

PLAY TRUE 2020

Living Legacy

Creating the Future through Diverse Values of Sport
- Relaying the Living Legacy into the Future -



1

INTRODUCTION

PLAY TRUE 2020

2 PLAY TRUE 2020, Sport for Tomorrow

PLAY TRUE Creators

- 4 Athletes
- 5 Clean Sport Community
- 6 Youth
- 7 Public

PLAY TRUE Planet: SPORT & ART

8 SPORT & ART: TRUTH in Sport and ME

2

FOR FUTURE

Journey

10 PLAY TRUE 2020 Paths

Messages

- 12 Dr. MUROFUSHI Koji, Commissioner, Japan Sports Agency (JSA)
Mr. Witold Bańka, President, World Anti-Doping Agency (WADA)
- 13 Prof. SUZUKI Hidenori, Chair, Japan Anti-Doping Agency (JADA)

3

OUTPUTS

PLAY TRUE 2020 Overview

- 15 Sport for Tomorrow
- International sport contribution legacy project for Tokyo2020 -
- 16 Mission - Living legacy into the future with true value of sport -
- 17 Vision & Strategy

Opportunities

- 18 PLAY TRUE Relay
- 20 Clean Sport Partnerships with International Federations (IFs):
Education and Athletes Engagement
- 21 Clean Sport Partnerships for Clean Tokyo2020 Games: Information Provision

Contents

- 22 Real Champion Education Package
- 24 Development of Future Leaders with the Real Champion Education Package
- 25 Social Science Research and Evidence-Based Education
Synergies created with SFT Consortium Member Organisations

Resources

- 26 International Anti-Doping Seminar
- 28 The Global Promotion of Clean Sport:
International Conferences and Seminars
- 29 Capacity Development





PLAY TRUE 2020, Sport for Tomorrow

Sport for Tomorrow (SFT) is the legacy project of the Tokyo2020 Olympic and Paralympic Games. SFT is the international contribution through sport initiative led by the Government of Japan.

"PLAY TRUE 2020" is one of the three core pillars of SFT project.

The three core pillars are:

- 1) International cooperation and exchange through sport
- 2) Academy for Tomorrow's Leaders in Sport
- 3) "PLAY TRUE 2020" - Global Development of Anti-Doping Movement

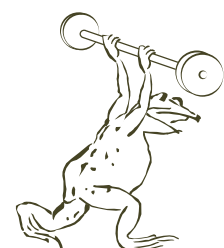
PLAY TRUE 2020 first began shortly after Tokyo was awarded to host the Tokyo2020 Games in 2013. Since then, the Japan Anti-Doping Agency (JADA) has been commissioned by the Government of Japan to create a legacy under PLAY TRUE 2020. From the beginning, JADA has aimed to relaying the legacy created through PLAY TRUE 2020 into the future as a 'living legacy'.

This is the first time in the history of the Games that anti-doping and Clean Sport have been positioned as the core pillar of the Games' legacy project. JADA has closely worked for legacy with the World Anti-Doping Agency (WADA), the Tokyo Organising Committee of the Olympic and Paralympic Games, the International Olympic Committee (IOC), the International Paralympic Committee (IPC), the International Testing Agency (ITA), international sport federations, national and regional anti-doping organisations, and various educational institutions, as well as with athletes and sport lovers around the world.

PLAY TRUE 2020 is committed to sending positive messages on the TRUE VALUE of SPORT as 'TRUTH in Sport, TRUTH in ME'.



The values of sport are in bloom!



Communicating the Values of Sport Together

"PLAY TRUE Creators" have relayed the values of sport and created legacy together.



Protecting the TRUTH in Sport Athletes

Clean Sport Community

Developing clean and fair sport environment



Youth

Developing the leaders with sport values in mind



Bringing diverse values of sport in life and society

Public

SPORT & ART: TRUTH in Sport and ME



The "PLAY TRUE Planet: SPORT & ART" legacy booth was exhibited during the Tokyo2020 Paralympic Games at the Tokyo Waterfront City's FAN ARENA organised by the Tokyo Organising Committee of the Olympic and Paralympic Games.

* During the Olympic Games, their public booth was cancelled as they were held without any spectators, and the public viewing sites, such as Yoyogi Park, were cancelled.



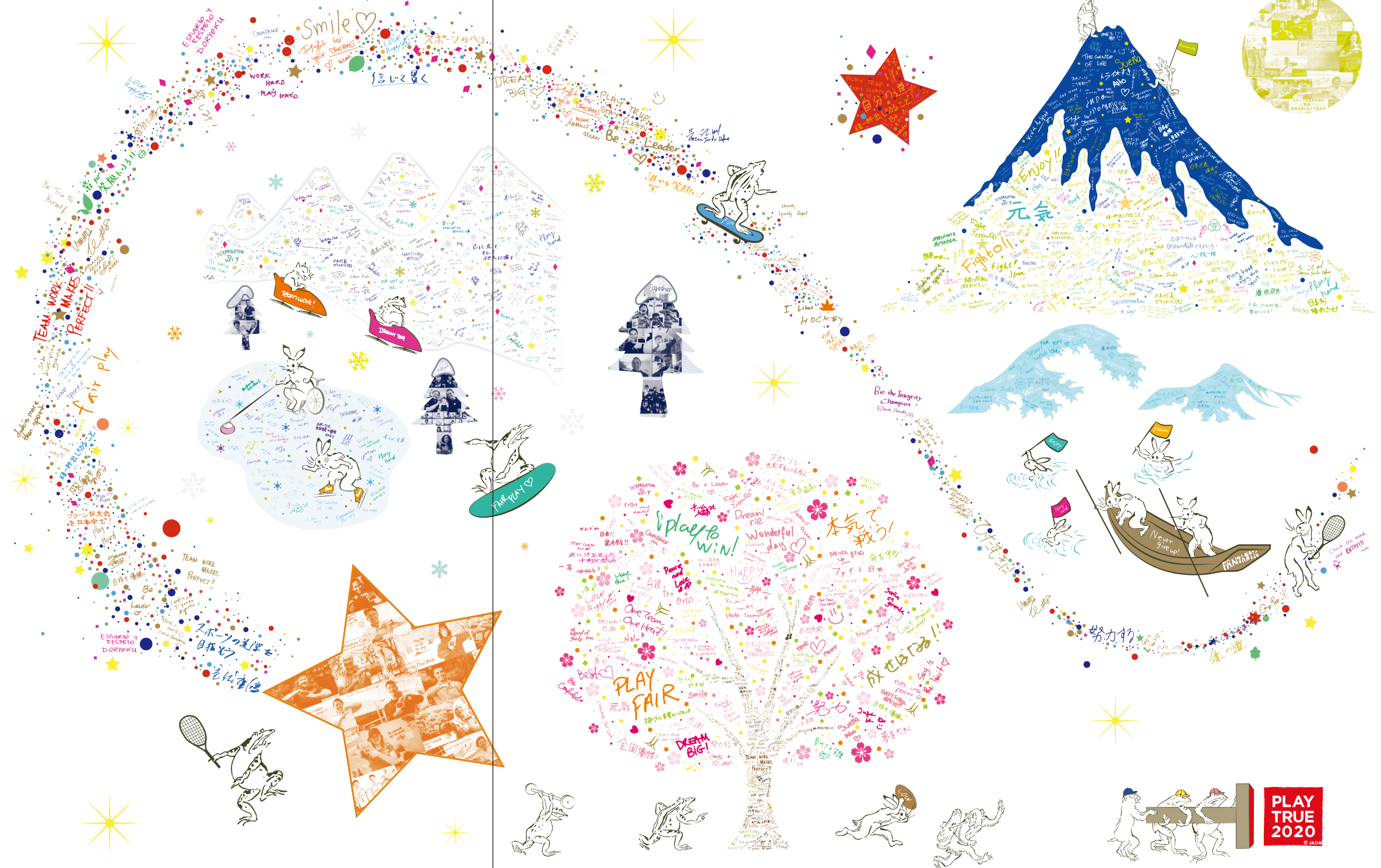
This booth served as the base for sport values. Exhibited was a Work of Art, unique in the world, that are integrated all the messages on the "values of sport" and photos of people taking the 'filter pose' that symbolizes the "true heart to sport and to myself", collected through the i-PLAY TRUE Relay project.

The booth was operated by the PLAY TRUE Creators, including the Olympians, Paralympians, and university students from SFT Consortium members. The PLAY TRUE Creators engaged the booth visitors to experience the joy of sport and exercise through the contactless activities.

The visitors had opportunities to see the messages on the values of sport from athletes and the public of various ages and background from the world. They exchanged their sport experiences and their views towards sport with the Olympians and Paralympians.

As the visitors walked and talked through the booth, they experienced, exchanged, and were exposed to the values of sport. Eventually, they transmitted their "true value of sport" messages to the PLAY TRUE Planet.

Instantly, their messages were integrated on the spot with other messages from the world, and transformed into ART.



Access!



◀ SPORT & ART created by everyone
<https://playtrue2020-sp4t.jp/sport-art/en/>



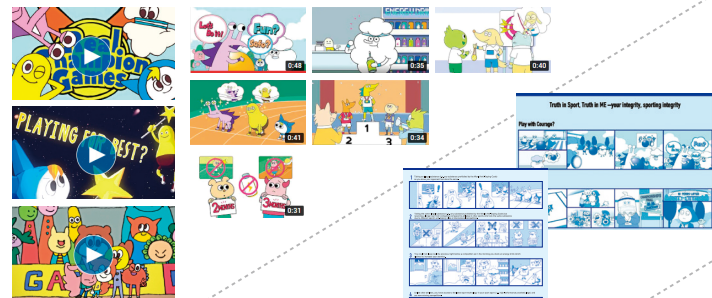
◀ The PLAY TRUE Planet website for transmitting your message
<https://playtrueplanet.jp/>



PLAY TRUE 2020 Paths

Education materials were developed. A variety of activities that protect and develop the values of sport were carried out in collaboration with anti-doping organisations and International Federations. Athletes have been engaged throughout PLAY TRUE 2020 journey.

Manga Movie Series



PLAY TRUE Relay launched

2014

PLAY TRUE 2020 launched

Tokyo2020 bid won



International Conference on the Pharmaceutical Industry and the Fight against Doping

2015

Real Champion Education Package



International Athlete Forum for 2020

2016

New MOI created



PLAY TRUE 2020 WEEK in Sapporo



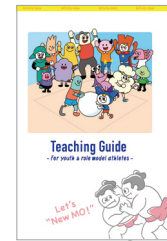
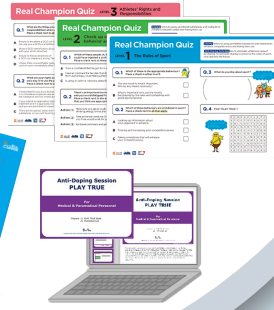
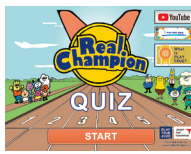
MOU signed by SEARADO x Tokyo2020 x JADA

2017

2018

2019

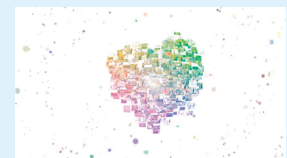
2020



DAISY



PLAY TRUE Planet: Web platform



i-PLAY TRUE Relay launched

2019



NOC/NPC, Medical Open Days



IF Partnerships

SPORT & ART



Values of sport as Work of Art
Everyone's TRUTH messages and photos transformed.

2021



WADA ExCo meeting and International Seminar



Rugby World Cup 2019



Thailand



Brunei



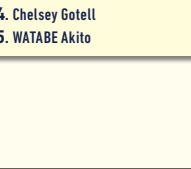
Malaysia



Jordan



Brunei



Russia



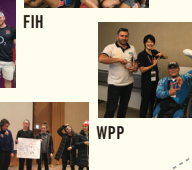
Philippines



Thailand



Brunei



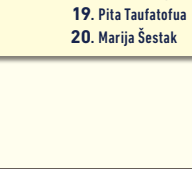
Malaysia



Jordan



Brunei



Russia



Philippines



Thailand



Brunei



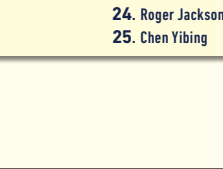
Malaysia



Jordan



Brunei



Russia



MOU signed with Central Asia RADO



MOU with West Asia RADO



MOU signed by SEARADO x Tokyo2020 x JADA



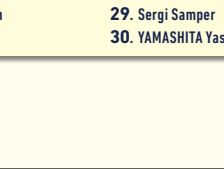
MOU signed by JADA



MOU signed with WADA



MOU signed with ICF



MOU signed with WWR



PLAY TRUE Planet: SPORT & ART - Public booth for creating the future of sport at FAN ARENA Aomi
PLAY TRUE Planet Live Site and Tokyo Live Site Stage held



China x Japan x Korea MOU



MOU signed with WWR



MOU signed with FIG



MOU signed with ITTF



MOU signed with FISE



MOU signed with ISA



MOU signed with IJF



MOU signed with World Athletics

"PLAY TRUE Relay" 'TRUTH in Sport & ME' by athletes across the world

- MUROFUSHI Koji
- Jineiry Martinez
- Claudia Bokel
- Ben Sandford
- Eilish McColgan

- Rafael Soares Silva
- Nurbek Toichubaev
- Jonathan Tan & Glen Lim
- K. C. Deepak
- Nguyen Thai Binh

- TAKAHASHI Ayaka & MATSUTOMO Misaki
- Marsha Cox
- YOSHIDA Saori
- Chelsey Gotell
- WATABE Akito

- DIKE Minato
- Barbara Kendall
- Heinrich Popow
- Pita Taufatofua
- Marija Šestak

- Sebastian Coe
- KAMIJI Yui
- Felicia Pilz
- Roger Jackson
- Chen Yibing

- Jeong Min Lee
- Jessica Fox
- Felicia Grimmerhag
- Sergi Samper
- YAMASHITA Yasuhiro





Dr. MUROFUSHI Koji
Commissioner, Japan Sports Agency (JSA)

Sport for Tomorrow (SFT), which was launched in 2014 by the Government of Japan toward the Tokyo2020 Games, has been spreading values of sport and the Olympic and Paralympic Movement to more than 13 million people in 204 countries and regions (as of the end of September 2021) while building and developing a private-public collaborative network related to international cooperation and exchange through sport. Developing sport integrity through strengthening the global anti-doping activities was positioned as one of the three main pillars of the SFT. The Japan Anti-Doping Agency (JADA) served as the centre of this initiative, which was named PLAY TRUE 2020. Activities included providing support for human resources development, developing Real Champion Education Package and its implementation, and the holding of international Anti-Doping seminars. Our hope was that through these activities, contributing to the promotion of the global movement to develop the fair and clean sport environment and protect values of sport.

An important point was that through these efforts carried out under PLAY TRUE 2020, we were able to cultivate a close relationship of collaboration and cooperation with WADA, the IOC, IPC, ITA, and the anti-doping organisations of various countries and regions. As a result of building such relationships, even more people were engaged to this project. Japan was therefore able to communicate messages on fair and clean sport, and this was a major outcome that was achieved. The outcome of this project and the partnerships built are invaluable "living" legacy. We are confident that the relaying and utilisation of these legacy going forward will lead to the strengthening of the international anti-doping capacity in the regions. Together with all of you, the Japan Sports Agency will continue to engage in the promotion of anti-doping activities so as to protect fair and clean sport.



Mr. Witold Bańka,
President, World Anti-Doping Agency (WADA)

For many years, JADA has been contributing to the development of anti-doping, as a leader in the Asia and Oceania regions – hosting workshops, seminars and conferences among other activities. As the host NADO of the Tokyo 2020 Olympic and Paralympic Games, they also developed and implemented a number of successful legacy projects which will ensure a positive impact on anti-doping and clean sport for years to come.

These initiatives, including the 'PLAY TRUE 2020 – Sport for Tomorrow' legacy project comprised an impressive amount of educational resources for athletes, their support personnel, and others, packaged in engaging and stimulating activities such as the i-PLAY TRUE Relay, engaging athletes and members of the public from around the world. These legacy projects represent the first time that an Olympic and Paralympic Games has prioritized anti-doping and its values as a core legacy pillar. It means that clean sport – particularly in the area of education – will continue to benefit from the successful staging of the Games in Tokyo.

This legacy will be felt for many Games to come, and we would like to thank the Japanese Government and JADA for these priceless contributions to the global anti-doping movement."



Prof. SUZUKI Hidenori
Chair, Japan Anti-Doping Agency (JADA)

Sport for Tomorrow (SFT), the legacy programme of the Tokyo 2020 Olympic and Paralympic Games and the international contribution through sport initiative led by the Government of Japan, began in 2014. As a member of the SFT Consortium Steering Committee, the Japan Anti-Doping Agency (JADA) was responsible for, and led over eight years, PLAY TRUE 2020. It aims to develop sport integrity through strengthening the global anti-doping activities — as one of the three core pillars of SFT. JADA has been supporting the development of fair and clean sport and anti-doping capacity in Asia and Oceania regions in particular. This was the first time ever that the promotion of international anti-doping activities for Clean Sport was positioned as a core pillar of the legacy project of the Olympic and Paralympic Games. It is such an honour for JADA that we have been able to promote this project with great pride.

PLAY TRUE 2020 has not only worked closely with the anti-doping community, such as the World Anti-Doping Agency, International Olympic Committee, International Paralympic Committee, International Testing Agency, International Federations, and anti-doping organisations of various countries, but also engaged athletes, support staff, sport lovers, and children of the world. It is to communicate to the world the power and values of sport, something that has to be protected and developed through anti-doping activities. Values and power of sport are sensed through sport, which various people around the world hold within their hearts. "SPORT & ART" project is to bring intangible into tangible to communicate each person's passion for sport and its true values towards the future. We believe that by returning once again to the values and power of sport that are at the basis of sport, each one of us will be able to think about sport and share and communicate our thoughts, creating a new future for sport.

In difficult circumstances such as one-year postponement of the Tokyo 2020 Games forced by the COVID-19 global pandemic, we have been able to deliver PLAY TRUE 2020 legacy project with the huge support of the Government of Japan, such as the Japan Sports Agency, athletes, and people around the world. I would like to take this opportunity to express my deepest appreciation to all involved in this legacy project. Our desire is to ceaselessly disseminate the values and power of sport, which we have put our true heart through PLAY TRUE 2020, and relay this effort as a "living legacy" through various activities. Going forward, we will further dedicate ourselves to enabling everyone to achieve self-realisation and spend healthy living with passions for true sport in their hearts.



PLAY TRUE 2020 Overview

Sport for Tomorrow:

International sport contribution legacy project for Tokyo2020

What is SFT?

Sport for Tomorrow (SFT) is a legacy project for which the Government of Japan made an international commitment in Buenos Aires in 2013 when Tokyo was awarded to host the Olympic and Paralympic Games. Targeting more than 10 million people in more than 100 countries around the world, the aim of the SFT project is to extend the values of sport and the Olympic and Paralympic Movement for a better future of the world.

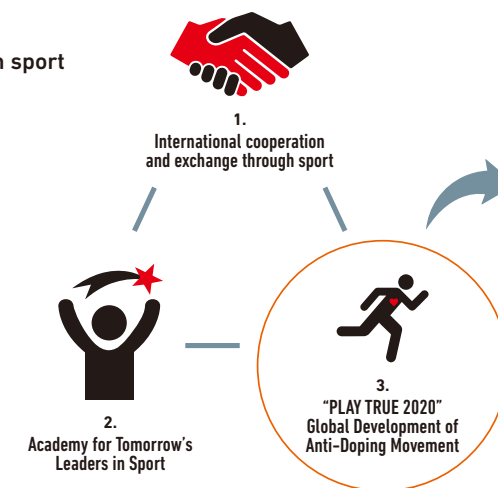


Three Core Pillars of SFT

SFT has three core pillars,

- 1) International cooperation and exchange through sport
- 2) Academy for Tomorrow's Leaders in Sport
- 3) "PLAY TRUE 2020" – Global Development of Anti-Doping Movement

SFT Consortium members, consisting of those from the public and private sector involved in making international contributions through sport. Though even before Tokyo won the bid for the 2020 Games, JADA had been engaging in a wide range of projects for developing future leaders and educators for protecting and developing a clean and fair sporting environment in the world, particularly in Asia.



For the first time in the history of the Olympic and Paralympic Games, anti-doping activities were positioned as the core legacy project. This symbolizes Japan's true commitment to creating a better society and future through the values of sport.

For Fair and Clean Games

For the anti-doping programme in Tokyo2020, a MOU was signed between the International Testing Agency (ITA), a third-delegated party entrusted by the IOC, the International Paralympic Committee (IPC), the Tokyo 2020 Organising Committee, and JADA, the anti-doping organisation of the host country. In partnership with all the parties committed for clean and fair Games and for all clean athletes, JADA have been committed in our ultimate effort to ensure the athletes' best performance shined and true medals awarded at the Tokyo2020.

Press Release



◀ JADA's Commitment to Create a Fair and Clean Tokyo2020 Games
<https://www.playtruejapan.org/topics/2021/000516.html>



◀ The signing of the memorandum of cooperation in anti-doping activities for the Tokyo2020 Paralympic Games
<https://www.playtruejapan.org/topics/2021/000518.html>

Living legacy into the future with true value of sport

The aim of PLAY TRUE 2020 is to develop future leaders and create a better society and future through the values of sport.

For the first time in the history of the Olympic and Paralympic Games, anti-doping activities, which protect and nurture clean and fair sport, were placed as the Games' legacy project.

PLAY TRUE 2020 aims to protect and develop the integrity of sport by engaging athletes and people of the world to make sport and sport values matter in their lives.

Carrying the legacy created by each person into the future.

Mission

Our Mission

To solve social issues and create a better future through sport, PLAY TRUE 2020 will

- 1 Protect and develop the values and power of sport
- 2 Develop a sustainable, Clean Sport environment

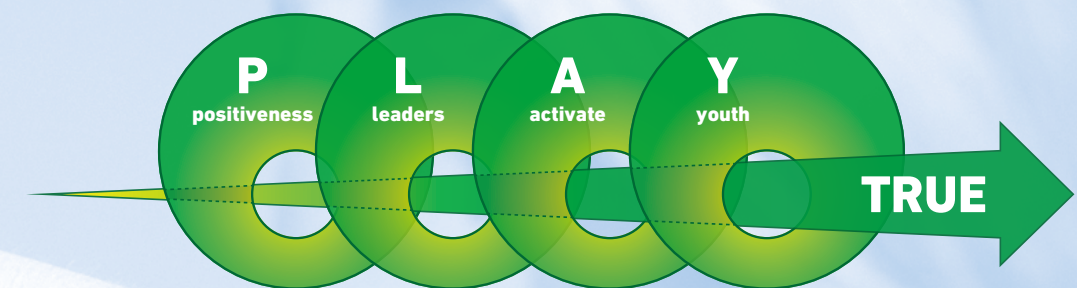
Aimed Outcomes

- 1 Make the values of sport and the Olympic and Paralympic Movement matter 365 days of a year
- 2 Make PLAY TRUE 2020 the enabler for sport values
- 3 Develop leaders in society who embody the values of sport

Vision & Strategy

Our Vision

Bring "P – L – A – Y : Positiveness, Leaders, Activate, Youth" together as one under "True", that is, the true value in sport and in ourselves – carrying into the future.



For Achieving Our Outcome, Our Objectives

- 1 Create a living legacy through the Tokyo 2020 Olympic and Paralympic Games
- 2 Engage everyone to disseminate the values of sport messages and actions for creating the future of sport
- 3 Contribute to achieving the goals of SDGs
- 4 Protect the health and rights of athletes by developing the Clean Sport environment worldwide

Strategic Areas: Create Synergies





The TRUTH of 32 athletes from 20 countries in 5 continents

OPPORTUNITIES

Opportunities

Sport Values – Experiencing and Embodying & Connecting and Uniting



PLAY TRUE Relay

“PLAY TRUE Relay” is a symbolic project of PLAY TRUE 2020. Athletes across the globe have been passing on their “TRUTH in Sport, TRUTH in ME” messages to the world and to the future. World athletes inscribed their “TRUTH” messages on a unique Makimono, and relayed this Japanese scroll as a baton to other athletes. Dr. MUROFUSHI Koji (current Commissioner of the Japan Sports Agency) started this relay in 2014 inscribing his TRUTH message: “Rules Breed Beauty”. A total of 32 athletes from 20 countries across 5 continents inscribed their messages and relayed the Makimono scroll. Through interviews, the athletes were asked: “What are the true values seen in sport?” and “What values of sport do you want to pass on to the future?” and they faced the values of sport anew from various perspectives. They also answered such questions as, “What is the significance of becoming a real champion?”, “What can sport positively bring to society?”, and “What kind of actions can sport take toward the future?”. The athletes’ thoughts and beliefs, based on their first-hand experiences, have been relayed to the world. The Tawaku (rising steam) pattern, composed of two wavy lines facing each other, adorns the Makimono scroll. The infinitely continuing trajectory of the pattern symbolizes how the TRUTH of the athletes connect to the world and the future. The PLAY TRUE Relay Makimono was exhibited at the “PLAY TRUE Planet SPORT & ART” public booth during the Tokyo 2020 Paralympic Games. It has now moved to an open agora, Joho-Hiroba (Information Plaza) of the Ministry of Education, Culture, Sports, Science and Technology (MEXT), in the Government building, as a permanent display.



Information Plaza, MEXT

Clean Sport Partnerships with International Federations (IFs): Education and Athletes Engagement

A wide range of Event-Based Education was carried out in collaboration with IFs during their World Championships and Test Events for the Tokyo2020 Games. The 'Clean Sport Partnerships' between IFs and JADA have been promoted by engaging athletes so as to ensure effective education activities before and during events.

PLAY TRUE 2020 has created some 'win-win' partnerships between IFs and NADO, such as by providing local expertise, communicating widely via the social networking services and media channels and conveying the voices of leader athletes via PLAY TRUE Relay. These good practices of Clean Sport Partnerships have been highlighted during the International Anti-Doping Seminar in Asia & Oceania.

Clean Sport Partners

BWF / FIG / FIH / FISE / FIVB / IBSA / ICF / IIHF / IJF / ISA / ISU / ITTF / ITU / IWF / WA / WBSC / WPP / WPV / WR / WWR etc.

Examples of Partnership

International Gymnastics Federation (FIG)

Event-Based Education was carried out towards more than 1,500 world-level senior and junior athletes as well as support staff at a Tokyo2020 Test Event. Along with the interactive, quick learning and exchanges as on-site activities, athletes wrote down their commitment and passion for their own sport. An education workshop was also carried out towards the FIG Medical Commission and medical staff. During the Athlete's Roundtable, a comprehensive, fun and informative workshop, including "i-PLAY TRUE Relay" project, was conducted to the athletes by the FIG Athlete Committee.



→ The "Olympic Highlights" (20 Dec. 2019, edition) released as a good example of collaboration between an IF and the Games' hosting NADO
<https://olympics.com/ioc/news/olympic-highlights-20-12-2019>

SHUTTLE WORLD BWF



→ Featured on the cover of SHUTTLE WORLD (BWF WEB magazine)
<https://extranet.bwfbadminton.com/docs/document-system/81/82/401/SHUTTLE%20WORLD%20-%20Edition%202023.pdf>

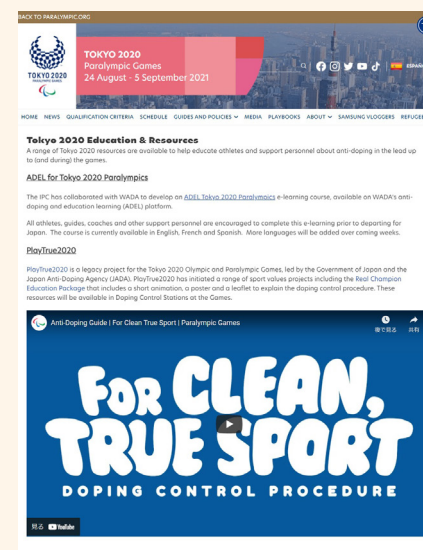
Badminton World Federation (BWF)

Ever since the 2012 BWF Junior World Championships was held in Chiba, Japan, a number of partnership activities for education have been conducted at BWF events. Featuring "i am Badminton", BWF's integrity campaign, the outreach programmes towards athletes and some novel approaches, such as showing a Manga education movie on the bus rides between hotels and venue, were carried out. In particular, education for athletes and support staff of Para Badminton, a new event of the Tokyo2020 Paralympics, was enriched. BWF and JADA have been creating a 'win-win' partnership.

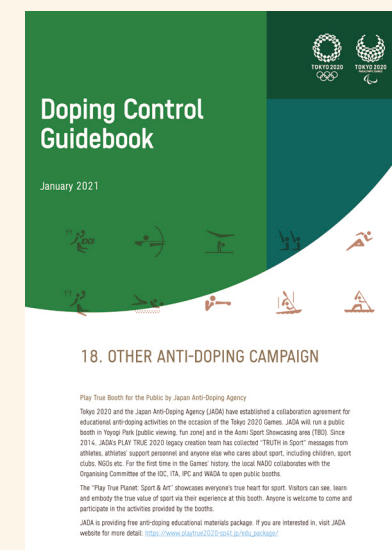
Clean Sport Partnerships for Clean Tokyo2020 Games: Information Provision

The MANGA Doping Control Procedures series with poster, movie, and leaflet were displayed or broadcast at all Doping Control Stations of the Tokyo2020 Games. This led the Olympians and Paralympians to inform roles and responsibilities of athletes and check the procedures of doping control.

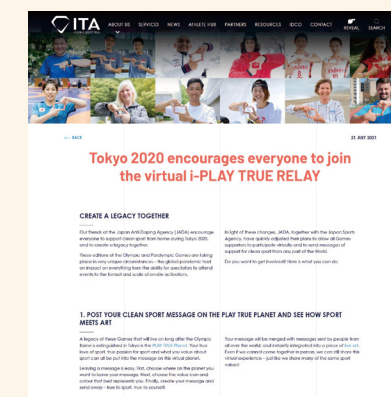
By utilising the materials from the Real Champion Education Package, some education activities were delivered with other NADOs in the lead up to the Games. For the Tokyo2020 Games, the MANGA Doping Control Procedures series and legacy initiatives were posted on the websites of the International Testing Agency (ITA) and the International Paralympic Committee (IPC), which are responsible bodies of the anti-doping during the Games time.



<https://www.paralympic.org/anti-doping-tokyo2020>



<https://ita.sport/resource/tokyo-2020-doping-control-guidebook/>



<https://ita.sport/news/tokyo-2020-encourages-everyone-to-join-the-virtual-i-play-true-relay/>



Tokyo2020 Doping Control Stations (©JADA)

MESSAGE



The world of sport has good reason to remember the legacy project announced by Prime Minister Abe under the heading of Sport for Tomorrow with the unique choice of anti-doping as the leading element. In the years that followed, as PLAY TRUE 2020, the Japan Anti-Doping Agency worked tirelessly to promote good anti-doping practice in Japan and particularly throughout the Asian and Oceanian regions.

The results of these efforts allowed JADA to deliver outstanding services to the Tokyo Olympic and Paralympic Games and to assist in the extensive pre-Games testing and education programme, all of which helped to deliver Games with few doping issues.

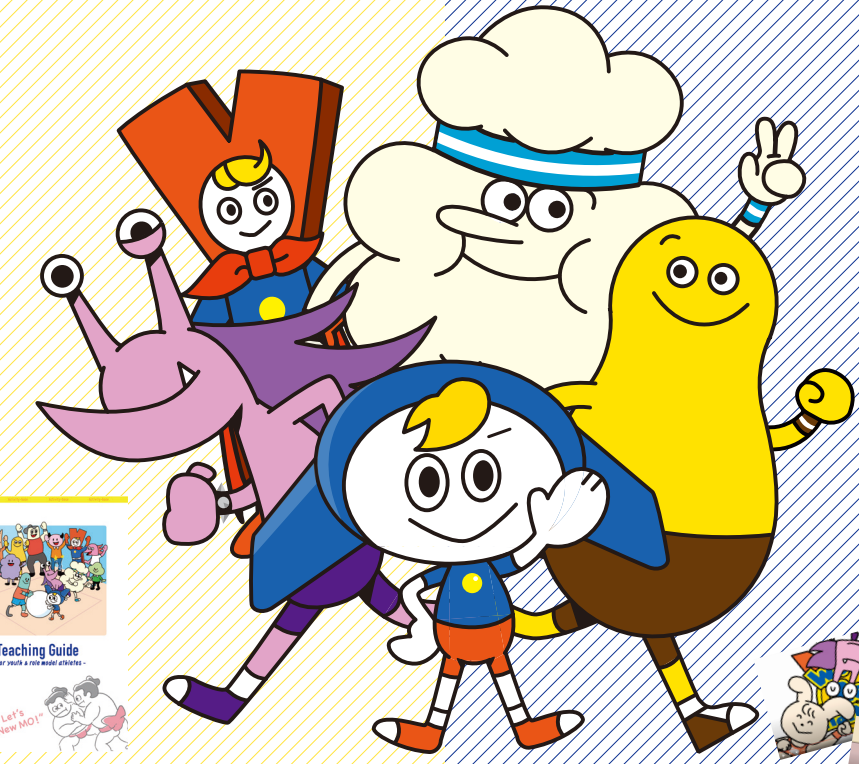
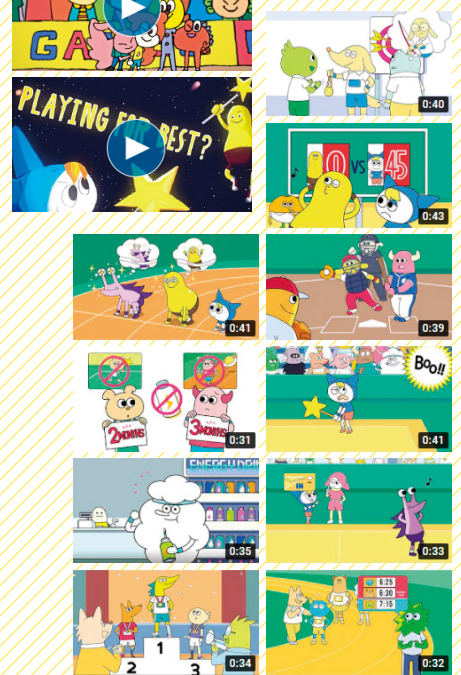
Sir Craig Reddie CBE
 WADA Former President

Based on...
Values



Real Champion Games

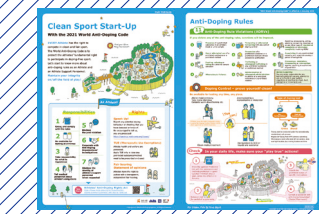
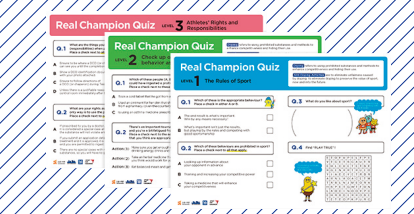
Education Package



https://www.playtrue2020-sp4t.jp/edu_package/

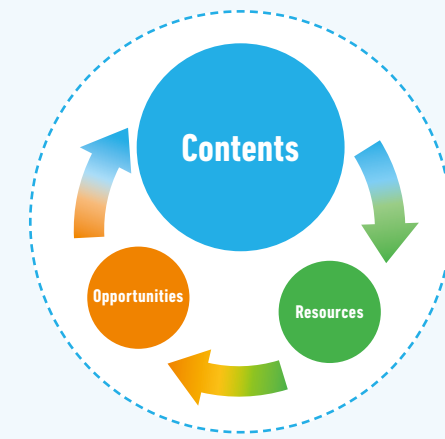
Real Champion Education Package materials

Based on...
Rules



Contents

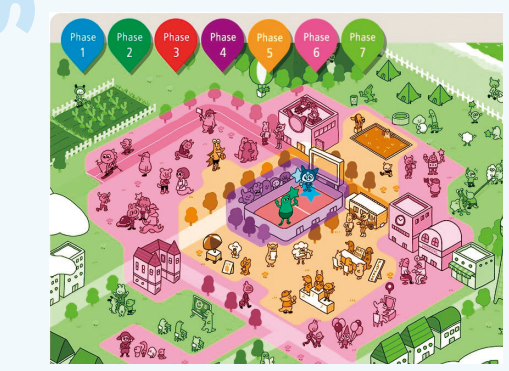
- Know, Share, and Disseminate the Values of Sport
- Develop Humanity through Values of Sport



Real Champion Education Package

The "Real Champion Education Package" was developed to promote a worldwide education programme. With 'non-verbal, customizable and fun' as its concept, Manga or simple illustrations were developed. The Education Package contains comprehensive materials on both the values of sport and anti-doping rules, placing them into an original package. The education objectives were developed based on evidence from social science research. Through activities and group work, learners can deepen their understanding in a step-by-step approach, that proceeds from 'awareness', 'understanding' to 'expressing/sharing', and onto 'embodying/creating' the values of sport. The original Manga/illustrations are utilised in this Real Champion Education Package so that people of all age groups can enjoy learning. This package has been utilised by IFs and NADOs, particularly in Asia and Oceania, as well as in schools and events like SFTC member organisations' international cooperation projects.

Evidence-Based Behavioural Changes – Real Champions in Society and Sport –



The Real Champion Education Package aims to develop real champions and leaders in society and sport, who embody the values of sport. Because the values of sport are not so easy to express in words, learners can deepen their learnings in a phased manner through activities and group works: "being aware of" → "understanding" → "expressing/sharing" → "embodying/creating". This framework of educational objectives is based on evidence obtained through social science research. The seven phases of education objectives, in relation to sport and society, are set depending on the target group of education, aiming to change their behaviours in each phase. The lesson plans are provided with the education objectives through activities or active learning sessions. With comprehensive and time-oriented aspects, it becomes possible to evaluate the level of achievement of education objectives. Not just for acquiring knowledge, the materials can also be combined to instil and develop values, depending on the target group and the development stage along with the phase.

Development of Future Leaders with the Real Champion Education Package

To create synergies through close cooperation between the core pillars of Sport for Tomorrow (SFT), PLAY TRUE 2020 delivered lectures and activities organised by other pillar, "Academy for Tomorrow's Leaders in Sport". The Tsukuba International Academy for Sport Studies (TIAS) and the International Sport Academy of the National Institute of Fitness and Sports in Kanoya (NIFISA) aim to develop future leaders of sport, who embody sport values. The comprehensive lectures on the values and integrity of sport and on anti-doping are delivered to the master's students through the active learning method based on research findings. Topics are varied to widen and deepen the students' perspectives in sport, which could lead to the required competencies for sport management and leaders. In the lectures, issues and cases related to sport integrity and anti-doping rule violations were presented. Students were engaged to realise their perspectives and ethical values through sharing, debating, role playing, and presenting activities. To enable graduates to solve issues and initiate new projects in their future profession, practical exercises were made to identify education target groups and objectives which led students to identify practical solutions. "Sport integrity and anti-doping efforts" is the course requirement at TIAS. Graduates have utilised the Real Champion Education Package in their respective fields to convey the values of sport to children and youth athletes. Young leaders, possessing a wider viewpoint acquired through classes, are newly moving forward to create the values of sport, both in sport and in society.

Tsukuba International Academy for Sport Studies (TIAS), University of Tsukuba "Anti-Doping and Integrity of Sport"



- Target:** Tsukuba International Academy for Sport Studies (TIAS) postgraduate students in the master's degree Sport Olympic programme, under the Graduate School of Comprehensive Human Sciences
- Content:** Course requirement: 10 classes of 90 minutes each, compulsory module
Values of sport and integrity of sport
Clean Sport Education, based on sport values and anti-doping rules – some content based on WADA's "The University Anti-Doping Textbook"
The global sport structure and anti-doping movement
Active learning for solving issues in the use of the Real Champion Education Package, etc.

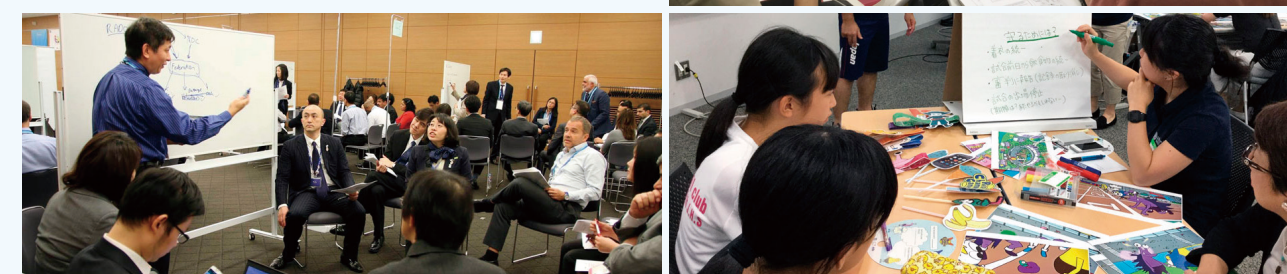
International Sport Academy of National Institute of Fitness and Sports in Kanoya (NIFISA) "Anti-Doping and Integrity of Sport"



- Target:** NIFISA students of the Sport Management course and Sports Performance course, becoming global leaders in sport
- Content:** Clean Sport Education and Leadership
Values of sport and integrity of sport
The global sport structure and anti-doping movement
Through "NewMO!", part of Real Champion Education Package material, active learning for sport values, etc.

Social Science Research and Evidence-Based Education

The Social Science Research (SSR) around the awareness and behaviours in relation to fairness and anti-doping / doping in sport and society is a fundamental part of our projects. By researching the values and perspectives of athletes of various competitive levels and ages, sporting people, and the general public, it examined how sport integrity can be maintained and how fair and clean sport can be achieved. Instead of simply presenting anti-doping rules and information, the Real Champion Education Package materials were developed based on the results obtained through such surveys and research. By monitoring and evaluating implementation, evidence-based anti-doping education and values-based activities have been delivered domestically and internationally.



Synergies created with SFT Consortium Member Organisations

To create synergy from the unique platform of SFT, PLAY TRUE 2020 collaborated with the public and private sectors of the SFT Consortium (SFTC) Steering Committee and Member organisations by meeting the needs, strengths and opportunities of respective organisations. PLAY TRUE 2020 has worked with SFTC members through various projects, including the use of the Real Champion Education Package and i-PLAY TRUE Relay, to develop human resources and protect and develop values of sport in society.

1. Japan International Cooperation Agency, JICA

The Real Champion Education Package was placed in JICA regional offices in Asia, and JICA volunteers, who were expected to be dispatched, received explanations during their training sessions on how to use and make the most of its materials. JICA organised an online workshop on the values of sport and anti-doping for those volunteers who had to return temporarily to Japan due to COVID-19 pandemic. By doing so, it became an opportunity to provide education support to athletes competing at the Tokyo2020 Games.

3. Obihiro City

An i-PLAY TRUE Relay booth was set up at city hall and at Tokachi Obihiro Airport. Obihiro City reached out to locally-born world-level athletes and local companies, and extended opportunities for residents to think about and disseminate their thoughts on the meaning of sport values.

2. SANIX Incorporated

The high school rugby players from the world, competing at the SANIX World Rugby Youth Tournament, experienced sharing their views on, and presenting, the values of sport through role playing. What they learnt and shared drove their performance on the rugby pitch and encouraged the young rugby players to embody the values of sport in daily life.

4. Scout Association of Japan

At the 23rd World Scout Jamboree held in Yamaguchi City in 2015 and at various local and overseas events, the materials from the Real Champion Education Package like "NewMO!" and the Manga Movie were utilised to disseminate the values of sport as the shared Principles of Scouting.



2016



2017



2018

2020

2021

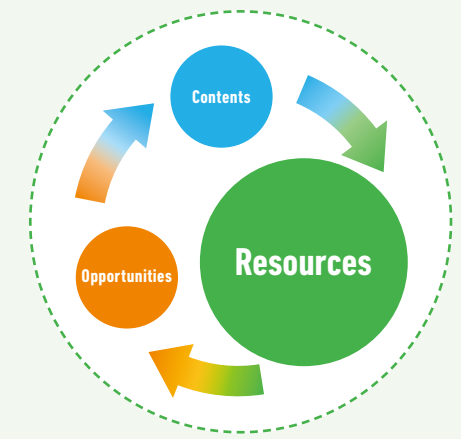
2019

Participants in the Asia Oceania International Anti-Doping Seminar

RESOURCES

Resources

Knowledge Transfer:
Creating an Environment
for Fair and Clean Sport



International Anti-Doping Seminar

The International Anti-Doping Seminar in Asia & Oceania has been held annually since 2008. The main aim is to build the capacity of anti-doping organisations of each country in Asia and Oceania regions and the networks for strengthening the Clean Sport Partnership for realising clean, fair, and true sport globally.



Logo Story
This logo represents the protection of Clean Sport and Clean Athletes and the development of sport integrity.
Red - Asia and Oceania regions
Green - Sport integrity, field of play and peace
Blue - JADA Corporate colour

Seminar Themes – held as fiscal year

- 2021**
Legacy Creates Our Future for Clean, Fair and True Sport
- 2020**
Are you READY!? - for 2021Code/ ISs and the next CCQ
- 2019**
CREATE LEGACY TOGETHER:
For Clean, Fair and True Sport with the 2021Code
- 2018**
Athlete Engagement and their Rights & Achieving the Code Compliance: Steps for the 2021Code
- 2017**
Implementing Effective Education Activities & Strategic DCO Management Towards 2020
- 2016**
World Anti-Doping Code Monitoring and Effective and Quality Practice through Partnerships & PLAY TRUE 2020 Week open event
- 2015**
Achieving a Quality Practice with 2015Code and Engagement & Intelligence Workshop in Asia and Oceania

The Global Promotion of Clean Sport: International Conferences and Seminars

Holding international conferences and seminar is aimed at not only developing the anti-doping capacity but also encouraging the collaboration and engagement of diverse stakeholders, including athletes, for ensuring a clean and fair sport environment together. Every year, WADA President and Directors join the International Seminar and directly deliver messages to the Clean Sport community in Asia and Oceania, with the latest anti-doping information and strategies.

Promoting the concept of 'by the athletes for the athletes', practical inputs have been made, with best practices for quality anti-doping programmes shared and discussed.

Furthermore, various conferences and workshops with partners were designed, aiming to promote public health, develop athlete leaders, and resolve social issues through sport. Collaboration, for example, with athletes, the pharmaceutical industry, pharmacists, scientific organisations, and researchers, (sport-related) NGOs, educational institutions, and other stakeholders who support safe sport, is crucial to bring a quality anti-doping programme forward.

Tokyo Declaration The Second International Conference on the Pharmaceutical Industry and the Fight against Doping – New Developments for Clean Sport and Society –



Sport bodies, anti-doping organisations, the pharmaceutical industry, governments, and international agencies concerned emphasised the importance of increased cooperation between the anti-doping and pharmaceutical industries. The conference explored new ways to help protect the rights of clean athletes and the integrity of sport as well as the ways that help restrict the abuse of licensed and unlicensed medicines and ensure the promotion of public health. Triggered by this international conference, three pharmaceutical companies with headquarters in Japan concluded memorandums of understanding respectively with WADA by 2021 in order to share information on pipeline products and other items under development.

→ <https://playtrue2020-sp4t.jp/static/report20150128/>

WADA Executive Committee Meeting

The WADA Executive Committee (ExCo) Meeting was held in Tokyo, September 2019. The Government of Japan has been a member of the WADA Executive Committee representing Asia, since WADA's inauguration in 1999. The meeting was an opportunity to show the commitment of Japan to Clean Sport. Following ExCo, WADA's President and directors also made presentations at the International Anti-Doping Seminar in Asia & Oceania and extended the opportunity to bond the Clean Sport community in the regions.

→ <https://playtrue2020-sp4t.jp/static/report20190924/>



International Athlete Forum for 2020

The International Athlete Forum for 2020 was held to have athletes share their thoughts on the values and power of sport and communicate messages on the future of sport to the world. The Forum was held over two days as a part of the "2020 Young Athletes Project" initiated by the Tokyo Organising Committee of the Olympic and Paralympic Games. In Day 1, more than 200 people gathered from 18 different countries, from the sporting field and the media. Day 2 featured "NewMO!" (new sumo), which was created with the JADA Athlete Committee as activity-based Values-Based Education. Youth and leader athletes from different sports interacted and experienced, felt, and embodied this new sport. Through discussions, each group eventually came up with their key messages on sport values to communicate to the world. With the athletes' inputs, "NewMO!" has been evolving as a fun, interactive activity for the Values-Based Education in which one can experience creating sport.



Through discussions, each group eventually came up with their key messages on sport values to communicate to the world. With the athletes' inputs, "NewMO!" has been evolving as a fun, interactive activity for the Values-Based Education in which one can experience creating sport.

→ <https://playtrue2020-sp4t.jp/static/report20151001/>

Capacity Development

Workshops and discussion sessions were held for NADO and RADO members, mainly from the Asia and Oceania regions, for their capacity development. In accordance with the needs of each country and organisation, support have been provided for overall organisational development and the development of education plans and Educators or other human resources, by sharing the customisable education materials.

JADA has concluded the Memorandums of Understanding (MoU) with regional anti-doping organisations (RADOs) in Southeast Asia, West Asia, and Central Asia, which promote comprehensive support towards respective member countries.

Southeast Asia RADO: SEARADO

Ever since JADA provided assistance for the 1st Summer Youth Olympic Games Singapore 2010, the support has continued to the Southeast Asia region. The first official bilateral MoU was concluded in 2014. A trilateral MoU was signed in 2017 between SEARADO, the Tokyo Organising Committee of the Olympic and Paralympic Games, and JADA. In particular, in the lead up to the Tokyo2020 Games, the three parties cooperated to develop Doping Control Officers from SEARADO member countries, who had undergone training and gained practical experience. This made a significant contribution to delivering doping control during the Tokyo2020 Games. The third, bilateral MoU was concluded in January 2022 to continue the living legacy of Tokyo2020 and to enrich education, working together for Clean Sport environment.



Member countries: Indonesia, Cambodia, Singapore, Thailand, Timor-Leste, Philippines, Brunei, Vietnam, Malaysia, Myanmar, Laos

Central Asia RADO: RADOCA

The first bilateral MoU was concluded between RADOCA and JADA in January 2020. The RADOCA-JADA relationship was started by extending an invitation to the International Anti-Doping Seminar in 2012. The MoU aims to develop the overall capacity of eight RADOCA member countries, particularly education and human resources development. In line with the 2021Code and International Standards for Education, online workshops were held to formulate their education plans. Some follow-up meetings after the International Anti-Doping Seminar provided the opportunity to understand the needs of each country and add further explanations for quality practices.



Member countries: Afghanistan, Uzbekistan, Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan, Pakistan, Mongolia

West Asia RADO: WARADO

Aiming to provide support the West Asia Region through the Jordan Anti-Doping Organisation (JADO), an MoU was concluded in January 2020. This MoU has a particular focus on the development of education for medical personnel. This was triggered by the continuous exchanges of opinions and practices between JADO and JADA at the International Anti-Doping Seminar, and discussions on the possible implementation of JADA's Sports Pharmacist System in Jordan. The Real Champion Education Package has been utilised in Jordan to enrich educational activities. Sharing information and ideas and human resources development continue as an ongoing basis.



Member countries: Yemen, Iraq, Syria, Palestine, Jordan, Lebanon

Trilateral Collaboration: China, Korea, and Japan

The Anti-Doping Organisations of China, Korea, and Japan concluded an MoU in order to create a cooperative framework for continuing the Olympic and Paralympic legacy and creating Clean Sport environment together. Collaborative relations are strengthened by sharing knowledge, expertise, and information, and exchanging staff in aim to disseminate the values of sport.

