

EXECUTIVE SUMMARY

Progresses and Challenges towards 2025

What should we be asking ourselves in the World Expo 2025?

Never before have Humankind's capabilities developed as much as they are now. Unprecedented economic growths and Millennium Development Goals (MDGs), the collaborative initiative for addressing global issues, have pulled more than one billion people out of dire poverty. Moreover, breakthroughs in science and technology have pushed the boundaries of human potential and permanently changed the way we interact with the world around us.

However, progresses were not brought about without new challenges. Economic growths have also produced income and wealth inequality, giving rise to social unrest and conflicts. Breakthrough technologies like artificial intelligence (AI) have the potential to arouse anxiety about the value and quality of human life.

Our new reality forces us to confront some of the most profound questions about the human experience. What is happiness? What is fulfilment?

What the world requires is a new approach that can expand human potential, get over the challenges of today, and provide a guideline for a better future; a better life for more people all over the world and a practical vision of the future that is not only created for all, but is created *by* all.

The proposed theme of EXPO 2025 OSAKA, *Designing Future Society for Our Lives*, intends to approach such complex issues through facilitating the participation of as many people as possible and bringing their ideas together to design a more inclusive and sustainable future.

Themes and Subthemes

What we are focusing on here is human lives.

The overarching theme of the Expo, *Designing Future Society for Our Lives*, will call on each and every individual to think about their own aspirations and empower them to realise their full potential and push forward the worldwide effort to create a sustainable society that embraces all such aspirations.

It aligns with global efforts to tackle the common international community issues outlined in the United Nation's Sustainable Development Goals (SDGs). A pivotal step in achieving these goals will be the actualisation of Society 5.0, Japan's catalysing initiative to empower individuals to confront head-on the issues of the times, by leveraging the technological breakthroughs in the Internet of Things, AI, robotics and big data, among others. EXPO 2025 OSAKA will be a place to co-create sustainable society that can support the aspirations of all through the sharing of new ideas like Society 5.0 from each participant.

The Theme will be realised and highlighted through two interconnected subthemes.

1. *How to Lead a Healthy Life in a Diverse Manner*

Living a healthy and full life is a natural goal of Humankind. But, what is healthy life? There are eight billion potential answers. Surely, it is predicated on physical well-being, mental well-being, and social well-being. Central to our concept of co-creating the vision of society that embraces the aspirations of all is to bring out visitors' and participants' diversified points of view, and elicit how they influence each individual, each group, and each country.

2. *Sustainable Socioeconomic Systems*

Due to the infinitely diverse nature of people and social and economic systems, our individual quests to reach our full potential may lead to conflicts and contradictions. We must acknowledge our differences, and respect others to create sustainable socioeconomic systems, which include values, customs, community, laws and taxes which are intricately interconnected.

A Unique Approach to Realising the Theme -The People's Living Lab-

Involving all people who live on our planet to design our future society is of vital importance in realising an ideal society. This will give individuals a sense of ownership, motivating them to take actions to achieve their goals, such as lifestyle improvements, and micro-investments that can have tangible, positive social impacts.

The People's Living Lab is the unique concept that will provide a creative mechanism for realising the full participation in the Expo 2025 by all 8 billion people. It will enable participants with limited expertise and operational resources to take part in this unprecedented experiment.

This Expo will not be a one-way street for participants to propose solutions. We will provide an open platform for dialogue and interaction between participants and every person on the planet to mutually develop solutions.

The online platform will be launched seven years before the Expo to properly grow and become a movement that ultimately realises this concept. The platform will be an important communication channel as well as multifaceted mass communication in order to raise awareness of the EXPO 2025 OSAKA.

It Could Only Be Osaka, Kansai

The Kansai region, with Osaka as its hub, is a region with a daring spirit to challenge, rich culture that blends the traditional with the modern, and advanced life-sciences technologies as well as other fields.

The city has born many unique ideas and inventions, like instant *ramen*, *karaoke*, and conveyor-belt *sushi* that have had great, long-lasting benefits to the daily lives of many.

For more than 1,600 years, the Kansai region, which includes the cities of Osaka, Nara, and Kyoto, was home to Japan's capital. Nara was called the Eastern-most stop on the fabled Silk Road, serving as a gateway to ideas and influences from the world. Astoundingly, half of Japan's National Treasures, and 5 UNESCO World Heritage Sites can be found in the Kansai region.

The EXPO 2025 OSAKA Experience

The Expo is planned to be held on a 155 hectare site on Yumeshima Island, an artificial island located on the waterfront of Osaka.

The venue plan reflects the vision of our future society; a harmonious interconnection of various entities. As an expression of this vision, the pavilions will be situated in a Voronoi pattern - a universal pattern symbolising organic connections and growth – to convey and facilitate communication among visitors and participants through architecture and design.

The venue itself will become a field of social experiments towards Society 5.0. Personal Mobility Vehicles will enable seamless transportation while drones fly above to deliver food and merchandise directly to visitors. IoT technology installed throughout the pavilions will facilitate a brand new Expo experience, e.g. AI-controlled air conditioning providing a brand new comfort experience, through vital-sign monitoring technology.

Our aim is to attempt what is perhaps a first-of-its kind social experiment, in which everyone on Earth takes an active role in designing the future of society. For this aim, experiences offered at the venue will be designed in such a way as to prompt visitors and participants to look within themselves and share their ideas, motivations, and concerns.

All such experiences and ideas will be stored, presented, and shared on the cloud site, which will live on as the legacy of the Expo beyond 2025 to serve future generations.

The Venue

Osaka has world-class transportation infrastructure. The city is serviced by three major airports, numerous large seaports, and connected to the rest of Japan through a network of immaculate superhighways and world-famous *shinkansen* bullet trains. Access for both domestic and international guests could not be easier.

An analysis of the expected approximately 28 million visitors and resulting accommodation requirements, together with plans for new construction and assumptions for the demand of other visitors, demonstrates that Osaka's accommodation is more than sufficient. Even at peak visiting periods, there will be room to spare in nearby hotels.

The venue itself, Yumeshima Island (which literally translates as *dream island*) is a man-made island owned by Osaka City. This allows us total freedom to design and develop the infrastructure required for an optimal Expo experience. Rights to usage of the land have already been secured.

Moreover, as one of the safest countries in the world, Japan offers a venue where everyone can participate in an atmosphere of complete safety and security. In Yumeshima Island, comprehensive disaster-prevention measures have been taken to prevent potential fallout from earthquakes.

With its captivating views of the Seto Inland Sea, its continuous light breeze, and its proximity to central Osaka—only 20 to 30 minutes from downtown—Yumeshima Island lives up to its name as a dream venue for the Expo.

The Date and Significance of the Year 2025

EXPO 2025 OSAKA will operate over a period of six months, for a total of 185 days, from May 3 to November 3, 2025. The opening day is Constitution Memorial Day, a national holiday in Japan. The closing date, November 3, is Culture Day, a day to celebrate diverse cultures.

The year 2025 is set five years ahead of the deadline the world strives to achieve the SDGs. 2025 will be vital time to accelerate efforts to realise the goals of the agenda.

Domestic Support for Hosting the EXPO

Hosting the World Expo 2025 is of utmost importance for Japan and its people, thereby our bid enjoys broad support from the public. The government of Japan is fully committed with the Prime Minister as the bellwether, and government bodies at every level unified in support. Having previously had the honour of hosting five World Expositions, Japan is in a unique position of possessing the necessary operational know-how. A coalition of both private and public groups has formed to offer swift operational support for EXPO 2025 OSAKA using organisational, operational and financial frameworks with a proven track record of success. The Japan Association for the 2025 World Exposition, which will be newly formed and comprised of local-level and national-level elected officials, will oversee the management, execution and funding of EXPO 2025 OSAKA, while an active task force for the promotion of the Expo will conduct promotional activities for the bid both domestically and abroad.

From the private sector, leaders from Japan's most influential organisations, which represent a wide coalition of businesses from local, national and international levels, have rallied together to endorse the Expo bid.

At a grassroots level, prominent academics, athletes and artists are praising the region's effort and gaining public approval. Japan is united in its goal of hosting the Expo 2025.

Closing Thoughts

Japan is a country with an old and at the same time vibrant and modern culture. Tradition and innovation live side by side here. As the Japanese society has proven to have a considerable amount of cohesion and consensus, Japan has managed, through the changes and the progress, to remain a very stable country.

You can experience 1,600 years of tradition, to the most advanced technologies, all in a single walk in Osaka and Kansai. The people of Osaka are known throughout Japan for their unique, passionate and daring spirit to challenge accepted norms.

EXPO 2025 OSAKA will be a living lab challenging and experimenting projects with tradition to cutting-edge ideas and innovations. Osaka, Kansai have a strong willing to be the best place for realising this open lab for every country and people.

We believe that our experience from the Japanese way of life that embraces both innovation and stability, can be useful to the rest of world.

We humbly request you read this dossier, containing our aspirations for Expo 2025, in the hopes that it will convince you of Japan's and Osaka's unique ability and readiness to host Expo 2025 – **to the benefit of all countries, and everyone on Earth now, and in the future.**