

**International Horticultural Expo 2027,
Yokohama, Japan
SUSTAINABILITY COMMUNICATIONS
AND ENGAGEMENT PLAN**



March 2025

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

Table of Contents

1	Introduction.....	1
1.1	Objectives.....	1
1.2	Target audience.....	1
1.3	Message	2
1.4	Methods of communication	2
1.5	Media channels	2
2	Implementation Plan	3
2.1	Actions.....	3
2.2	Gantt chart.....	9
3	Evaluation.....	10

1 Introduction

The Japan Association for the International Horticultural Expo 2027, Yokohama (hereinafter, the “Association”) formulated the International Horticultural Expo 2027, Yokohama, Japan Master Plan (hereinafter, the “EXPO 2027 Master Plan”) in January 2023, which outlined projects that are necessary for the delivery of International Horticultural Expo 2027, Yokohama, Japan (hereinafter, “EXPO 2027 YOKOHAMA JAPAN”) and policies related to those projects, and set the theme for EXPO 2027 YOKOHAMA JAPAN as “Scenery of the Future for Happiness.”

In addition, based on the regulations, etc., of the International Association of Horticultural Producers (Association Internationale des Producteurs de l’Horticulture (hereinafter, “AIPH”)), the Association formulated the “Sustainability Strategy,” which prescribes basic policies and goals, etc., to deliver a sustainable international horticultural exhibition, and the “Sustainability Implementation Plan,” which prescribes actions, an implementation schedule, and other matters for the implementation of the Sustainability Strategy, and submitted them to AIPH in March 2024.

The Association has formulated the “Sustainability Communications and Engagement Plan” (hereinafter, the “C&E Plan”), based on matters discussed in the EXPO 2027 Master Plan, the Sustainability Strategy, and the Sustainability Implementation Plan, etc.

The Association established a panel of experts specialized in environmental, human rights and labour issues, which deliberated the Sustainability Strategy, the Sustainability Implementation Plan, the Education Plan, and the C&E Plan, etc. Information on the expert panel is available on the Association’s website (<https://expo2027yokohama.or.jp/>) (Japanese only).

In the formulation of the C&E Plan, the Association has defined matters required by AIPH, namely, the aim, target audiences, actions to be taken for the target audiences emphasised by AIPH, message to be communicated, methods of communication, and media channels as follows.

1.1 Objectives

The aim of the C&E Plan is to deliver the theme and sustainability message of EXPO 2027 YOKOHAMA JAPAN to audiences such as visitors, citizens and communities through various media channels and two-way communication.

1.2 Target audience

In the C&E Plan, we have set target audiences from the following nine types of stakeholders who will play an important role in the success of EXPO 2027 YOKOHAMA JAPAN: “Visitors,” “Exhibitors, etc.,” “Volunteers,” “Citizens and communities,” “NPOs/ NGOs,” “Businesses,” “Experts, etc.,” “Governments and municipalities,” and “Association personnel and operation staff, etc.”

We will take the following actions for the three target audience segments that are emphasised by AIPH, namely, “Expo visitors,” “Citizens and nationals of the host city and country,” and “International audience.” Stakeholders who fall under the target segment of “Citizens and nationals of the host city and country” and “International audience” are “Citizens and communities.”

For “Expo visitors,” we will take actions such as conveying information through the official website and social media, etc., and utilizing the official mascot.

For “Citizens and nationals of the host city and country,” we will take actions such as hosting a 1000-days-to-go event, cooperating with events such as the National Urban Greening Fair, and promoting public participation activities.

For “International audience,” we will take actions such as conveying information through the official website and social media, etc., and formulating sustainability reports and reporting to AIPH.

1.3 Message

The Association will deliver the theme of “Scenery of the Future for Happiness” as its sustainability message through EXPO 2027 YOKOHAMA JAPAN.

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

1.4 Methods of communication

The Association will deliver its sustainability message through the following four types of communication activities that are described in “Chapter 9 Communications Plan” of the EXPO 2027 Master Plan: communication activities, promotional activities, collaborative/support activities, and educational activities, etc.

1.5 Media channels

The Association will convey information through its official website and social media, etc., and in cooperation with mass media such as newspapers, magazines, television and radio.

2 Implementation Plan

2.1 Actions

The Sustainability Implementation Plan describes the actions to be taken to achieve each objective set forth in the Sustainability Strategy. The following table shows 25 actions in total, including the objectives and actions listed in the Sustainability Implementation Plan that are related to sustainability C&E, and additional actions that have been identified in the formulation of the C&E Plan.

For each action, “Purpose,” “Responsible/Accountable,” “Method,” “Message,” “Main target audience,” “Target audience numbers,” “Timeline (how often, when),” etc., are listed.

Listed item	Description
Purpose	Purpose of action
Responsible/Accountable	Person(s) responsible/accountable for taking the action
Method	Method of action
Message	Message to be conveyed to main target audiences through the action
Main target audience	Main target audiences for the action
Target audience numbers	Defined number of target audiences
Timeline (how often, when)	Timeline for taking the action (how often, when, etc.)

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)
Adopt universal design to the EXPO site plan	9-3-1	Formulate and promote accessibility guidelines	Formulate and promote guidelines to design and develop the site that ensures a safe and comfortable experience for all	The Association	Formulate accessibility guidelines, and design, develop, and operate the site in accordance with the guidelines	Deliver an expo that ensures a safe and comfortable experience for all	(Expo construction and facility management personnel) Exhibitors, etc., Businesses, Association personnel and operation staff, etc.	Not calculated	- Timing of the review meeting and the formulation of accessibility guidelines: FY2024 - Design, develop and operate in accordance with the guidelines during the periods of preparation and delivery
Provide information for international participants (official participants)	10-1-3	Formulate and communicate various regulations and guidelines for international participants (official participants)	Formulate various regulations and guidelines, and share the overview of EXPO 2027 YOKOHAMA JAPAN, and information regarding exhibitions and competitions, various applications and procedures, and suppliers, etc.	The Association	Provide information using the webpage for official participants and other sources	Propose Japan's model for achieving a future society founded on coexistence with nature, and share the significance of EXPO 2027 YOKOHAMA JAPAN	Exhibitors, etc. (official participants)	Approximately 70 foreign governments and international organisations	- Formulation and communication of various regulations and guidelines: 2022-
Formulate a sustainability report and report to AIPH	12-2-1	Formulate a pre-event sustainability report and report to AIPH	Record sustainability-related activities, etc., conducted through EXPO 2027 YOKOHAMA JAPAN in a report, and preserve it as an international legacy	The Association	Formulate a report and report to AIPH	Preserve it as a legacy by formulating a report and reporting to AIPH, etc.	All stakeholders	Not calculated	- Formulation of a report and reporting to AIPH: By September 2026
Formulate a sustainability report and report to AIPH	12-2-2	Formulate a post-event sustainability report and report to AIPH	Record sustainability-related activities, etc., conducted through EXPO 2027 YOKOHAMA JAPAN in a report, and preserve it as an international legacy	The Association	Formulate a report and report to AIPH	Preserve it as a legacy by formulating a report and reporting to AIPH, etc.	All stakeholders	Not calculated	- Formulation of a report and reporting to AIPH: By December 2027
Formulate a sustainability report and report to AIPH	12-2-3	Formulate a sustainability and legacy report and report to AIPH	Record sustainability-related activities, etc., conducted through EXPO 2027 YOKOHAMA JAPAN in a report, and preserve it as an international legacy	The Association	Formulate a report and report to AIPH	Preserve it as a legacy by formulating a report and reporting to AIPH, etc.	All stakeholders	Not calculated	- Formulation of a report and reporting to AIPH: By September 2030
(Additional)	add-0-1	Provide training to Association personnel	Provide sustainability training and other types of training to Association personnel to raise their awareness	The Association	Provide training	Provide sustainability training and other types of training to raise awareness	(Expo construction and facility management personnel) Association personnel	Not calculated	- Training for newly assigned personnel: Upon arrival, etc. - Theme-based training: As needed
(Additional)	add-0-3	Convey information on the official website	Convey information such as an overview of the EXPO and current status of its consideration to audiences including overseas audience	The Association	Enrich the contents such as the EXPO's overview and status of consideration, information related to exhibitions and participation of businesses, etc., and sustainability-related information, and actively deliver information	Update to an accessible, usable, and easy-to-browse website that is aligned with the design of the official logo mark	All stakeholders	Not calculated	- Convey information on the official website in a timely manner

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)
(Additional)	add-0-4	Effectively use official social media accounts	Increase the brand image and recognition of EXPO 2027 YOKOHAMA JAPAN and promote cooperation with citizens through the effective use of official social media accounts	The Association	Convey information by effectively using official social media accounts	Work on increasing the recognition of EXPO 2027 YOKOHAMA JAPAN and build momentum through the effective use of official social media accounts	All stakeholders	Not calculated	- Convey information by effectively using official social media accounts in a timely manner
(Additional)	add-0-5	Build momentum through official ambassador	Build momentum for EXPO 2027 YOKOHAMA JAPAN with official ambassador	The Association	Invite official ambassador to press conferences and other events to convey information	Build momentum for EXPO 2027 YOKOHAMA JAPAN with official ambassador	All stakeholders	Not calculated	- Announcement of the appointment of official ambassador: September 19, 2023 - Momentum building by official ambassador: Throughout the EXPO period
(Additional)	add-0-6	Effectively use the official mascot	Effectively use the official mascot as a “Communicator Nurturing New Relationships Between Humans and Nature” to build momentum	The Association	Effectively use the official mascot to build momentum	A Communicator Nurturing New Relationships Between Humans and Nature	All stakeholders	Not calculated	- Announcement of the official mascot/ Solicitation of names for the mascot: March 19, 2024 - Decision on the mascot name “Tunku Tunku”: June 22, 2024 - Use of the mascot: Throughout the EXPO period
(Additional)	add-0-7	Cooperate with the National Urban Greening Fair	Cooperate with the National Urban Greening Fair, which is deeply related to horticultural expos, to build momentum, for example, by displaying an exhibition of the Association	The Association, Governments and municipalities	Cooperate with fairs and display exhibitions, etc.	Cooperate with the Fair under its fundamental principle, “Create Green Cities.”	Visitors, Exhibitors, etc., Citizens and communities	Visitors of the Sendai Fair: 1,157,000 visitors	- The Sendai Fair: From April 26 to Jun 18, 2023 - The Kawasaki Fair: From October 19 to November 17, 2024 From March 22 to April 13, 2025 - Cooperation with future fairs: Throughout the EXPO period
(Additional)	add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)	Cooperate with the 20th anniversary project of “PACIFIC FLORA 2004”, which was held in 2004 as an AIPH-approved horticultural expo, to build momentum for EXPO 2027 YOKOHAMA JAPAN	The Association, Governments and municipalities	Build momentum for EXPO 2027 YOKOHAMA JAPAN at Hamanako Flower Expo 2024	Build momentum for EXPO 2027 YOKOHAMA JAPAN at Hamanako Flower Expo 2024	Visitors, Exhibitors, etc., Citizens and communities	Visitors: Approximately 1 million visitors	- Cooperation with future fairs: Throughout the EXPO period
(Additional)	add-0-9	Cooperate with Garden Necklace Yokohama	Cooperate with Garden Necklace Yokohama, which is an annual event hosted by Yokohama City, etc., to build momentum for EXPO 2027 YOKOHAMA JAPAN	The Association, Governments and municipalities	Implement programs in collaboration with Garden Necklace Yokohama	Expand flower and greenery initiatives ahead of EXPO 2027 YOKOHAMA JAPAN	Visitors, Exhibitors, etc., Citizens and communities	Not calculated	- Participation in Garden Necklace Yokohama 2024: May 3 to June 9, 2024 - Future cooperation with Garden Necklace Yokohama: Throughout the EXPO period

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)
(Additional)	add-0-10	Cooperate with Yokohama Flower & Garden Festival	Cooperate with Yokohama Flower & Garden Festival (hereinafter, the “Yokohama Flower Festival”), which is scheduled to be held every year, to build momentum	The Association, Governments and municipalities, Businesses	Implement projects in collaboration with Yokohama Flower Festival	Promote floriculture and horticulture industries through a new and one of the largest horticultural events	Visitors, Exhibitors, etc., Citizens and communities	Visitors: Approximately 35,000 visitors	- Participation in Yokohama Flower Festival: May 3-6, 2024 - Cooperation with future festivals: Throughout the EXPO period
(Additional)	add-0-11	Host a 1000-days-to-go event	A kick-off event with a number of participants from Japan and overseas, with the aim of creating an expo together with citizens by enabling them to participate in various ways	The Association	Host programs such as workshops, events on stage, and exhibitions	Kick-off event with participation of citizens Two-day gathering to create the “Scenery of the Future for Happiness”	Visitors, Exhibitors, etc., Citizens and communities	Visitors: Approximately 30,000 visitors	- Dates of the event: June 22-23, 2024
(Additional)	add-0-12	Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.	As a public participation activity, students, etc., of Yokohama Seya Senior High School work with relevant organisations to carry out the “Flower Road Project” to plant flowers along the 1.5 km road stretching from Seya Station to the site of EXPO 2027 YOKOHAMA JAPAN, with the aim of building momentum for the EXPO	Citizens and communities	Plant flowers on the road stretching from Seya Station to the site of EXPO 2027 YOKOHAMA JAPAN	Make flowers bloom in Seya! Pass it to GREEN×EXPO 2027!	Citizens and communities (students, teachers and school personnel, etc.)	The 5th Project: Approximately 250 people	- The 5th Project: December 10, 2023
(Additional)	add-0-13	Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools	Provide opportunities for participants to learn about EXPO 2027 YOKOHAMA JAPAN and actively engage in the project, with the aim of developing leaders of tomorrow who will lead the future of flowers, greenery, agriculture, and food	The Association, Citizens and communities	Carry out activities to learn about the theme of EXPO 2027 YOKOHAMA JAPAN and come up with ideas for the EXPO	Co-creation project for the future launched by students from five Kanagawa prefectural agricultural senior high schools	Citizens and communities (students, teachers and school personnel, etc.)	High school members: 49 students	- Launch of the Club: December 8, 2023 - Presentation session: June 17, 2024 - Future activities: Throughout the EXPO period
(Additional)	add-0-14	Cooperate with the Yokohama Future Creation Conference	Taking the opportunity of EXPO 2027 YOKOHAMA JAPAN, young people who will lead the next generation discuss ways to achieve environment-friendly lifestyles and society, and create opportunities to take actions, with the aim of conveying information at GREEN×EXPO 2027 and realise a new green society	Governments and municipalities	Cooperate with the Yokohama Future Creation Conference	Create GREEN×EXPO 2027 with young people who will lead the next generation, and connect their sensibilities and ideas to the future of Yokohama	Citizens and communities (students, youth, etc.)	Members of the Yokohama Future Creation Conference: Approximately 120 members	- Kick-off event: December 10, 2023 - Full-scale flag-up event: July 30, 2024 - Interim presentation session: October 8, 2024 - Workshop: Once a month
(Additional)	add-0-15	Hold a university co-creation forum	Share EXPO 2027 YOKOHAMA JAPAN’s vision and forms of co-creation with university personnel across the country, and promote their understanding on participation and cooperation of universities in exhibitions, etc., and participation of students	The Association	Host an online forum	Use the forum as an opportunity to promote participation and cooperation of universities in exhibitions, etc., and participation of students	Citizens and communities (students, teachers and school personnel, etc.)	Not calculated	- Dates of the forum: May 31 and June 5, 2024

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)
(Additional)	add-0-16	Use a concept book for the education program	Promote the recognition that EXPO 2027 YOKOHAMA JAPAN is a suitable opportunity for inquiry-based learning for children and students, and that it is an optimal choice for educational field trips and interactive learning experience	The Association	Promote the use of the concept book in the classroom by conveying information to the boards of education across the country, posting information on the official website, and conducting other PR activities	EXPO 2027 YOKOHAMA JAPAN aims to foster children's ability to think on their own and imagine, and trigger new values and behavioural change	Visitors, Citizens and communities (children, students, school personnel, etc.)	Not calculated	- Release of the concept book: November 2024 - Use of the concept book: Throughout the EXPO period
(Additional)	add-0-17	Promote public participation activities that use "the official logo mark with a support message"	Raise the sense of participation in the EXPO by creating "the official logo mark with a support message" that can be used in public participation activities (with participation of individuals, organisations, and educational organisations, etc.)	The Association	Solicitation of public participation activities: July 2024 -	Expand the circle of support and increase the sense of unity with the public	Citizens and communities, NPOs/NGOs, Businesses	Not calculated	- Solicitation of public participation activities: July 2024 -
(Additional)	add-0-18	Promote citizens' participation as volunteers, etc.	Raise environmental awareness through volunteer activities that are unique to horticultural expo	The Association	Promote citizens' participation as volunteers, etc.	Embody "GREEN×EXPO co-created with citizens" and aim to create a legacy with citizens that will last beyond EXPO 2027 YOKOHAMA JAPAN	Volunteers, Citizens and communities, NPOs/NGOs	Estimated number of volunteers: 8,000 people	- Solicitation of volunteers: FY2025- - Volunteers will operate the venue during the EXPO period
(Additional)	add-0-20	Convey information through exhibitions by official participants (foreign governments and international organisations)	Convey diverse gardening cultures, food and agricultural cultures, and environmental initiatives of the world through exhibitions by different countries and international organisations	The Association, Exhibitors, etc. (official participants)	Convey information through exhibitions by official participants and special days/national days, etc.	Each country and organisation will showcase their technology, culture and knowledge related to various fields, and contribute to the development of initiatives related to floriculture and landscaping industries, food and agriculture, and environment	Visitors	Paying visitors: 10 million visitors or more	- Convey information through exhibitions by official participants during the EXPO period
(Additional)	add-0-21	Convey information through exhibitions of flowers and greenery	Exhibit garden works and products of exhibitors, and convey their techniques and appeal to the world through competitions	The Association, Exhibitors, etc.	Convey information through exhibitions of flowers and greenery and competitions, etc.	Convey techniques and appeal of horticulture of Japan	Visitors	Paying visitors: 10 million visitors or more	- Convey information through exhibitions of flowers and greenery during the EXPO period
(Additional)	add-0-22	Convey information through the Village exhibitions	Showcase the integration of the power of GREEN and industrial activities, and create the "Scenery of the Future for Happiness," which is the theme for EXPO 2027 YOKOHAMA JAPAN	The Association, Exhibitors, etc.	Convey information through the Village exhibitions	Showcase the integration of the power of GREEN and industrial activities	Visitors	Paying visitors: 10 million visitors or more	- Convey information through the Village exhibitions during the EXPO period

To clarify which stakeholders are included in the main target audience, we listed each action with relevant audiences in the following table. The main target audience segments listed in the table above are marked with Check marks (✓) in the table below.

ID	Actions	Main target audience								
		Visitors	Exhibitors, etc.	Volunteers	Citizens and communities	NPOs/NGOs	Businesses	Experts, etc.	Governments and municipalities	Association personnel and operation staff, etc.
9-3-1	Formulate and promote accessibility guidelines	-	✓	-	-	-	✓	-	-	✓
10-1-3	Formulate and communicate various regulations and guidelines for international participants (official participants)	-	✓	-	-	-	-	-	-	-
12-2-1	Formulate a pre-event sustainability report and report to AIPH	✓	✓	✓	✓	✓	✓	✓	✓	✓
12-2-2	Formulate a post-event sustainability report and report to AIPH	✓	✓	✓	✓	✓	✓	✓	✓	✓
12-2-3	Formulate a sustainability and legacy report and report to AIPH	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-0-1	Provide training to Association personnel	-	-	-	-	-	-	-	-	✓
add-0-3	Convey information on the official website	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-0-4	Effectively use official social media accounts	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-0-5	Build momentum through official ambassador	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-0-6	Effectively use the official mascot	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-0-7	Cooperate with the National Urban Greening Fair	✓	✓	-	✓	-	-	-	-	-
add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)	✓	✓	-	✓	-	-	-	-	-
add-0-9	Cooperate with Garden Necklace Yokohama	✓	✓	-	✓	-	-	-	-	-
add-0-10	Cooperate with Yokohama Flower & Garden Festival	✓	✓	-	✓	-	-	-	-	-
add-0-11	Host a 1000-days-to-go event	✓	✓	-	✓	-	-	-	-	-
add-0-12	Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.	-	-	-	✓	-	-	-	-	-
add-0-13	Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools	-	-	-	✓	-	-	-	-	-
add-0-14	Cooperate with the Yokohama Future Creation Conference	-	-	-	✓	-	-	-	-	-
add-0-15	Hold a university co-creation forum	-	-	-	✓	-	-	-	-	-
add-0-16	Use a concept book for the education program	✓	-	-	✓	-	-	-	-	-
add-0-17	Promote public participation activities that use “the official logo mark with a support message”	-	-	-	✓	✓	✓	-	-	-
add-0-18	Promote citizens’ participation as volunteers, etc.	-	-	✓	✓	✓	-	-	-	-
add-0-20	Convey information through exhibitions by official participants (foreign governments and international organisations)	✓	-	-	-	-	-	-	-	-
add-0-21	Convey information through exhibitions of flowers and greenery	✓	-	-	-	-	-	-	-	-
add-0-22	Convey information through the Village exhibitions	✓	-	-	-	-	-	-	-	-

2.2 Gantt chart

The following Gantt chart shows the timeline for the implementation of each action provided in “2.1 Actions.”

ID	Actions	FY2023	FY2024	FY2025	FY2026	FY2027	FY2028
9-3-1	Formulate and promote accessibility guidelines						
10-1-3	Formulate and communicate various regulations and guidelines for international participants (official participants)						
12-2-1	Formulate a pre-event sustainability report and report to AIPH						
12-2-2	Formulate a post-event sustainability report and report to AIPH						
12-2-3	Formulate a sustainability and legacy report and report to AIPH						
add-0-1	Provide training to Association personnel						
add-0-3	Convey information on the official website						
add-0-4	Effectively use official social media accounts						
add-0-5	Build momentum through official ambassador						
add-0-6	Effectively use the official mascot						
add-0-7	Cooperate with the National Urban Greening Fair						
add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)						
add-0-9	Cooperate with Garden Necklace Yokohama						
add-0-10	Cooperate with Yokohama Flower & Garden Festival						
add-0-11	Host a 1000-days-to-go event						
add-0-12	Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.						
add-0-13	Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools						
add-0-14	Cooperate with the Yokohama Future Creation Conference						
add-0-15	Hold a university co-creation forum						
add-0-16	Use a concept book for the education program						
add-0-17	Promote public participation activities that use “the official logo mark with a support message”						
add-0-18	Promote citizens’ participation as volunteers, etc.						
add-0-20	Convey information through exhibitions by official participants (foreign governments and international organisations)						
add-0-21	Convey information through exhibitions of flowers and greenery						
add-0-22	Convey information through the Village exhibitions						

3 Evaluation

The following table shows the “Dates,” “Number of audience members reached,” and “Overall comments (what went well and what could be improved)” for actions in “2 Implementation Plan” that have been implemented at the time of the formulation of the C&E Plan.

Listed item	Description
Dates	Dates the action was implemented
Number of audience members reached	Number of audience members reached through the action
Overall comments - what went well - what could be improved	Overall comments on the action (what went well and what could be improved)

ID	Actions	Dates	Number of audience members reached	Overall comments - what went well - what could be improved
9-3-1	Formulate and promote accessibility guidelines	- Date of the review meeting: FY2024	Not calculated	- We have held a review meeting and are considering guidelines based on the opinions of academic experts and parties involved, etc.
10-1-3	Formulate and communicate various regulations and guidelines for international participants (official participants)	- Formulation of the General Regulations: Approved by BIE in November 2022 - Formulation of the Special Regulations: Approved by BIE in June 2023 or after	Not calculated	- We have formulated and communicated various regulations and guidelines, etc. and have been able to provide information to overseas participants (official participants) in an appropriate manner
add-0-1	Provide training to Association personnel	- Training for newly assigned personnel: Upon arrival	Not calculated	- We provided sustainability training and other types of training to newly assigned personnel of the Association
add-0-3	Convey information on the official website	- Convey information on the official website in a timely manner	Not calculated	- We conveyed an overview of the EXPO overview and current status of consideration, information related to exhibitions and participation of businesses, etc., and sustainability-related information to audiences including overseas audience - We will work on further enriching contents and conveying more information
add-0-4	Effectively use official social media accounts	- Convey information by effectively using official social media accounts in a timely manner	Followers of the official social media account (Instagram): Approximately 13,000 followers (As of February 28, 2025)	- We have been able to convey information on events and initiatives of the Association using the official social media accounts - We will work on further enriching contents and conveying more information

ID	Actions	Dates	Number of audience members reached	Overall comments - what went well - what could be improved
add-0-5	Build momentum through official ambassador	- Announcement of the appointment of official ambassador: September 19, 2023 - Momentum building by official ambassador: Throughout the EXPO period	Not calculated	- Actor Mana Ashida, who is popular across all generations as a representative of future generations, has been appointed as an official ambassador
add-0-6	Effectively use the official mascot	- Announcement of the official mascot/ Solicitation of names for the mascot: March 19, 2024 - Decision on the mascot name "Tunku Tunku": June 22, 2024 - Use of the mascot: Throughout the EXPO period	Number of ideas received for the mascot name: 6,076 ideas	- As we received 6,076 ideas for the mascot name, we were able to build momentum for the EXPO with various media coverage - We will effectively use the official mascot to build more momentum
add-0-7	Cooperate with the National Urban Greening Fair	- Cooperation with and exhibition at the Sendai Fair: From April 26 to June 18, 2023 - Cooperation with and exhibition at the Kawasaki Fair: From October 19 to November 17, 2024	Visitors to the Sendai Fair: 1,157,000 visitors	- We cooperated with the fair and displayed our exhibition to build momentum for EXPO 2027 YOKOHAMA JAPAN
add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)	- Cooperation with Hamanako Flower Expo 2024: March 23 - June 16, 2024	Visitors: Approximately 1 million visitors	- We participated in an on-stage event to build momentum for EXPO 2027 YOKOHAMA JAPAN
add-0-9	Cooperate with Garden Necklace Yokohama	- Participation in Garden Necklace Yokohama 2024: May 3 to June 9, 2024	Not calculated	- We built momentum for EXPO 2027 YOKOHAMA JAPAN, for example, by implementing programs in collaboration with Garden Necklace Yokohama
add-0-10	Cooperate with Yokohama Flower & Garden Festival	- Participation in Festival: May 3-6, 2024	Visitors: Approximately 35,000 visitors	- We built momentum for EXPO 2027 YOKOHAMA JAPAN, for example, by implementing programs in collaboration with Festival
add-0-11	Host a 1000-days-to-go event	- Dates of the event: June 22-23, 2024	Visitors: Approximately 30,000 visitors	- With approximately 30,000 people visiting the event, we built momentum for EXPO 2027 YOKOHAMA JAPAN
add-0-12	Cooperate with the "Flower Road Project" carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.	- The 5th Project: December 10, 2023 - We introduced our activities at the 1000-days-to-go press conference on June 22, 2024	The 5th Project: Approximately 250 people	- We built momentum through public participation activities carried out by local high schools, etc.
add-0-13	Promote "GREEN LEADERSHIP CLUB," a co-creation project with Kanagawa prefectural agricultural senior high schools	- Launch of the Club: December 8, 2023 - Presentation session: June 17, 2024 - Cooperation with and exhibition at the Kawasaki Fair: From October 19 to November 17, 2024	High school members: 49 students	- Students from each high school made presentations and exchanged opinions with the management and staff of the Association - We cooperated with the fair and displayed our exhibition to build momentum for EXPO 2027 YOKOHAMA JAPAN

ID	Actions	Dates	Number of audience members reached	Overall comments - what went well - what could be improved
add-0-14	Cooperate with the Yokohama Future Creation Conference	<ul style="list-style-type: none"> - Kick-off event: December 10, 2023 - Full-scale flag-up event: July 30, 2024 - Interim presentation session: October 8, 2024 - Workshop: Once a month 	Members of the Yokohama Future Creation Conference: Approximately 120 members	- Young people are taking the initiative to voluntarily carry out subcommittee activities, expanding the circle of support
add-0-15	Hold a university co-creation forum	- Dates of the forum: May 31 and June 5, 2024	Participants: 29 universities, 48 members	- Through the forum, we were able to gain the understanding of relevant parties regarding the participation and cooperation, etc. of universities
add-0-16	Use a concept book for the education program	- Release of the concept book: November 2024	Not calculated	- We were able to release the concept book and provide children and students with opportunities for inquiry-based learning
add-0-17	Promote public participation activities that use “the official logo mark with a support message”	- Solicitation of public participation activities: July 2024 -	Number of registrations: 65 registrations (As of February 28, 2025)	- We have been able to expand the circle of support through public participation activities and increase the sense of unity with the public