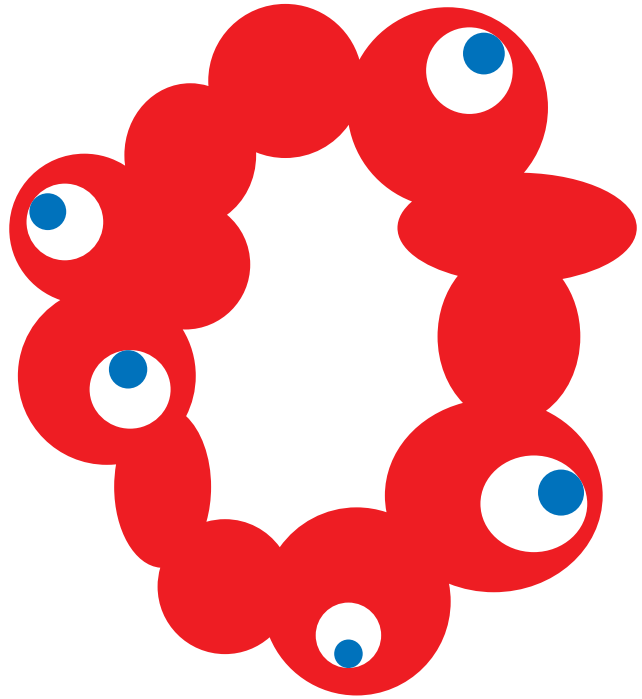


# Theme Guide



OSAKA, KANSAI, JAPAN

**EXPO**  
**2025**

# 01

## 3 Introduction

- 4 The Purpose of the Theme Guide
- Participants Subject to the Theme Guide
- The Organiser

## 5 About Expo 2025 Osaka, Kansai, Japan

# 02

- 6 Theme
  - Subthemes
  - Concept
  - Springboard for Achieving the SDGs and Beyond
- 7 Project Structure
- 8 Co-creation with the World
  - Legacy
- 9 Site
- 10 Venue Design Concept
- 12 Zoning of the Pavilion World
- 13 Sustainability

# 03

## **14 About Themes**

- 15** Theme  
Subthemes
- 16** “Saving Lives”
- 17** “Empowering Lives”
- 18** “Connecting Lives”
- 19** Commitment of the Participants
- 21** Exploring Themes
- 24** Examples of Themes for Presentation

# 04

## **28 Procedures**

- 30** < I > Theme Statement (For Application)
- 31** < II > Theme Statement (Final)

# 01

## Introduction

Toward the end of the first quarter of the 21st century, coronavirus disease 2019 (COVID-19) pandemic was raging worldwide, forcing humankind to face an unprecedented crisis. The pandemic has globally caused numerous deaths and severe economic damage, filling the world with anxiety about the uncertain future. As a result of the disaster societies around the world experienced at the same time, we are faced with new challenges, such as the fragmentation of interactions among nations and people, the need to reconstruct environments surrounding our lives and various social systems, and changes in values and lifestyles. These circumstances require us to bring together the wisdom of the world and lead the way to swift solutions.

Reflecting on the theme of Expo 2025 Osaka, Kansai, Japan, “Designing Future Society for Our Lives,” and taking necessary actions has become a mission for us living in this age. The international community has devoted serious efforts to achieving the Sustainable Development Goals (SDGs) by 2030 to resolve global common issues. These efforts to achieve the SDGs are also consistent with the significance of holding the Expo. The SDGs are essentially an intertwinement of various challenges centred around lives. Any endeavour to achieve these intertwined goals should be made through a collaboration between those who aim to create a brighter future with hopes for better lives and a sustainable natural and human world.

The Japan World Exposition Osaka 1970, the first-ever international exposition in Asia, was held against a background of Japan’s recovery from severe damage from WWII and its subsequent high economic growth. The Expo had a strong impact on visitors by exhibiting the most advanced technologies of the time and showing the prosperous future that technology would bring. Japan has since hosted several international expositions, including the International Garden and Greenery Exposition, Osaka, Japan, 1990, held under the theme of the “Harmonious Coexistence of Nature and Mankind,” and the 2005 World Exposition, Aichi, Japan, with the theme “Nature’s Wisdom.” All these international expositions tackled the challenges of the respective ages to find solutions through global collaboration.

Expo 2025 Osaka, Kansai, Japan, will provide the world with an opportunity to come together in one “place” at this time to explore the theme of “life.” The Expo will facilitate interactions between people with diverse values from around the world, resulting in new human networks and creative endeavours. We aim to make the Expo an international exposition that can share hopes for a brighter future with the world by overcoming the current global crisis, protecting people’s lives, and reflecting on life and lifestyles.

## **The Purpose of the Theme Guide**

Wishing that Expo 2025 Osaka, Kansai, Japan will bear fruits for humankind by putting its theme and subthemes as well as initiatives to achieve SDGs into practice, this guide aims to enable participants to plan and develop their exhibition and contents in close cooperation with people around the world to present an ideal state of future society.

It is therefore particularly important that the presentation of themes by participants and explanation/expression at the Expo venue are consistent. It is also essential that visitors' exposure to exhibition stimulates discussion between participants and visitors as well as that among visitors, offering new perspectives and ways of thinking to both sides in order to "co-create" future society. With this in mind, we hope that the concrete examples of operations, exhibits, events and other activities presented in this guide enable participants to develop creative and high-quality contents.

This guide supports participants in the development of their Theme Statement set out in Article 6 of the Special Regulation No. 1.

## **Participants Subject to the Theme Guide**

The participants of Expo 2025 Osaka, Kansai, Japan include Official Participants such as foreign governments around the world and international organisations and Non-official Participants referring to exhibitors from the private sector authorised to participate by the Commissioner General of the Exhibition. Of these two types of participants, this guide is developed to support Official Participants.

## **The Organiser**

Japan Association for the 2025 World Exposition, designated by the Minister of Economy, Trade and Industry as the legal entity to organise the World Expo in 2025 (hereinafter referred to as "the Organiser").

# 02

## About Expo 2025 Osaka, Kansai, Japan

The theme of Expo 2025 Osaka, Kansai, Japan is “Designing Future Society for Our Lives” that reflects a strong desire to work together with people around the world to discuss and design the future state of society. To elaborate further on the discussion of “life” as the central piece of the theme, three sub-themes have been established; “Saving Lives,” “Empowering Lives” and “Connecting Lives.” This theme is aligned with the efforts to achieve the United Nation’s Sustainable Development Goals (SDGs) that aim to realise a diverse and inclusive society in a sustainable way backed with the pledge to ensure “leaving no one behind.” The SDGs were adopted in September 2015 by the UN Summit and are intended to be achieved by 2030.

To fulfil its purpose of putting its theme “Designing Future Society for Our Lives” into practice, Expo 2025 Osaka, Kansai, Japan, will carry out three sets of projects: “Co-creation with the World,” “Theme Practice” and “Future Society Showcase” under the concept of “People’s Living Lab; a laboratory for a future society.”

Projects implemented by participants serve as “Co-creation with the World” with a clear role to play in the efforts to put the Expo theme into practice. That in turn will contribute to the attainment of the SDGs, which the Expo aims to address.

**Theme**

*Designing Future Society  
for Our Lives*

**Subthemes**

*“Saving Lives”  
“Empowering Lives”  
“Connecting Lives”*

**Concept**

*People’s Living Lab;  
a laboratory for a future society*

The concept of Expo 2025 Osaka, Kansai, Japan, is “People’s Living Lab; a laboratory for a future society.” This concept represents the Expo’s approach toward putting its theme into practice and serves as a guideline for projects to be implemented in this Expo to evolve the Expo’s style into a place for more practical actions. It can be said that the most distinctive characteristic of this Expo will be the endeavour to give a realistic picture of a future society not just through thought but also through action. This endeavour will have begun before

the Expo, by inviting diverse participants to come together with various initiatives (such as health and medical initiatives and initiatives concerning carbon neutrality and digitisation) in their respective positions and tackle challenges whose solution will help achieve the SDGs at or outside the Expo venue. Positioning the Expo venue as a laboratory where new technologies and systems will be verified, we will raise it into a huge apparatus that will trigger the creation of innovations by diverse players and apply those innovations to real society.

**Springboard for  
Achieving the  
SDGs and Beyond**

A series of activities under the theme, “Designing Future Society for Our Lives,” is aligned with the United Nation’s SDGs whose ultimate objective is to realise a diverse and inclusive society in a sustainable way backed with the pledge to ensure “leaving no one behind.” The Expo will be held in 2025, five years from the target for achieving the SDGs in 2030. Thus, the event will be an opportunity to accelerate initiatives towards reaching the goal. On top of this, the Expo is expected to present the ideal state of future society going beyond the SDGs as the event facilitates discussion of future society from the mid to long-term perspective.

# Project Structure

The project structure of Expo 2025 Osaka, Kansai, Japan is shown below. To fulfil its purpose of putting its theme “Designing Future Society for Our Lives” into practice, the Expo will comprise three sets of projects: “Co-creation with the World,” “Theme Practice” and “Future Society Showcase,” which will be

implemented under the concept of “People's Living Lab.” Through the promotion of these projects, we aim to contribute to the efforts to achieve SDGs and serve as a springboard for SDGs and beyond, which is the ultimate purpose of the Expo.

## SIGNIFICANCE

<b>Toward a future society for our lives</b>
<b>Springboard for achieving the SDGs and beyond</b>
<b>Opportunity to verify the possibility of achieving Society 5.0</b>

## PURPOSE

<b>Theme</b>	<b>“Designing Future Society for Our Lives”</b>
<b>Subthemes</b>	<b>“Saving Lives” “Empowering Lives” “Connecting Lives”</b>

## MEANS

<b>Project Concept</b>	<b>“People’s Living Lab”</b>	
<b>Co-creation with the World</b>	<b>Theme Practice</b>	<b>Future Society Showcase</b>
<b>Pavilions for official participants</b>	<b>Thematic Projects</b>	<b>Future Society Showcase projects</b>
	<b>TEAM EXPO 2025 Programme</b>	
	<b>Japan Pavilion</b>	
	<b>Projects of local governments etc.</b>	
<b>Official Events</b>	<b>Pavilions for private parties</b>	<b>Virtual Expo</b>
	<b>Events</b>	

\*Society5.0: The national strategy of the Japanese government that advocates a sustainable and inclusive socio-economic system in which all the citizens can fulfil their full potential and social problems such as falling population, aging society, energy depletion and environmental degradation can be resolved.



## Co-creation with the World

The pavilions of Official Participants as well as official events such as participating countries' National Day ceremonies and international organisations' Special Day ceremonies are part of this project. Official Participants are supposed to aim to put the theme into practice through

three subthemes. They are also expected to present best practices to achieve the SDGs in their respective jurisdiction/fields at the venue to illustrate future society where the SDGs are attained.

## Legacy

As shown in the project structure, Expo 2025 Osaka, Kansai, Japan, will comprise three sets of projects: "Co-creation with the World," "Theme Practice," and "Future Society Showcase," which will begin to be implemented at or outside the venue before the Expo. These projects aim to enable visitors and participating businesses and organisations to experience new technologies, services, and systems that will take root in society in the future and work on their own to help achieve the SDGs and make a leap for the SDGs and beyond to cause changes in their thoughts and action after the Expo. In this way, the significance of the Expo also lies in its function as a leverage in bringing its own philoso-

phy and achievements as a legacy to the next generation. Additionally, the Organiser (Japan Association for the 2025 World Exposition) will seek wisdom from a wide range of people with diverse backgrounds and achieve co-creation between various players from the preparatory stage in order to put the plan into shape for Expo 2025 Osaka, Kansai, Japan. For this purpose, we will build a promotion system with a diverse workforce from various perspectives, regardless of their age, gender, and nationality. A legacy of the Expo will be an opportunity for next-generation talent as leaders of a future society to achieve self-development by working in the system.



## Site

The site for the Expo is located in Yumeshima Island. Yumeshima Island is an artificial island on the waterfront in Osaka and surrounded by the sea and sky. From Yumeshima Island, visitors can enjoy the beautiful landscape of the Inland Sea including the Akashi-Kaikyo Bridge, Awaji Island, and the sunset. With sea breeze and the scent of the sea, they can experience Japan as an island country with their five senses.

The Osaka/Kansai area, where the Expo will be held, has over 1,600 years of history, serving as the nation's centre of politics, economy, and culture. It boasts

a rich heritage with multiple ancient cities as well as a variety of shrines, temples, historical buildings, traditional performing arts, and Japanese *washoku* cuisine.\*

Additionally, the region boasts various traditional performing arts which are inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity, including the *ningyo joruri bunraku* puppet theatre, *kabuki*; and *noh*. The region has also long enjoyed a nationwide reputation as home to various

styles of comedy, including *Kamigata rakugo*, the traditional art of one-man comic storytelling featuring a unique regional style and stories; and *manzai*, a comic dialogue by a few comedians.

Furthermore, a world-leading biomedical cluster consisting of research institutions and corporations as well as a variety of cutting-edge R&D sites are located in the region, making it the incubation centre of advanced science and innovation.

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\*In the Osaka/Kansai area, approximately half of Japan's historical tourism resources are concentrated, including six World Cultural Heritages, 612 National Treasures and 5,877 Important Cultural Properties



## Venue Design Concept

# *Unity in Diversity*

We are now in an era of diversity. At the same time, regrettably, this era incurs the risk of turning into an era of a deep divide. If the Expo venue as a place for union between diverse cultures and lifestyles from all over the world can not only celebrate rich diversity but also provide visitors with experience of connection beyond the divide, the Expo will succeed in sharing hopes for a brighter future. For this purpose, the venue will

be designed to advocate diversity based on the principles of “decentralisation” and “dispersion,” and combine it with “connection” between diverse beings. Being diverse while united - We aim to design the venue so that visitors will be able to experience unity in diversity and one world shared by innumerable diverse beings.

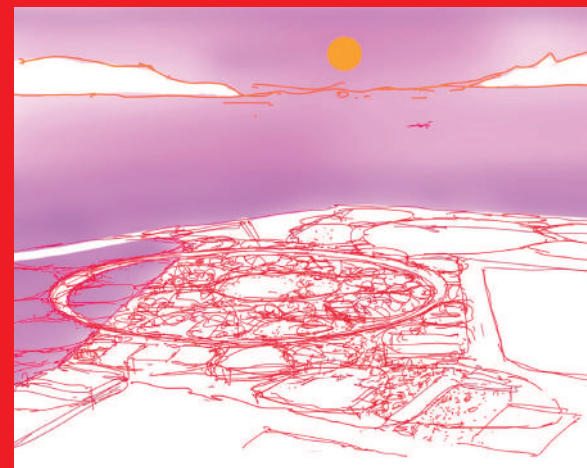


## *One Sky*

We will use “one sky” as a symbol of “connection” between diverse beings. Everyone around the world is looking up at the same sky. The one sky connects all parts of the world. It is what people all over the world share. The one sky thus represents unity in diversity. The Expo venue will have the “one sky” in it.

# *Expo of the Sea, Sky and Earth*

The site for the Expo is located on Yumeshima Island surrounded by the sea. We will design the Expo venue to include an enclosed part of the sea. Mirroring the sky, the enclosed sea will cut a portion out of the one sky, towards which visitors will raise their eyes. On the ground, the venue will be dotted with diverse pavilions and various natural features in a decentralised and dispersed manner.



# *Clear Line of Flow and Diverse Areas Arranged in a Decentralised and Dispersed Manner*

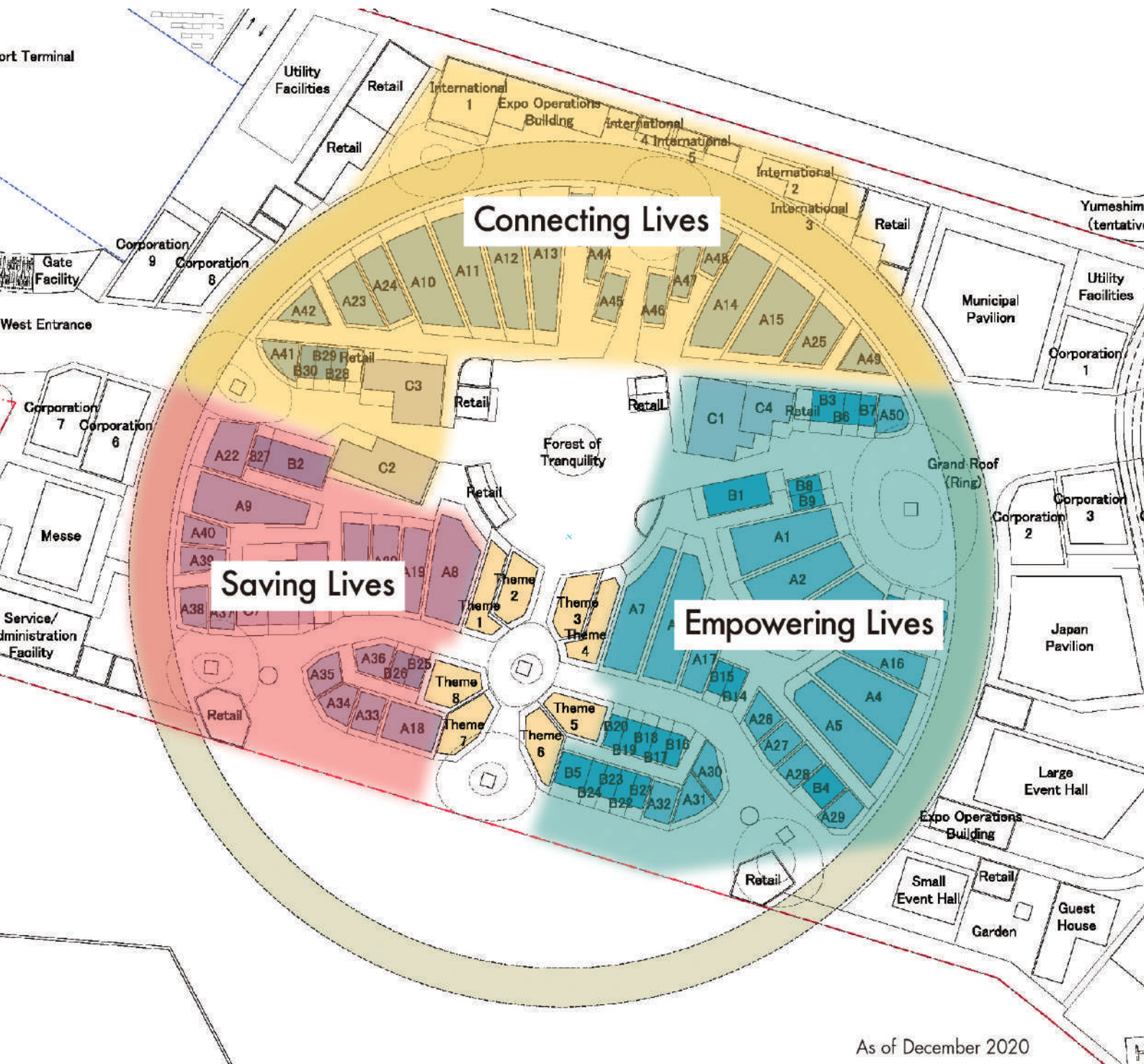
The main line of flow, through which all parts of the venue are accessible, is designed to form a loop to provide both clarity and a variety of views. The venue will be dotted with plazas in various sizes along the main line of flow, adding different tones to visitors' experiences. The plazas will be used for various events filled with liveliness.



# Zoning of the Pavilion World

## *The Pavilion World Will be Zoned into Three Subtheme Zones*

The pavilions of participants will be distributed into the three zones according to the relationship between their exhibition and the subthemes.



## **Sustainability**

At Expo 2025 Osaka, Kansai, Japan, we aim to perform sustainable operations by appropriately managing environmental and social impacts and thereby to contribute to the achievement of the SDGs. To this end, we will undertake

various initiatives to help build a decarbonised society, live in harmony with the nature and protect the environment, including:

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**Strive to reduce greenhouse gas emissions and put the 3R waste management concept into practice with a variety of measures such as the proactive use of recycled materials;**

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**Operate the Expo in an inclusive way to allow diverse visitors and participants' staff to contribute to it proactively and without feeling alienated;**

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**In order to maintain the safety and comfort of visitors, introduce an admission system that can ease congestion and keep the number of visitors stable and/or a reservation system for pavilions; Implement infectious disease control and disaster mitigation measures addressing risks of natural disaster such as earthquakes and typhoons;**

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**In order to allow people who cannot visit the Expo venue to enjoy the Expo, make a good use of ICT to create a virtual Expo.**

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# 03

## About Themes

## Theme

# *Designing Future Society for Our Lives*

The theme, “Designing Future Society for Our Lives,” invites individuals to think how they want to live and how they can maximise their potential. It is also intended to drive co-creation by the international community in designing a sustainable society that supports individuals’ ideas of how they want to live. In other words, the Expo will ask a straightforward question to everyone, “What is the happy way of life?” for the first time. The Expo will correspond to this time when new social challenges, including expanding economic gaps and heightened conflicts, are emerging while science technologies are evolving, including AI and biotechnologies, that will

present changes to humankind, for example, extended life spans. While values and ways of living have become increasingly diversified in recent years, technological innovations enable everyone to access and communicate a hitherto unimaginable amount of information. Based on this development, the Expo aims to serve as a model for health and medical care, carbon neutrality and digitalisation, and aggregate the world’s wisdom and best practices in the Osaka/Kansai to bring about solutions to various challenges while taking diverse values into account.

## Subthemes

*“Saving Lives”*

*“Empowering Lives”*

*“Connecting Lives”*

To elaborate further on the discussion of “life” as the central piece of the Expo’s theme, three subthemes have been established; Saving Lives, Empowering Lives and Connecting Lives. “Lives” in these subthemes put a great emphasis on the “life” of all existence while also meaning daily life and life as a whole. Japanese culture has long been based

on the belief that any material, from all living creatures to even a pebble along the road, have an inherent life in them. With this in mind, the Expo welcomes the consideration of life not just for human beings but also in a broader sense of diverse creations and nature that surrounds humans.



# SAVING

## *“Saving Lives”*

Since our birth, we cannot live and survive alone without the support of family members and others. Born without any means to protect ourselves against dangers in the nature and the world around us, we gradually acquire strength and wisdom within the family and society, grow to be capable of surviving in tough situations and support and are supported by family members and others. However, at the end of our long journey, an advanced age prohibits us from protecting ourselves and standing on our own feet. Life in itself is an abstract concept, but life as the pulse of human activities is equally offered to everyone in the world. No one is deprived of life regardless of the time, place and situation he/she is in. The world where we live in is supported by the nature that comprises of a variety of creatures, climate, forest, earth, water and ocean. In this world, lives of all the living things mutually protect and are protected each other as well as save and are saved each other. With this chain of interdependence, the world is maintained and lasts long.

The subtheme “Saving Lives” focuses on the mutual protection and saving of the lives of individuals in their growing and prospering within the sound ecosystem of the earth. As such, this subtheme

forms the starting point of the commitment of “leaving no one behind.” By successfully incorporate this subtheme into the exhibition, the participant will win recognition from around the world as it contributes to creating a new era in the human history where the dignity of lives is equally respected in all corners of the world.

Presentation based on this subtheme may include exhibits, operations, events and activities relating to: New technologies and systems to efficiently deliver vital nutrition to infants and children; medicines and vaccines to tackle diseases and viruses such as COVID-19; a nutrition-rich diet and refreshing exercise suitable for one’s development stage; public health and the prevention of infectious diseases; disaster prevention and mitigation; the eradication of poverty and education for social/economic independence; initiatives to maintain wellbeing and extend healthy life span; and creation of sustainable environment where people can live in harmony with the ecosystem of the earth.

# LIVES

## *“Empowering Lives”*

We develop rich and broad emotions, affection and intelligence of our own while passionately expanding the scope of activities. Individuals are aware of, and want to achieve satisfaction in life as well as fun, fulfilment and a reason for living. We also want to live a better life. In addition, human beings, having developed intelligence, courage and the sense of justice, have been striving to live better rather than just survive since long ago. Thus, by sharing intelligence and wisdom with others, human beings have been building civilisation. In order for all of us to be equipped with zest for life, learn how to live a better life with comfortable lifestyle and enlarge our potential, we must empower ourselves and others, and communities and society must empower people. This notion is the basis of the subtheme “Empowering Lives.”

By putting this subtheme in practice, for example, through the utilisation of cutting-edge science, technologies and systems as well as the intelligence and skills of people, participants are expected to demonstrate to individuals around the world that they are creating our future as frontrunners in both propositions and actions. In doing so, participants are also expected to strive to realise a better life and foster dream and hope among people while protecting the natural environment that supports human lives.

Presentation based on this subtheme may include exhibits, operations, events and activities relating to: High-quality remote education based on Information and Communication Technology (ICT); expansion of healthy life span through sports and quality foods; enrichment of human potential assisted by AI and robotics.

## “Connecting Lives”

Along with the evolution of the civilisation, humankind has been expanding space and time wherein individuals can act at their will. The spread and development of transportation systems on land and sea as well as in the air and space have significantly increased the frequency and volume of human interaction. Furthermore, the advancement of digital communication supported by ICT has enabled people around the globe, including those who go shopping at the market, farmers on the field and office workers, to exchange data and communicate each other via hand-held devices whenever they want and wherever the counterpart is. These kinds of evolution have dramatically changed the way people connect each other and how people and society/the world are related. However, this change is only in its infancy. On the other hand, by bequeathing tangible and intangible tradition and culture developed and refined by an infinite number of individuals from generation to generation, genuine riches and happiness have also been shared by people and society over time.

The subtheme “Connecting Lives” focuses on connecting people each other, building communities and enriching society, so that visitors can understand how things they care about and diverse

ways they live have an impact on the whole world and design their lives and their relationship with society based on the understanding. To bring the best out of ourselves, we must connect ourselves with others, encourage others to connect each other. It is also essential that new technologies support the connection between people and play a catalytic role to connect existing technologies. At the same time, this subtheme will shed light on the importance of acting collectively by promoting connection of people and communities and sharing knowledge and science, in order to address one of the most urgent issues for the sustainable development of human beings: Preventing human beings’ cross-border activities from crossing a tipping point, where the global environment is precipitated into irreversible rapid changes.

Presentation based on this subtheme may include exhibits relating to: Power of partnership and co-creation; evolution of communication through ICT; social system that makes a good use of data.

## Commitment of the Participants

*(What is Required to Participants)*

### **I. Theme-based Exhibition**

The exhibitions by participants must represent the theme of the Expo, “Designing Future Society for Our Lives.”

### **II. Selection of a Subtheme on Which the Exhibition is Based**

Participants are supposed to choose at least one of the three subthemes related to “life” in developing topics for their exhibitions.

### **III. Selection of Goals that Contribute to the Achievement of the SDGs**

The exhibitions by participants must promote initiatives to attain SDGs and beyond. To this end, participants are required to address at least one of the 17 goals laid out in the SDGs.

This does not mean that participants should narrow down their exhibition to one particular subtheme and SDGs’ objective. Rather, they may make exhibitions that cover all three sub-

themes or that help achieve all 17 SDGs. In addition, when planning their exhibitions, participants are encouraged to make following efforts:

To make the Expo a test field for designing future society, participants are expected to devise a way of triggering innovation of new technologies, systems and other areas;

As for the co-creation of future society, participants are expected to facilitate dialogue among participants and visitors while presenting new perspectives and ideas to everybody who comes across the exhibitions;

Participants are expected to make unique and high-quality exhibitions to be appealing to visitors from Japan and around the world.

Figure1: Steps to Develop Exhibition



## Exploring Themes

The subthemes adopt a dual perspective. On the one hand, the subthemes should be examined from “my” perspective as an individual person. This is an approach where the following questions are asked: What will I do? What should I do? How should I do it? On the other hand, the subthemes should also be ex-

amined from the perspective of others. This is an approach where the following questions are asked: What will groups, communities, businesses, governments, countries and economic/social/environmental systems will do? What should they do? How should they do it? Subjects for whom these two questions are

raised are not only people but also all existence such as the nature including animals and plants, the global environment as well as social/economic systems and technologies. Examples of potential topics that address the subthemes and the aforementioned two approaches are shown below.

**Figure2-1: Examples of Theme-related Topics**

Subtheme	Objectives	Keywords to explore theme	
		Individual	Society (community, corporation, government, etc.)
<b>Saving Lives</b>	<b>Protecting and Saving Lives</b>	Healthy life; extension of healthy life spans; mental health; four seasons and food, clothing and housing ; diet and life	Life sciences (development of medicine, including the most advanced medical technologies); improved working environment; resolution of the poverty issue; reduction of child fatality rates; resolution of human rights issues (including human trafficking and child marriage); health and well-being; disaster prevention and mitigation; coexistence with nature and preservavtion of environment; agriculture and food production; improved public health; water resources, preservation and access to clean water; renewable or new energies; microfi-nance; and animal protection
<b>Empowering Lives</b>	<b>Enriching and Expanding Possibility of Lives</b>	Realising oneself; expression one-self; daily life according to seasons; fashion; morals and manner; entertainments(comedies etc.); sightseeing, exloration, and traveling; culture, literature, art, philosophy and music; sports; learning and playing; meditation, Zen, mindfulness, and prayer; and AI and robots	Offering remote education; expanding human possibility; volunteerism; citizensihp participation; donation and fund raising; diversified work and life styles; advancement of industries (leveraging AI); angel investments; entrepreneurship; challenges to frontiers (ocean, outer space, deep sea, underground, etc); future of food (new food, insect food, etc.)
<b>Connecting Lives</b>	<b>Individual Lives Getting Connected to Build Community and Enrich Society</b>	Utilising digital capabilities; actions in the context of natural environments; responses to climate change; religious belief; new encounter; promotion of diversity and inclusion of different cultures	Internet communities; online platforms; power of partnership and co-creation; new methods of financing (crowdfunding, etc.); future of industries; circular economy; social inclusion; traditional techniques; use of big data; super city; smart city; partnership among business, public sector and academia

\*The topics above are for reference only and participants can freely put forward their own topic to be addressed.

## Figure2-2: Matrix of Subthemes and the SDGs' 17 Goals

The matrix of SDGs' 17 goals and relevant topics under each subtheme is shown below as additional reference in order to support participants in their consideration of subthemes to be addressed.

	<b>Saving Lives</b> Focus on protecting and saving the lives of individuals	<b>Empowering Lives</b> Focus on enriching the lives of individuals and expanding their potentials	<b>Connecting Lives</b> Focus on individual lives getting connected to build community and enrich society
	Initiatives for immediately saving people living in poverty <ul style="list-style-type: none"> <li>• Social protection systems</li> <li>• Vaccines and food assistance</li> </ul>	Initiatives for lifting people out of poverty <ul style="list-style-type: none"> <li>• Microfinance</li> <li>• Social business</li> <li>• Establishment of funds</li> </ul>	Social efforts for putting an end to creating poverty <ul style="list-style-type: none"> <li>• Equal employment opportunities</li> <li>• Redress wage gaps</li> <li>• Breaking the cycle of poverty</li> </ul>
	Initiatives for immediately saving people suffering from chronic undernourishment and hunger <ul style="list-style-type: none"> <li>• Food assistance</li> <li>• Ensuring stability of food markets</li> </ul>	Initiatives for adapting to the effects of climate change, droughts, and floods, among others to expand food production <ul style="list-style-type: none"> <li>• Resilient farming</li> <li>• Plant factories</li> </ul>	Social efforts for maintaining a stable supply of food <ul style="list-style-type: none"> <li>• Promotion of agricultural trade</li> <li>• Reduction of food loss in developed countries</li> </ul>
	Initiatives for preventing child and maternal deaths due to infectious diseases or the lack of medical or welfare services <ul style="list-style-type: none"> <li>• Measures for preventing the spread of infectious diseases</li> <li>• Expansion of medical services</li> </ul>	Initiatives for overcoming the challenges of medical and welfare services <ul style="list-style-type: none"> <li>• Remote medicine</li> <li>• Vital sensing</li> <li>• Medical/Care robots</li> </ul>	Initiatives for realising access to medical and welfare services for all <ul style="list-style-type: none"> <li>• Global fund for vaccination</li> <li>• Universal Health Coverage (UHC)</li> </ul>
	Initiatives for providing basic education for all <ul style="list-style-type: none"> <li>• Establishing schools in developing countries</li> <li>• Provision of free education</li> <li>• Resolving the shortage of childcare services in developed countries</li> </ul>	Initiatives for realising quality education <ul style="list-style-type: none"> <li>• Equitable education</li> <li>• Hygienic educational environments</li> <li>• E-learning</li> </ul>	Initiatives for supporting education in local communities <ul style="list-style-type: none"> <li>• Scholarship systems</li> <li>• Provision of textbooks and school supplies</li> <li>• Support for single parent households</li> </ul>
	Initiatives against gender discrimination, to save lives and protect human rights <ul style="list-style-type: none"> <li>• Establishing shelters and safehouses</li> <li>• Abolishing child marriage</li> </ul>	Initiatives for promoting women's social participation <ul style="list-style-type: none"> <li>• Equal educational opportunities</li> <li>• Appointment of women to legislatorial or managerial positions</li> </ul>	Social efforts for eliminating gender discrimination <ul style="list-style-type: none"> <li>• Family planning services (for lowering the birth rate in developing countries)</li> </ul>
	Initiatives for providing a stable supply of clean water <ul style="list-style-type: none"> <li>• Building and maintenance of wells and water tanks</li> </ul>	Initiatives for realising clean water and sanitation even without water and sewage systems in place <ul style="list-style-type: none"> <li>• Filtering technology</li> <li>• Sewage treating and recycling technology</li> <li>• Night soil incineration and drying technology</li> </ul>	Social efforts for providing clean water and sanitation for all <ul style="list-style-type: none"> <li>• Ownership of water</li> <li>• Development and distribution of water resources</li> <li>• Prevention of water pollution</li> </ul>
	Initiatives for reducing emissions of greenhouse gases from fossil fuel use <ul style="list-style-type: none"> <li>• Conversion to alternative sources of energy</li> <li>• Improvement of energy efficiency</li> <li>• Technologies for greenhouse gas removal</li> </ul>	Initiatives for developing energies that do not rely on fossil fuels <ul style="list-style-type: none"> <li>• Renewable energy</li> <li>• Energy mix</li> </ul>	Social efforts for efficient energy use <ul style="list-style-type: none"> <li>• Smart grids</li> <li>• Energy self-reliance</li> </ul>
	Measures against unemployment and eradicating forced labour <ul style="list-style-type: none"> <li>• Freedom of association, right to collective bargaining</li> <li>• Unemployment insurance</li> <li>• Minimum wage</li> </ul>	Initiatives for decent work and work-life balance <ul style="list-style-type: none"> <li>• Remote work</li> <li>• Societies that are easy to start businesses</li> </ul>	Social efforts for decent work <ul style="list-style-type: none"> <li>• Measures against harassment</li> <li>• Work sharing</li> </ul>

	<b>Saving Lives</b> Focus on protecting and saving the lives of individuals	<b>Empowering Lives</b> Focus on enriching the lives of individuals and expanding their potentials	<b>Connecting Lives</b> Focus on individual lives getting connected to build community and enrich society
	Initiatives for promoting sustainable industrialisation <ul style="list-style-type: none"> <li>•Development of water, electricity and internet systems</li> <li>•Expansion of employment</li> <li>•Expansion of industrial sectors</li> </ul>	Initiatives for diversifying industries and creating added value <ul style="list-style-type: none"> <li>•Promotion of scientific research and innovation</li> <li>•Financial services</li> <li>•Value chain</li> </ul>	Social efforts for building infrastructure in developing countries and driving innovations in developed countries <ul style="list-style-type: none"> <li>•Partnership through the World Bank among developed and developing countries</li> <li>•Support for scientific and technological research</li> </ul>
	Initiatives for ending all forms of discrimination <ul style="list-style-type: none"> <li>•Guarantee of basic human rights through legal systems</li> <li>•Redistribution of wealth through tax systems</li> </ul>	Initiatives for reducing inequalities <ul style="list-style-type: none"> <li>•Fairtrade</li> <li>•Strengthening regulations and monitoring of financial markets</li> </ul>	Social efforts for reducing inequalities <ul style="list-style-type: none"> <li>•ODA</li> <li>•Strengthening the voice of developing countries</li> </ul>
	Initiatives for realising safe cities <ul style="list-style-type: none"> <li>•Upgrading slums</li> <li>•Reducing atmospheric pollution and improving waste disposal practices</li> </ul>	Initiatives for realising comfortable and livable cities <ul style="list-style-type: none"> <li>•Alleviating traffic congestions</li> <li>•Building and utilising parks</li> <li>•Self-reliant agricultural communities</li> </ul>	Social efforts for building sustainable cities <ul style="list-style-type: none"> <li>•Housing and transportation systems that accommodate the needs of people with disabilities and the elderly</li> <li>•Protection and maintenance of cultural and natural heritage</li> </ul>
	Initiatives for reducing the ecological footprint to a level below the biological capacity level <ul style="list-style-type: none"> <li>•Reducing food loss</li> <li>•Promoting the 3Rs (reduce, reuse, and recycle)</li> </ul>	Initiatives for making sustainable production and consumption efficient <ul style="list-style-type: none"> <li>•Traceability</li> <li>•Refrigerating and defrosting technologies for extended freshness</li> </ul>	Efforts through which individuals or businesses take the lead and become connected to one another to produce social outcome <ul style="list-style-type: none"> <li>•Closed loop systems</li> <li>•Ethical consumption</li> </ul>
	Initiatives for curbing human causes of climate change <ul style="list-style-type: none"> <li>•Preventing deforestation</li> <li>•Reducing plastic waste</li> </ul>	Initiatives for decarbonisation <ul style="list-style-type: none"> <li>•Carbon pricing</li> <li>•Transition to renewable energies</li> </ul>	Social efforts for promoting the 3Rs and protecting the environment <ul style="list-style-type: none"> <li>•Shift from owning to sharing</li> <li>•Urban mining</li> <li>•Green purchasing</li> </ul>
	Initiatives for protecting the marine resources and ecosystems <ul style="list-style-type: none"> <li>•Measures against microplastics</li> <li>•Measures against ocean acidification</li> </ul>	Initiatives for securing sustainable fishery resources <ul style="list-style-type: none"> <li>•Aquaculture or sustainable seafood</li> <li>•Monitoring of marine resources and corals</li> </ul>	Social efforts for preventing overfishing and marine pollution <ul style="list-style-type: none"> <li>•Eco label for fisheries</li> <li>•The Ramsar Convention for the conservation of wetlands</li> </ul>
	Initiatives for protecting forests and soil <ul style="list-style-type: none"> <li>•Rehabilitation and restoration of degraded forests</li> <li>•Prevention of soil degradation and desertification</li> </ul>	Initiatives for sustainable ecosystem services <ul style="list-style-type: none"> <li>•Utilisation of wood products and trees from forest thinning</li> <li>•Organic farming</li> </ul>	Social efforts for conserving forests, wetlands, and mountain ecosystems and protecting endangered species <ul style="list-style-type: none"> <li>•Prevention of poaching</li> <li>•Nature reserves</li> <li>•Prevention of introduction of non-native species</li> </ul>
	Initiatives for preventing terrorism, internal conflicts and wars <ul style="list-style-type: none"> <li>•Public-private partnerships for anti-terrorism</li> <li>•Restrictions on trading of raw materials for explosives</li> <li>•Measures against terrorist funding</li> </ul>	Initiatives for guaranteeing individual rights and access to justice <ul style="list-style-type: none"> <li>•Building the internet environment in developing countries</li> <li>•Issuance of legal identities</li> </ul>	Social efforts for promoting the rule of law at the state level <ul style="list-style-type: none"> <li>•International peace-keeping activities</li> <li>•International conference on crime prevention and criminal justice</li> </ul>
	Initiatives for assisting developing countries through global partnerships <ul style="list-style-type: none"> <li>•Triangular cooperation</li> <li>•South-South cooperation</li> </ul>	Initiatives for expanding equitable and multilateral trade, fund, and technology transfers <ul style="list-style-type: none"> <li>•Financial cooperation among public and private entities</li> <li>•Donation to non-profit organisations</li> <li>•Support for scientific and technological innovation</li> </ul>	Social efforts for the developing countries through trade <ul style="list-style-type: none"> <li>•Tariff reduction of agricultural products</li> <li>•Reduction of domestic agricultural protection</li> <li>•Tariff reduction of mining/manufacturing products and forestry/fishery products</li> </ul>

\*What are shown in the matrix are for reference only and participants can freely put forward issues they want to address.



## Examples of Themes for Presentation

### **Saving Lives and Empowering Lives, Combined with the Goals 1, 4 and 6 of the SDGs**

Country A (or international organisation A. The same applies hereinafter) has enjoyed steady economic growth over the last ten years. However, it faces a challenge in reducing the remaining economic gaps between urban and rural areas. In the pavilion at the Expo, Country A proposes a future vision of the country in 2030, which should be achieved by efforts to improve citizens' life in collaboration with the United Nations and non-governmental organisations. Examples of such efforts may include improved access to drinking water and expanded opportunities for elementary education. Visitors to this pavilion can take a virtual tour of the country to experience its rich nature and culture.

### **Saving Lives and Connecting Lives, Combined with Goal 3 of the SDGs**

Country B encourages its people to build a prosperous and diversified way of living. The challenge, however, is that the population is now aging, thanks in part to advances in medical technologies, and now the country's finances and labour market is being pressured. The country is trying to address social issues by taking preventive medicine, that is, to save lives by not becoming ill in the first place. In the pavilion, Country B proposes preventive medicine as a way towards the future, covering gene treatment, prevention of illness through drug development, and mental and physical aids enabled by AI and robotics. Country B also presents technologies that support home and remote medical care, which will become necessary as the next step in preventive medicine, thereby showcasing the ideal state of society.

### **Saving Lives, Combined with Goal 3 of the SDGs**

Country C enjoys ongoing economic growth and technological innovation, especially with the medical sector growing rapidly. Advanced medicine, however, is not widely available especially in rural areas, and there is a growing concern over a shortage of medical experts. In the pavilion, Country C proposes a future state of society towards 2030 from the perspectives of innovation in medical technologies to address the foreseen shortage of medical practitioners, improve medical services in remote areas, and offer opportunities for diverse medical options. Such a future state may be realised through remote surgical procedures through 5G, nursing care enabled by AI, physical therapy technologies, and other technological innovation. In addition, the pavilion showcases a desired social system that flourishes through medical technologies, including home and remote medical care, that cater to the needs of each patient.

## **Empowering Lives, Combined with Goals 2 and 8 of the SDGs**

Country D's economy is predominantly based on the export of agricultural product X. In order to further improve productivity and minimise the workload of agricultural workers, the country is trying to implement and expand the use of advanced technologies, including satellite monitoring of crop, as well as automated fertilisation and crop-dusting by drones. In the pavilion, visitors are given opportunities to learn about a future state of agriculture made possible by these initiatives. A portfolio of recipes that highlight agricultural product X and a taste of Country D's traditional sweets made from product X help visitors discover new appeals of the country.

## **Empowering Lives and Connecting Lives, Combined with Goal 3 of the SDGs**

Country E's population has an increasing number of active elderly thanks to an extended healthy life span. Some of the elderly people even enjoy playing sports with the younger generation through the help of advanced robotics that support their physical capabilities. In the pavilion, visitors are given a hands-on experience of such technologies to see how they help improve physical capacity and a programme that helps envision what they want to do with the improved physical capacity. Of course, the hands-on experience of technologies is offered not just for elderly visitors but also for the younger generation as well.

## **Connecting Lives and Empowering Lives, Combined with Goals 3 and 4 of the SDGs**

Country F is known for its advanced education and social welfare. It is also known for its sustainable development and implementation of technologies that harmonise with the natural environment as well as a magnificent natural landscape that attracts tourists. The pavilion of Country F introduces how its citizens lead their life through education, social welfare, and leisure depending on their stage in life and how they live with nature and technology. The pavilion also presents leading-edge initiatives incorporating most advanced technologies as well as ideas for the future society. Visitors to the pavilion are offered virtual experiences of real time scenery of sites in Country F through a special app.

## **Connecting Lives and Empowering Lives, Combined with Goals 4 and 10 of the SDGs**

Country G, richly endowed with nature, has limited public transportation, which results in a less-than-desired level of quality of educational facilities and teachers in remote areas, which are difficult to access. In the pavilion of Country G, visitors are offered eye-witness opportunities to see how children of the country lead active, powerful lives in a beautiful, magnificent natural setting, while growing into citizens with expanded knowledge and connections with people around the world through a remote education system enabled by ICT. The same technology enables visitors to connect and communicate with local children. Such intimate interactions should help both sides cultivate mutual understanding. Interactions with children are reflective of an ideal society, that is, the world interconnected on a global scale.

## **Saving Lives and Connecting Lives, Combined with Goal 15 of the SDGs**

In Country H, the value of traditional agriculture method has recently been once again recognised, because the method uses a minimum amount of agricultural chemicals. Major portions of the main agricultural products of the country are being raised based on this traditional method, offering a healthier option for consumers.

The method also contributes to the health of surrounding natural environment as it relies less on crop-dusting. The pavilion of the country proposes an ideal state of sustainable circular society based on such a method.

## **Saving Lives, Empowering Lives and Connecting Lives, Combined with Goals 1 to 17 of the SDGs**

Country I will propose a unique vision of the SDGs and Beyond by designing future society through thinking about the issues regarding lives of people and everything in the world.



# 04

## Procedures

**1** There are two types of Theme Statements: A “Theme Statement (For Application)” to be submitted with an application for the allocation of exhibition space; and a “Theme Statement (Final)” that is part of the addendum of Participation Contract.

Note: Please refer to the “Participant Handbook 2021 for Official Participants” for further information on the application for the allocation of exhibition space.

**2** The Theme Statement (For Application) is supposed to present a preliminary concept of an exhibition plan that should be created by participants, including items that are in the early conceptual or planning phase at the time of submission. Please note that the Organiser will determine the exhibition space of the participant taking into account the subtheme addressed in the Theme Statement (For Application).

**3** The Theme Statement (Final) is part of the addendum of Participation Contract and must present the latest and comprehensive plan of the pavilion and exhibition of the participant.

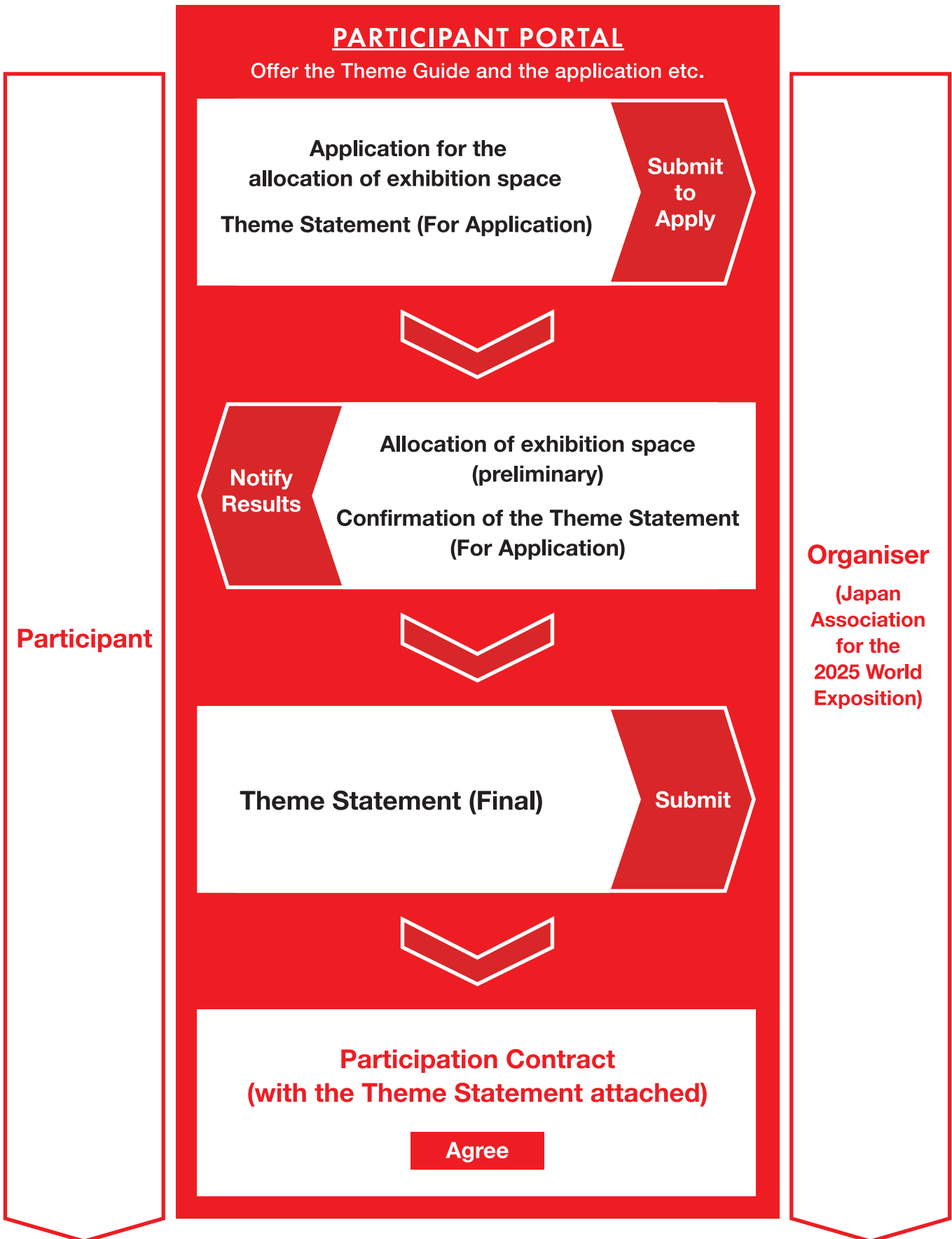
**4** The Theme Statement must follow Articles 3 and 4 of the Special Regulation No. 1 and shall include reference materials on the theme and subthemes in specific presentations. For further information on the details of each Theme Statement, please refer to the following pages.

**5** Participants should submit their Theme Statements through the Participant Portal, which is set up by the Organiser. The statement should follow the format provided on the Portal.

**6** The Organiser shall inform the Official Participant of the results of the application in writing, via the Portal, within 90 days after the receipt of the application for the allocation of exhibition space.

**7** In addition, if the Organiser considers it necessary to provide participants with further details of the Theme Statement and procedures to enable them to make adjustment for alignment with the themes, the Organiser will distribute such information via the Portal. In case a participant has questions relating to the Theme Guide as well as the Theme Statement, it is welcomed to contact the Organiser via the Participant Portal.

Diagram of the Procedures



## Information to be Provided in the Theme Statement

### < I > Theme Statement (For Application)

\*To be submitted as part of the application for the allocation of exhibition space.

<b>1 Information of Participant</b>	<p>The name of the Official Participant The name of the responsible governmental department as well as the name of the representative and his/her contact details (telephone number/e-mail address) etc.</p>
<b>2 Name of Exhibition</b>	<p>The name of pavilion/exhibition (Tentative names are accepted)</p>
<b>3 Theme Concept</b>	<p>Summary (Not more than 350 words / plans under consideration are accepted) — Explanation about how the pavilion/exhibition and the theme of the Expo are interrelated</p>
<b>4 Selected Subtheme(s)</b>	<p>Selected subtheme(s) — Select one or more subthemes that are closely related to the pavilion/exhibition from among three subthemes of the Expo. If you choose two or three subthemes, please rank them in the order of importance.</p> <p>Topics of the Exhibition (Plans under consideration are accepted) — Provide the topics of exhibition relating to the selected subtheme(s)</p> <p>*For the examples of the topics, please refer to the Figure2-1 and 2-2. Please note that the examples shown is for reference only and participants can choose different topics.</p>
<b>5 Contribution to SDGs</b>	<p>Selected goal(s) (one or more goals / plans under consideration are accepted) —Select a goal (or goals) from among the SDGs' 17 goals that is (are) most relevant to the pavilion/exhibition.</p>

Note: The allocation of the exhibition space of the participant will be determined taking the selected subtheme(s) into account .

## < II > Theme Statement (Final)

<b>1 Information of Participant</b>	<p>The name of the Official Participant as well as the name of the Commissioner General of Section and his/her contact details etc. The name of the responsible governmental department as well as the name of the representative and his/her contact details (telephone number/e-mail address) etc.</p>
<b>2 Name of Exhibition</b>	<p>The name of pavilion/exhibition</p>
<b>3 Goal of Exhibition</b>	<p>Overall goal of the pavilion/exhibition and key messages that the participant would like to convey to visitors</p>
<b>4 Theme Concept</b>	<p>Clear and comprehensive explanation about how the pavilion/exhibition and the theme of the Expo are interrelated.</p>
<b>5 Selected Subtheme(s) and the Contents of Exhibition</b>	<p>Selected subtheme(s) — Select one or more subthemes that are closely related to the pavilion/exhibition from among three subthemes of the Expo. If you choose two or three subthemes, please rank them in the order of importance.</p> <p>Explanation of the Contents of the Exhibition — How do the proposed exhibition/topics relate to the theme and subthemes of the Expo? — What is the exhibition's main message to visitors? — How can visitors experience and relate to the exhibition? — What will visitors learn by visiting the pavilion?</p>
<b>6 Contribution to SDGs</b>	<p>Select a goal (or goals) from among the SDGs' 17 goals and explain how the pavilion and exhibition of the participant can contribute to achieving the selected goal(s).</p>
<b>7 Pavilion and Exhibition</b>	<p>Overview of planned pavilion structure and exhibits as well as their characteristics</p>
<b>8 Presentation of Themes and Activities</b>	<p>Explanation of how the themes are presented through exhibits, events, other activities and operations</p>

Note: Information to be provided in the Theme Statement may be added if deemed necessary to make adjustment for alignment with the themes.





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