

International Horticultural Expo 2027, Yokohama, Japan

SUSTAINABILITY COMMUNICATIONS AND ENGAGEMENT PLAN (Summary Version)

Created in March 2025

Updated in September 2026

Japan Association for the International
Horticultural Expo 2027, Yokohama

Summary of the Sustainability Communications and Engagement Plan



- Based on the regulations of the International Association of Horticultural Producers (Association Internationale des Producteurs de l'Horticulture (hereinafter, "AIPH")), the Japan Association for the International Horticultural Expo 2027, Yokohama (hereinafter, the "Association") formulated the "Sustainability Communications and Engagement Plan" (hereinafter, the "C&E Plan") in March 2025 and updated it in September 2026. The C&E Plan sets out implementation plans, evaluations, and other matters related to sustainability communications and engagement actions, based on the Sustainability Strategy and the Sustainability Implementation Plan.
- The Association will deliver the theme and sustainability message of International Horticultural Expo 2027, Yokohama, Japan (GREEN × EXPO 2027) (hereinafter, the "EXPO") to various audiences through different media channels and two-way communication, etc.

1 Introduction

- Objectives
- Target audience, etc.

2 Implementation Plan

- Action
- Gantt chart

3 Evaluation

- The evaluation results for actions that have been implemented

1 Introduction

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

Major items listed	Summary
Objectives	Deliver the theme and sustainability message of the EXPO to audiences such as visitors, citizens and communities through various media channels and two-way communication.
Target audience	• Target audiences are selected from the following nine types of stakeholders specified in the Implementation Plan: Visitors, Exhibitors, etc., Volunteers, Citizens and communities, NPOs/ NGOs, Businesses, Experts, etc., Governments and municipalities, and Association personnel and operation staff, etc.
Methods of communication	Deliver the message through communication activities, promotional activities, collaborative/support activities, and educational activities, etc.

2 Implementation Plan (Key Actions)

- The C&E Plan shows 52 actions in total, including the objectives and actions related to sustainability communications and engagement that are identified in the Sustainability Implementation Plan, as well as additional actions.

Objectives of the Sustainability Implementation Plan	Action
Adopt universal design to the EXPO site plan	• Formulate and promote accessibility guidelines
Provide information for international participants (official participants)	• Formulate and communicate various regulations and guidelines for international participants (official participants)
Formulate a sustainability report and report to AIPH	• Formulate a pre-event sustainability report and report to AIPH • Formulate a post-event sustainability report and report to AIPH • Formulate a sustainability and legacy report and report to AIPH

2 Implementation Plan (Additional Actions)

- Actions were added as part of the formulation and updating of the C&E Plan.

Timing	Key Additional Actions	
During formulation	• Convey information on the official website • Effectively use official social media accounts • Build momentum through official ambassadors • Effectively use the official mascot	• Promote public participation activities that use “the official logo mark with a support message” • Promote citizens’ participation as volunteers, etc.
During update	• Communicate resource circulation initiatives for uniforms • Hold the Human, Nature and Life Symposium • Create Official Records • Hold Lab Meetings • Convene the Sustainability Advisory Committee	• Convene the Flower and Greenery Co-creation Promotion Council • Implement the Refill Circular Project • Hold the International Participants Meeting • Organise the official stamp rally

3 Evaluation

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

Details	Key Action	
Update Evaluation	• Formulate and promote accessibility guidelines • Formulate and communicate various regulations and guidelines for international participants (official participants) • Effectively use official social media accounts • Build momentum through official ambassadors • Effectively use the official mascot • Cooperate with the National Urban Greening Fair • Cooperate with Garden Necklace Yokohama	• Cooperate with Yokohama Flower & Garden Festival • Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc. • Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools • Use a concept book for the education program • Promote public participation activities that use “the official logo mark with a support message” • Promote citizens’ participation as volunteers, etc.

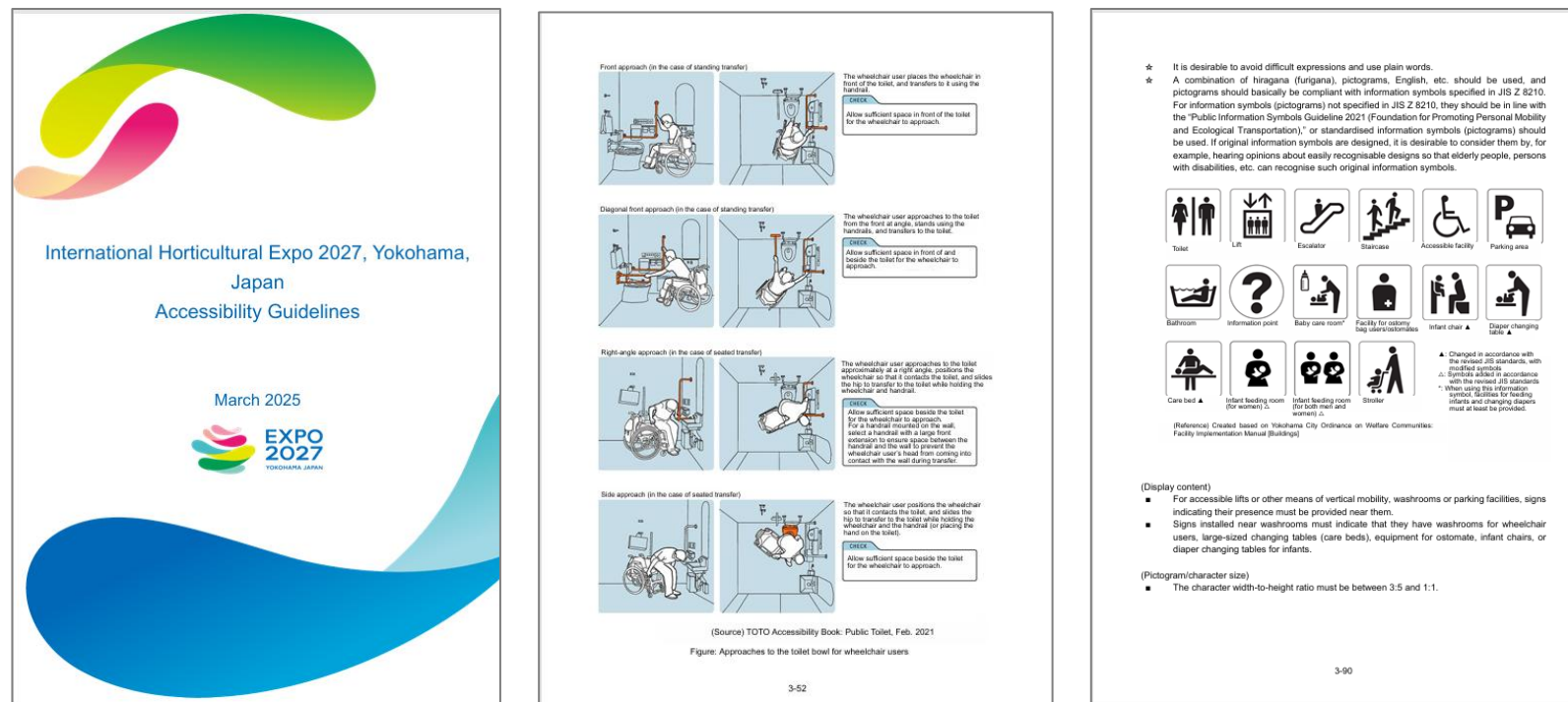
[Example] Sustainability Advisory Committee

- In connection with the formulation of the strategies and plans and the promotion of sustainability initiatives, the Sustainability Advisory Committee was established in October 2023. The Committee, which is composed of experts in relevant fields, is held regularly.
- Main Agenda Items Discussed at the Most Recent Committee Meeting

Meeting	Date	Main Agenda Items
5th meeting	9 September 2025	• Preparation of the Pre-event Sustainability Report • Operation of the Code of Sustainable Procurement • Status of preparations for establishing the Event Sustainability Management System (ESMS) and obtaining ISO 20121 certification
6th meeting	13 January 2026	• Draft the Pre-event Sustainability Report • Partial revision of the Code of Sustainable Procurement

[Example] Formulation of the Accessibility Guidelines

- The Accessibility Guidelines are intended to ensure that all parties involved in the preparation of the EXPO, including the Association and exhibitors, understand the accessibility requirements for the EXPO. They also provide guidance for planning and developing a site that ensures a safe and comfortable experience for all visitors, regardless of their nationality, culture, race, gender, generation, and physical or other disability.



[Example] “People, Nature and Life” Symposium

- The Association organises a series of symposia based on the Japanese view of nature, cultivated through an appreciation of flowers and greenery, to build momentum for the EXPO and promote understanding of coexistence between nature and humanity.



[Example] Flower and Greenery Co-creation Promotion Council

- In February 2026, the Association convened the 4th meeting of the Council, bringing together member organisations of the Council and exhibitors participating in the flower and greenery exhibitions. During the meeting, ten exhibitors presented their plans for both outdoor and indoor exhibits, providing an opportunity to share ideas and promote collaboration among participants.



Image of outdoor exhibits



Image of indoor exhibits