スポーツ・フォー・エブリワン社会の実現に向けて

スポーツ・フォーエブリワン社会の実現に向けて、2010年には「スポーツ社会創出推進条例」が成立し、スポーツに関する法制度が整備されてきました。この制度は、スポーツの普及や、スポーツを通じた社会の活性化を促進するためのものであり、スポーツの魅力を最大限に引き出せる社会を実現することを目的としています。この制度の実現は、地域社会の活性化や、子供たちのスポーツ参加を促進するためのものです。

未来に夢を描き、行動するシンクタンクへ。

国益が生まれ、それが誰もが享有できるようになる。そこに我々の役割がある。スポーツと健康、社会の活性化を背景に、未来の社会を考えるためのシンクタンクが登場することを望んでいます。

Sport For Everyone

Towards the Realization of "Sport for Everyone" Society

"Our goal is to become a think tank whose every dream and action is taken with the future in mind."

In 2010, the Jassawawa Sports Foundation (SFP) marked the 20th anniversary of its founding, and these are words I spoke during the celebration. The foundation was started with the idea of promoting the spirit of "Sports for Everyone" society. Aiming to create a society where everyone can enjoy sports in their own way, whether through participation or watching or supporting. To put it another way, we want to create a SportsforEveryone society.

Added by our transition into a public interest incorporated foundation in 2011, SFP has continued to pursue research and survey activities, human resource development, and collaboration with local governments and sports promotion institutions under the banner of "a think tank specialising in sports."

Think tanks are often identified with research organizations and policy groups that make proposals and recommendations on government policy. We’re still in our growth stage as an organization, but our goal is to become a policy research group of the highest caliber. This means our surveys must be solidly grounded, our analysis and research objectives, and our recommendations realistic. It also involves working in partnership with foundations and organizations that implement government policy to transform recommendations into practical reality. In other words, both "think" and "do" functions are required for us to contribute to society as an effective policy research group.

For this purpose, SFP—which doesn’t necessarily possess ample management resources—undertakes organizational activities by collaborating with a diverse range of organizations and individuals, including local governments, sports promotion institutions, universities, and volunteer groups throughout the country.

As you may know, the Japan Sports Agency announced the second Sport Basic Plan in March 2017. The plan lays out the government’s basic goal and long-term policy on sports. That policy focuses on changing lives, changing society, connecting to the wider world, and contributing to a better future through sports.

Achieving this policy will require communicating the value of sports and producing tangible results from sports participation. We will require active partnerships and joint efforts with those in various fields outside sports.

Over the past several years, many books have attempted to predict Japan’s future. Trends often mentioned include Japan’s population decline, declining birth rate, aging society, and the social, economic, and financial issues engendered by these trends.

During the course of reconstruction and growth after the war, Japan experienced significant urbanization and a shift away from the nuclear family to the basic unitary social unit. More recently, increases in single-person households and the number of unoccupied houses have become noteworthy phenomena. Phrases like "the breakdown of the community" and "a fragmented society" have become commonplace.

In response to these challenges, SFP proposes solutions based on the values of sports and athleticism. This is because we believe sports offer characteristics and values capable of changing lives, changing society, connecting to the wider world, and contributing to a better future. Activating the solutions inherent in sports will require an understanding of how these values work together to promote the health of society and foster a healthy culture in everyday activities. Ultimately, this will lead to government policies that promote a culture of health and longevity, with the entire population involved in sports.

SFP seeks to function as a think tank that partners with various organizations and groups, working beyond a narrowly defined concept of sports in order to convert its inherent value into a force that can address societal issues both now and in the future, thereby transforming society as a whole.

As we look to the future, we will continue doing everything possible to develop a SportsforEveryone society.
**Research and surveys**

SSF conducts research and surveys that can be used as the basis to make recommendations on sports policies to national and local governments as well as project proposals to various sport-related organizations. The Institute of Sports Policy was established to work on a broad range of issues focused on three key themes, which include: surveys on national sports life, fact-finding surveys on domestic sports facilities and sports promotion organizations, and information-gathering on sports policies in other countries.

**Research grants and human resource development**

Through two programs, SSF supports the people who play an important role in the future of sports in Japan: "Sakae Kawa Sports Research Grants," which encourages research in the humanities and social sciences that will significantly contribute to sports promotion, and "Sport Policy for Japan," which provides college students pursuing studies related to sports with opportunities to engage in research, make presentations, and interact with other students from different universities.

**Collaboration with local governments**

SSF supports municipalities engaging in a nationwide sports program called "Challengers Day," and other local governments that take a keen interest in promoting sports. Through consultations, we help those local governments establish and implement sports policies, and achieve their goals. By helping local governments establish "Local Sport Promotion Plan" and holding discussions with local residents, SSF provides data related to promotion of sports and advice based on established precedents in Japan and abroad.

*Challengers Day is an international sports event held on the last Wednesday of May each year. As part of this program, municipalities of cities and towns compete with each other to achieve the highest percentage of residents who engage in sports or physical activities for at least 150 minutes in that day.*
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SSWリポート
政策調査や研究レポートをはじめ、ジャーナリズム、研究報告の東京、スポーツ自衛などに関する行政資料等、SSWの活動を支えています。

公開Facebook
SSWから情報を発信するだけでなく、ファン同士がスポーツ・フィットネスの理念のもと、ウェブ上で相談・情報交換をしています。

SSW Books
スポーツの普及と発展のための情報発信を目的に、政策研究報告は、内閣府、地域や海外のスポーツ・フィットネス組織へ発信しています。

スポーツ専門ライブラリ
学習機

ライフスタイル「学習機」は、スポーツ政策に関する専門向け書籍で、子どもを含む利用者を対象にしています。

関連機関
月刊誌『金曜日』(月曜日)発行
9:00～10:00
実施予定
利用予約
利用予約
設備等
コピー機(有料)

アクセス
東京メトロ・鍵盤駅「北口」徒歩3分
東京メトロ・新宿駅「新宿万代駅」徒歩5分
東京メトロ・丸ノ内線・千代田線「千代田橋駅」徒歩10分