

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



March 2025

September 2026

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

Table of Contents

1	Introduction	1
1.1	Objectives.....	1
1.2	Target Audience	1
1.3	Message	1
1.4	Methods of communication	2
1.5	Media channels	2
2	Implementation Plan	3
2.1	Actions.....	3
2.2	Gantt chart.....	17
3	Evaluation.....	19

1 Introduction

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

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

The Association formulated the “Sustainability Communications and Engagement Plan” (hereinafter, the “C&E Plan”) in March 2025, based on matters discussed in the EXPO 2027 Master Plan, the Sustainability Strategy, and the Sustainability Implementation Plan, and updated it in September 2026.

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

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

1.1 Objectives

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

1.2 Target Audience

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

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

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

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

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

1.3 Message

The Association will deliver the theme of “Scenery of the Future for Happiness” as its sustainability message

through the EXPO.

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

1.4 Methods of communication

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

1.5 Media channels

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

2 Implementation Plan

2.1 Actions

The Sustainability Implementation Plan describes the actions to be taken to achieve each objective set forth in the Sustainability Strategy. The following table shows 52 actions in total, including the objectives and actions listed in the Sustainability Implementation Plan that are related to sustainability communications and engagement, and additional actions that have been identified in the formulation and subsequent revision of the C&E Plan.

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

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

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

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-0-4	Effectively use official social media accounts	Increase the brand image and recognition of the EXPO and promote cooperation with citizens through the effective use of official social media accounts	The Association	Convey information by effectively using official social media accounts	Work on increasing the recognition of the EXPO and build momentum through the effective use of official social media accounts	All stakeholders	Not calculated	- Convey information by effectively using official social media accounts in a timely manner	
(Additional)	add-0-5	Build momentum through official ambassadors	Build momentum for the EXPO with official ambassadors	The Association	Invite official ambassadors to press conferences and other events to convey information	Build momentum for the EXPO with official ambassadors	All stakeholders	Not calculated	- Announcement of the appointment of official ambassador: September 19, 2023 - Momentum building by official ambassadors: Throughout the EXPO period	○
(Additional)	add-0-6	Effectively use the official mascot	Effectively use the official mascot as a “Communicator Nurturing New Relationships Between Humans and Nature” to build momentum	The Association	Effectively use the official mascot to build momentum	A Communicator Nurturing New Relationships Between Humans and Nature	All stakeholders	Not calculated	- Announcement of the official mascot/ Solicitation of names for the mascot: March 19, 2024 - Decision on the mascot name “Tunku Tunku”: June 22, 2024 - Use of the mascot: Throughout the EXPO period	
(Additional)	add-0-7	Cooperate with the National Urban Greening Fair	Cooperate with the National Urban Greening Fair, which is deeply related to horticultural expos, to build momentum, for example, by displaying an exhibition of the Association	The Association, Government and municipalities	Cooperate with fairs and display exhibitions, etc.	Cooperate with the Fair under its fundamental principle, “Create Green Cities.”	Visitors, Exhibitors, etc., Citizens and communities	Visitors of the Sendai Fair: 1,157,000 visitors	- The Sendai Fair: From April 26 to Jun 18, 2023 - The Kawasaki Fair: From October 19 to November 17, 2024 - The Gifu Fair: From March 22 to April 13, 2025 - Cooperation with future fairs: Throughout the EXPO period	
(Additional)	add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)	Cooperate with the 20th anniversary project of “PACIFIC FLORA 2004”, which was held in 2004 as an AIPH-approved horticultural expo, to build momentum for the EXPO	The Association, Government and municipalities	Build momentum for the EXPO at Hamanako Flower Expo 2024	Build momentum for the EXPO at Hamanako Flower Expo 2024	Visitors, Exhibitors, etc., Citizens and communities	Visitors: Approximately 1 million visitors	- Hamanako Flower Expo 2024: From March 23 to June 16, 2024 - Cooperation with future fairs: Throughout the EXPO period	○
(Additional)	add-0-9	Cooperate with Garden Necklace Yokohama	Cooperate with Garden Necklace Yokohama, which is an annual event hosted by Yokohama City, etc., to build momentum for the EXPO	The Association, Government and municipalities	Implement programmes in collaboration with Garden Necklace Yokohama	Expand flower and greenery initiatives ahead of the EXPO	Visitors, Exhibitors, etc., Citizens and communities	Not calculated	- Participation in Garden Necklace Yokohama 2024: May 3 to June 9, 2024 - Participation in Garden Necklace Yokohama 2025: May 19 to June 15, 2025	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-0-10	Cooperate with Yokohama Flower & Garden Festival	Cooperate with Yokohama Flower & Garden Festival (hereinafter, the “Yokohama Flower Festival”), which is scheduled to be held every year, to build momentum	The Association, Governments and municipalities, Businesses	Implement projects in collaboration with Yokohama Flower Festival	Promote floriculture and horticulture industries through a new and one of the largest horticultural events	Visitors, Exhibitors, etc., Citizens and communities	Visitors: Approximately 35,000 visitors	- Participation in Yokohama Flower Festival: May 3-6, 2024 - Participation in Yokohama Flower Festival: May 3-5, 2025	○
(Additional)	add-0-11	Host a 1000-days-to-go event	A kick-off event with a number of participants from Japan and overseas, with the aim of creating an expo together with citizens by enabling them to participate in various ways	The Association	Host programmes such as workshops, events on stage, and exhibitions	Kick-off event with participation of citizens; Two-day gathering to create the “Scenery of the Future for Happiness”	Visitors, Exhibitors, etc., Citizens and communities	Visitors: Approximately 30,000 visitors	- Dates of the event: June 22-23, 2024	
(Additional)	add-0-12	Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.	As a public participation activity, students, etc., of Yokohama Seya Senior High School work with relevant organisations to carry out the “Flower Road Project” to plant flowers along the 1.5 km road stretching from Seya Station to the site of the EXPO, with the aim of building momentum for the EXPO	Citizens and communities	Plant flowers on the road stretching from Seya Station to the site of the EXPO	Make flowers bloom in Seya! Pass it to GREEN×EXPO 2027!	Citizens and communities (students, teachers and school personnel, etc.)	The 5th Project: Approximately 250 people	- The 5th Project: December 10, 2023	
(Additional)	add-0-13	Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools	Provide opportunities for participants to learn about the EXPO and actively engage in the project, with the aim of developing leaders of tomorrow who will lead the future of flowers, greenery, agriculture, and food	The Association, Citizens and communities	Carry out activities to learn about the theme of the EXPO and come up with ideas for the EXPO	Co-creation project for the future launched by students from five Kanagawa prefectural agricultural senior high schools	Citizens and communities (students, teachers and school personnel, etc.)	High school members: 49 students	- Launch of the Club: December 8, 2023 - Presentation session: June 17, 2024 - Future activities: Throughout the EXPO period	
(Additional)	add-0-14	Cooperate with the Yokohama Future Creation Conference	Taking the opportunity of the EXPO, young people who will lead the next generation discuss ways to achieve environment-friendly lifestyles and society, and create opportunities to take actions, with the aim of conveying information at GREEN×EXPO 2027 and realise a new green society	Governments and municipalities	Cooperate with the Yokohama Future Creation Conference	Create GREEN×EXPO 2027 with young people who will lead the next generation, and connect their sensibilities and ideas to the future of Yokohama	Citizens and communities (students, youth, etc.)	Members of the Yokohama Future Creation Conference: Approximately 120 members	- Kick-off event: December 10, 2023 - Full-scale flag-up event: July 30, 2024 - Interim presentation session: October 8, 2024 - Workshop: Once a month	
(Additional)	add-0-15	Hold a university co-creation forum	Share the EXPO’s vision and forms of co-creation with university personnel across the country, and promote their understanding on participation and cooperation of universities in exhibitions, etc., and participation of students	The Association	Host an online forum	Use the forum as an opportunity to promote participation and cooperation of universities in exhibitions, etc., and participation of students	Citizens and communities (students, teachers and school personnel, etc.)	Not calculated	- Dates of the forum: May 31 and June 5, 2024	

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

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-1	Communication of initiatives to achieve nature-positive outcomes	Promote nature-positive outcomes by communicating initiatives that make use of the rich natural environment surrounding the EXPO site, as well as approaches to living in harmony with nature, thereby encouraging changes in awareness and behaviour.	The Association, Exhibitors, etc.	Communication of initiatives aimed at achieving nature-positive outcomes	A call for the realisation of a nature-positive society	All stakeholders	Not calculated	- Disseminate information during both the preparation phase and the EXPO period	○
(Additional)	add-1-2	Development and promotion of Official Participant Guidelines	Develop guidelines primarily for official participants that set out detailed operational procedures, standards, and application processes related to the EXPO operations, and provide them to the relevant parties	The Association	- Publish guidelines on the website - Conduct in-person and online briefing sessions	Provide official participants with timely information on regulations, domestic rules, procedures, and other requirements related to specific themes, such as insurance and commercial activities, as relevant guidelines are developed, to support their preparation for participation	Exhibitors, etc. and businesses *The parties to which each guideline applies vary.	Not calculated	- Guidelines will be issued progressively up to the opening of the EXPO in accordance with their development status.	○
(Additional)	add-1-5	Information dissemination through Theme Events	In collaboration with government ministries and agencies, organise theme events and related programmes aligned with the theme of the EXPO, “Scenery of the Future for Happiness,” and the sub-themes: “Harmony with nature,” “Co-existence through greenery and agriculture,” “Creation of new industries,” and “Resolution through co-operation.”	The Association and the government ministries and agencies	Disseminate information through Theme Events	Encourage visitors to engage in addressing a wide range of social challenges through the opportunities and platforms provided by the EXPO, including its theme and sub-theme initiatives	Visitors	Paying visitors: 10 million visitors or more	- Implement information dissemination activities through Theme Events throughout the EXPO period	○
(Additional)	add-1-6	Information dissemination on Diversity and Inclusion	Promote initiatives that respect diversity and leverage the knowledge, perspectives, and participation of diverse individuals in support of the realisation of the theme of the EXPO	The Association and the government ministries and agencies	Implement events and related activities	Raise awareness of the importance of gender equality and women's empowerment, build momentum for these efforts, and carry forward the legacy of EXPO 2025 Osaka, Kansai, Japan by translating it into practical actions in society	Citizens, local communities, experts, government and local authorities	Not calculated	- Before the EXPO: Conduct events related to International Women's Day in March 2026 and other international events - During the EXPO: Implement related events	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-9	Communication of resource circulation initiatives for uniforms	1. Communicate the initiative to collect uniforms used by attendant staff and volunteers after use and implement a resource circulation scheme through the P-FACTS framework, including collection, composting and local resource circulation 2. Communicate the initiative to collect uniforms used by VIP attendant staff after use and recycle them into flower pots.	The Association, exhibitors, etc., and businesses	Communicate the initiatives to staff who will wear the uniforms; 1. Unveil the uniforms for attendant staff and volunteers at Media Conference 2026 2. Unveil the VIP attendant staff uniforms through stage events and other programmes at the Yokohama Flower & Garden Festival 2026	Communicate sustainability initiatives at the EXPO to promote greater awareness of sustainability.	Citizens and local communities, volunteers, exhibitors, the Association personnel and operation staff	Not calculated	- From March 19, 2027 through the post-Expo period 1. Media Conference: March 25, 2026 2. VIP Attendant Staff Uniform Unveiling Event: May 2, 2026	○
(Additional)	add-1-10	Human, Nature and Life Symposium	Organise 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.	The Association, and the EXPO '90 Foundation	Hold a symposium annually at a venue with a capacity of approximately 500 participants	Promote understanding of the significance of the EXPO and the importance of coexistence between nature and humanity	All stakeholders	Approximately 300 visitors	Annually	○
(Additional)	add-1-11	Garden Forum	Explore and discuss Japanese gardens from various thematic perspectives through collaboration among participating organisations	The University of Tokyo, Portland Japanese Garden, Japan Institute Association, and the Association	Hold the forum annually at the University of Tokyo	Discuss the theme with experts from various fields and promote dialogue on Japanese gardens from both domestic and international perspectives	All stakeholders	Approximately 150 visitors	Annually	○
(Additional)	add-1-12	Dissemination of Press Releases	Disseminate information on the Association's activities to raise awareness and generate public interest in the EXPO	The Association	Disseminate information through the Association's website, press clubs, media outlets and other relevant channels	Raise awareness of and stimulate public interest in the Association's activities	Visitors, exhibitors, citizens and communities	Not calculated	- Implemented in accordance with the timing of information dissemination for each initiative	○
(Additional)	add-1-13	Press Conferences and Media Briefings	Conduct press conferences and media briefings to proactively communicate information on the Association's activities, raise awareness of the EXPO, generate public interest, and deepen media understanding of the EXPO	The Association	Disseminate information through press conferences and media briefings	Raise awareness of and stimulate public interest in the EXPO, while enhancing media understanding of the EXPO and its initiatives	Visitors, exhibitors, citizens and communities	Not calculated	- First half of FY2026: Once per month - Second half of FY 2026: Once or twice per month	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-14	Creation of Official Records	Prepare an official record of the EXPO to document its activities and achievements and reserve them for future generations	The Association	Produce and distribute the official record publication to relevant stakeholders	Preserve the achievements and content of the EXPO as an official record and pass them on to future generations.	Exhibitors, citizens and local communities, government and municipalities, personnel of the Association, and operational staff	Not calculated	Around September 2028	○
(Additional)	add-1-15	Lab Meetings	Promote the realisation of “Scenery of the Future for Happiness”	The Association	Hold hybrid meetings (in-person and online) twice a month.	Review and discuss the Association’s policies and initiatives with experts in fields such as architecture, agriculture and horticulture, event operations, and design	Experts (Lab members)	Approximately 20 participants	Approximately twice per month	○
(Additional)	add-1-16	Sustainability Advisory Committee	Promote sustainability initiatives and enhance their effectiveness	The Association	Hold committee meetings to obtain expert opinions and recommendations	Deliver a sustainable horticultural expo	Experts, the Association personnel and operation staff	5 Experts	Approximately twice per year (FY2023-FY2028)	○
(Additional)	add-1-17	Accessibility Guidelines Study Group	Promote the planning and operation of the EXPO with due consideration for accessibility ensuring that all people can enjoy a safe and comfortable experience	The Association	Conduct exchanges of opinions with experts and persons with disabilities	Support the realisation of a horticultural expo that provides a safe and comfortable environment for all people through accessibility-conscious planning and operations	Visitors, citizens and local communities, experts, personnel of the Association, and operational staff	Accessibility experts and persons with disabilities: Approximately 30 participants	FY2025-FY2027: approximately three opinion-exchange meetings of the Study Group per year Additional individual interviews and consultation sessions conducted	○
(Additional)	add-1-18	Transport Strategy Council	Discuss and coordinate specific measures for visitor mobility to support the development of plans for the safe and efficient movement of visitors	The Association	Hold council meetings	Examine transportation measures for roads and railways, which serve as the principal visitor transportation routes, through dedicated working groups while incorporating the views and expertise of relevant government and local authorities, and related organisations	Businesses, the government, and local authorities	34 participants	A total of nine meetings were held between FY 2022 and FY 2025	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-19	Visitor Transport Technical Review Committee	Conduct specialised technical reviews of specific visitor transportation issues to support the development of plans for the safe and efficient movement of visitors	The Association	Hold review committee meetings	Conduct technical reviews from a professional perspective	Businesses, government and local authorities	Review committee participants: 4	A total of 10 meetings were held between FY2022 and FY2025. In addition, individual consultations were conducted	○
(Additional)	add-1-20	Traffic Management Promotion Council	Promote the smooth and safe transportation of visitors, while maintaining urban activities during the EXPO by bringing together relevant stakeholders to examine and coordinate initiatives that encourage behavioural changes in transportation and mobility among residents, businesses and other stakeholders	City of Yokohama, Kanagawa Prefectural, Government, the Association	Hold council meetings.	In the local community, relevant stakeholders work together to examine and coordinate measures that encourage behavioural changes in transportation and mobility among residents and businesses, such as teleworking, staggered commuting and the use of alternative routes around the EXPO site, while broadly promoting cooperation and participation	Businesses, government and local authorities	22 participants	One meeting held in FY2025	○
(Additional)	add-1-21	Flower and Greenery Co-creation Promotion Council	Publicly present the exhibition plans of the ten Flower and Green Exhibitions participants and share information with members of the Flower and Greenery Co-creation Promotion Council.	The Association	Hold an in-person council meeting	Communicate and showcase the exhibition plans and exhibits of the Flower and Green Exhibitions participants.	Members of the Flower and Greenery Co-creation Promotion Council and Flower and Green Exhibitions participants (companies, organisations, individuals, and Local Government(s))	Flower and Greenery Co-creation Promotion Council: 43 member organisations Flower and Green Exhibitions participants: Approximately 360 exhibitors	February 19, 2026	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-22	Refill Circular Project	Communicate the “Yokohama Model” to a global audience as a next-generation urban management model that addresses the EXPO’s most significant risk—extreme heat—through science, environmental initiatives and resource circulation	The Association	Hold hybrid meetings (in-person and online)	Bring together businesses, the City of Yokohama and experts under the leadership of the Association as the PMO to develop initiatives focused on heat mitigation, water resource awareness, resource circulation and decarbonisation	Visitors, staff, businesses, experts and personnel of City of Yokohama	Visitors: 10 million Staff: 16,000	From May 2026	○
(Additional)	add-1-23	Ticket sales at events primarily in the Tokyo Metropolitan area	Participate in major events across the Tokyo metropolitan area to expand ticket sales opportunities and make tickets accessible to a diverse range of potential visitors	The Association	Conduct in-person ticket sales	Expand awareness of the EXPO, engage directly with potential visitors, and broaden opportunities for ticket sales	Visitors	Paid visitors: 10 million or more	From April 2026 onwards	○
(Additional)	add-1-24	Briefings for Ticket Sales Agents	Establish a collaborative framework with ticket sales agents to ensure the consistent application of sales rules, prevent misunderstandings, expand sales channels, and maximise ticket sales, while ensuring the appropriate management of ticket distribution	The Association	Hold briefing sessions (in-person and online)	Promote the creation of an environment in which anyone can easily purchase tickets	Ticket sales agents	Expand gradually	- First briefing session: December 18, 19 and 22, 2025 - Educational travel briefing session: February 6, 2026 - Second briefing session (with archive distribution): April 6, 2026	○
(Additional)	add-1-25	International Participants Meeting	Provide Official Participants with information on the procedures and other matters necessary for participation in the EXPO, including exhibitions and events	The Association	Hold briefing sessions (in-person and on-demand streaming)	Promote understanding among Official Participants of key requirements, procedures and rules, thereby supporting the delivery of distinctive and engaging exhibitions and events.	Official Participants	84 countries and international organisations	From June 2026 onwards (frequency to be determined)	○
(Additional)	add-1-26	One-Stop Shop	Establish a dedicated point of contact for official participants to handle enquiries and applications related to procedures required for participation in the EXPO, including construction reviews, and bank account opening.	The Association	Establish an in-person service desk	Reduce the administrative burden on official participants who may be unfamiliar with Japanese systems and procedures	Official participants	84 countries and international organisations	From June 2026 onwards (frequency to be determined)	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-27	Briefings for Village exhibitors and Theme Programme operators	Provide Village exhibitors and Theme Programme operators with updates on planning progress, and other key considerations, while creating opportunities for information exchange and networking to facilitate effective communication and coordination among stakeholders	The Association	Hold briefing sessions (both in-person and online formats)	Provide Village exhibitors and Theme Programme operators with updates on planning progress, and other key considerations, while creating opportunities for information exchange and networking to facilitate effective communication and coordination among stakeholders	Village exhibitors, Theme Programme operators, sponsors, City of Yokohama, Kanagawa Prefecture and businesses	22 organisations	Once every two months	○
(Additional)	add-1-28	Briefings on exhibition plans and construction for Flower and Green Exhibitions	Provide exhibitors in the Flower and Green Exhibitions with guidance on exhibition plans, construction rules and the submission of required documentation	The Association	Hold briefing sessions (in-person and on-demand streaming)	Promote exhibitors' understanding of exhibition planning requirements, construction rules, and related procedures for Flower and Green Exhibitions	Flower and Green exhibitors (companies, organisations, individuals, and local governments)	Approximately 360 exhibitors	1. Exhibition Plans • Outdoor Exhibitions: April-May 2025 • Indoor Exhibitions: September-October 2025 2. Construction • Outdoor Exhibitions: February 2026 • Indoor Exhibitions: Around Summer 2026	○
(Additional)	add-1-29	Briefings on maintenance and removal for Flower and Green Exhibitions	Provide outdoor exhibitors participating in the Flower and Green Exhibitions with guidance on operational requirements and procedures related to maintenance and removal	The Association	Hold briefing sessions (in-person and on-demand streaming)	Promote understanding among outdoor exhibitors of the requirements and procedures for maintenance, removal and site restoration	Outdoor exhibitors participating in the Flower and Green Exhibitions (companies, organisations, individuals, and Local Governments)	Approximately 170 exhibitors	1. Maintenance: From autumn 2026 onwards 2. Removal: During 2027	○
(Additional)	add-1-30	Official stamp rally	Develop and deliver an official stamp rally in collaboration with exhibitors, enabling visitors to take home memorable experiences and lasting memories of the EXPO	The Association	Provide a dedicated mobile application, offer official merchandise, and establish stamp rally checkpoints throughout the EXPO site	Transform the experience of exploring the expansive Expo site into an entertainment activity and encourage visitors to discover and engage with exhibits, facilities and attractions across the site	Visitors	Not calculated	- Launch a dedicated website by December 2026 (100 days before the opening of the EXPO). - Begin sales of the stamp book in January 2027.	○

Objective	ID	Actions	Purpose	Responsible/Accountable	Method	Message	Main Target audience	Target audience numbers	Timeline (how often, when)	Update
(Additional)	add-1-31	Green Tech Journey	Position the entire Expo site as a single pavilion, providing visitors with opportunities to experience the significance of the EXPO in an intuitive and engaging way. By establishing locations both beyond the EXPO site and before and after the EXPO period, the initiative will extend the EXPO experience across both time and place	The Association	Provide a dedicated mobile application, offer official merchandise, and establish checkpoints throughout and beyond the EXPO site	Encourage visitors to appreciate the significance of the EXPO in advancing a green society, thereby fostering greater environmental awareness and inspiring positive behavioural change	Visitors	1 million merchandise purchasers	Launch in December 2026 (100 days before the opening of the EXPO) Content will be released and updated on an ongoing basis thereafter	○

※*Objective*: This plan includes the objectives and actions related to sustainability communications and engagement that are specified in the Sustainability Implementation Plan. Additional actions identified during the formulation and revision of this plan are marked as “**Additional.**”

※*ID*: Linked to the action IDs in the Sustainability Implementation Plan. Action IDs in the format, **add-x-xx**, are linked to the Educational Plan.

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

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

ID	Actions	Main target audience								
		Visitors	Exhibitors, etc.	Volunteers	Citizens and communities	NPOs/NGOs	Businesses	Experts, etc.	Governments and municipalities	Association personnel and operation staff, etc.
add-0-22	Convey information through the Village exhibitions	✓	—	—	—	—	—	—	—	—
add-1-1	Communication of initiatives to achieve nature-positive outcomes	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-1-2	Development and promotion of Official Participant Guidelines	—	✓	—	—	—	✓	—	—	—
add-1-5	Information dissemination through Theme Events	✓	—	—	—	—	—	—	—	—
add-1-6	Information dissemination on Diversity and Inclusion	✓	—	—	✓	—	—	✓	✓	✓
add-1-9	Communication of resource circulation initiatives for uniforms	✓	—	✓	✓	—	✓	—	—	✓
add-1-10	Human, Nature and Life Symposium	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-1-11	Garden Forum	✓	✓	✓	✓	✓	✓	✓	✓	✓
add-1-12	Dissemination of Press Releases	✓	✓	—	✓	—	—	—	—	—
add-1-13	Press Conferences and Media Briefings	✓	✓	—	✓	—	—	—	—	—
add-1-14	Creation of Official Records	—	✓	—	✓	—	—	—	✓	✓
add-1-15	Lab Meetings	—	—	—	—	—	✓	✓	✓	✓
add-1-16	Sustainability Advisory Committee	—	—	—	—	—	—	✓	—	✓
add-1-17	Accessibility Guidelines Study Group	✓	—	—	✓	—	—	✓	—	✓
add-1-18	Transport Strategy Council	—	—	—	—	—	✓	—	✓	—
add-1-19	Visitor Transport Technical Review Committee	—	—	—	—	—	✓	—	✓	—
add-1-20	Traffic Management Promotion Council	—	—	—	—	—	✓	—	✓	—
add-1-21	Flower and Greenery Co-creation Promotion Council	—	✓	—	—	—	—	✓	—	—
add-1-22	Refill Circular Project	✓	✓	✓	—	—	✓	✓	✓	✓
add-1-23	Ticket sales at events primarily in the Tokyo Metropolitan area	✓	—	—	—	—	—	—	—	—
add-1-24	Briefings for Ticket Sales Agents	—	—	—	—	—	✓	—	—	—
add-1-25	International Participants Meeting	—	✓	—	—	—	—	—	—	—
add-1-26	One-Stop Shop	—	✓	—	—	—	—	—	—	—
add-1-27	Briefings for Village exhibitors and Theme Programme operators	—	✓	—	—	—	—	—	✓	✓
add-1-28	Briefings on exhibition plans and construction for Flower and Green Exhibitions	—	✓	—	—	—	—	—	—	—
add-1-29	Briefings on maintenance and removal for Flower and Green Exhibitions	—	✓	—	—	—	—	—	—	—
add-1-30	Official stamp rally	✓	—	—	—	—	—	—	—	—
add-1-31	Green Tech Journey	✓	—	—	—	—	—	—	—	—

2.2 Gantt chart

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

ID	Actions	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028
9-3-1	Formulate and promote accessibility guidelines						
10-1-3	Formulate and communicate various regulations and guidelines for international participants (official participants)						
12-2-1	Formulate a pre-event sustainability report and report to AIPH						
12-2-2	Formulate a post-event sustainability report and report to AIPH						
12-2-3	Formulate a sustainability and legacy report and report to AIPH						
add-0-1	Provide training to Association personnel						
add-0-3	Convey information on the official website						
add-0-4	Effectively use official social media accounts						
add-0-5	Build momentum through official ambassadors						
add-0-6	Effectively use the official mascot						
add-0-7	Cooperate with the National Urban Greening Fair						
add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)						
add-0-9	Cooperate with Garden Necklace Yokohama						
add-0-10	Cooperate with Yokohama Flower & Garden Festival						
add-0-11	Host a 1000-days-to-go event						
add-0-12	Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.						
add-0-13	Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools						
add-0-14	Cooperate with the Yokohama Future Creation Conference						
add-0-15	Hold a university co-creation forum						
add-0-16	Use a concept book for the education programme						
add-0-17	Promote public participation activities that use “the official logo mark with a support message”						
add-0-18	Promote citizens’ participation as volunteers, etc.						
add-0-20	Convey information through exhibitions by official participants (foreign governments and international organisations)						
add-0-21	Convey information through exhibitions of flowers and greenery						
add-0-22	Convey information through the Village exhibitions						
add-1-1	Communication of initiatives to achieve nature-positive outcomes						
add-1-2	Development and promotion of Official Participant Guidelines						
add-1-5	Information dissemination through Theme Events						
add-1-6	Information dissemination on Diversity and Inclusion						
add-1-9	Communication of resource circulation initiatives for uniforms						
add-1-10	Human, Nature and Life Symposium						
add-1-11	Garden Forum						
add-1-12	Dissemination of Press Releases						
add-1-13	Press Conferences and Media Briefings						
add-1-14	Creation of Official Records						
add-1-15	Lab Meetings						
add-1-16	Sustainability Advisory Committee						
add-1-17	Accessibility Guidelines Study Group						
add-1-18	Transport Strategy Council						
add-1-19	Visitor Transport Technical Review Committee						
add-1-20	Traffic Management Promotion Council						
add-1-21	Flower and Greenery Co-creation Promotion Council						
add-1-22	Refill Circular Project						
add-1-23	Ticket sales at events primarily in the Tokyo Metropolitan area						

ID	Actions	FY 2023	FY 2024	FY 2025	FY 2026	FY 2027	FY 2028
add-1-24	Briefings for Ticket Sales Agents						
add-1-25	International Participants Meeting						
add-1-26	One-Stop Shop						
add-1-27	Briefings for Village exhibitors and Theme Programme operators						
add-1-28	Briefings on exhibition plans and construction for Flower and Green Exhibitions						
add-1-29	Briefings on maintenance and removal for Flower and Green Exhibitions						
add-1-30	Official stamp rally						
add-1-31	Green Tech Journey						

3 Evaluation

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

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

ID	Actions	Dates	Number of audience members reached	Overall comments	Update
9-3-1	Formulate and promote accessibility guidelines	• Date of the review meeting: FY2024 • Formulation of accessibility guidelines: March 2025	Not calculated	- We have held a review meeting and are considering guidelines based on the opinions of academic experts and parties involved, etc.	○
10-1-3	Formulate and communicate various regulations and guidelines for international participants (official participants)	• Formulation of the General Regulations: Approved by BIE in November 2022 - Formulation of the Special Regulations: Approved by BIE in June 2023 or after • All items are expected to be formally approved at the BIE General Assembly in June 2026	Not calculated	- We have formulated and communicated various regulations and guidelines, etc., and have been able to provide information to overseas participants (official participants) in an appropriate manner	○
add-0-1	Provide training to Association personnel	- Training for newly assigned personnel: Upon arrival	Not calculated	- We provided sustainability training and other types of training to newly assigned personnel of the Association	
add-0-3	Convey information on the official website	- Convey information on the official website in a timely manner	Not calculated	- We conveyed an overview of the EXPO overview and current status of consideration, information related to exhibitions and participation of businesses, etc., and sustainability-related information to audiences including overseas audience - We will work on further enriching contents and conveying more information	
add-0-4	Effectively use official social media accounts	- Convey information by effectively using official social media accounts in a timely manner	Followers of the official social media account (Instagram): Approximately 80,000 followers (As of, March 31, 2026)	- We have been able to convey information on events and initiatives of the Association using the official social media accounts - We will work on further enriching contents and conveying more information	○

ID	Actions	Dates	Number of audience members reached	Overall comments	Update
add-0-5	Build momentum through official ambassadors	- Official ambassadors participated in press conferences marking 500 days before the opening of the EXPO (October 29, 2025) and one year before the opening of the EXPO (19 March 2026). - Appointment of Yuzu as official ambassador announced: March 19, 2026	Not calculated	- As Official ambassador, Mana Ashida (actor) and Yuzu (musicians) participated in key milestone events, generating nationwide public interest in the EXPO. - Yuzu, a musical duo from Yokohama, announced the production of a collaboration song in conjunction with their appointment as official ambassador, contributing to momentum-building for the EXPO.	○
add-0-6	Effectively use the official mascot	- Announcement of the official mascot/ Solicitation of names for the mascot: March 19, 2024 - Decision on the mascot name “Tunku Tunku”: June 22, 2024 - Opening of the first and second Official Stores: March 28, 2025 - Four permanent Official Stores opened throughout FY2025. - Use of the mascot: Throughout the EXPO period	Number of ideas received for the mascot name: 6,076 ideas	- Official licensed products and Official Stores received extensive media coverage, while Tunku Tunku was actively utilised by stakeholders in promotional activities, contributing to the build-up of momentum for the EXPO. - We will effectively use the official mascot to build more momentum.	○
add-0-7	Cooperate with the National Urban Greening Fair	- Cooperation with and exhibition at the Sendai Fair: From April 26 to June 18, 2023 - Cooperation with and exhibition at the Kawasaki Fair: From October 19 to November 17, 2024, From March 22 to April 13, 2025 - Cooperation with and exhibition at the Gifu Fair: From April 23 to June 15, 2025	Visitors to the Sendai Fair: 1,157,000 visitors Visitors to the Kawasaki Fair: 1,620,000 visitors Visitors to the Gifu Fair: 2,000,000 visitors	- We cooperated with the fair and displayed our exhibition to build momentum for the EXPO	○
add-0-8	Cooperate with Hamanako Flower Expo 2024 (20th anniversary project)	- Cooperation with Hamanako Flower Expo 2024: March 23 - June 16, 2024	Visitors: Approximately 1 million visitors	- We participated in an on-stage event to build momentum for the EXPO	
add-0-9	Cooperate with Garden Necklace Yokohama	- Participation in Garden Necklace Yokohama 2024: May 3 to June 9, 2024 - Participation in Garden Necklace Yokohama 2025: May 19 to June 15, 2025	Not calculated	- We built momentum for the EXPO, for example, by implementing programmes in collaboration with Garden Necklace Yokohama	○
add-0-10	Cooperate with Yokohama Flower & Garden Festival	- Participation in Festival: May 3-6, 2024 - Participation in Festival: May 3-5, 2025	2024 visitors: Approximately 35,000 visitors 2025 visitors: Approximately 35,000 visitors	- We built momentum for the EXPO, for example, by implementing programmes in collaboration with Festival	○

ID	Actions	Dates	Number of audience members reached	Overall comments	Update
add-0-11	Host a 1000-days-to-go event	- Dates of the event: June 22-23, 2024	Visitors: Approximately 30,000 visitors	- With approximately 30,000 people visiting the event, we built momentum for the EXPO	
add-0-12	Cooperate with the “Flower Road Project” carried out by Kanagawa Prefectural Yokohama Seya Senior High School, etc.	- The 5th Project: December 10, 2023 - We introduced our activities at the 1000-days-to-go press conference on June 22, 2024 - 10 May and 13 December 2025 (Clean-up and planting activities conducted under the Hamaroad Supporter Programme)	The 5th Project: Approximately 250 people	- We built momentum through public participation activities carried out by local high schools, etc.	○
add-0-13	Promote “GREEN LEADERSHIP CLUB,” a co-creation project with Kanagawa prefectural agricultural senior high schools	- Launch of the Club: December 8, 2023 - Presentation session: June 17, 2024 - Cooperation with and exhibition at the Kawasaki Fair: From October 19 to November 17, 2024 - Exhibitor Planning Working Group convened on 12 December 2025 - Garden exhibition at the EXPO site (19 March to 26 September 2027)	High school members: 75 students (FY2025)	- Students from each high school made presentations and exchanged opinions with the management and staff of the Association - We cooperated with the fair and displayed our exhibition to build momentum for the EXPO - The exchange of ideas among the students contributed to the further refinement of the exhibition plans	○
add-0-14	Cooperate with the Yokohama Future Creation Conference	- Kick-off event: December 10, 2023 - Full-scale flag-up event: July 30, 2024 - Interim presentation session: October 8, 2024 - Workshop: Once a month	Members of the Yokohama Future Creation Conference: Approximately 120 members	- Young people are taking the initiative to voluntarily carry out subcommittee activities, expanding the circle of support	
add-0-15	Hold a university co-creation forum	- Dates of the forum: May 31 and June 5, 2024	Participants: 29 universities, 48 members	- Through the forum, we were able to gain the understanding of relevant parties regarding the participation and cooperation, etc. of universities	
add-0-16	Use a concept book for the education programme	- Release of the concept book: November 2024	Not calculated	- The Concept Book has been published, providing children and students with opportunities for inquiry-based learning	○
add-0-17	Promote public participation activities that use “the official logo mark with a support message”	- Solicitation of public participation activities: July 2024 -	Number of registrations: 213 registrations (As of March 31, 2026)	- We have been able to expand the circle of support through public participation activities and increase the sense of unity with the public	○

ID	Actions	Dates	Number of audience members reached	Overall comments	Update
add-0-18	Promote citizens' participation as volunteers, etc.	- Recruitment of Guide Volunteers for Flower and Greenery: November 2025 to January 2026 - Recruitment of Plant Management Volunteers and Operations Volunteers: From February 2026	- Number of applicants for Guide Volunteers for Flower and Greenery: 3,493 (application period closed in January 2026) - Number of applicants for plant management volunteers and operations volunteers: 8,097 (as of March 29, 2026)	Volunteer information sessions and promotional activities encouraged public participation in volunteer programmes, contributing to increased citizen engagement and momentum-building for the EXPO.	○
add-1-1	Communication of initiatives to achieve nature-positive outcomes	- Participation as a speaker in a nature-positive talk event held at the EXPO 2025 Osaka, Kansai, Japan: 20 September 2025 - Implementation of a side event at the UN Climate Change Conference (COP30), Belém, Brazil: 15 November 2025 - Participation as a speaker at a nature-positive seminar organised by the Institute for Global Environmental Strategies (IGES): 28 January 2026	Not calculated	Successfully communicated the EXPO's initiatives to domestic and international audiences through a variety of engagement opportunities.	○
add-1-2	Development and promotion of Official Participant Guidelines	- FY2023: 2 guidelines issued - FY2024: 2 guidelines issued - FY2025: 12 guidelines issued ※As the guidelines are updated and issued on an ongoing basis, the dates shown indicate their initial publication.	Not calculated	The Guidelines were developed in coordination with relevant organisations and communicated to official participants through exhibitor briefing sessions and dedicated webpages tailored to different categories of exhibitors, in line with the progress of their participation preparations.	○
add-1-6	Information dissemination on Diversity and Inclusion	- Event held in conjunction with International Women's Day: 4 March 2026	Approximately 150 people	The initiative received media coverage and contributed to strengthening outreach and information dissemination both domestically and internationally	○
add-1-9	Communication of resource circulation initiatives for uniforms	1. Media conference: March 25, 2026 2. VIP attendant staff uniform unveiling event: May 2, 2026	1. Approximately 100 participants (audience members and attendees) 2. Approximately 200 participants (audience members and attendees)	Through the Media Conference and the VIP attendant staff uniform unveiling event, information on the initiative was successfully communicated to the public through both event participants and media coverage.	○

ID	Actions	Dates	Number of audience members reached	Overall comments	Update
add-1-10	Human, Nature and Life Symposium	• First Symposium: March 10, 2024 • Second Symposium: November 28, 2025 • Third Symposium: August 28, 2026	Approximately 300 participants	The series of symposia provided an opportunity to raise awareness among a broader audience.	○
add-1-11	Garden Forum	• First Forum: May 13, 2024 • Second Forum: May 28, 2025 • Third Forum: May 20, 2026	Approximately 150 participants	The forum provided an opportunity to raise awareness among people interested in Japanese gardens.	○
add-1-12	Dissemination of press releases	Disseminated as information became available within each operational area	Not calculated	Through press releases, information on a wide range of initiatives was communicated to the public and received media coverage, contributing to momentum-building for the EXPO.	○
add-1-13	Press conferences and media briefings	☐ Media briefing: March 10, 2026 ☐ Regular Press Conference: Not yet implemented <i>Planned to be held once or twice in the future.</i>	Not calculated	Through the media briefing, information on Expo-related initiatives was communicated and relationships with media organisations were strengthened.	○
add-1-15	Lab Meetings	Approximately twice a month (Thursdays)	Approximately 10 Lab members	Preparations and discussions for the EXPO are progressing steadily.	○
add-1-16	Sustainability Advisory Committee	FY2023: October 23, December 12 FY2024: September 11, December 4 FY2025: September 9, January 13, 2026	5 experts per meeting	Sustainability initiatives and efforts to enhance the attractiveness of the EXPO are progressing based on expert advice and recommendations	○
add-1-17	Accessibility Guidelines Study Group	FY2025: August 6, 2025, November 21, 2025, February 13, 2026	Approximately 30 experts and persons with disabilities per meeting	Planning and operational considerations for the EXPO site are progressing based on the opinions of experts and persons with disabilities.	○
add-1-18	Transport Strategy Council	Held nine times between FY2022 and FY2025	34 council participants	The Basic Visitor Transport Plan and the Implementation Plan have been developed, and related measures are currently being implemented.	○
add-1-19	Visitor Transport Technical Review Committee	• Held a total of 10 times between FY2022 and FY2025. In addition, individual consultations were conducted as necessary.	4 participants per meeting	The Basic Visitor Transport Plan and the Implementation Plan have been developed, and related measures are currently being implemented.	○
add-1-20	Traffic Management Promotion Council	Held once in FY2025	22 council participants	It was confirmed that careful explanations and requests for cooperation would be prioritized in order to minimize impacts on local economic activities and the daily lives of residents.	○
add-1-21	Flower and Greenery Co-creation Promotion Council	February 19, 2026	Approximately 400 participants	10 Flower and Greenery exhibitors presented their exhibition plans, and the initiative received media coverage, contributing to increased public awareness of the EXPO.	○

ID	Actions	Dates	Number of audience members reached	Overall comments	Update
add-1-23	Ticket sales at events primarily in the Tokyo Metropolitan area	- Satoyama Garden Festa: April 29, 2026 - Yokohama Flower & Garden Festival: May 2-4, 2026 - Flower Festival 2026: May 3-6, 2026	Not calculated	The initiative has contributed to increased public awareness and ticket sales for the EXPO.	○
add-1-24	Briefings for Ticket Sales Agents	First briefing session: December 18, 19 and 22, 2025 Education travel briefing session: February 6, 2026 Second Briefing Session (including release of archived video): April 6, 2026	Not calculated	Expanded sales channels and standardized sales practices, reducing the risk of misunderstandings and strengthening cooperation with sales partners.	○
add-1-27	Briefings for Village exhibitors and Theme Programme operators	FY2024: 2 briefing sessions FY2025: 6 briefing sessions	22 Participating organisations	Information was provided to exhibitors and businesses, facilitating the sharing of challenges and the exchange of ideas among participating companies and organisations to help address those challenges.	○
add-1-28	Briefings on Exhibition Plans and Construction for Flower and Green Exhibitions	1. Exhibition Plans Outdoor Exhibitions: April-May 2025 Indoor Exhibitions: September-October 2025 2. Construction Outdoor Exhibitions: February 19, 2026 Indoor Exhibitions: Around summer 2026	360 exhibitors or more	Exhibitors gained an understanding of the information required in exhibition plans and construction-related documentation	○