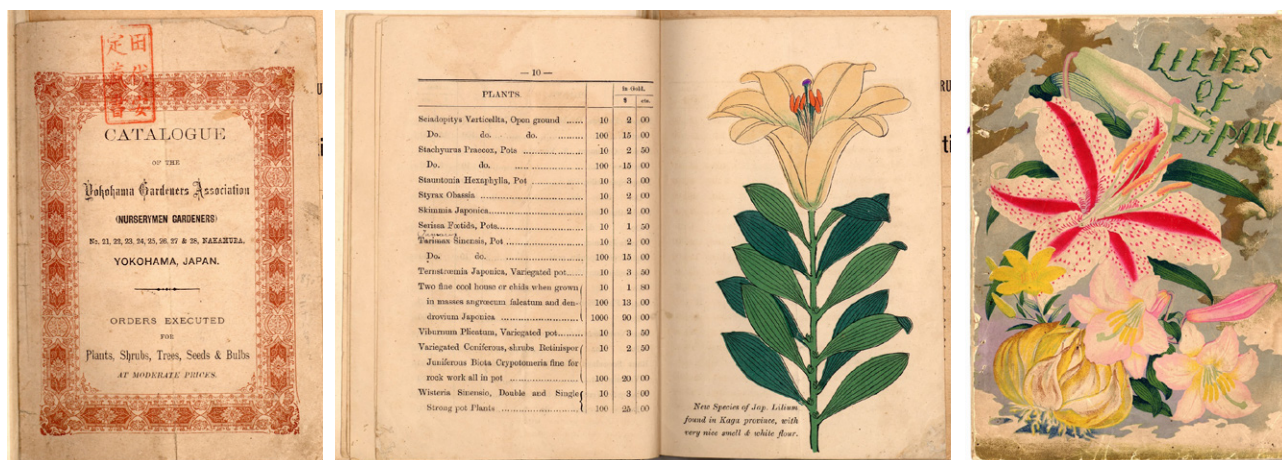


Minato Mirai 21 district



## 2) A gateway for horticultural trade

Yokohama has also remained a gateway for 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.



Catalogue for overseas trade  
(from the collections of The Yokohama Nursery Co., Ltd.)

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### **3) Expo site: former Kamiseya Communications Facility**

The site of Expo 2027 YOKOHAMA will be the former Kamiseya Communications Facility, which was returned to its owners by the US military in 2015. The site covers a spacious 242 hectares in a suburban area straddling Asahi and Seya wards. 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 also home to precious natural capital, such as terraced land and the headwaters of the Aizawa and Izumi rivers, which flow north and south. The surrounding area offers views of the Tanzawa mountains and Mt. Fuji, and the border with the adjoining “citizens’ forest” is a habitat for diverse plants and animals.

The site provides access to many transportation options, as it is located near the Tomei Expressway’s Yokohama-Machida interchange and is surrounded by several railway lines. It also holds much potential as a centre for energising the suburbs, with various projects currently underway to promote agriculture and utilise urban land for new urban developments.

The Expo zone occupies around 100 hectares on the south side of the site, of which roughly 80 hectares will be used to stage exhibits and other activities.



Aerial view of former Kamiseya Communications Facility, with closeups

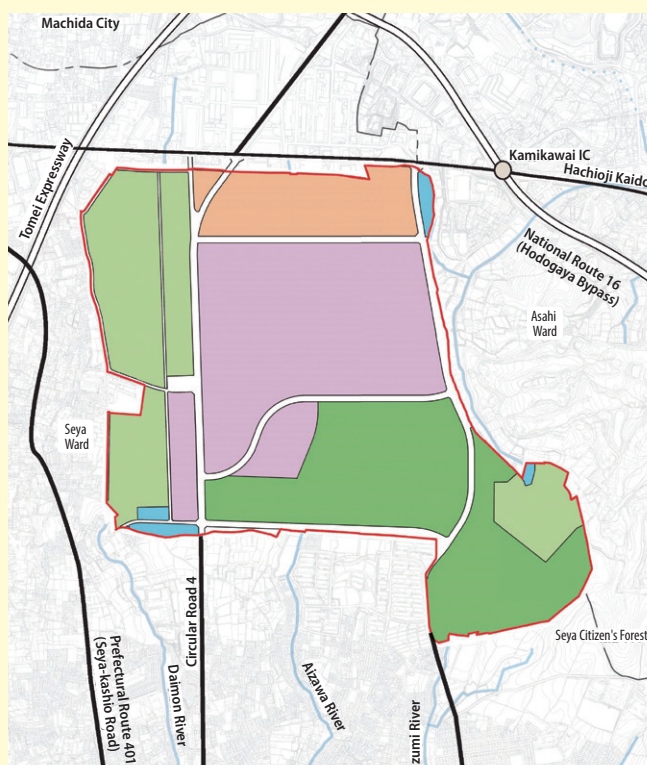


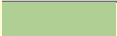




## Reference:

### Land use plan for former Kamiseya Communications Facility

The City of Yokohama's Basic Land Use Plan for the Former Kamiseya Communications Facility (released in March 2020) sets forth an urban development goal of "Building a new hub for energising the suburbs: A forward-looking community that brings together people and tangible/intangible creations." The plan aims to form a hub for creating unique tangible and intangible offerings while preserving the existing natural areas and farmland. In doing so, it seeks to achieve an appealing space that attracts people and things from around the world, and to vitalise the suburban areas encompassing the former Kamiseya Communications Facility site. The plan also emphasises the importance of evolving the philosophy of Expo 2027 YOKOHAMA and passing it on to future generations.

The plan zones the land for several purposes: agriculture promotion, tourism/leisure, logistics, and park/disaster response. The municipal government is overseeing projects for developing each zone.



Legend	
	Agriculture promotion zone
	Tourism/leisure zone
	Logistics zone
	Park/disaster response zone
	Roads
	Retention basins

#### Agriculture promotion zone

Site of a new model for urban farming that will inspire other communities. Plans include: hands-on crop harvesting experiences linked with leisure facilities; overnight stays enabling guests to experience the appeal of farming; high-revenue farming that leverages ICT and other technology to enable stable production and direct sales of high-quality produce; and collaborative research with universities to develop agricultural technologies.

#### Tourism/leisure zone

Centre for tourism, shopping, entertainment, etc. that draws visitors from across Japan and the world with a theme park and malls.

#### Logistics zone

New hub that realises efficient domestic distribution by leveraging new technologies and its proximity to major highways such as Tomei Expressway and Hodogaya Bypass.

#### Park/disaster response zone

A park that sustains the legacy of the Expo, and an expansive area where firefighters, police, Self-Defense Forces personnel, etc. can stage disaster responses and where residents can take refuge following disasters.

Map and description of land utilisation plan\*

\*Courtesy of the City of Yokohama. For reference purposes only; plans are tentative.



## 1.3.....Perception of Today's World

### 1) A massive shift toward an environmentally oriented society

Today, the advance of global warming and the loss of biodiversity are exacerbating environmental and food security issues on a global level, while population overconcentration in cities and other socioeconomic challenges are growing both domestically and internationally. Against this backdrop, the world is now coming to grips with the reality of an industrialised society dependent on mass production and mass consumption, and thus is making a massive shift toward becoming an environmentally oriented society focused on a shared goal of humanity—sustaining our irreplaceable planet. In particular, Japan is faced with questions such as how to respond to natural disasters that are growing in frequency and intensity, how to maintain services and infrastructure for supporting daily life in shrinking communities, and the abandonment of farmland in mountainous regions. The search for answers to the demands a re-examination of our lifestyles and strategies for economic growth.

### 2) Taking lessons from the natural symbiosis and community wisdom of *satoyama*

In Japan, the word *satoyama* refers to an environment between wilderness and urban areas, a place where people and nature interact. Traditionally, *satoyama* are home to communities that have used their wisdom and collaboration across generations to achieve symbiosis with nature. Ecosystems beneficial to the community are stably maintained through judicious human interventions. And, water resources are secured by the preservation of forests, which in turn nurtures the marine environment. Here, Japan has a vital role to play in helping the international community to thrive in harmony with nature, advance global environmental actions, and achieve economic growth underpinned by a commitment to the environment. Specifically, Japan, by taking lessons from *satoyama*-style symbiosis with nature and community wisdom, can forge a new common ideal for sustainable management and use of natural resources that taps into the potential of each local environment. And, Japan can leverage its exceptional tangible and intangible technologies—in manufacturing, environment creation, information, communication, and more—while taking a strategic approach to natural capital.

### 3) Rediscovery of the importance of the power of flowers, greenery, agriculture, and food

In recent years, the COVID-19 pandemic and other pressures have compelled us to change the way we live. Meanwhile, the digital transformation of our world has been advancing all the more rapidly. Amid these changes, however, we have found joy and rich experiences in face-to-face bonding with others and in our encounters with the nature around us, leading us to rediscover the importance of the power of flowers, greenery, agriculture, and food.

That importance must be preserved in our collective memory as humans. To successfully pass it down to future generations, the people of the world need to possess a shared sense of urgency toward the unprecedented challenges faced, and come to terms with the rapid changes in the way we work, live, and act—and then we all must use that understanding to transform our mindset and behaviour to pave the way to the future we seek.

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## 1.4.....Significance of Expo 2027 YOKOHAMA

In order to bring forth a sustainable society, we must successfully address the global challenges posed by today's social milieu and changing times. A vital step toward this is to use the backcasting approach to identify what needs to be done to reach the future we desire to have in 2050. Expo 2027 YOKOHAMA is set three years before the target year of the SDGs. As such, it needs to provide 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 in 2050, addressing the climate crisis, and protecting and sustainably utilising biodiversity. The path forward depends on strategic protection and use of natural capital in ways supporting sustainable symbiosis, creation of new areas of endeavour that transform challenges into value, the transmission of nature's wonder and benefits to the next generation, and the further maturation of society essential to that transfer. More than ever, this is the time for us to recognise the global crises before us and transform our lifestyles. Over the years, the horticultural expos have evolved as a forum for proposing solutions to issues affecting people and the environment. Accordingly, Expo 2027 YOKOHAMA needs to be a platform for tackling those issues by bringing together all sorts of entities to collaborate and pool their insights, and by inspiring individuals to take personal action. In particular, the Expo promises to help usher in the future we desire by invigorating the horticultural and landscaping industries, contributing to pioneering urban development, 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.

Yokohama, which has long supported plant-related cultural exchange between Japan and the world, will hold a forward-looking, global environment-minded horticultural expo in Kamiseya that will send out a message of friendship and peace to empower society to achieve greater quality of life through the wisdom of natural symbiosis rooted in Japan's beautiful landscape and through the creation of next-generation environmental industries and culture.

## Presenting Japan's model for contributing to achievement of the SDGs and for society thereafter

— Direction of efforts for realising Expo 2027's significance —

Society 5.0 rollout

Real-world deployment of green infrastructure

Invigoration of agriculture & rural communities through promotion of horticultural culture promotion, etc.

Promotion of tourism development and regional revitalisation

## Sharing Yokohama and Japan's Green City model

Sharing a trailblazing Green City model in which citizens, businesses, and government agencies explore together possibilities for a future where urban life coexists with nature, and take action to translate those ideas into reality

## Promoting horticulture, landscaping, and agriculture

Acceleration of initiatives for growth of horticulture, landscaping, and agriculture

Reappraisal and sharing of Japan's horticultural and landscaping culture

Preservation and passing down of traditional horticultural/landscaping techniques

Preservation of genetic resources

Significance of Expo 2027 YOKOHAMA

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## 1) Presenting Japan's model for contributing to the achievement of the SDGs

Expo 2027 YOKOHAMA 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<sup>\*1</sup>; real-world deployment of green infrastructure; realisation of the Strategy for Sustainable Food Systems, MeaDRI<sup>\*2</sup>; 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.

<sup>\*1</sup> A human-centred society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space.

<sup>\*2</sup> A strategy that aims to boost the potential and sustainability of Japanese agriculture, forestry, fisheries and food industries through innovation.



## Direction of actions for realising Expo 2027's significance



Source: Shutterstock

### ① Society 5.0 rollout

The Expo will bring together advanced technologies in diverse fields, especially horticulture, landscaping, and agriculture, from across Japan and the world. This is expected to accelerate the rollout of Society 5.0 in Japan. In particular, the implementation of Society 5.0 will be promoted through the proposal of solutions for agricultural, food production, environmental, climate change, and other issues, such as smart farming solutions and technologies for reducing environmental impact through digital tools envisioned by the Strategy for Sustainable Food Systems, MeaDRI, etc.

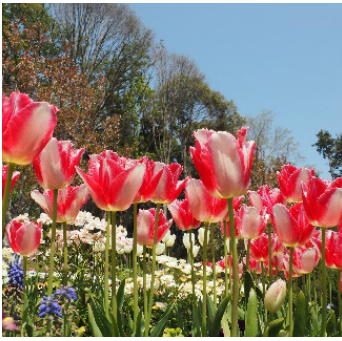


### ② Real-world deployment of green infrastructure

Japan is advancing sustainable and appealing national, urban, and regional development utilising green infrastructure\* in both tangible and intangible approaches, including development of social capital and land utilisation. The Expo will likewise carry out site development and post-event urban development for real-world deployment of green infrastructure creating spaces that take advantage of natural terrain.

The Expo is also intended to become a “horticultural expo created from green infrastructure” by showcasing to people across Japan and the world the expo site and facilities employing green infrastructure and the technologies of businesses and other organisations. 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.

\* The implementation of sustainable and appealing national/regional development that utilises the diverse functions of natural environments (providing habitats for organisms, forming excellent scenery, keeping air temperature from rising, etc.) in both tangible and intangible approaches, including development of social capital and land utilisation.



### ③ **Invigoration of agriculture and rural communities through promotion, etc. of horticultural culture**

Expo 2027 will drive the creation and nurturing of industries that create new value. This will be done through collaborations with various sectors using the expo as a testbed, including exhibits and competitions regarding exceptional floral cultivars, advanced horticultural technology, and sustainable farming practices. It will seek to promote horticulture, expand domestic demand, and address two challenges for Japan—the securing of future generations of farmers, and development of sustainable agriculture and rural communities.

Moreover, in response to the rise of environmental awareness around the world, the Expo will promote the Strategy for Sustainable Food Systems, MeaDRI, which aims to boost the potential and sustainability of Japanese agriculture, forestry, fisheries and food industries through innovation.

In addition, visitors from overseas will be able to directly see and experience Japan's horticultural culture, including various high-quality flowers, flower arrangements, and bonsai from all around Japan. This will help to expand the export of Japan-grown ornamental plants.



### ④ **Promotion of tourism development and regional revitalisation**

Expo 2027 YOKOHAMA will offer content in the form of flowers, greenery, gardens, and other tourism resources, and will help drive the development of cities filled with flowers and plants. In doing so, it will make Japan an even more attractive destination for visitors from around the world. Instead of being simply positioned as a tourism resource, the Expo will provide visitors with special experiences that enable them to encounter Japan's land and culture, including green tourism and other hands-on forms of tourism. This will be done through collaboration with and publicising of tourism resources across the country—namely, local nature, flowers, history, culture, and food—and will be aimed at attracting visitors during the leadup to Expo 2027 and at encouraging travel to other regions of Japan. And, following the Expo, the former Kamiseya Communications Facility will serve as a model for regional revitalisation in Japan by providing tourism experiences that tap into the potential of suburbs.

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## 2) Sharing Yokohama and Japan's Green City model

ALPH 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 2027 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 public-private 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 together with citizens and companies to advance the leading project Garden Necklace Yokohama and other initiatives. At the same time, the municipal government collaborates with residents, businesses, and other stakeholders toward achieving the Zero Carbon Yokohama initiative's goal of decarbonising Yokohama by 2050 in ways that lead to the city's further growth.

The hosting of Expo 2027 in Yokohama as a city that has implemented so many pioneering efforts provides the opportunity for Yokohama and Japan to share with the world a trailblazing Green City model in which citizens, businesses, and government agencies explore together possibilities for a future where urban life coexists with nature, and take action to translate those ideas into reality.

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### 3) Promoting horticulture, landscaping, and agriculture

Expo 2027 YOKOHAMA will, including during its preparatory phase, be an opportunity to tremendously contribute to the advancement of horticulture, landscaping, and agriculture, and to their development into growth industries. In particular, its hosting in Japan presents the opportunity to reappraise and uncover the meaning of the horticultural/landscaping history and culture cultivated in this country by past generations, as well as the genetic resources supporting those traditions—and in doing so, identify new paths that horticulture, landscaping, and agriculture should follow for their future.

In this context, the Expo holds the following significance with regard to those industries.

#### ① Acceleration of initiatives for growth of horticulture, landscaping, and agriculture

The production value and business volume of horticulture, landscaping, and agriculture have been trending downward in Japan due to lacklustre demand and a shrinking workforce, among other factors. Nevertheless, Japan boasts world-class strengths in horticulture, landscaping, and agriculture in the form of sophisticated culture and technologies. The question of how to capitalise on those strengths to boost exports and demand to levels that will keep producers in business has become a matter of urgency for these industries.

The Expo will have the potential to accelerate initiatives for growing horticulture, landscaping, and agriculture by providing a forum for sharing new ideas and solutions for increasing demand. This includes: demonstrations of smart farming technologies that use robots, AI, and IoT in ways that promise to strengthen the production base; international business matching toward the expansion of trade in goods such as agricultural, forestry, fishery, and food products; and communication of ways to make farming a familiar part of everyday life.

#### ② Reappraisal and sharing of Japan's horticultural and landscaping culture

Since the Edo period (1603–1868), the enjoyment of flowers has been a cultural cornerstone for Japanese people in all walks of life. This love of flowers drove the selective breeding of a wide array of cultivars of plants such as chrysanthemums, peonies, azaleas, cherries, Japanese plums, morning glories, and Japanese irises. Underlying those creations was uniquely Japanese values and aesthetics, which gave rise to the country's world-class horticultural and landscaping cultures.

Expo 2027 will be an opportunity to reappraise those values and aesthetics, and to invigorate the horticultural and landscaping industries.



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### ③ Preservation and passing down of traditional horticultural/landscaping techniques

The techniques and skills in selective breeding and landscaping that have been continuously passed down in Japan since ancient times were nurtured by the country's unique natural environment and the aesthetics of its people. Today, however, it is becoming increasingly challenging to sustain that heritage due to factors such as the scarcity of successors to aging experts. The drive to develop Japanese horticulture and landscaping into growth industries must be based on efforts that focus on the traditional techniques and the practitioners—people—to transmit this heritage to future generations.

The Expo will provide an opportunity for recognising those techniques and the people who practice them, and for properly sustaining Japan's heritage.

### ④ Conservation of genetic resources

Japan has a wealth of native species of ornamental plants, including cherries, azaleas, camellias, and lilies. Over the years, these plants have broadly played a vital role as genetic resources for horticulture and landscaping. There are also all sorts of crop landraces across the country that have been cultivated and used for ages, but now many of them are threatened with extinction.

As the diversity of these genetic resources can contribute to greater possibilities for development of new cultivars, it is vital to highlight the importance of preserving such resources.

The Expo will be an opportunity to increase awareness and understanding of the background and history behind the transformation and development of food and horticulture, broadly encompassing ornamental plants, fruit trees, vegetables, and more.

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## 1.5.....Philosophy

Humanity is part of the ecosystem and our lives have been invariably supported by nature, which is the foundation of the biosphere, and in particular by the bounty of plant life, which is at the heart of the biosphere. However, the global environment that sustains our biosphere is an extremely thin layer in comparison with the 6,400-kilometre radius of our planet. Together, the hydrosphere, geosphere, and atmosphere measure no more than some 30 kilometres from top to bottom, making for a limited environmental carrying capacity. Nevertheless, our rapidly growing population has expanded its socioeconomic activities to fulfil the desire for quantitatively greater affluence. This has led to loss of biodiversity, the advance of global warming, reduced access to water resources, increasingly serious and frequent natural disasters, expanded risk of infectious diseases such as COVID-19, and other transformations of the global environment. The result is that we face a host of issues that threaten our survival. At the same time, food crises are being engendered by conflicts and the growth of the global population in particularly the developing world. These crises challenge us to improve agricultural productivity to a level that stably ensures a sufficient food supply.

Against this backdrop, we must develop a society that is in harmony with the environment, properly protects ecosystems, and enables humankind to enjoy the bounty of nature today, tomorrow, and beyond. One concept for tackling this undertaking, nature-based solutions (NbS),<sup>\*1</sup> has been generating strong expectations as a path forward. This concept envisions the resolution of various societal challenges through the sustainable use of nature's different functions, and is aligned with global goals such as the SDGs and 30 by 30.<sup>\*2</sup>

Flowers, greenery, agriculture, and food support our lives and lifestyles, and bring thrills and smiles to people of all ages and cultures. Humanity is sustained by nature, including plant life, and lives within the tides and cycles of life. Plant life is not only the basis of life as a source of oxygen, etc., but also plays a vital role in water purification, climate regulation, and natural disaster prevention and mitigation. Plant life is also the cornerstone of various industries, including the industries centred on food, clothing and shelter, the tourism and leisure industry, and the health, medical and pharmaceutical industries. In addition, a wide range of lifestyle wisdom, skills and culture has been fostered by coexisting with plant life.

Expo 2027 YOKOHAMA is coming at a time when the world is transitioning from a comparative sufficiency centred on economic prosperity to a qualitatively mature society. It will seek to rediscover the diverse value of plants as natural capital and apply that value to the formation of a sustainable future and a society that leaves no one behind. It will also aim to visualise as a new scenery of the future the happiness that is created by coexistence with nature and by the sharing of time, space, and more.

<sup>\*1</sup> This expression was put forward by the International Union for Conservation of Nature (IUCN) in 2009 as a catch-all term for the ecosystem-grounded approaches used to address major societal challenges such as: adaptation to and mitigation of climate change, reduction of disaster risks, recovery from ecosystem decline and biodiversity loss, human health, socioeconomic development, food security, and water security.

<sup>\*2</sup> This goal calls for protecting at least 30% of the Earth's land and sea by 2030 so that healthy ecosystems can be maintained in those areas.

## 1.6.....Theme



The theme for Expo 2027 YOKOHAMA has been set as “Scenery of the Future for Happiness” based on the philosophy outlined in the preceding section. It embodies a vision for society where each individual sows seeds of happiness in his/her own mind, foster 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.

## 1.7.....Sub-themes

In order to expand upon the theme and spur action toward realising it, the following four sub-themes have been designated.

The Expo will seek to materialise “Scenery of the Future for Happiness” by presenting: 'Co-adaptation' and 'Co-existence' will be used 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 values and solving societal issues.

### Sub-themes [Approaches to realisation of the theme]

**Co-adaptation**

**Co-existence**

**Co-creation**

**Co-operation**



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① **Co-adaptation\*<sup>1</sup> (Harmony with nature)**

The sub-theme of co-adaptation will explore the development of sustainable, safe, and attractive urban areas through “Green infrastructure” which shall use diverse functions of the natural environment and complement grey infrastructure. It will emphasize using the wisdom of coexistence with nature, regeneration and recycling.

② **Co-existence\*<sup>1</sup> (Co- existence through greenery and agriculture)**

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 realize that it is important for individuals to participate in the improvement of social and living infrastructures. It will emphasize learning from agrarian culture, which is appreciative of nature and makes use of it in daily life.

③ **Co-creation\*<sup>1</sup> (Creation of new industries)**

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. It will also be welcomed to demonstrate how to expand the life sciences’ industry through cross-industrial cooperation of, for example, medical sciences, sports and arts.

④ **Co-operation\*<sup>1</sup> (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 emphasize 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 All sub-themes share the “co-” prefix signifying collaboration and reciprocity. This reflects the desire for all sorts of people, businesses, and other organisations to join forces to create the forms. of value to be presented at Expo.

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International  
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MASTER PLAN

**Chapter 2**

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**Programme  
Composition**

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## Chapter 2 Programme Composition

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### 2.1.....Basic Policy

It is important for Expo 2027 YOKOHAMA to create time and space linked to the future by framing its diverse elements as “scenes” and collaborating with a wide range of domains that are connected by the elements of flowers, greenery, agriculture, food, the land, and people-to-people exchanges.

The basic policy guiding the development of the Expo’s programme composition is as follows.

#### 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

Expo 2027 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.

## 2.2.....Domains Targeted by Expo 2027 YOKOHAMA

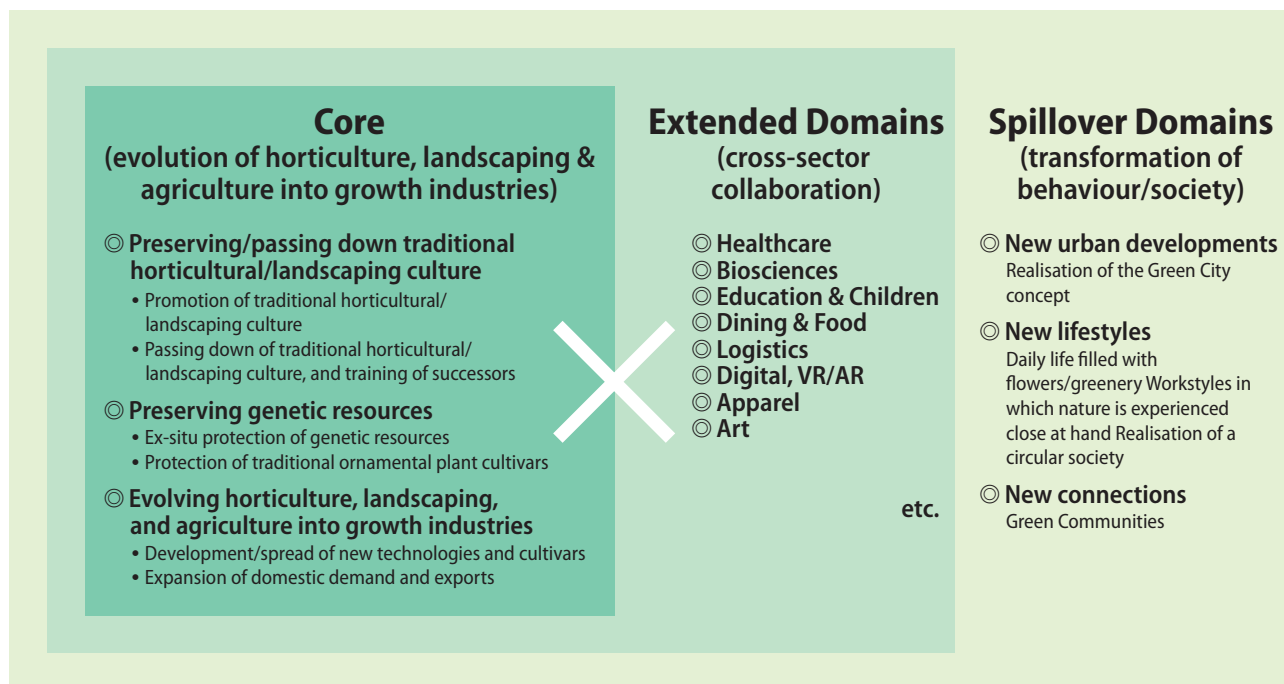
In order to overcome the challenges that we face in a society whose structure is becoming more and more complex, it is critical for us to create new industries and value by pursuing collaborations among ideas and technologies: those of fields that enjoy the benefits plants provide—including of course the fields that are at the heart of the horticultural expo, horticulture and landscaping—and those of new fields of technology, such as digital technology.

To achieve this, the Expo needs to encourage diverse fields and businesses to actively participate and pursue their own freely conceived ideas. Accordingly, the organisers will craft a project scheme for an expo in which:

- ① The core will be to preserve and pass down traditional horticultural/landscaping culture and technologies, protect genetic resources, and drive further development of the fields of horticulture, landscaping, and agriculture, as well as their evolution into growth industries (core fields),

and its horizons can be expanded to encompass

- ② Extended domains that create new value and industries by utilising the resources of the core fields
- ③ Spillover domains that engender behavioural changes emerging from the extended domains, including new urban developments and lifestyles.



Domains targeted for Expo 2027 programme

## 2.3.....Programme Composition

The Expo 2027 YOKOHAMA programme will be structured as shown below, in line with the Basic Policy and the targeted domains.

	Organiser	Host country Host area	Official participants	Non-official participants	Concessionaires
Display & exhibits	Organiser garden	Japanese government exhibits & host area exhibits	Outdoor exhibitions		
	Signature exhibit		Indoor exhibitions		
			Competitions		
Theme projects	Village	Co-creation	Village		
			Farm to Table STREET		
Events	Official events	National Day events	National Days & Special Days	Participant events	
	Organiser events				
Commercial services					Food service & merchandise sales

Programme composition

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## 2.4.....Participation

Expo 2027 YOKOHAMA will host projects run by officially participating governments and international organisations, centred upon gardens and ornamental plant exhibits/competitions. It will also encourage the active participation of diverse entities such as businesses, local governments, and citizens toward the realisation of its themes. Participation is based on contracts concluded between each participant and the Japan Association for the International Horticultural Expo 2027 YOKOHAMA (hereafter, “the Association”). The Association will, in a timely fashion, inform participants regarding the guidelines and regulations they need to observe (General Regulations of International Horticultural Expo 2027 YOKOHAMA, Japan, and their Special Regulations), and provide other support for their preparations. The Association will also hold various briefings aimed at enhancing understanding of the Expo theme, and at encouraging a wide range of entities to participate as exhibitors.

Major Participating Entities		Description
Official Participants	Foreign governments and international organisations	Foreign governments and international organisations that accepted an official invitation from the Government of Japan to participate in Expo 2027
Non-official Participants*	Local governments, businesses, civic and other organisations, individuals, etc.	Entities that are approved to participate in Expo 2027 based on direct negotiations with the Organiser (the Association)
Concessionaires	Businesses, etc.	Entities that engage in commercial activities at the Expo 2027 site based on a contract with the Organiser (the Association)

\*Those falling under the Expo 2027 General Regulations’ definition of “Non-official Participants”  
**Participating Entities**



### 2.4.1 Official Participants

Official Participants are able to display exhibits at the Expo site's exhibition space. A portion of those exhibits may be used for commercial activities that express the character of the participating country or organisation. These participants are encouraged to participate in the AIPH-regulated competitions for gardens, flowers, other ornamental plants, and products such as flower arrangements/ikebana that will be held to showcase the techniques and knowledge of various fields and to contribute to the growth of industries such as horticulture and landscaping. Also, National Days and Special Days will be designated for foreign governments and international organisations, respectively, to allow them to hold official ceremonies and related events.

The Association will extend diverse support to these participants to help them actively take part in the Expo, including providing them with participation guidelines, lists of insurance companies and other service providers, and assistance with accommodations and procedures for visiting Japan. This support will be closely coordinated with each country's governmental agencies and other related agencies, etc.

### 2.4.2 Non-official Participants

Non-official participants are able to exhibit gardens, ornamental plants, etc. in the exhibition space of the Expo site, and are encouraged to join in the competitions. They can also participate in the Village and other projects where participants can create new value through synergy.

In addition, volunteer participation provides the opportunity to meet all sorts of people never met before, encounter diverse values, and gain greater insights. The Expo will also create opportunities for participants to share their ideas and techniques and offer other activities that provide these participants with productive experiences.

### 2.4.3 Concessionaires

By contracting with the Association, various entities are able to join in the Expo as Concessionaires approved to engage in commercial activities (sales of food/beverages and merchandise) on site.

### 2.4.4 Types of exhibit spaces

Exhibit spaces are largely divided into two types: outdoor and indoor.

Type	Description
Type I Outdoor exhibition spaces (assigned plots)	Plots provided by the Organiser for setting up gardens, exhibition facilities, etc. for exhibiting
Type II Indoor exhibition shared facilities (pavilions, etc.)	Spaces provided by the Organiser inside a facility for exhibiting indoor gardens, products, technologies, etc.

Types of exhibit spaces



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International  
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MASTER PLAN

**Chapter 3**

**Exhibition Plan**

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## Chapter 3 Exhibition Plan

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### 3.1.....Basic Policy

Plants, the foundation of our ecosystem, are essential to the survival of humans and other life forms. We depend on plants for all the food we eat, including food sourced from livestock. And, we use energy that traces its origins to plants. Biomass and fossil fuels such as oil and coal derive from carbon compounds that plants produced through photosynthesis driven by solar energy, and that accumulated in the ground over a long time. Moreover, the oxygen that humans and other animals breathe in was generated by plants through photosynthesis.

Plants have long been seen as immobile organisms devoid of senses. However, research has shown that they in fact possess sensory abilities, and their evolution was shaped by communication with other organisms. And, although they are held in place by their roots, their inability to migrate has shaped them into life forms that flexibly and robustly adapt to diverse environments and live in symbiosis with other plants, animals, and microorganisms, enabling them to thrive in harmony with our planet's environment for eons.

As attested by the support shown for the Satoyama Initiative at CBD-COP10,<sup>\*1</sup> Japan has an internationally acclaimed culture of harmonious coexistence with plants that was built up by the experiences of ancestral generations—a culture of *tomo-umi*.<sup>\*2</sup> Today, however, that heritage has begun to fade. Many have started to forget Japan's plant-minded culture of cherishing the human bonds that were once seen in rural communities across the land, and living a life enriched by the gentle growth that comes from *tomo-umi* with plants.

The world is now facing crises that threaten our hope of achieving a sustainable future, and expectations are rising for the potential of nature-based solutions (NbS; green infrastructure and other solutions that utilise nature) as a way forward. In this setting, Expo 2027 YOKOHAMA serves as an opportunity to take lessons from plants on how we can reduce our impact on the global environment, to rediscover the value that plants offer as natural capital. It is also a forum for proposing new models of living that can bring forth a society harmonised with nature—specifically, models that are grounded in the belief that humans innately desire connections with plants (as suggested by the concept of biophilia<sup>\*3</sup>), and that offer forward-looking ideas for how we can interact with plants in ways that bring us happiness.



To these ends, the exhibition plan defines three qualities of plants for presentation: plants as the foundation of life, plants as natural capital that fulfils many different functions and roles, and plants as entities that create culture through their diverse interactions with humans. Various types of exhibits will be presented based on the concepts outlined below.

\*1 The 10th meeting of the Conference of the Parties to the Convention on Biological Diversity.

\*2 This word embodies the idea of a reciprocal relationship in which humans harmoniously live and create together with many different life forms and natural phenomena. It derives from an ancient reading of the Japanese word for coexistence.

\*3 Biophilia is the idea that humans have an intrinsic desire to interact with nature.

### ① Exhibits that spark interest in plants through the wonder and excitement that plants provide

The Expo will present exhibits that: increase interest in and fascination with plants among not only flower/plant enthusiasts, but also non-enthusiasts and children; foster understanding and respect toward nature; and instil the values for coexistence with nature.

### ② Exhibits that enhance understanding and knowledge about plants

The Expo will present exhibits that provide opportunities to deepen the knowledge of and rediscover the value of plants by offering insights into how plants form the foundation of life, serve as natural capital utilised in our daily lives, and contribute to the development of culture.

### ③ Exhibits that show how flowers, greenery, agriculture, and food can be used to solve various challenges and create future industries

The Expo will present exhibits that can contribute to the creation of new industries for advancing green infrastructure and other plant-driven solutions to address global challenges such as climate change, and challenges faced by Japan.

### ④ Exhibits that offer visions for creating diverse cultures and lifestyles through new sensibilities and the power of flowers, greenery, agriculture, and food

The Expo will present exhibits that contribute to the creation of new modes of living founded on coexistence with plants, and to the further evolution of lifestyles through the interaction of new sensibilities/expressions and the richly diverse plant culture that has been fostered in everyday life.

### ⑤ Exhibits for co-creating pathways to the resolution of challenges and for collaboratively communicating those solutions to the world and future generations

The Expo will present exhibits that bring together diverse entities to: co-create pathways toward resolving various challenges; work together to communicate those solutions to others and pass them down to future generations; and use the solutions to realise Green Cities and other initiatives—and in doing so protect Japan's land and culture for the future.

## 3.2.....Organiser Exhibitions

### 3.2.1 Organiser Garden

The Organiser Garden symbolises Expo 2027 YOKOHAMA and embodies its theme together with other exhibitions. The Garden consists of several gardens designed by the Organizer that heighten the elated feeling of visitors and entertain them by exhibiting different blooming flowers in each season.

In the Garden, Japan's traditional plants and landscape techniques are extensively employed in addition to the latest advanced planting techniques, and visitors will feel the history and culture of Yokohama so that it will meet the expectations of visitors to an A1 International Horticultural Exhibition.



Conceptual images of the Organiser Garden

### 3.2.2 Signature Exhibit

The Signature Exhibit aims to promote visitors' understanding of the theme and foster changes in their consciousness and behaviour. It will create an overwhelming and fascinating space and symbolise the Expo so that many people will come to the Expo to visit the Signature Exhibit.

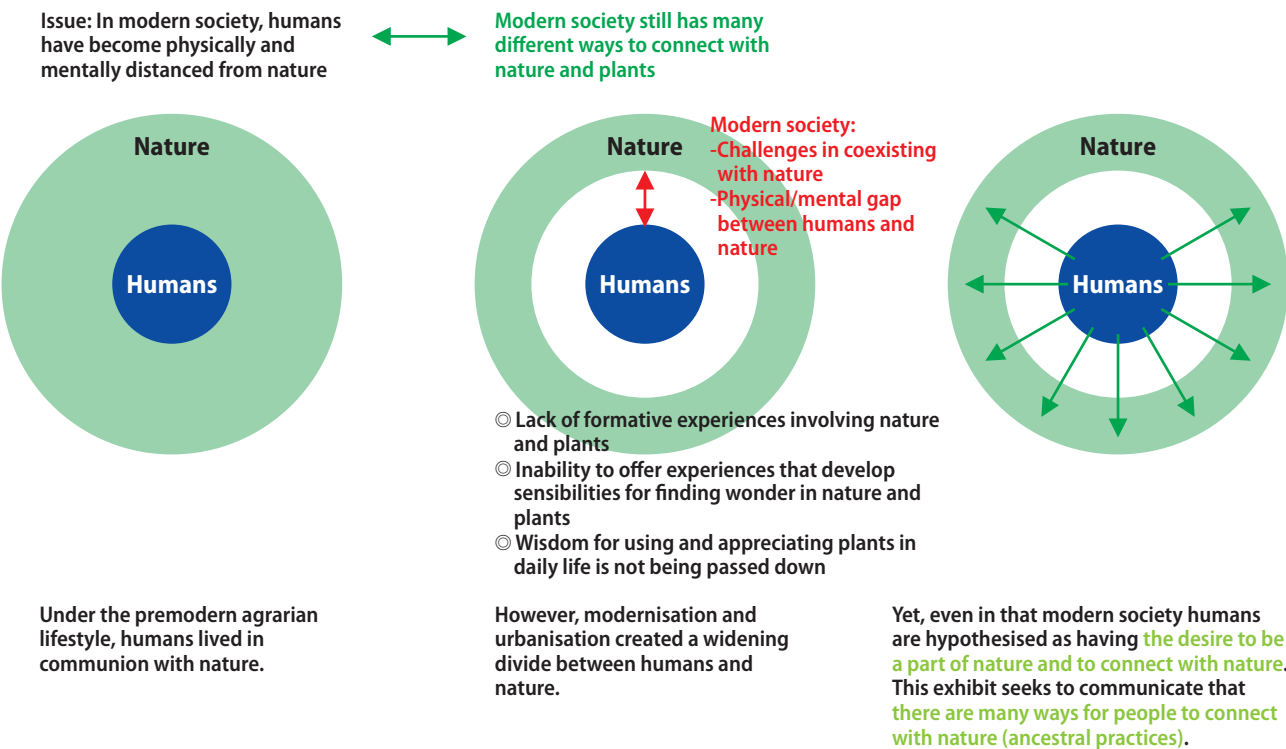
In recent years, people and nature/plants, which were once integrated in our daily lives, have become physically and psychologically distant. Under such circumstances, the Exhibit provides visitors with an opportunity where each person becomes aware of the importance of coexistence with nature, discovers a way to connect with nature for herself/himself, and has experiences that trigger changes in consciousness and behaviour. The Exhibit will spotlight mainly Japanese plant resources through an approach that embodies the concept of biophilia and fuses both physical and digital elements.

#### ① Biophilia

In modern society, urbanisation has alienated people from nature. The Signature Exhibit will offer each visitor the opportunity to discover their own ideal ways of connecting with nature. To do this, it will tap into the power of biophilia—the instinctive, hereditary desire of humans to interact with nature—and it will cater to the increasingly diverse values held by people.

### Biophilia

#### Humans possess the instinctive desire to connect with nature and life



The concept of biophilia

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## ② Japan's plant resources

The signature exhibit will also present Japan's native plants that have played a vital role as genetic resources supporting flowers, greenery, agriculture, and food, as well as the country's traditional culture and technologies. It will communicate from Yokohama—a city that has supported Japan's plant trade and served as a gateway to the world of ornamental plants since the opening of its port—messages to the international community about ideals such as the importance of biodiversity and coexistence with nature. At the same time, it will be a reminder and reaffirmation of the need to protect Japan's indigenous plants and traditions. And, it will provide the opportunity to build new networks that will form the cornerstone of the further growth of the horticultural and landscaping industries.

## 3.3.....National Government Exhibition

The National Government Exhibition will be a presentation reflective of the policies pursued by the government of the host country. As such, it will endeavour to elicit understanding and support toward Japan's views on flowers, plants, and agriculture, and governmental measures, while also fostering understanding of the Expo's theme of "Scenery of the Future for Happiness." The exhibit will offer encounters with flowers, greenery, and agriculture that showcase to the world Japan's proud culture and traditions, visions for the future of flowers, plants, and farming, and advanced technologies in landscaping, greenification, and agriculture. In doing so, it will seek to provide visitors with new discoveries and excitement that can inspire them to transform their behaviour for the future of our planet.



## 3.4.....Official and Non-official Participants

Exhibitions run by Official Participants and Non-official Participants are largely divided into the following categories.

### 3.4.1 Outdoor Exhibitions

Outdoor Exhibitions will mainly be gardens and flower beds that capitalise on the defining qualities of each Official/Non-official Participant. They comprise elements such as plants (flower seedlings, potted plants, garden trees, farm produce, and more), landscaping and agricultural materials, ornaments, and plants or landscaping/cultivation techniques that incorporate new technologies. In addition to serving as key Expo 2027 attractions that festoon the site, they will convey the Expo's theme in a concrete form that reflects each exhibitor's perspective.

### 3.4.2 Indoor Exhibitions

For Indoor Exhibitions, Official/Non-official Participants will display products, indoor gardens, flower arrangements/ikebana, bonsai, farming produce, and so forth. The indoor setting will make it possible for diverse participants to present a wide range of exhibitions to express and physically embody the Expo's theme.

### 3.4.3 Park Pavilions

Park Pavilions will exhibit projects in which participants express their corporate visions aligned with the Expo's theme in the form of distinctive and appealing open spaces or gardens. They will also function as opportunities for corporate branding, including commercial activities such as sales of food/beverages and merchandise. The participating businesses are able to showcase their technologies and sensibilities, while visitors get to experience the engaging spaces and content provided. Contrasting with the building-centred pavilions of past international horticultural exhibitions, the Park Pavilions represent a novel approach in which emphasis is placed on open spaces that capitalise on the surrounding lush nature of the Expo site. The participants will fuse those open spaces with various structures in designs created in collaboration with architects, gardeners, and young landscape designers who will lead their industry in the future.



Conceptual image of a park pavilion

### 3.5.....Competitions

Competitions are very important events that are a hallmark of international horticultural expos.

Diverse participants from around the world compete with one another, pitting their techniques and expertise in various areas such as gardens, cut flowers, and bonsai. These contests have the potential to make important contributions such as improvement of techniques in the horticultural and landscaping businesses, and promotion of culture and industrial growth. At Expo 2027 YOKOHAMA, competitions will be designed to inspire both exhibitors and visitors—for exhibitors, they will be opportunities to create appealing new cultivars, enhance techniques, and otherwise advance their enterprises; for visitors, they will spark greater interest in horticulture and landscaping. The planning process will include exploration of: incentives for attracting many competitors from across Japan and the world; content that can help invigorate the domestic horticultural and landscaping industries; and frameworks for collaboration among various other industries.

Another important aspect of the competitions will be to spotlight the history and culture of Japanese horticulture/landscaping and the techniques and people that have driven them. Accordingly, the basic policy for all competitions is to design them in ways that transmit and grow culture and technology, and that secure and nurture the people need to support those efforts.



Conceptual images of competitions

### 3.5.1 Competition Formats

Competitions will primarily be held among Outdoor Exhibitions and Indoor Exhibitions based on the ALPH Regulations, and will judge each competing exhibition's garden or products (flowers and other ornamental plants, flower arrangements/ikebana, etc.). There will also be special competitions based on the Expo's theme.

The current plan envisions outdoor/indoor garden and product competitions as being open to both Official Participants and Non-official Participants.

Class	Division	Types of exhibits envisioned
Outdoor Exhibitions	Outdoor gardens	Gardens, flower beds, etc.
	Products	Plants (flower seedlings, potted plants, etc.), landscaping materials, ornaments, etc.
Indoor Exhibitions	Indoor gardens	Gardens, space ornaments, etc.
	Products	Plants (flower seedlings, cut flowers, potted plants, etc.), landscaping materials, ornaments, etc.

Competition formats

### 3.5.2 Outdoor Competitions

Outdoor garden competitions will judge outdoor gardens, flower beds, etc. on an overall basis. Various categories, such as gardens that convey the distinctive features of the flowers/greenery and daily culture of the exhibitor's country or gardens that enrich the lives of people living in cities, will be established to evaluate the exhibits in terms of the various impressions and scenery they provide as people see them, walk through them, feel them, and smell their scents.

Product competitions will judge individual products exhibited outdoors (in gardens, etc.), such as flowers and other ornamental plants, landscaping materials, gardening products, and ornaments. Diverse categories will be established to judge the exhibits in terms of the contributions they make, such as how they boost demand for the product (branding power, seasonal expression, etc.), stimulate trade and lead to market growth, and provide opportunities to the next generation of gardeners and landscapers.

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### **3.5.3 Indoor Competitions**

Indoor garden competitions judge gardens, installations, etc. on an overall basis. To encourage participation, various competition themes will be established that can contribute the growth of horticultural, landscaping, and other industries, and to the advancement of horticultural/landscaping culture and technology.

Product competitions will be contests of flowers and other ornamental plants displayed indoors, landscaping materials, and techniques in flower arrangement, ikebana, etc. As with the outdoor product competitions, various categories will be established to facilitate the participation of a broad spectrum of exhibitors.

### **3.5.4 Special Competitions**

Past international horticultural exhibitions in Japan and other countries have held not only Outdoor Exhibit competitions and Indoor Exhibit competitions conducted under the AIPH Regulations, but also special competitions based on themes selected by the organisers. Expo 2027 will likewise host special competitions that can contribute to the realisation of its theme.

Specifically, special competitions will be planned to attract all sorts of activities concerning flowers, greenery, agriculture, and food, such as activities for protecting biodiversity, restoring/preserving forests, or engaging in cultural experiences closely tied to plants. In addition to recognising outstanding gardens and products, these competitions will also seek to create new networks by serving as opportunities for the participating individuals and teams to share with one another their activities—and in doing so, contribute to the betterment of our society, daily lives, and future.

Consideration will be given to developing a system whereby visitors and ICT-using participants can also take part in the judging for special competitions.



## 3.6.....Themed Projects

### 3.6.1 Village

The Village will be a co-creative themed project led by the Association that offers a rich array of content, including diverse exhibits and hands-on programmes.

The Expo will present a Japanese model for achieving a future society founded on coexistence with nature. Embodying the ideals of AIPH's Green City initiative, this model will be a vision for Green Cities filled with flowers and greenery, and for a daily life in tune with nature. The Association will work together with diverse stakeholders—businesses supportive of the project's ideals, educational institutions, citizens, and others—to co-create a single community that supports a lifestyle founded on coexistence with nature through the Village.

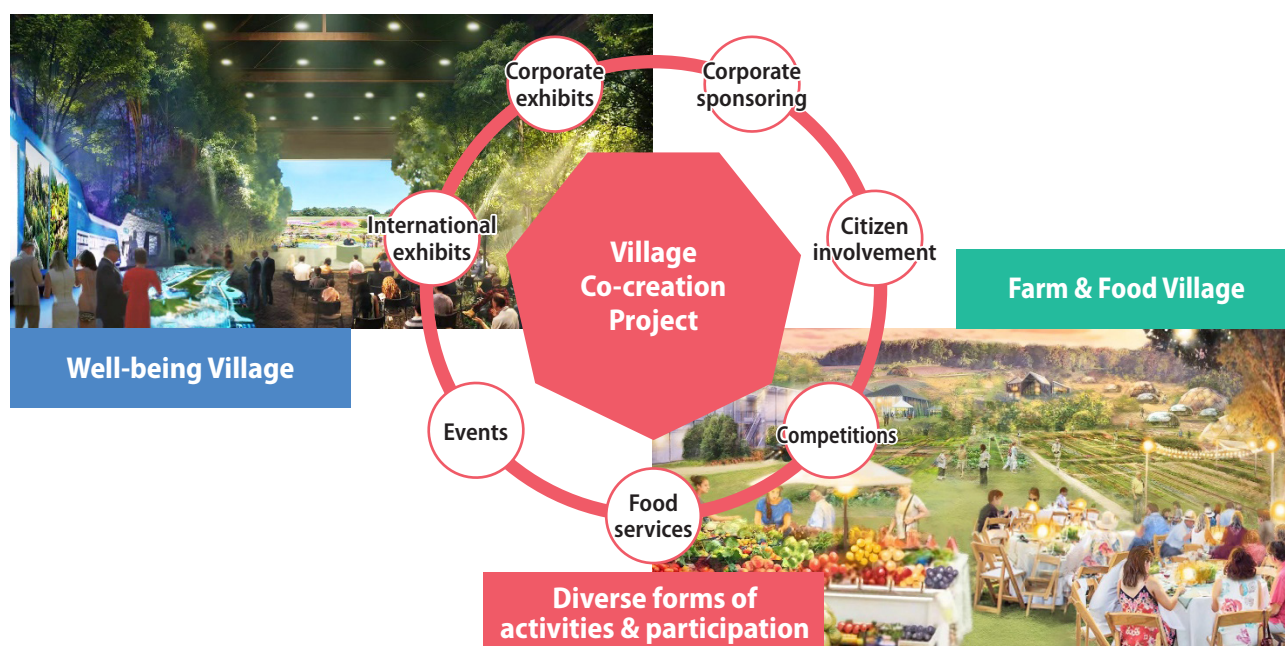


Conceptual image of a Village

### Examples of Village content being considered

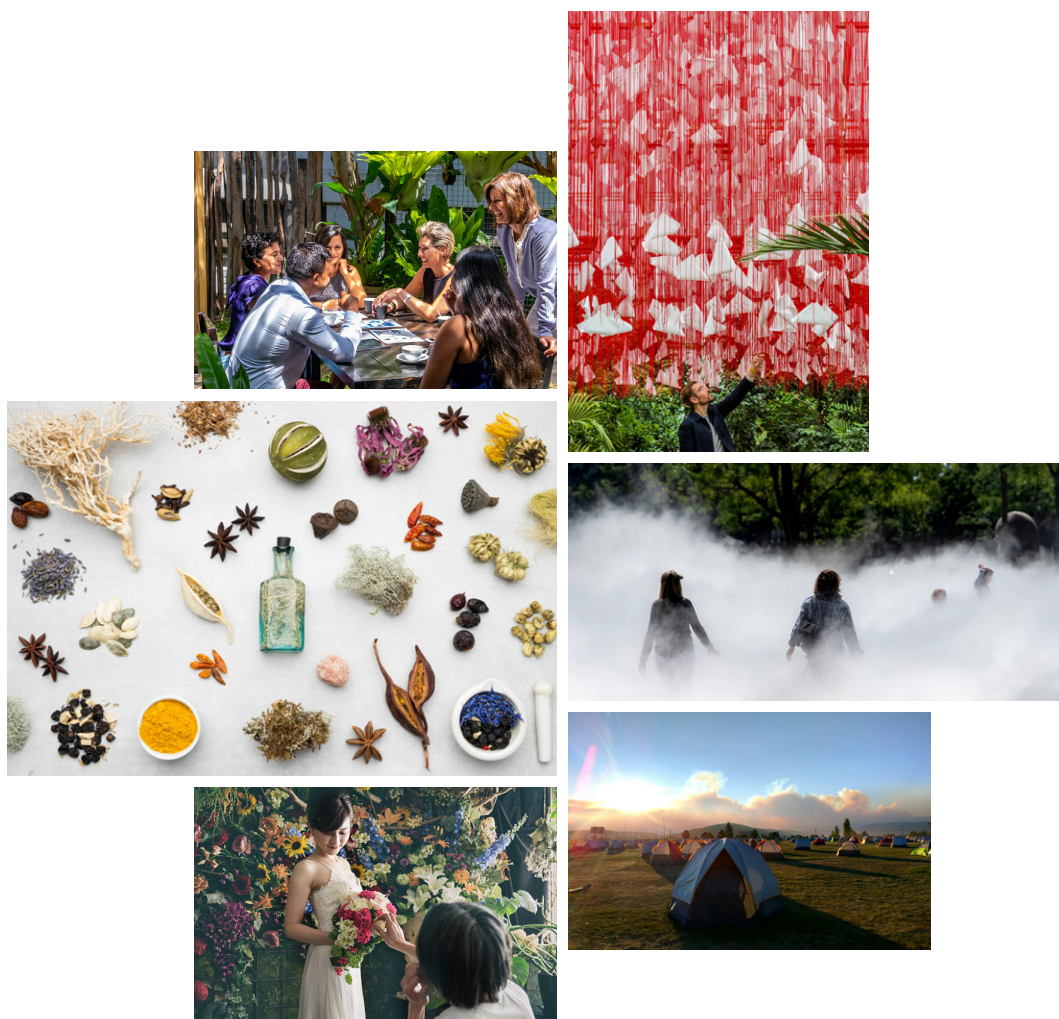
Here are two examples of the ideas being considered for the Village.

Each is designed to facilitate co-creation of wide-ranging content by diverse entities based on the theme selected by the Association.



## ① Well-being Village

The theme for this Village is scenes of urban/suburban people, communities, and lifestyles thriving in a sustainable society attuned to nature. It will present fashion, cuisine, home life, leisure, health, learning, and more in various forms such as sports, entertainment, and urban infrastructure.



## Well-being Village

Examples

Nature sport experiences (pavilion)	Organic cosmetics (pavilion)	Organic fashion (pavilion)
Urban transport & OS exhibits (pavilion)	Energy-related exhibits (pavilion)	Green smart city technology exhibits (pavilion)
Urban farming & rooftop greening exhibits (pavilion)	Nature art (pavilion)	Healthcare exhibits & experiences (pavilion)
Green food hall (commercial service)	Future convenience store (commercial service)	Gardening shop (commercial service)
Green Smart City Conference (event)	Camping (event)	Live concerts (event)



## ② Farm & Food Village

The theme of this Village is focused on ornamental plants, gardening, agriculture, and food. It will showcase new technologies, lifestyles, and other ideas for shaping the future of business and daily life.

It also offers hands-on experiences that transcend simple demonstrations of technology, and co-create a green community that is a “hub of human development industries.”



### Farm & Food Village

Examples

Smart farming exhibits & experiences (pavilion)	Food & farming exhibits (pavilion)	Rural off-grid power plant (pavilion)
agriculture-welfare collaboration experience school (pavilion)	Food hub (pavilion)	Model house for farming lifestyle (pavilion)
Cutting-edge perfect/ non-perishable/frozen foods (commercial service)	Japanese tea café (commercial service)	Farm restaurant (commercial service)
Gardening shop (commercial service)	Farm to Table STREET (commercial service/sponsored)	Forest overnights (commercial service)
Cooking classes (event)	Plant art school (event)	Woodcrafting school (event)
Forest sauna (event)	Forest concerts (event)	Bread festival (event)

### 3.6.2 Farm to Table STREET

Farm to Table STREET is a food experience project that will feature diverse dining and merchandise establishments along the site's main street. It will use food as a relatable medium for raising visitors' awareness of food crises and agricultural challenges, with the aim of having them tangibly understand the Expo's theme. The Association will work together with businesses, growers, and other partners to create content enabling visitors to take a mini trip around the world to savour with all their senses the scenery, foods, and cultures of different countries and the delight of interacting with others—experiences that promise many moments of joy and amazement.

Visitors will be able to enjoy restaurants, bars, food trucks, and other food services offering a variety of gustatory scenes from seated dining to walk-and-eat roaming, as well as experiences incorporating diverse forms of entertainment, and the wonder of seasonal experiences and food.



Conceptual images of food experiences



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International  
Horticultural Expo 2027,  
Yokohama, Japan  
MASTER PLAN

**Chapter 4**

**Event Plan**

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## Chapter 4 Event Plan

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### 4.1.....Basic Policy

Expo 2027 YOKOHAMA's events will be largely divided into Official Events, Organiser Events, National Days/Special Days, and Participant Events. By hosting Official Events and National Days/Special Days that promote international exchange, as well as events run by the Organiser and diverse entities such as businesses, local governments, and civic groups, the Expo will provide visitors with enjoyment, wonder, and thrills while effectively communicating its theme.



Conceptual image of an event

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## 4.2.....Official Events

The Official Events will comprise the opening and closing ceremonies prescribed by the ALPH Regulations. The Organiser will run these events and invite Official/Non-official Participants to attend.

## 4.3.....Events by the Organiser

These will be events conducted by the Organiser to spread the ideals embodied in the Expo's theme and sub-themes. The plan for these events calls for developing an environmental education programme and an art programme, both of which will especially target younger generations, and a dialogue programme comprising international conferences, symposiums, and other forums for promoting innovation in horticulture/agriculture and peripheral industries.

## 4.4.....National Days and Special Days

These events will seek to promote international understanding and amity while celebrating the Official Participants' involvement in the Expo. National Days will be held for countries, and Special Days for international agencies. A suitable hospitality plan will be developed to serve the needs of a broad spectrum of visitors, including distinguished guests from overseas.

## 4.5.....Events by the Participants

Diverse entities such as businesses, local governments, and civic groups will run a wide range of programmes, workshops, and other events befitting an international horticultural exhibition.

In addition, several "Commons" will be set up across the site as places for participatory exchanges, and will be used by various participants to hold fun interactive programmes. The "Commons" will be spaces that serve multiple functions—landscaping, resting, staying & interacting, and environmental performance—and that give birth to new connections among participants.



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International  
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**Chapter 5**

**Expo Site Plan**



### 5.1.....Basic Policy

The Expo site plan will seek to create a site that presents solutions to the many different challenges faced today at the global and regional levels, based on the Association's perception of our world today and the significance of Expo 2027 YOKOHAMA and that communicates the intentions of the various exhibits displayed at the site in an effective, appealing manner. The following three basic policies have been established toward those aims.

① **A site that harnesses the potential of the natural environment**

The Expo site plan will analyse the site's natural environment (terrain, soil, water, wind, and plants) and incorporate the environment's potential in a design for creating an appealing, pleasant, and safe space.

② **A site that connects diverse entities, and connects to the future**

The Expo site plan will effectively establish spaces designed to create connections among diverse participants and visitors, and to link those connections to the solution of challenges and creation of new industries on the regional, domestic, and international levels. It will also incorporate actions that aim to contribute to future urban development by preserving in the local community the initiatives that emerge from the Expo.

③ **A site that is easy to use for everyone**

The Expo site plan will design a venue that is easy to navigate and use for visitors, exhibitors, Expo staff, and everyone else associated with the Expo.

The site will be designed to maximise the Expo's appeal by not only offering core features such as spaces and facilities, but also coordinating systems for flexibly serving the various needs of exhibitors and Expo staff and the expansion of diverse projects.



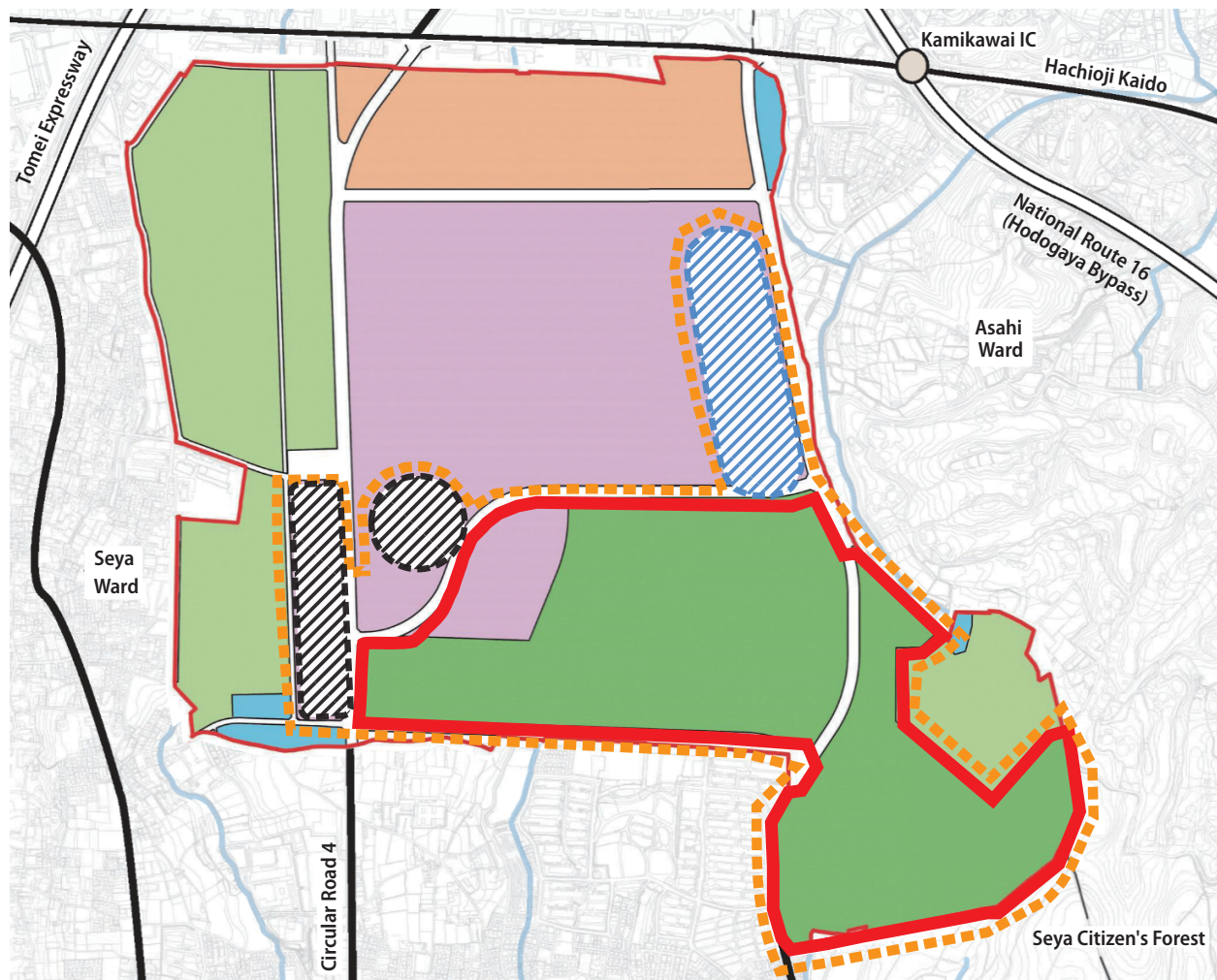
Conceptual image of site

\* As of January 2023. Subject to change depending on possible modifications to the plan going forward.

## 5.2.....Expo Site Composition

### 5.2.1 Venue Area

The venue area (the area where exhibitions and other Expo activities will be held) will be adjacent to the tourism/leisure and park/disaster response zones envisioned by the Basic Land Use Plan for the Former Kamiseya Communications Facility. A parking lot and bus terminal will be established in the surrounding area.



Legend			
	Agriculture promotion zone		Former Kamiseya Communications facility
	Tourism/leisure zone		Expo site (approx. 100 ha)
	Logistics zone		Expo venue (approx. 80 ha)
	Park/disaster response zone		Adjacent parking lot
	Roads		Expo bus terminal
	Retention basins		

Map of land use plan and venue area

\* For reference purposes only. The land use plan is tentative.

\* As of January 2023. Subject to change depending on possible modifications to the plan going forward.

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## 5.2.2 Concepts for the Expo Site Plan

### ① Terrain, soil, water, wind, and plants

- ◎ The Expo site will be located in a hilly section of Yokohama where small and medium-sized rivers stretch north and south. The Expo site plan will analyse in detail the characteristics of the area's terrain and soil, and the water circulation of the Aizawa River and Izumi River catchment area.
- ◎ The Expo site plan will give consideration to the formation of a greenery network based on the relationship with the venue area's existing trees that will be kept and with the Citizen's Forest. It will also take into account the characteristics of the wind environment (prevailing daytime winds are from the south in summer).
- ◎ Based on the aforementioned analyses, the Expo site plan will be designed to enable visitors to experience the area's environment while roaming around the site.
- ◎ In bringing out the potential of the natural environment, the Expo site plan will be able to create a sequence that enables the plan's impact to be experienced to the fullest, and will facilitate understanding of the positive relationship between nature and daily life.



## ② Decoding the terrain

- ◎ The terrain of the Expo site's surrounding area is defined by features such as the basin of the small and medium-sized rivers stretching north and south, and a ridge area that once marked the border between the former Musashi and Sagami provinces. These features will be visibly incorporated into the Expo site composition, and the Expo site plan will spatially define five zones of different terrain—town, river, field, village, and hill—so that visitors experience each feature.
- ◎ Each terrain zone will reflect the relationship between nature and daily life in various forms, and these will be incorporated into the circulation plan and the exhibition plan so that visitors can gain different insights and impressions as they travel across the site.



Conceptual image of spatial definitions of terrains

### ③ Commons

Several spaces with strong environmental performance, such as ones with pre-existing trees, will be defined as “Commons” in a layout linking them with exhibitions and other Expo content. This will make each “Commons” a fun focal point for visitors exploring the Expo site. The “Commons” will also serve as spaces that enable connections to be formed between visitors and the exhibitors in the surrounding areas.

In addition, the “Commons” will be places where the Expo theme can be realised through collaboration among diverse entities, including visitors and exhibitors from across Japan and the world. These spaces will be planned in a way that contributes to the continuation of theme-related activities in the park that will be developed on the site following the Expo. Moreover, the “Commons” will engender opportunities during and after the Expo for collaborations with people all over toward the tackling of challenges from the community level to the global, the creation of new industries, and the achievement of other goals.

The following types of spaces will be defined as “Commons.”

- (1) Spaces where visitors of all ages can rest, relax, and take advantage of the offerings
- (2) Spaces with a well-balanced arrangement of trees, flowers, and facilities
- (3) Spaces where all visitors and participants can share in the excellent comfort and strong environmental performance

The spaces will serve four specific functions: scenery, resting, staying/interacting, and environmental performance. Spaces that can maximise those functions will be established in various sizes and forms.



Conceptual image of a “Commons”



## 5.2.3 Facility Composition of the Expo Site

Facilities attuned to the site's terrain characteristics will be appropriately placed across the venue area.

\* As of January 2023. Subject to change depending on possible modifications to the plan going forward.

### ① Gardens (indoor & outdoor)

Garden/Flower Bed Category	Exhibitor	Planned Area
Gardens by Official Participant*	Official Participants	40,000 m <sup>2</sup>
Gardens by Non-official Participant	Non-official Participants	27,000 m <sup>2</sup>
Local governments' gardens	Local governments	44,000 m <sup>2</sup>
Organiser Garden	Organiser	20,000 m <sup>2</sup>

#### Planned area of gardens, etc.

\* In accordance with the AIPH Regulations, at least 5% of the Expo site's approx. 80-ha area will be reserved for international participants.

\* Official Participant garden area 40,000 m<sup>2</sup> ≤ Expo site area approx. 80 ha × 5% = 40,000 m<sup>2</sup>

### ② Buildings

Building Category	Description	Planned Area (total floor space)
Pavilions	Facilities for indoor exhibitions (Signature Exhibit, domestic/ international exhibits, etc.)	9,500 m <sup>2</sup>
Event facilities	Facilities for holding events	1,500 m <sup>2</sup>
Service buildings	Infirmiry, information centres, restrooms, lounges, etc.	7,000 m <sup>2</sup>
Commercial buildings	Food service facilities, merchandise vending facilities, etc.	13,000 m <sup>2</sup>
Administrative & operational buildings	Administration office, gates, storehouses, etc.	17,000 m <sup>2</sup>

#### Planned area of buildings

\* In accordance with the AIPH Regulations, the maximum total area allotted to buildings other than exhibition facilities will be capped at 10% of the Expo site's approx. 80-ha area.

\* Total area of non-exhibition buildings 38,500 m<sup>2</sup> < Expo site area approx. 80 ha × 5% = 80,000 m<sup>2</sup>

### ③ Other facilities

Category	Description	Planned Area
Administrative & operational facilities	Test planting field, plant backyard, etc.	31,000 m <sup>2</sup>

#### Planned area of other facilities



## 5.2.4 Layout



0 40 80 200m

\* As of January 2023. Subject to change depending on possible modifications to the plan going forward.







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## 5.3.....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**

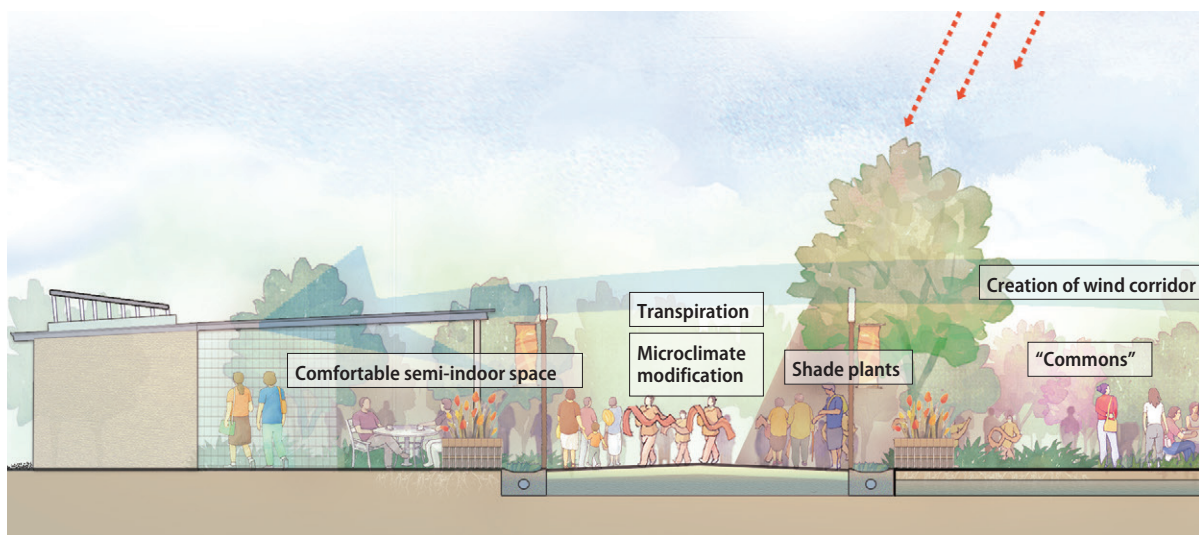
Efforts to reduce Expo 2027 YOKOHAMA's environmental impact will be carried out across all processes of site development, administration, and operation. These efforts will be mindful of global trends such as the movement toward carbon neutrality, and will take into account various characteristics of the Expo, such as its limited duration and post-Expo plans for the site's use as a city park, etc.



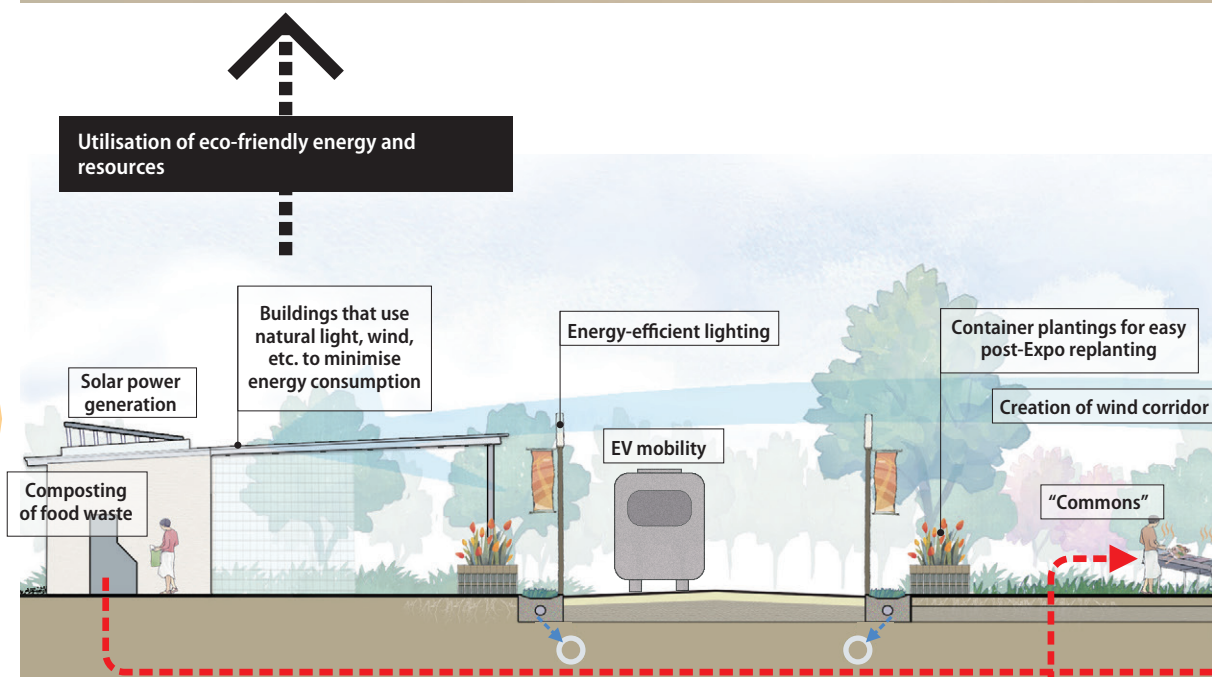
Conceptual image of green infrastructure



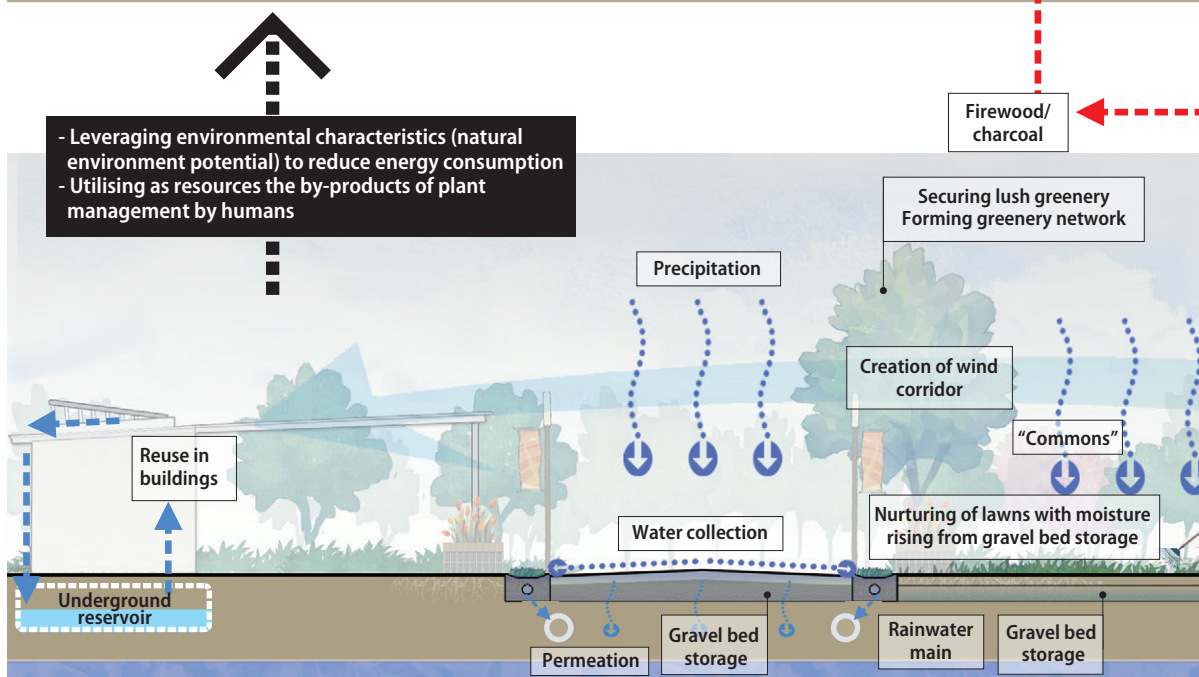
Improvement of appeal in ways  
linked with venue comfort and  
exhibition plan

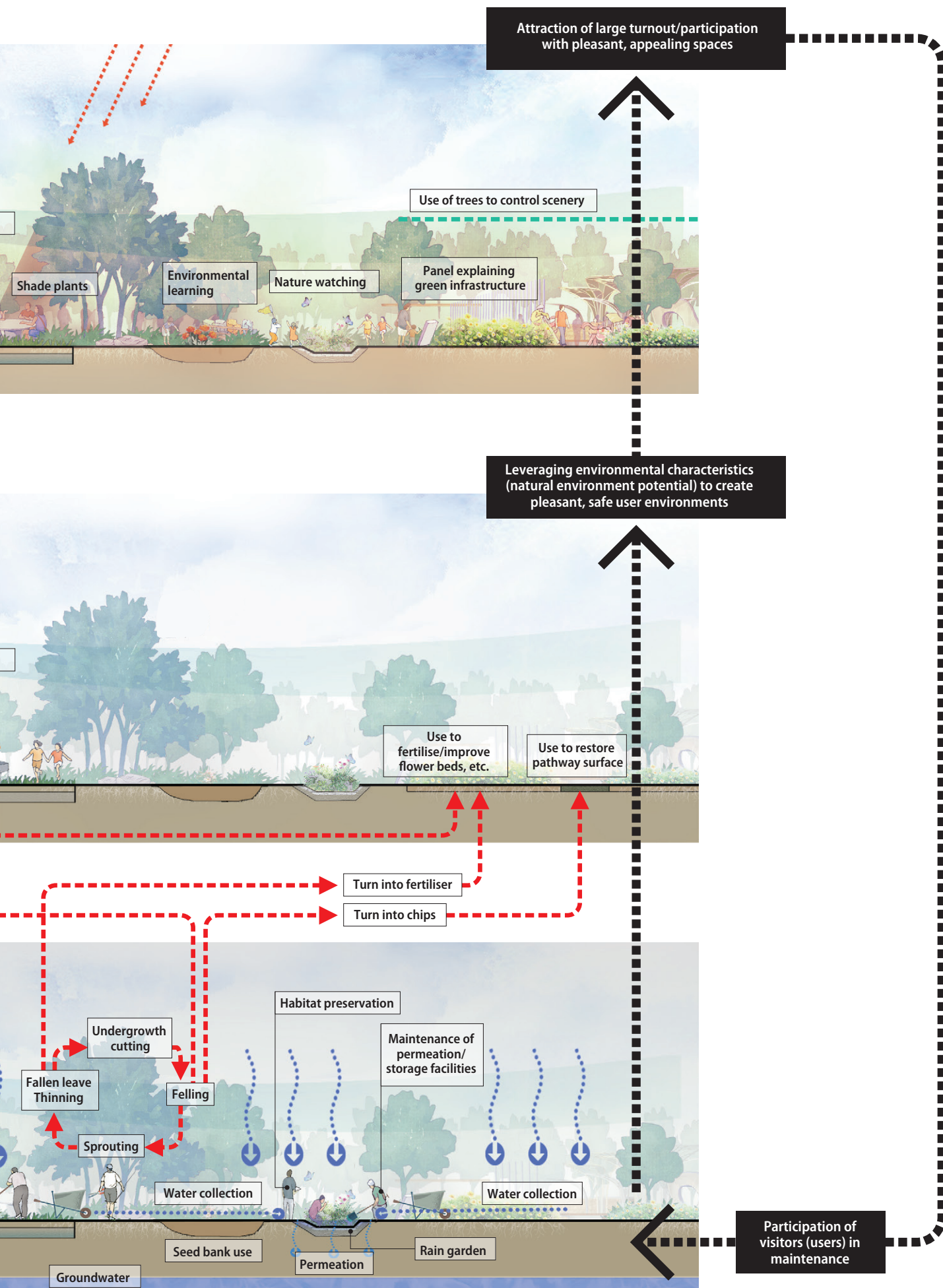


Environmental impact reduction  
coordinated with  
Expo development/operation



Retention and improvement  
of Kamiseya's environmental  
characteristics

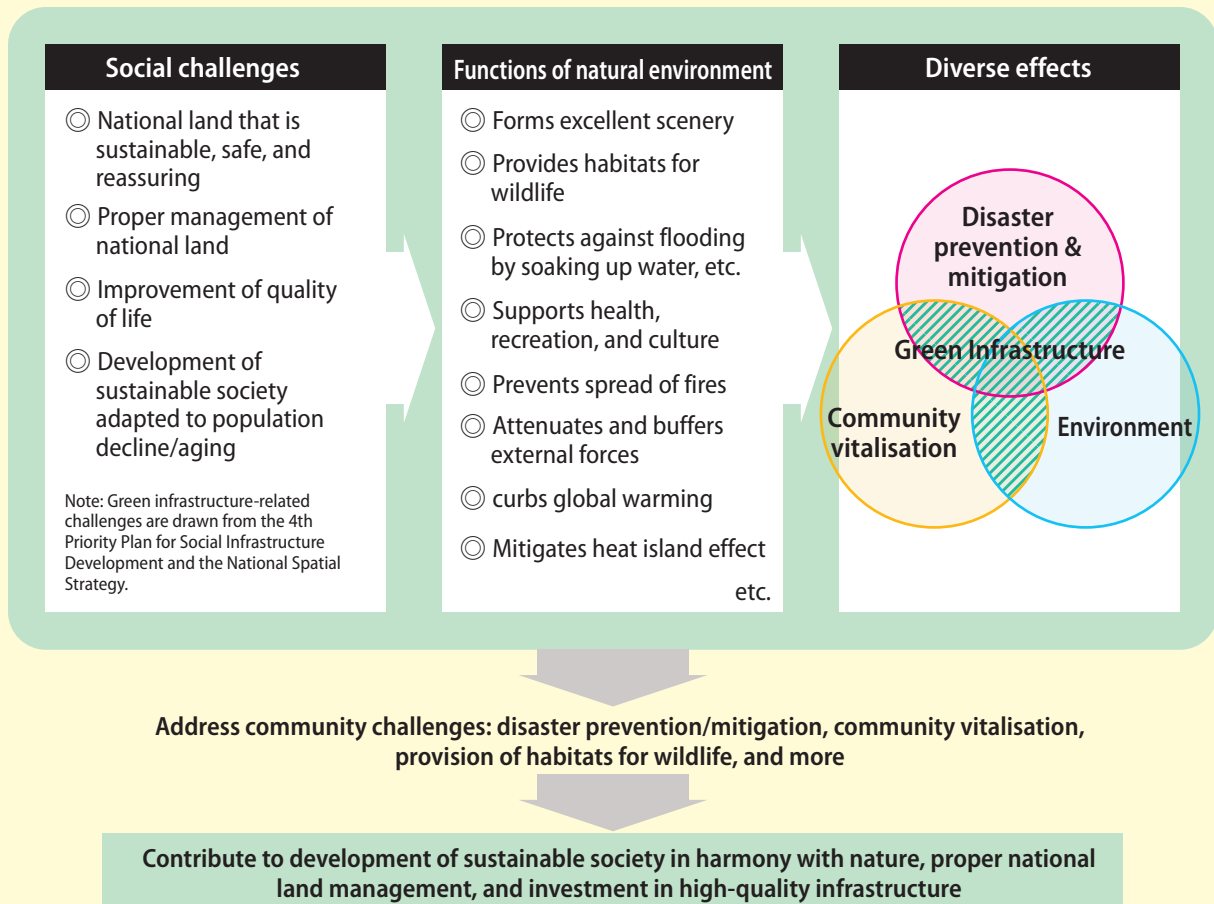




## ○ What is “green infrastructure”?

This is the implementation of sustainable and appealing national/regional development that **utilizes the diverse functions of natural environments (providing habitats for wildlife, forming excellent scenery, keeping air temperature from rising, etc.)** in both tangible and intangible approaches, including development of social capital and land utilisation.

MLIT’s current concept for green infrastructure



Source: “Green Infrastructure: Toward a Better Relationship between People and the Natural Environment”  
(Environmental Policy Division, Policy Bureau, MLIT, March 2017)



## 5.4.....Scenery Plan

The scenery plan will aim to create scenery that embodies the Expo theme and takes advantage of the Expo site's natural potential. It will also strive to develop appealing scenery in a controlled manner across the site so as not to impair the theme-aligned worldview.

The basic policy for the scenery plan is founded on the basic policy of the Expo site plan and comprises the following basic concepts.



### **Festive mood and beautiful scenery**

A festive mood and beautiful scenery that match the A1 International Expo will be achieved using flowers, as well as liveliness of people.



### **Diverse scenes and their harmony**

Elements such as the exhibits by various entities will create diverse scenes and form coherent, orderly scenery.



Source: Shutterstock

### **Changing landscapes**

Variable scenery that can open visitors' eyes to nature's beauty and functions will be created through the expression of changes produced by the seasons, time of day, climate, and other climatic/meteorological characteristics. Also, the Expo site will be designed so that the scenery changes with location, so that visitors can also enjoy walking around the site.



### **Linkages between people and nature**

Biodiversity-oriented scenery will be designed to enable everyone at the Expo site—whether visitors, exhibitors, or Expo staff—to tangibly experience through human activities the importance of connections between different people, and between humans and nature.



Source: Photo AC

### **Landscapes with five senses**

The functions of flowers and greenery will be maximised to offer scenery that appeals to the five sense and enables everyone to experience the magic of plants.



## 5.5.....Circulation Plan

The circulation plan will establish the width of paths and routing of visitors that ensure safe and comfortable movement of large number of visitors throughout the Expo site. It will also be designed so that visitors can enjoy the act of walking around the site and encountering the different flowers and greenery along the way. Moreover, advanced technology will be used to improve convenience and reduce the burden of travel.

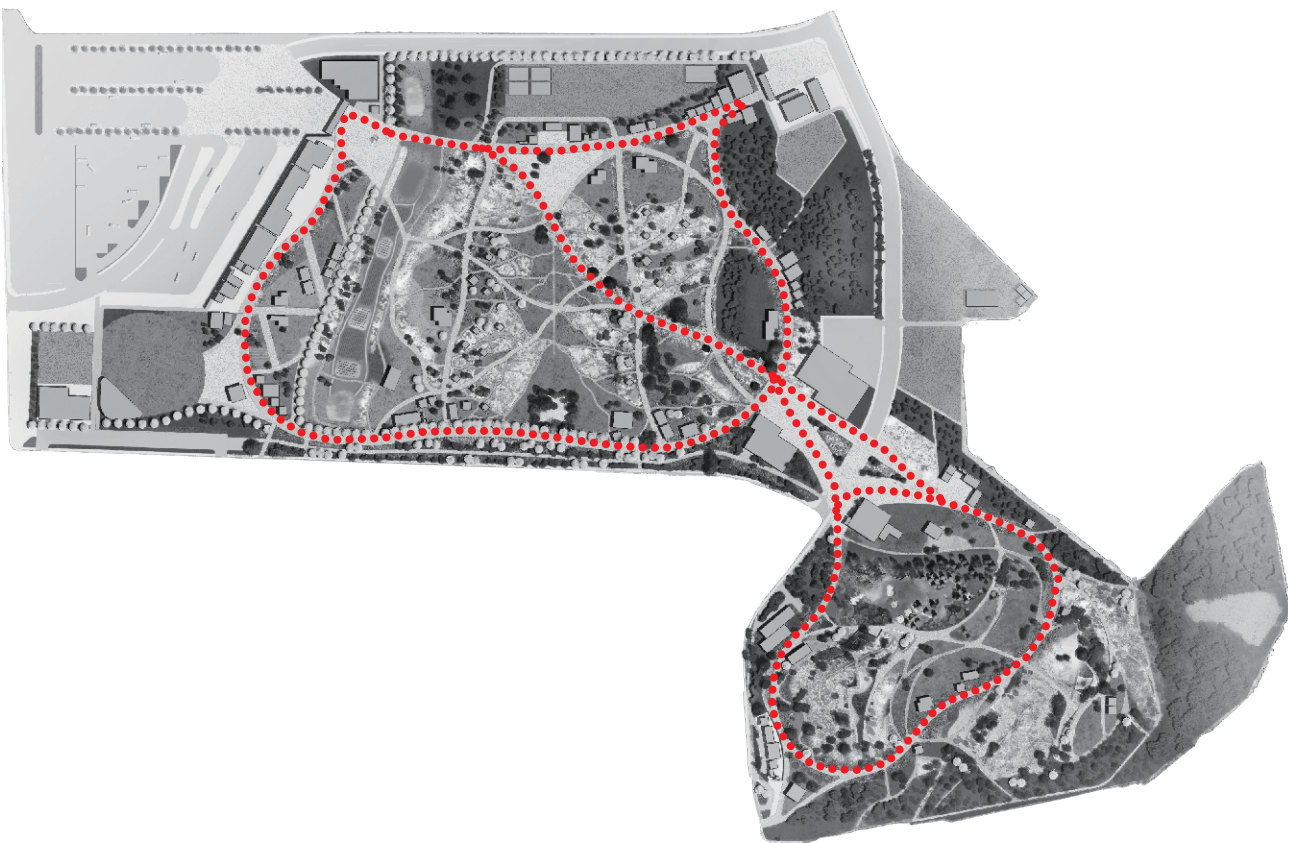
Various types of circulation routes will be planned based on purpose/use, such as visitor circulation routes, staff circulation routes, and emergency circulation routes.

Visitor circulation routes will be mainly designed for travel on foot, but other mobility considerations will be included in the plan for the convenience and comfort of all visitors.

The main visitor circulation routes will be connected to all gates, and will be arranged in a layout enabling visitors to roam throughout the entire Expo site. This will include a west loop and an east loop that provide efficient access to the Expo content.



Conceptual image of a visitor circulation routes



Conceptual image of main visitor circulation routes

## 5.6.....Planting Plan

The planting plan will establish planted areas suitable for the Expo’s content and activities. In accordance with the basic policy of the Expo site plan, it will capitalise on the site’s natural environment, including the existing trees. The plan will also seek to create planted spaces that offer visitors pleasant experiences by utilising the diverse functions of plants, such as creating biodiversity and providing shade.

The planting plan will be coordinated with the scenery plan, the green infrastructure plan, and other plans to provide visitors with appealing scenery festooned with flowers and greenery, and with relaxing spaces where they can tangibly experience the vitality of plants.

As the site will be developed into a park after the Expo, the plan will also include the planting of various trees such as cherries to offer points of scenic beauty with each season.

The plan will endeavour to minimise the Expo’s environmental impact by proactively selecting disease/ pest-resistant species, controlling the amount of horticultural chemicals used, and taking other appropriate measures.

Category	Plantings envisioned
Environmental plantings	<ul style="list-style-type: none"> <li>Ornamental trees and tree rows that form the backbone of the Expo site’s landscapes, green areas that provide a backdrop for open spaces, planted spaces that focus on existing trees, larger trees and lawns that encompass expansive grassy areas</li> <li>Large-diameter trees that will convey the land’s history in the future, new plantings of trees and lawn grasses, and other improvements capitalising on the park development project’s plantings</li> </ul>
Scenic plantings	<ul style="list-style-type: none"> <li>Planted spaces and scenic touches that complement landscapes with mainly jaundice roots and annual plants, installed along venue pathways and other areas by primarily the Organiser</li> <li>Ornamental plantings of expressive flowers and greenery supported by planters, walls, hanging baskets, etc.</li> </ul>

Planting categories and ideas for their implementation



Conceptual images of environmental planting (left) and scenic planting (right)

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## **5.7.....Architecture Plan**

The buildings of the Expo site will be designed to be sustainable, beautiful structures that are open to the environment and in harmony with the nature inside and outside the site—thereby providing a model for the future toward which humankind aspires. They will be sized to blend in with the surroundings, and will be positioned and oriented in ways that capitalise on the gently undulating hills, scattered stands of existing trees, and other elements of the natural environment. Their designs will seek to minimise energy consumption through the effective use of natural resources such as water, wind, and daylight. Where possible, environmentally friendly building materials will be proactively used, particularly domestically sourced wood.

The planning process will consider the possible retention of some exhibition facilities for the park that will be developed on the site after the Expo. Rentals and recyclables will be proactively used in the construction of temporary structures that will be dismantled after the Expo, so as to reduce the amount of waste produced.

## **5.8.....Infrastructure Plan**

The plan for the Expo site infrastructure, including the facilities for supporting electricity, gas, communication, water supply, and sewer services, will be geared towards utilising infrastructure that will be built under the municipal projects that form the foundation for the (land readjustment projects and city park renovation projects). It will also seek to reduce costs and environmental impact.

It will incorporate measures for supporting sustainable site operation, such as striving to use renewable energy to fill all energy needs, and promoting resource recycling/reuse through municipal water conservation, rainwater utilisation, etc.

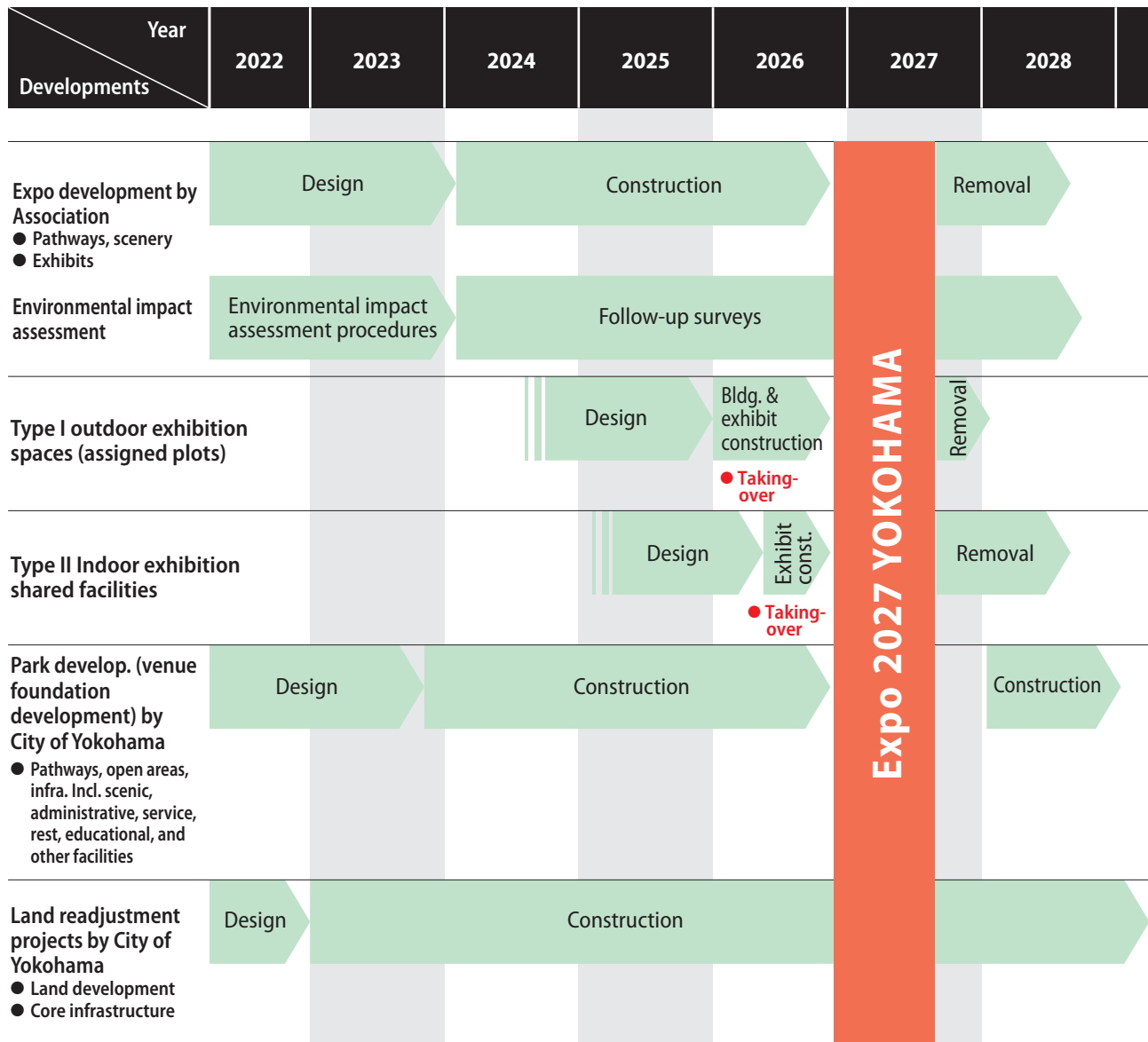
## **5.9.....Universal Design Plan**

The Expo site will be planned 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.

To ensure that Expo 2027 YOKOHAMA will be a truly inclusive event, the various guidelines for its development and operation will be formulated with the involvement of people knowledgeable about universal design, including experts and relevant authorities, and the common ideals and concepts of universal design will be fully shared with all parties associated with the Expo.

## 5.10.....Site Development Schedule

Site construction projects overseen by the Association will be launched in 2024 toward the opening of the Expo in March 2027. Their schedule will be coordinated with the scheduling of the municipal projects for land readjustment and city park renovation.



Site development schedule

Note: As of January 2023.





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International  
Horticultural Expo 2027,  
Yokohama, Japan  
MASTER PLAN

**Chapter 6**

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**Plant Supervision  
Plan**

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## Chapter 6 Plant Supervision Plan

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### 6.1.....Basic Policy

As the Expo is expected to handle large quantities of plants of many types across its expansive site, actions will be taken to ensure efficient, reliable procurement of plants, align plant installation with the schedules of the various construction projects, and maintain/manage plants at a level that increases visitor satisfaction.

In order to support those actions and enable progress tracking of plant-related operations (plant management) and coordination with other operations, a system will be established for integrated supervision/oversight of all plant handling processes: procurement, production, supply, installation, and maintenance.

### 6.2.....Plant Procurement Plan

The plants used at the Expo will be largely classified into the following groups: “trees” and “ornamentals” widely used for display, scenery, etc.; “exhibition plants,” which are special plants in limited quantities; “shaped plant displays” such as topiaries\* and tiered flower beds.

The multipurpose trees and ornamentals will likely comprise many types of plants in large volumes. Accordingly, the Expo will need to have in place a system for the stable supply of those plants, and to take steps to prevent the voluminous procurements from negatively affecting domestic supply and demand. To this end, plant production and procurement will be carried out with a planned approach using a supply chain made up of nationally operating groups of growers and distributors.

In addition, a “plant backyard” will be established next to the site as a depot for efficient reception, inspection, and allotment/transfer of the plants to on-site transporters. The plant backyard will be appropriately operated so that the processes from procurement to installation can be performed smoothly.

\*Trees and shrubs trimmed and trained into specific shapes

## 6.3.....Plant Installation Plan

A system will be established to ensure that the Expo's many and diverse plants are installed properly and in line with the planting plan.

Plantings will be largely staged in two phases: pre-opening planting for installing plants in time for the Expo's opening; and rotational planting for introducing, under a timetable established by the planting plan, new plantings during the Expo in order to present appealing planted spaces and encourage visitors to come back.

In order to improve the installability of annuals and biennials and immediately maximise their ornamental value upon planting, a uniform set of standards for reception will be established. Steps will be taken to help jaundice roots adapt to and grow in the Expo environment, including by planting them as early as possible.

## 6.4.....Plant Maintenance Plan

In order to constantly maintain the plants in a good state befitting an international horticultural exhibition, a full range of maintenance operations will be carried out, including inspection patrols, watering, deadheading, pest removal, fertilising, pruning, weeding, cutting back, training, mowing, and planted space cleaning. The replacement/supplementing of failing seedlings and actions for protecting plants from typhoons, heat, and other issues will be performed as part of maintenance operations, not the rotational planting process.

As the venue area will be large and populated with many different entities, a venue-wide maintenance system will be established to ensure that all maintenance operations are carried out consistently.

Also, a system will be created to enable diverse entities such as community members and volunteers to take part in plant maintenance. This engagement will be designed to foster the maintenance supporters' interest in horticulture and landscaping by equipping them with techniques and experience, and to inspire them to keep practicing the arts in their daily lives. In doing so, this system promises to contribute to the creation of the Expo's soft legacy.

Plant residues and other plant waste will be properly disposed of in an environmentally responsible manner.



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## **6.5.....Plant Quarantine and Other Regulations**

International horticultural exhibitions involve the import of a very large and diverse array of plants and agricultural products from all around the world by governments, international organisations, businesses, and other entities. The Organiser will work together with the relevant authorities to develop a system for ensuring that all imports are properly handled in compliance with Japan's Plant Protection Act, Act on the Prevention of Adverse Ecological Impacts Caused by Designated Invasive Alien Species, and other governing laws and regulations. The Organiser will also request participants to supply information on imported plants and the material used to pack them.

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International  
Horticultural Expo 2027,  
Yokohama, Japan  
MASTER PLAN

**Chapter 7**

**Operational Plan**

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### 7.1.....Basic Policy

The Expo will be operated according to the following policy in line with its purpose and significance, including the aims of globally promoting horticulture and landscaping, realising lifestyles filled with flowers and greenery, and contributing to the achievement of the SDGs.

#### ① Sustainability-minded operation

The Expo will be operated with a sustainability-minded approach driven by collaboration among the Association, related parties, participants, and other entities, 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 AIPH seeks to have the international horticultural exhibitions it approves function as one of the world's most sustainable major events. In keeping with that expectation, operational policies on areas such as the environment, labour, and human rights will be established in line with the AIPH Regulations. In addition, the Expo will implement practices for addressing climate change, protecting biodiversity, and achieving sustainable procurement and resource management.

Other actions will be taken to make Expo 2027 YOKOHAMA a sustainability success. These include formulating plans to advance sustainability across all Expo phases (construction, operation, demolition, and legacy), proactively utilising sustainable energy and green infrastructure, and developing a system for managing the sustainability of Expo events.

#### ② Realisation of a safe, pleasant Expo; thorough implementation of infection prevention

Diverse services will be developed and provided to ensure that visitors can enjoy a safe and pleasant experience. In particular, Expo 2027, as an international horticultural exhibition held in the post-COVID-19 era, will thoroughly implement measures necessary for preventing infection so that people from around the world can confidently and happily take part in the festivities. The specific measures will be decided based on the future course of the pandemic during Expo preparations and operation, and on responses taken by authorities in Japan and overseas.

### ③ Provision of universal services

The services provided will take into account universal design, inclusion, dietary restrictions, religious practices, and other needs so that everyone—regardless of national/regional origin, culture, ethnicity, gender, age, or disability—can have a safe and pleasant experience. Guidelines for helping exhibitors, concessionaires, and other participants to provide universal services will be formulated with the assistance of relevant authorities and experts.

Information services will be designed so that essentially the same level of information is provided to everyone, regardless of whether they have a disability and regardless of the type of disability. The design process will be done in collaboration with initiatives at Garden Necklace Yokohama toward implementation of the services at Expo 2027.

### ④ Proactive use of ICT

Information and communication infrastructure will be developed to realise smart Expo operation that fuses ICT with human services to address diverse needs and provide visitors with comfortable spaces and environments.

## 7.2.....Participation and Ticketing

### ① Participation/ticketing policy

The provision of opportunities to gain tangible experiences from the Expo is essential to the realisation of its theme. Accordingly, admission will be kept at an optimum crowd density to facilitate visitor's encounters with nature and other experiences, and to enhance interactive communication among visitors.

In order to achieve that aim, diverse formats for participation will be implemented, including ICT-based approaches and offsite collaborations. These will be designed to smoothen user demand through attendance dispersion on peak days and other methods, while taking into account the importance of bringing together many people at the Expo.

### ② Ticket sales scheme

A ticket sales scheme that caters to a broad spectrum of visitors will be developed using a variety of approaches, including leveraging the expertise of ticket agencies for individual sales, and the know-how of travel agencies for advance and group sales. Existing ticketing systems will be employed as much as possible in order to improve cost efficiency.

### ③ Admission management

In order to enhance visitor convenience and facilitate site entry/exit, digital technologies will be used to develop an admission management system for effectively managing operations such as advance admission reservations, provision of information on expected busy times, parking lot use, shuttle bus boarding, authentication at entry/exit gates, security checks, and reservations for onsite activities.



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## 7.3.....Visitor Services

### ① Visitor service facilities

Various visitor service facilities will be established across the Expo site, including information centres, an infirmary, first aid stations, and support facilities (lost and found office, lost children office, wheelchair loan office, and nursing room).

### ② Service provision system

In order to respond to visitors' diverse needs, a system fusing ICT with human services will be developed to provide visitor services under the concept of smart site operation. Security guards, cleaning crews, aid givers, and other service teams will be stationed in appropriate locations to enhance visitor convenience and comfort. Also, a settlement system supporting diverse methods of payment will be developed, with an eye on promoting cashless payment.

### ③ Information services

To better serve the diverse needs of visitors, a wide range of information will be made available to them, including information on gardens, exhibition buildings, events (competitions, National Days, Special Days, etc.), commercial establishments (dining, merchandise, etc.), congested areas (onsite, public transport, etc.). Consideration will be given to using digital technologies for these services.

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## 7.4.....Site Management

### ① Security

In order to provide all attendees with a reassuring and pleasant environment, the Expo will put into a place an optimal security system designed to counter recent crime trends and diverse risks.

An efficient and flexible security guard formation will be created based on an attendance/visitation forecast study. In addition, since broad collaboration with offsite organisations is essential for meeting diverse risks, the formations and systems needed to run the Expo will be developed through close coordination with the national and local governments and other relevant organisations.

Efforts will also be made to broadly identify possible risks as a step toward preventing incidents and accidents. All Expo personnel will be thoroughly trained in how to deal with emergencies, and manuals for this purpose will be created.

### ② Fire prevention and disaster preparedness

Measures will be implemented to minimise damage at the site in the event of a fire or natural disaster, and to facilitate evacuation and rescue operations. To enable swift response to emergencies, actions will be coordinated with the onsite crisis management centre for overseeing medical and rescue services, and more broadly with offsite entities such as the City of Yokohama (host city) and other local governments, and related organisations.

In order to effectively deal with not only fires but also major earthquakes, typhoons, and various other disasters, manuals will be developed, measures for aiding stranded people will be implemented, and emergency supplies will be stockpiled, among other preparations. Also, a system for safely guiding and evacuating all attendees will be established, and sufficient training based on the crisis management plan will be provided prior to the Expo.

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### ③ Medical care, emergency transport, and hygiene

Various measures will be put into place to prevent injuries and illness, and to swiftly respond when they do occur. Specifically, the Expo site will have facilities for first aid and other medical services, and a centre for emergency transport. The necessary formations, systems, and manuals will be developed in collaboration with the relevant organisations.

Since first response is critical for dealing with acute medical problems, the site's infirmary and first aid stations will be staffed with doctors and nurses for the duration of the Expo.

A system for first response and emergency transport will be created from both physical components (facilities and medical equipment) and intangible measures (designation of receiving medical centres for emergency transport, formulation of traffic rules for emergency vehicles, etc.).

The Expo site will be equipped with handwashing stations and alcohol-based disinfectants. Facilities that handle food will be required to thoroughly implement hygiene management practices, and other steps will be taken to prevent infection and food poisoning. In particular, physical and intangible measures for preventing infectious disease (COVID-19, etc.) spread and cluster outbreaks will be established. These measures will take into account the latest information on infectious diseases, including the preventive actions implemented at similar events held recently.

### ④ Cleaning and recycling

A system will be created for prompt removal and cleaning of litter and other impairments to the site's scenic beauty, so that visitors can enjoy their experience.

In order to reduce the Expo's environmental impact, the 3Rs (reuse, reduce, recycle) will be put into practice at the site.

### ⑤ Heat safety measures

During the Expo, the air temperature is expected to exceed 35°C on some days. Given that many exhibits will be presented outdoors, measures need to be taken to protect visitors, participants, and staff from heatstroke.

Specifically, a variety of heat safety measures tailored to the activities of each site section will be implemented with reference to heatstroke alert and heatstroke prevention guidelines for summer events. Examples include: equipping of exhibition facilities with sufficient cooling systems, shading waiting lines and pathways with foliage, installation of cooling mist stations, and demonstrations of traditional Japanese practices for dealing with heat, such as *uchimizu* (sprinkling water on the ground to cool through evaporation). In addition, a system for emergency response to heatstroke cases will be established, including the preparation of a medical care manual.

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## ⑥ Insurance

In order to enable personnel to confidently carry out their Expo duties in the face of the many different risks posed, the Association will confirm whether participants have enrolled their personnel in the following forms of insurance in accordance with the General Regulations (this includes workman's compensation insurance and other insurance required by Japanese laws and regulations). Participants that wish to enrol in other forms of insurance will be given a list of insurance companies and other support.

Workman's compensation insurance

Motor insurance

Health insurance

Civil liability insurance

Insurance of properties

## ⑦ Customs, bonding, and logistics

Measures pertaining to customs, bonding, and other procedures will be established to facilitate the transport, display, and storage of Official Participants' exhibits and related resources brought from overseas. These measures will be carefully coordinated with the relevant organisations. Also, due to the enormous volume of international and domestic freight that will be handled for the Expo, a logistics management system will be developed. The development process will include forecasting freight volume for considerations such as international/domestic routing, onsite transport, storage, and disposal.



## 7.5.....ICT Infrastructure Plan

ICT will be used at Expo 2027 YOKOHAMA to facilitate its operation and support participants' experiences, as one means of realising the Expo's theme. In the formulation of the exhibition plan, Expo site plan, and other plans, options for utilising ICT will be studied and adopted based on an overall assessment of five criteria: safety, efficiency, convenience, entertainment value, and innovativeness.

<b>Safety</b>	Does it provide the level of legal compliance and security necessary for ensuring safety and peace of mind?
<b>Efficiency</b>	Does it contribute to effective use of limited resources (people, supplies, funds)?
<b>Convenience</b>	Does it provide users with pleasant, stress-free experiences?
<b>Entertainment value</b>	Does it provide fun, interesting experiences and discoveries that can inspire behavioural changes?
<b>Innovativeness</b>	Does it use cutting-edge technology to provide users with new experiences and possibilities for the future?

Criteria for assessing ICT solutions under consideration

Expo operation depends on two sets of ICT functions: operation management functions for managing site entry/exit and running the various activities and events, and facility management functions for operating the site's logistics, facilities, transport/mobility services, and essential services (energy, communications, etc.).

The ICT infrastructure for fulfilling operation management functions will be efficiently crafted through a development process that will explore considerations such as: ways of combining new and established technologies for optimal results; basing the selection of ICT functions on the level of importance/priority; provision of experiences tailored to visitors' characteristics; and the potential to make ICT part of the Expo's legacy.

As it is likely that Expo operation will involve the exchange of electronic data with various entities, including Official/Non-official Participants and Concessionaires, measures will be taken to ensure cybersecurity.

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International  
Horticultural Expo 2027,  
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MASTER PLAN

**Chapter 8**

**Transportation Plan**

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## Chapter 8 Transportation Plan

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### 8.1.....Basic Policy

The transportation plan will establish convenient, smooth access routes attuned to visitor trends, with consideration of approaches such as maximising the use of existing transportation infrastructure and setting up shuttle bus service and other modes of transport.

The transportation access system will take into account local traffic conditions and be attentive to both visitor convenience and the surrounding community's living environment.

The plan formulation process will explore diverse applications of ICT to achieve a smoothly operating transportation system. Possible applications include: improvement of the speed and regularity of shuttle bus service; transport demand management, such as a ticketing system-linked solution for smoothening visitor demand; and a MaaS system that facilitates route selection and fare payment.

Also, domestic and international trends in technological development will be examined to look for possible uses of state-of-the-art technologies at the Expo, such as autonomous driving technologies.

### 8.2.....Access to the Venue

The host city, Yokohama, is close to Haneda Airport, and its port is one of Japan's most important maritime gateways. The city's location and extensive network of railways and roads linked to the Tokyo metropolitan area provide visitors with a wide range of options for travel.

## ① Air and sea access

Air travel by Expo visitors and participants will likely be via Haneda Airport or Narita Airport, both of which are international airports with service to major cities around the world. These airports also offer domestic flights to regional hubs across Japan. The conveniently close location of Haneda Airport means that Yokohama Station can be reached in just around 30 minutes by train or bus, and the trip from the airport to the Expo site is approximately 70 minutes.

Port of Yokohama is well-equipped to serve cruise ships, including large ones, with infrastructure such as Osanbashi Yokohama International Passenger Terminal, Shinko Pier Cruise Terminal, and Daikoku Pier Cruise Terminal.



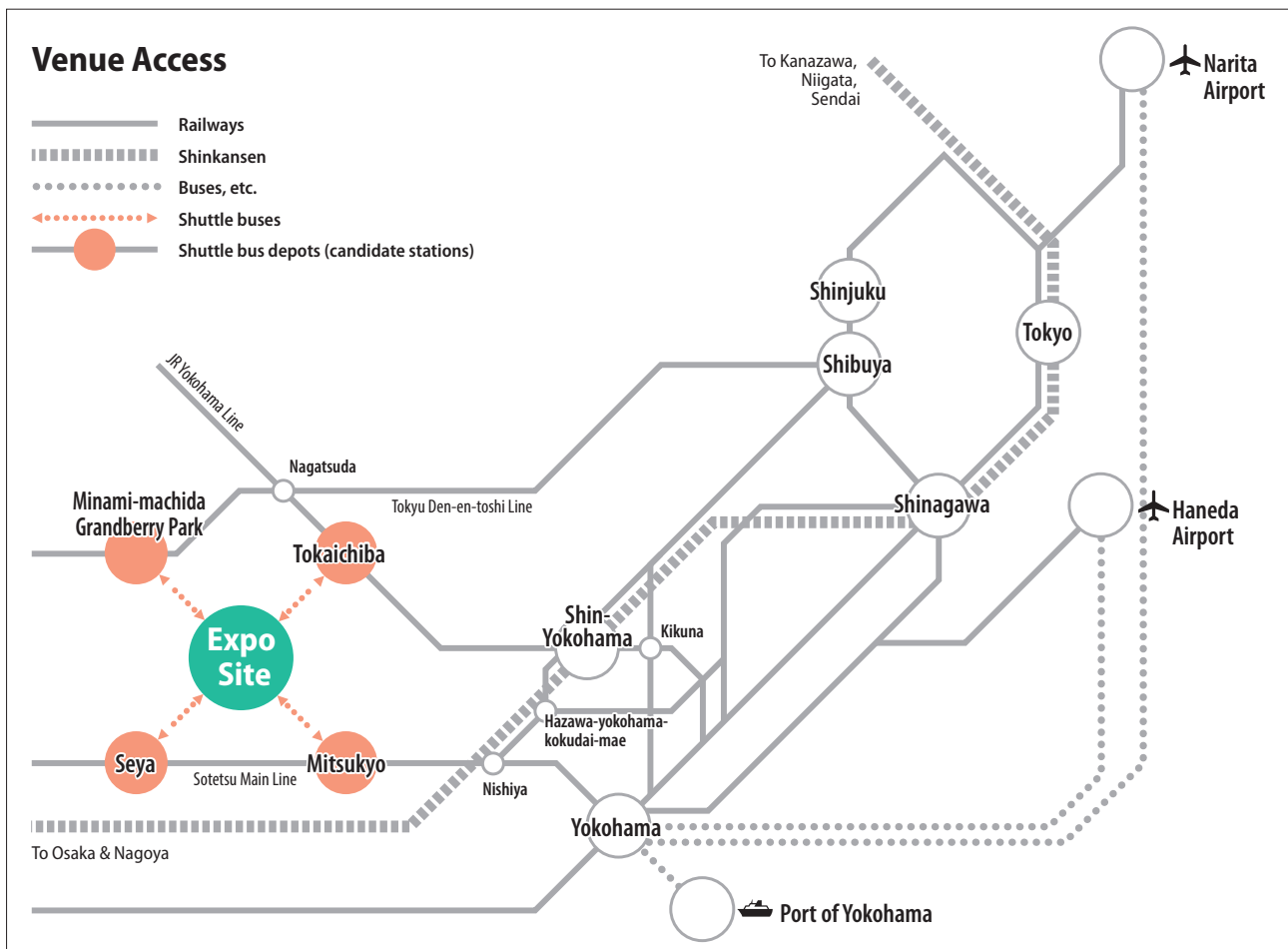
Air and sea access



## ② Railway access

Yokohama Station is roughly 30 minutes away from Tokyo Station, which serves many railway lines, including as a terminal for the high-speed Tohoku Shinkansen and Hokuriku Shinkansen lines. The venue area has several lines connected to central Tokyo. Shin-Yokohama Station is a stop on the high-speed Tokaido Shinkansen line, which provides access from Nagoya, Kyoto, and Osaka.

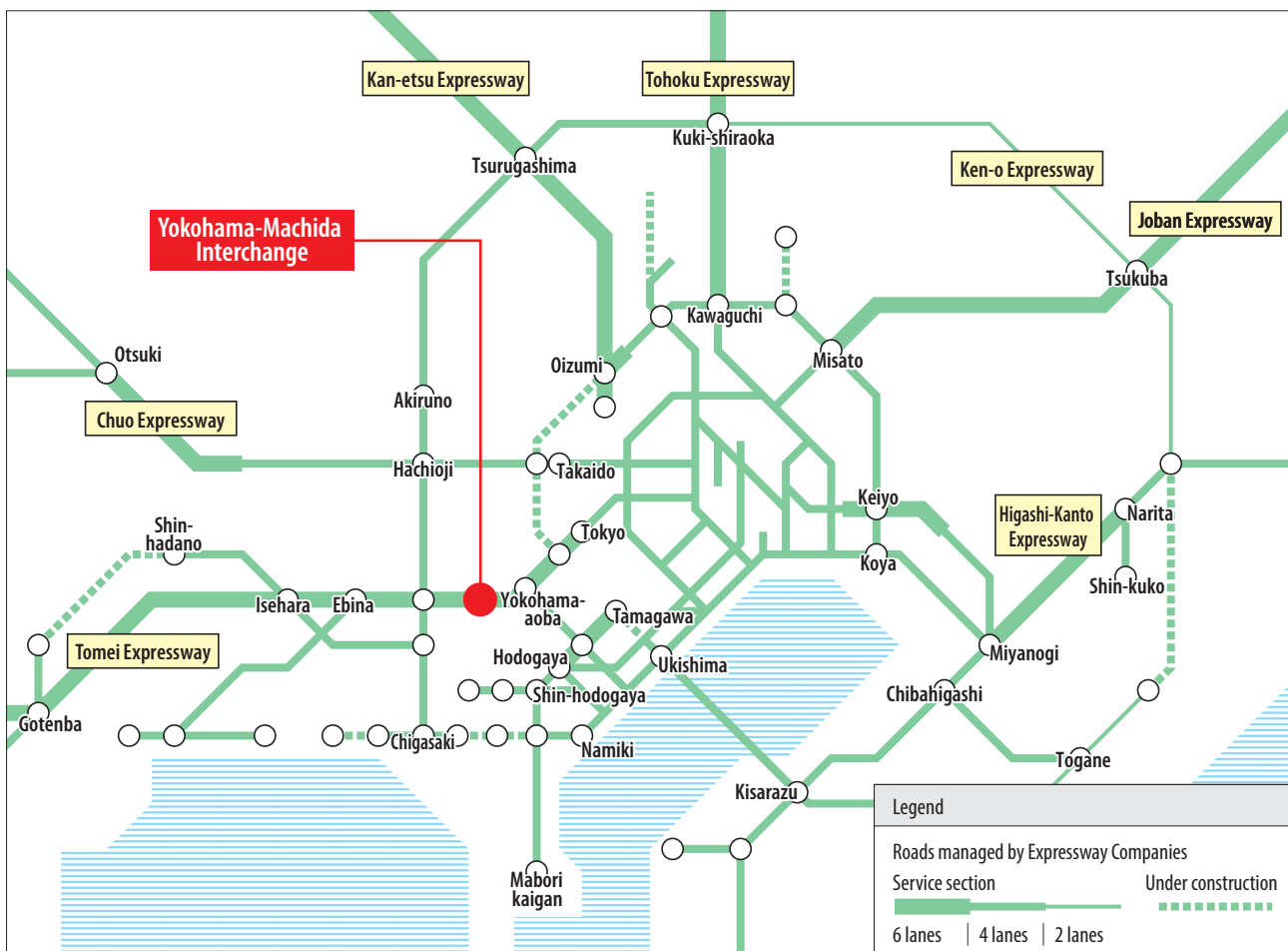
Nearby train stations include the Sotetsu Main Line's Seya Station and Mitsukyo Stations, south of the site, and the Tokyu Den-en-toshi Line's Minami-machida Grandberry Park Station and the JR Yokohama Line's Tokaichiba Station to the north.



Railway access

### ③ Road access

The Expo site is situated near Tomei Expressway's Yokohama-Machida Interchange, and the Kamikawai Interchange of Hodogaya Bypass, which is connected to the Tomei and Metropolitan expressways and Yokohama-Shindo Road. As part of the Tokyo metropolitan area's network of expressways, the Tomei Expressway offers a variety of route options. For example, it is linked via the Metropolitan Inter-City Expressway (Ken-o Expressway; partially circles across the metropolitan area) to other key expressways such as Chuo and Tohoku, enabling access that avoids central Tokyo. In addition, road travel convenience has been further improved by the partial opening of the Shin-Tomei Expressway (Ebina-Minami Junction – Shin-Hadano Interchange). Construction of a roughly 25-kilometre road joining Shin-Hadano Interchange and Shin-Gotenba Interchange is currently underway.

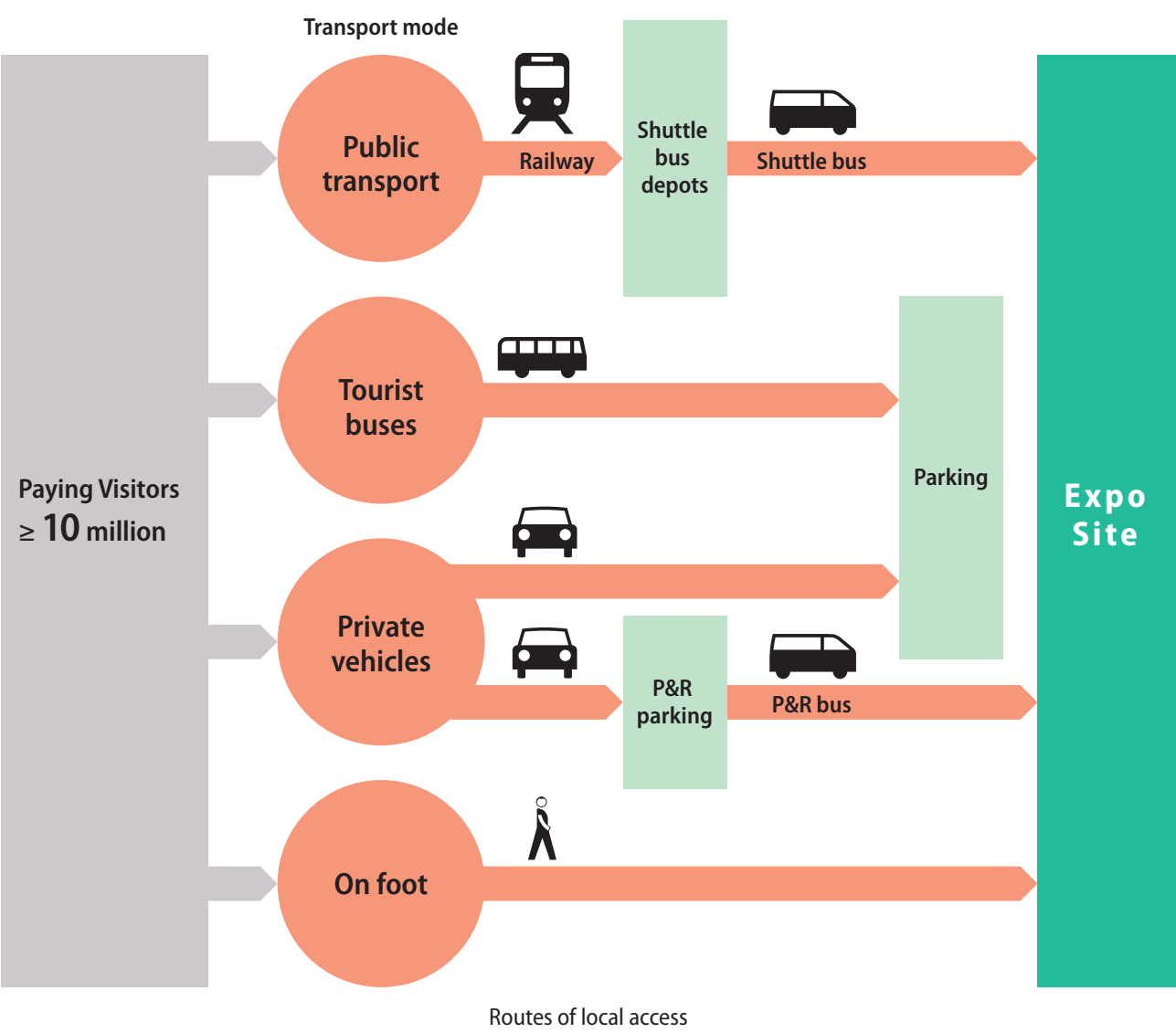


Tokyo metropolitan area expressways

Source: Compiled from "Map of Japan's Expressways," website of the Japan Expressway Holding and Debt Repayment Agency (accessed November 2021)

### 8.3.....Access Method

The plan for local access to the site following travel via the routes outlined in the preceding pages is as follows.



### ① Public transit

To take advantage of the site's location near several train stations, the transportation plan envisions providing local access via shuttle bus service between those stations and the site. The following sites are being considered for shuttle bus depots:

- ◎ Train stations near the site
- ◎ Major terminals of airports and railways

The planning of shuttle bus service to and from nearby stations is focusing on four stations deemed to offer easy and efficient access: Seya, Mitsukyo, Minami-machida Grandberry Park, and Tokaichiba.

Other details on the operation of shuttle bus service will be decided going forward.

### ② Tourist buses

A parking lot bordering the site will be developed to accommodate tourist buses (school trips, tours, etc.). Options for efficient parking operation aligned with user trends will be considered, such as using an integrated parking lot design to serve both tourist buses and private vehicles.

### ③ Private vehicles

While action will be taken to encourage the use of public transportation, a parking lot for private vehicles will be developed next to the site to serve the needs of automobile users, particularly people with disability. In addition, efforts will be made to minimise Expo-related traffic around the site so as to ease the burden on the community's living environment. One approach being considered is the creation of a park-and-ride (P&R) scheme in which shuttle bus service will be provided to the Expo site and securing of offsite parking lots.

Also, measures will be implemented to reduce the environmental impact of the site parking area, including by facilitating the flow of traffic and preventing congestion. Possible measures include offering incentives for eco-friendly vehicles and introducing an advance parking reservation system.

### ④ Walking

The transportation plan will also consider developing pedestrian pathways to the site from points such as Seya Station and other nearby train stations.





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International  
Horticultural Expo 2027,  
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MASTER PLAN

**Chapter 9**

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**Communications  
Plan**

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## Chapter 9 Communications Plan

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### 9.1.....Basic Policy

Expo 2027 YOKOHAMA communications will seek to reach out to participants and all potential participants to increase their awareness of the Expo and understanding of its significance, build up momentum toward the event, and encourage participation. These actions will be aimed at motivating a broad spectrum of participants to attend and present exhibits, and at cultivating connections among them. In particular, it will be necessary to intensively conduct momentum-building activities in the host city of Yokohama from an early stage. In addition, communication activities will be carried out to preserve a record of the value, new communities, and other outcomes produced by the Expo, and thus contribute to the formation of its legacy.

### 9.2.....Communication Targets

Communications will be targeted at participants and all potential participants, classified into three categories: visitors, exhibitors, and supporters. These categories will be subdivided into specific groupings according to the participants' characteristics and locality in order to enhance the efficiency of communications.

The visitors category is defined as participants who visit the site during the Expo, and is expected to mainly consist of paying visitors. Communications aimed at paying visitors will be efficiently implemented in a manner tailored to each target group's interests regarding ornamental plants and horticulture, and their area of residence, and will seek to foster their awareness of the Expo and motivate them to attend. Communications toward foreign visitors and educators will also be adapted to their characteristics, and consideration will be given to the optimal timing and content of those communications.

The exhibitors category comprises participants who present exhibits as part of the Expo programme. As considerable time is required to prepare Expo exhibits, communication activities for exhibitors will be launched at a relatively early juncture. Information on the programme, theme/subthemes, and other aspects of the Expo will be shared with the exhibitors to increase their interest in and understanding of the Expo's content. Also, in order to motivate them to participate, each target subgroup will be given information on how participation specifically benefits them.

The supporters category encompasses participants who provide various support to Expo activities. Communications toward supporters will share the Expo theme/subthemes with them, and inform them about the content of operations, transportation, the site, and other such aspects, with the aim of building momentum for Expo activities. Supporters associated with the host city of Yokohama—citizens, neighbourhood associations, civic groups, and so on—will be intensively targeted for momentum-building early on. Also, supporters will be provided with opportunities to interact and cultivate cooperative relationships with one another.

## 9.3.....Communication Activities

Communication activities will be divided into the following four areas for greater efficiency in communication approaches toward each target group.

### ① Communication activities

As a means of effectively conveying Expo activities to the public, information on the content and progression of site exhibits, events, and happenings will be released in a timely fashion.

An official website will be operated as an effective platform for informing diverse stakeholders, and social media will be leveraged to reach stakeholders typically inaccessible through traditional mass media. Also, an official logomark and mascot character will be created and official ambassadors will be appointed to provide further channels of communication.

### ② Promotional activities

Advertising and other promotional activities will be implemented toward the target audiences of each phase to increase awareness and motivate them to attend/participate. These will include the hosting of a symposium, workshops, and other events, and the placement of ads in mass media and social media.

Promotional activities will also be proactively carried out in conjunction with the National Urban Greenery Fair and other major horticultural events, and with wide-area floral/greenery projects conducted by local governments.

In particular, as part of the intensive efforts to build momentum in the host city, promotional activities will take advantage of the opportunities presented by Yokohama's diverse array of cultural, horticultural/agricultural, and other events of all sizes—from community-level gatherings such as open gardens to the city's premier flower and greenery gala, Garden Necklace Yokohama. Consideration will also be given to holding countdown events in the leadup to Expo 2027 YOKOHAMA.

Also, Expo 2025 Osaka, Kansai, Japan presents an excellent opportunity for promotion, so joint activities will be carried out to publicise both expos.



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### ③ Collaborative/support activities

Collaborative and support activities will be implemented with the aim of building momentum and mobilising diverse entities.

A system will be developed for supporting and enlivening various autonomous activities related to the Expo. Other efforts will include: co-creation activities with businesses and groups aligned with the Expo's philosophy; participation-coordinating activities with industries central to the international horticultural exhibitions (horticulture, landscaping, agriculture, etc.); and activities for promoting wide-area collaboration and participation with government agencies and other organisations.

### ④ Educational activities

Support will be given to school-based educational activities (education for sustainable development, active learning,\* etc.) for youths, particularly elementary and junior high school students, with the aim of enhancing their understanding of the Expo's theme and significance, and inspiring them to adopt SDGs-oriented habits.

\* Catch-all term for teaching/learning approaches in which students are actively engaged in the learning process, as opposed to just passively listening to the teacher.

## 9.4.....Communications Plan Phases

The communications plan is divided into the five phases outlined below. A specific set of activities will be carried out for each phase.

### **Phase 1: Raising awareness of Expo 2027 YOKOHAMA (April 2022–March 2023)**

Communication activities in this phase are for planting the seeds of awareness of Expo 2027 YOKOHAMA. Specifically, efforts will be made to build momentum and foster partnering, particularly among supporters and exhibitors in the host city of Yokohama. These efforts include publicising as needed the various preparations for the Expo, creating an official logomark and an official mascot character as PR tools, and implementing promotions that use a wide assortment of tools. Also, to raise Expo's profile overseas and help attract foreign governments as Official Participants, PR collaborations will be carried out with expos taking place abroad during this period.

### **Phase 2: Raising awareness of Expo content (April 2024–March 2025)**

In addition to further cultivating awareness of the Expo, communications will seek to encourage attendance. The communications team will host or participate in various events and use the official logomark and mascot character for publicity. Focus will be placed on showcasing the Expo's content in order to foster expectations among potential visitors, and thus promote advance ticket sales. The communication activities will also be aimed at inspiring exhibitors/supporters to take part and at expanding the momentum toward the Expo.

### **Phase 3: Encouraging attendance (April–December 2026)**

This phase will centre on communicating detailed information on the Expo content to boost advance ticket sales and motivation to attend. Starting with a countdown event held one year in advance, promotional activities leveraging diverse media will be stepped up to further encourage attendance. These efforts will also be linked with communications by exhibitors and supporters to produce synergies that further motivate attendance.

### **Phase 4: Increasing understanding and striking a chord (January–September 2027)**

This phase, spanning the period from the weeks preceding the opening to the end of the Expo, will seek to draw new visitors and encourage repeat attendance. Ads for attracting visitors will continue to be placed in mass media, while images and stories conveying the Expo's excitement will be communicated in real time on the official social media accounts and regular press conferences, with the cooperation of media outlets. Also, diverse cocreation activities will be highlighted at the site as an outcome of the communication activities.

### **Phase 5: Growing the legacy (October 2027–March 2029)**

This will be a time for PR communicating the Expo's achievements and appreciation to participants. The achievements will be showcased to people around the world, while gratitude will be expressed to the participating countries and other participants. In addition, records of the Expo will be preserved using various media, and the communities and initiatives that emerged from communication activities will be sustained to further build up the Expo's legacy.

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## 9.5.....Communication Tools and Ambassadors

### ① Official logo

An official logo will be created as a symbol of the Expo that reflects its significance and theme. It will mainly function to implant the Expo's existence and significance in people's minds. It will also be aimed at motivating diverse participants to attend by helping them to better understand and relate to the Expo. Through such effects, the logo will serve as a communication tool that helps to establish the Expo's identity and plays a key role in branding.

### ② Official mascot

An official mascot embodying Expo's significance and theme will be developed to cultivate awareness of and affinity with the Expo among various audiences. This mascot will appear at diverse events to spark people's interest in the Expo and help them to relate to it. After the Expo ends, the mascot will continue to be used to extend its legacy through activities centred on the Expo site and carried out with the cooperation of the host city of Yokohama, including activities for promoting the passing down of the Green City ideals.

### ③ Official ambassadors

Official ambassadors will serve as the faces of the Expo to broadly convey its appeal and build momentum through their appearances at communication events. They will be relatable well-known personalities selected from diverse fields to reflect the diverse aspects of the Expo. Appointments will be based on the areas, timing, and content of major communication activities for the Expo.

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International  
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**Chapter 10**

**Legacy Plan**



### 10.1.....Preserving the Theme for the Future

The philosophy behind every international horticultural exhibition is woven into the process of the actions that the organisers and participants take to realise the expo theme, and is thus passed down to future generations. Collaborations with diverse entities will be carried out before, during, and after Expo 2027 YOKOHAMA to foster the perception of the Expo as an event built by its participants, with the aim of inspiring transformation of people's awareness and behaviour.

Starting from the planning stage, the process of preparing and running the Expo will be guided by visions for its legacy. Specifically, the following ten visions will be incorporated.



Source: Shutterstock

#### ① Realising Society 5.0 and creating new value

The many different technologies and ideas brought together by diverse entities participating in the Expo will be coordinated and combined to create new value in ways that leverage the power of technologies such as ICT and AI, befitting the Society 5.0 to be brought forth in the future.



#### ② Advancing the Strategy for Sustainable Food Systems, MeaDRI

Expo 2027 will present exhibits/events showcasing technologies for improving the productivity of the food, agricultural, forestry, and fisheries industries while achieving sustainability, with the aim of inspiring post-Expo actions for developing technologies and reducing environmental impact, thus paving the way to the creation of sustainable food systems harmonised with the environment.



### ③ Empowering tourism growth and regional revitalisation

The presence of Yokohama, Kanagawa Prefecture will be heightened domestically and internationally, transforming the city into a very popular destination. The Expo will also drive Japan's evolution as a powerhouse of tourism and accelerate regional revitalisation across the country through flower/greenery-centred initiatives, creating new energy and vibrancy everywhere.



### ④ Promoting the concepts of Green Cities and coexistence with nature

With the collaboration of participating businesses and other organisations, activities will be held in various locations to spread awareness of the concepts of Green Cities and coexistence with nature presented at the Expo, and to promote their real-world deployment.



Source: Shutterstock

### ⑤ Future urban development

The hosting of the Expo provides the opportunity to use the former Kamiseya Communications Facility site to create a new hub for revitalisation that is in harmony with the area's abundant nature. Through this and other projects, urban development will be pursued to create new value in the suburbs and thus pave the way to a future Yokohama that achieves a balance between the bayside downtown area and the suburbs.



Source: Shutterstock

### ⑥ Spreading collaboration by diverse entities

After Expo 2027 ends, information on the achievements made there through collaboration by diverse entities will continue to be communicated, and civic groups and other organisations that participated will work together to carry out awareness-raising activities targeting both domestic and international audiences.



Source: Shutterstock

## ⑦ Realising a more enriched way of life

The Expo will communicate the importance of being connected with nature and propose ways for us to transform our behaviour to become more conscious of the nature in our surroundings. These messages are expected to inspire people to adopt new lifestyles. The rediscovery of the importance of universal value—such as the beauty of flowers and greenery, and Japanese culture that evolved in harmony with nature—will open the door to a more enriched way of life.



Source: Amanaimages

## ⑧ Promoting the growth of horticulture, landscaping, and agriculture

Expo 2027 will be an opportunity for people from horticulture, landscaping, agriculture, and many other industries to actively participate, interact, and collaborate. These experiences promise to drive the growth of businesses after the Expo and to expand the realm of horticulture, landscaping, and agriculture and create new groups of industries.



## ⑨ Implanting horticultural culture

Just as Expo '90 in Osaka helped to firmly implant gardening in Japanese culture, Expo 2027 YOKOHAMA will inspire visitors and people reached by its communications to make horticulture, landscaping, and agriculture a continuous part of their daily lives, not a passing fad.



## ⑩ Educating/cultivating talent

The Expo will highlight the importance of cultivating human resources for the horticulture, landscaping, and agriculture industries, and carry actions for this purpose. In doing so, it will help to pass on knowledge and experience to new generations. It will also spark interest in those industries among children—tomorrow's leaders.

## 10.2.....Evolving the Legacy through the Future Park Project

Part of the Expo site will be developed into a park by the City of Yokohama in the future. 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 (users), it will connect people with nature and foster diverse sustainable lifestyles of coexistence with nature under the theme of the future park project "scenes of life enriched by greenery," while also forming a community that connects people with other people.

The Expo site plan and the park plan will be coordinated so that the various initiatives and activities carried out before and during the Expo will be inherited by the park after the Expo ends.

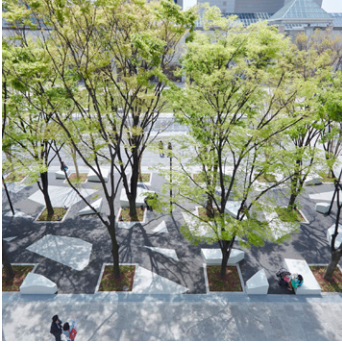


### ① Expanding Yokohama's civic power and fostering diverse communities

Over the years, the power of Yokohama's citizens to take action in the realms of flowers, greenery, agriculture, and water has been cultivated by park-supporting associations and other civic groups. Starting with the Expo's preparatory phase, that power will be harnessed to create gardens and flower beds. For example, planting flower beds with a mix of bulbs is an appealing activity that anyone can do. Planting flower beds with all sorts of Expo visitors from across Japan and the world will be a way to communicate friendship and peace through flowers and greenery.

Following the Expo, the park's diverse natural environments will be used as a setting for creating new communities and activities that preserve the bonds and collaborations that were formed among citizens, businesses, and other entities in the "Commons" and other venue areas during the Expo. As part of the Expo's legacy the park will be a place for practicing and communicating sustainable lifestyles, and for cultivating human resources and support for activities that will be carried out across Yokohama.





## ② Showcasing a model for urban coexistence with nature (building upon green infrastructure)

Expo 2027 YOKOHAMA will present a sustainable city model that uses green infrastructure, which taps into the diverse functions offered by natural environments, to incorporate into cities the autonomous recycling systems of nature. The park will preserve this model and showcase green infrastructure to Japan and the world. The park will continue capitalising on the potential of the park's natural environment, and will actively implement local recycling of energy and resources used in human activity. Efforts will be made there to reduce environmental impact, advance decarbonisation, and protect biodiversity. Moreover, the park will also be used as a place for community-building through activities such as maintenance of green infrastructure.



Source: Shutterstock

## ③ Presenting ideas for lifestyles in harmony with nature

The park will carry forward the initiatives set in motion by the Expo and serve as nexus connecting the 'citizens' forests', farms, and other natural areas of the surrounding area, offering diverse ideas for interacting with nature in ways tailored to different lifestyles. It will be planted with a wide of array of beautiful greenery and flowering plants such as cherry trees that delight visitors, provide them with learning experiences, and restore their mental and physical health through encounters with nature. The park will also provide places offering diverse experiences in a single setting that foster awareness of the connections among the plant life of the park and surrounding areas, and that inspire people to make plants a part of their daily lives, today and tomorrow.\* Those activities will be aimed at preserving Japan's *satoyama* culture—which grew out of human connections with forests, farmland, grassland, and water environments—for the future, and at helping people to live healthy and enriched lives.

\* Places offering opportunities for outdoor activities and learning about the natural environment (education on the environment, food, flowers, and more) that are open to people of all ages. The hands-on experiences will include things like: "*saien-ing*" (vegetable gardening) for bringing agriculture into everyday life; forest-related activities such as forestation projects and hiking; and flower planting.





Source: Official archives of  
The 33rd National Urban  
Greenery Fair Yokohama

#### ④ Preserving and communicating horticulture/agriculture-related culture and techniques

The park will further inherit and preserve the Expo 2027 YOKOHAMA legacy by hosting competitions and other activities that communicate horticultural culture and techniques. It will also be developed as a place that fosters human resources for horticulture by connecting academia, businesses, citizens, and various other entities, and by promoting the involvement and interaction of many different people. Moreover, it will be designed as a hub where people from amateurs to professionals can broadly learn, preserve, and communicate the techniques and culture of horticulture, landscaping, and agriculture (lifelong learning hub), with the aim of firmly implanting horticulture, landscaping, and agriculture in everyday life.



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International  
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MASTER PLAN

**Chapter 11**

**Financial Plan**

# Chapter 11 Financial Plan

Expo 2027 YOKOHAMA expenses are largely divided into site construction expenses and operational expenses.

Site construction expenses are expected to total JPY32 billion, and will be equally borne by the national government, local governments, and the private sector (one third each).

Operational expenses are expected to total JPY36 billion. Funding will be acquired via Expo ticket sales and royalties from commercial establishments (food and merchandise vendors), among other sources.

Unit: JPY billion

Income	Expenses
National government contributions Local government contributions Private sector contributions	Site construction expenses
Total: 32	Total: 32
Expo ticket sales Commercial royalties Other sources	Operational expenses
Total: 36	Total: 36

Outline of financial plan

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International  
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Yokohama, Japan  
MASTER PLAN

**Chapter 12**

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**Implementation  
Plan**



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## Chapter 12 Implementation Plan

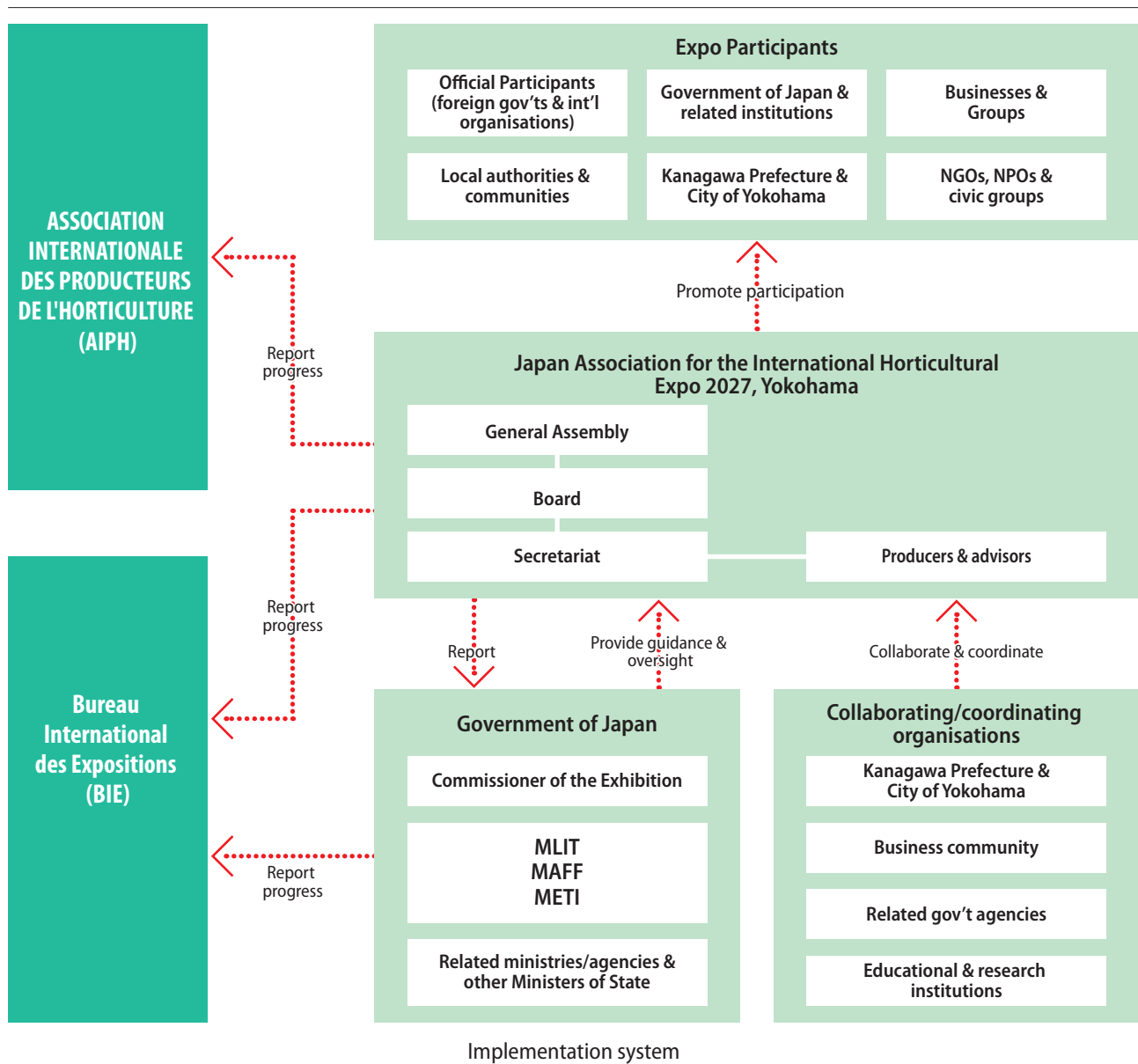
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### 12.1.....Implementation System

Expo 2027 YOKOHAMA was approved at the General Assembly of the ASSOCIATION INTERNATIONALE DES PRODUCTEURS DE L'HORTICULTURE (AIPH) held in September 2019. It was subsequently recognised as an international horticultural exhibition under the Convention Relating to International Exhibitions at the November 2022 General Assembly of the Bureau International des Expositions (BIE).

The Association was appointed as the Organiser by the Government of Japan pursuant to the Act on Special Measures Necessary for Preparing for and Managing the International Horticultural Exposition in 2027.

Under the supervision of the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), Ministry of Agriculture, Forestry and Fisheries (MAFF), and Ministry of Economy, Trade and Industry (METI), the Association will seek to construct a phased system for materialising the Expo 2027 project with the cooperation of relevant institutions, the business community, and other entities.



## 12.2.....Risk Management

As a major international event, Expo 2027 YOKOHAMA is expected to draw a tremendous number of visitors from across Japan and the world. The Association fully recognises that the hosting of an event of this magnitude is subject to a wide variety of unexpected risks, such as terrorism, natural disasters, and outbreaks of infectious diseases. The Association will accordingly identify risks early on and endeavour from the planning stage to the closing to operate the Expo in a manner that enables all participants to confidently attend and take part in the programme.

### ① Risk identification and assessment

Due to the wide variation in the nature and magnitude of the risks posed, the Association will not apply a one-size-fits-all strategy to risk management, and will instead take a comprehensive approach that assesses and prioritises the various risks according to their scope of impact and frequency, the cost effectiveness of countermeasures, and other considerations.

Risk Category	Examples
Social risks	Harmful rumours, international conflicts, infection outbreaks, food poisoning, terrorism, crime, etc.
Expo management risks	<b>Before Expo</b> Delays in land development and building construction, disruption of supply and logistics, lacklustre response to invitations, shortages in participant staffing, poor ticket sales, etc.
	<b>During Expo</b> Site crowding, traffic congestion, shortcomings in ceremony operation, insufficient accommodations, etc.
	<b>After Expo</b> Delays in exhibit removal, inability to arrange exhibit relocation, etc.
Natural disaster risks	Large-scale natural disasters, heat waves, storms, land subsidence, etc.
Information management risks	Information leaks, system failures, cyberattacks, etc.
Financial risks	Sponsor dropout, financial problems, etc.
Accident & facility failure risks	Fires, power/water outages, facility defects/failures, etc.
Intellectual property infringement risks	Counterfeiting, etc.

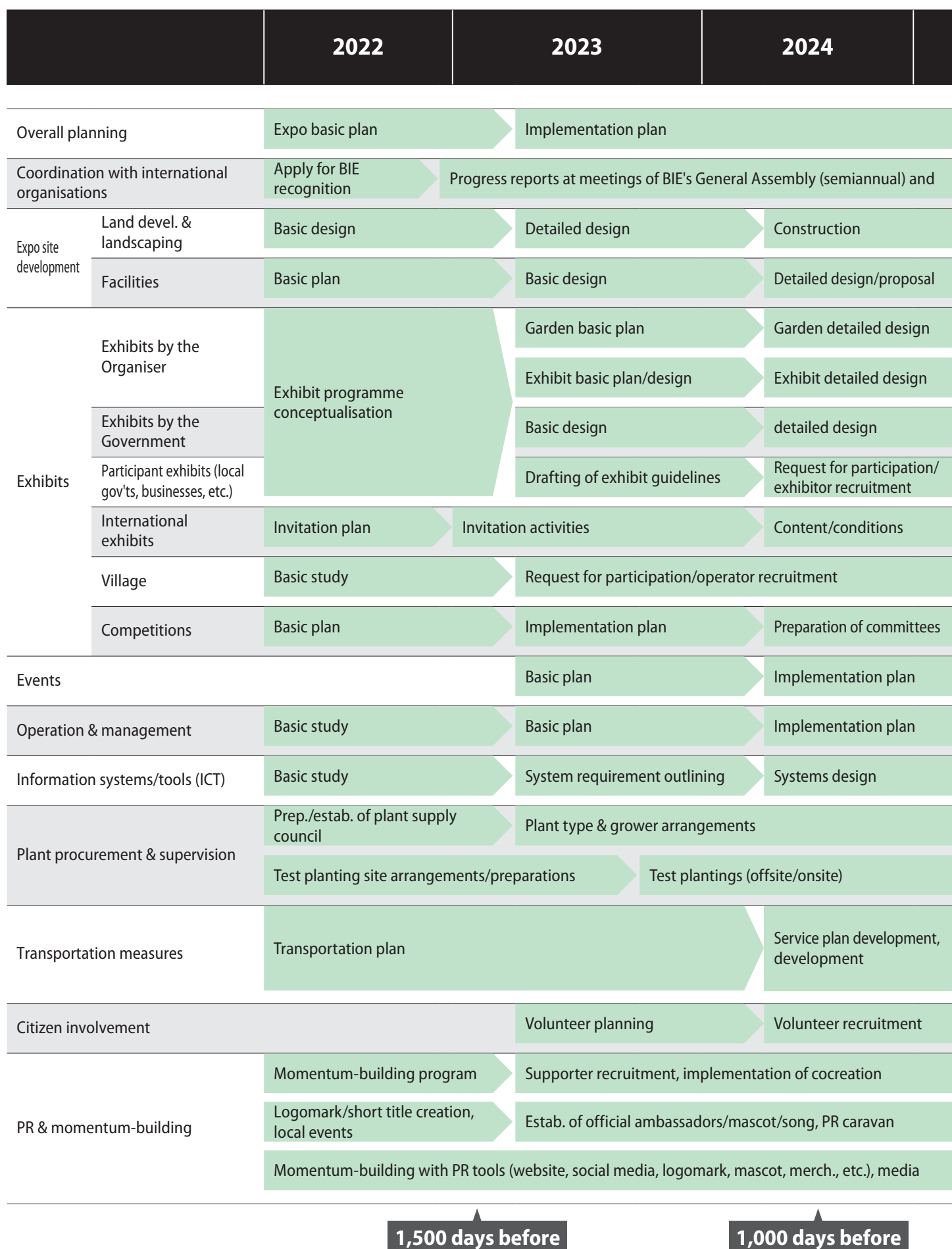
Potential risks for the Expo

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## ② Risk management system

A risk management system with a secretariat function will be developed to manage Expo-related risks. The system will be based on the Association's organisational structure and will include a supervisory organ for overseeing all risk-related matters. Risk management measures will be implemented through close coordination with Kanagawa Prefecture, the City of Yokohama, other local governments, the national government, and other relevant entities.

## 12.3.....Schedule









Bureau  
International  
des Expositions



AIPH

# International Horticultural Expo 2027, Yokohama, Japan MASTER PLAN

January 2023,  
Japan Association for the International Horticultural Expo 2027, Yokohama