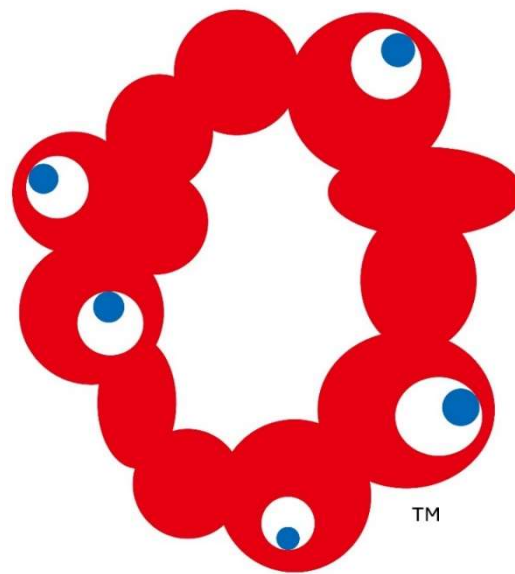


Universal Service Guidelines

**Exhibition, Event and staging,
Food, Beverage and Product
Sales**



OSAKA, KANSAI, JAPAN

EXPO
2025

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1. Introduction

Based on the theme of "Designing Future Society for Our Lives" and the Expo site design concept of "While Diverse One", Expo 2025 Osaka, Kansai, Japan (hereinafter referred to as "the Expo") aims to realise universal design that is easy to use for visitors from all over the world, regardless of country/region, culture, race, SOGIESC (* 1), generation or disability.

For this reason, the Organiser, the Japan Association for the 2025 World Exposition, has drawn up the Universal Service Guidelines (Hereinafter referred to as "the US Guidelines".) with the aim of presenting common indicators for exposition site management services to the countries and businesses of the participants and providing enjoyable exposition management for visitors.

In formulating the US Guidelines, based on the revised Universal Design Guidelines for Facility Development issued earlier (Hereinafter referred to as "UD Guidelines".), and in order to make the Expo site more accessible to visitors, taking into consideration the three basic principles of the International Paralympic Committee's Accessibility Guide "Fairness," "dignity," and "functionality," and the content reflects the perspectives of the parties involved, with the participation of people with physical disabilities (Hearing, vision, physical impairment, etc.), intellectual disabilities, mental disabilities, developmental disorders and LGBTQ. The US Guidelines set a goal of making the Expo more enjoyable for everyone, from the elderly to children, regardless of disability or SOGIESC, and we will provide necessary support and realise the provision of services aimed at creating a mutually supportive and symbiotic society through mutual communication.

In order to realise universal design in the Expo, the Organiser, pavilions, business facilities, and all other personnel involved in the Expo operations will conduct general visitor services, exhibitions, events and staging, and food, beverage and product sales in accordance with the US Guidelines. Furthermore, we hope that the Expo will serve as an opportunity for future generations to develop and renew universal service in the Expo, and for all sectors to operate services that everyone can enjoy in line with an inclusive society.

*1: SOGIESC is an acronym for the four sex components.

Sexual orientation, gender identity, sexual expression, and sexual characteristics

- Sexual orientation: SO (sexual orientation) The orientation of the gender to which romantic feelings and sexual interests are directed.
- Gender identity: GI (gender identity) The perception of which gender a person is.
- Gender expression: E (gender expression) How a person expresses the gender, such as through clothing, language, and behaviour.
- Sexual Characteristics: SC (Sex Characteristics) Physical characteristics that indicate biological distinctions.

Reference: Theme of Expo 2025 Osaka, Kansai, Japan

The theme of the Expo, "Designing Future Society for Our Lives," is to enable each person to think about the way he or she wants to live and realise his or her potential to the fullest, as well as to encourage the international community to co-create a sustainable society that supports this way of living.

In addition, the Expo site design concept, "one while diverse" aims to create a place where visitors can appreciate the rich diversity and experience connections that transcend division, and feel a sense that a myriad of different things share one world, in a place where various cultures and lifestyles from around the world gather in one place.

2. About the Guidelines

2-1. Purpose of the Guidelines

The Guidelines are designed to make the Expo a safe and secure place for all visitors, regardless of country/region, culture, race, SOGIESC, generation, or disability, to enjoy viewing, and participating in various exhibitions and

events.

2-2. Basic concept of universal design at the Expo

1) Toward an accessible and inclusive society that leaves no one behind

Aiming at the theme of "Designing Future Society for Our Lives," the Expo will promote the development and operation of an "accessible and inclusive expo" based on universal design.

To this end, the fundamental principles of the Expo are "an inclusive society where no one will be left behind" (* 2), the concept of accessibility and inclusion, in which all people, regardless of country/region, culture, race, SOGIESC, generation or disability, who are diverse, cherish and support each other's human rights and dignity, everyone can create a vibrant life, and all people, including those with and without disabilities, are included without discrimination.

2) Aiming to provide higher quality universal services in the occasion of the Accessible and inclusive Expo

The Expo brings together many people and goods from all over the world and brings together wisdom from all over the world to address various global challenges. In order to achieve an "accessible and inclusive Expo" aimed at realising a society in which "no one will be left behind," one of the goals of the SDGs, these guidelines will further enhance and develop the content of the exposition by referring to the Universal Design 2020 Action Plan (2017) and the IPC Accessibility Guide, which have been worked on so far (* 3).

3) Basic Principles of Accessibility and Inclusion Underpinning the Guidelines

The three basic principles underlying the Guidelines are "Exponess," "dignity," and "functionality," which the IPC Guide lists as its basic principles.

"Exponess"

Ensure that all people have access to the same level of service, regardless of their physical or functional status.

With the development of appropriate Expo site design and management plans, trained staff and volunteers, visitors will all share the same level of experience, with an equal level of privacy and security.

"Dignity"

Conduct the Expo in a way that respects all those who use its facilities and services and does not diminish their personal dignity.

In planning for the design of the Expo site and the operation of the ExpoExpo, prepare the environment for visitors to choose their own pace and a variety of methods that suit them.

'Functionality'

Ensure that on-site facilities and services of the Expo meet the needs of all stakeholders, including those with disabilities.

4) Reflecting Opinions and Proposals with the Participation of Persons with Disabilities: Positive Encouragement of the Universal Service Study Group

It is widely known that the basic spirit of the Convention on the Rights of Persons with Disabilities is "Don't make any decision on us without us (Nothing about us, Without us!)." For persons with disabilities and other diverse parties who are constrained by social barriers, it is effective to consider how services should be provided in a variety of situations, reflecting the opinions and proposals of the parties with disabilities, by holding universal service review meetings in which diverse parties with disabilities participate. It is strongly recommended that the preparation process of an "accessible and inclusive Expo" be considered accessible and

inclusive in itself, reflecting and incorporating the opinions and suggestions of parties with various circumstances.

*2: It is based on the following points.

- Based on the philosophy of the Convention on the Rights of Persons with Disabilities, the Government will ensure that people with and without disabilities enjoy basic human rights and are capable of leading a social life, and realise an inclusive society.
- It is essential that all people ensure that they do not discriminate against and not fail to provide reasonable consideration for people with disabilities.
- We will promote initiatives based on the Social Model of Disability, which holds that disability is created by the interaction between an individual's mental and physical dysfunction and social barriers, and that it is society's responsibility to remove social barriers.

*3: Relevant norms

- "Access is a fundamental human right": IPC Guide (2013)
- Towards an inclusive society: Convention on the Rights of Persons with Disabilities (Adopted in 2006 and ratified by the Japanese government in 2014)
- Realising a society that leaves no one behind: Sustainable Development Goals (SDGs) (adopted at the UN Summit in September 2015)

2-3. Service facilities in the Expo site

Facilities near the East gate(Sign language and written communication)

- Expo site Information Centre (Information desks, rest areas, etc.)
- Lost and Found Centre (managing lost and found items, etc.)
- Care Centre (Renting wheelchairs, providing barrier-free maps, etc.)
- Lost Child, Baby Centre (Temporary custody of lost children, lending strollers, etc.)

Facilities near the West gate (Sign language and written communication)

- Expo site Information Centre (Information desks, rest areas, etc.)
- Lost and Found Centre (managing lost and found items, etc.)
- Care Centre (Renting wheelchairs, providing barrier-free maps, etc.)
- Lost Child, Baby Centre (Temporary custody of lost children, lending strollers, etc.)

2-4. Structure of the Guidelines

The Guidelines are organised into seven chapters:

- 1. Introduction

The policy for the implementation of universal service in the Expo is shown.

- 2. About these Guidelines

The purpose of the Guidelines, the concept of the standards and the laws to be observed are indicated.

- 3. General visitor service

Provide the guidelines for common services.

- 4. Exhibit

Provide the guidelines for services related to exhibition.

- 5. Events and staging

Provide the service guidelines for events and staging.

- 6. Food and beverage sales

Provide the guidelines for food, beverage and product sales services.

- 7. Citations, References, etc.

References and references related to the content of the Guidelines are presented.

2-5. Concept of the Guidelines

1) Scope of the Guidelines

The Guidelines stipulate that facilities (pavilions, etc.) maintained by the Official Participants, companies, etc., general visitor services in business facilities and event operations, exhibitions, events and performances, food, beverage and product sales, as well as staff and volunteers engaged in these activities, should comply with the Guidelines. (For backyards, such as staff rest areas, consideration should be taken with reference to the Guidelines.)

All visitors, especially those with disabilities, the elderly, foreigners, expectant and nursing mothers, those with infants, children, LGBTQ, and the vulnerable in IT should be considered in the Guidelines. (including engaged staff and volunteers)

Category covered by the Guidelines

Terms	Definition
Organiser	The Japan Association for the 2025 World Exposition, which was designated by the Minister of Economy, Trade and Industry on the 31st of May, 2019 to carry out tasks relating to the preparation and operation of the Expo, in accordance with the “Act on Special Measures Necessary for Preparing for and Managing of the International Exposition in 2025” and certified as a public interest incorporated association on the 21st of October, 2019
Official Participants	Foreign governments and international organisations that have accepted the formal invitation from the Government of Japan to participate in the Expo
Related parties	Companies participating in the Expo, such as participating companies, event participants, and business vendors, except the Official Participants

2) Visitors' needs that require special consideration

In order to realise the Expo that gives consideration to universal service, it is important to accurately understand the characteristics of visitors and understand their diverse needs before conducting operations. Here are some of the main examples.

People who have difficulty moving smoothly

People who can not walk without walking sticks or walking aids, people who have difficulty walking long distances, people with internal disabilities, intellectual disabilities, people with mental disabilities, people with developmental disabilities, pregnant women, and those with infants need to reduce the distance they travel as much as possible, to arrange rest facilities to avoid standing for long periods of time, and to arrange a place (carm-down/cool-down room) where they can relax in a separate space.

For people with service dogs, consideration should be taken also for service dogs.

People with limited visual information

People with visual impairments (People who are totally blind, people with low vision, people with colour blindness, etc.) have different needs depending on how they see. Indoor and outdoor guidance requires braille or audio guidance, tactile diagrams, clear contrast and display with appropriate enlargement.

Print information must be provided in braille, transliteration, enlargement and clear contrast formats, as well as

in accessible form with these data.

In addition, for people with guide dogs, consideration should be taken also for guide dogs.

People with limited access to audio information

Sign language speakers need sign language (or sign language interpreters).

Deaf people (Deaf, mid-career deafness, deafness, etc.) have different needs depending on how they hear. Communication support boards such as written communication, character conversion services, and graphic symbols for communication support are required. Subtitles are also required to enjoy the exhibition, stage, and theater.

Since many people with hearing impairments can enjoy the performance with sound if they have hearing aid devices (hearing loop systems, etc.), they are required to take measures.

For people with hearing dogs, consideration should be taken also for hearing dogs.

People who need care in communicating and understanding

For people with intellectual, mental or developmental disabilities, it is necessary to respond in a simple, slow tone, sentences written in concise words, illustrations and easy-to-understand pictograms, which may take time to understand, so it is also necessary to take time to respond.

In addition, for those who, due to various circumstances (illness or accident) or characteristics, are unable to speak well what they want to say, have difficulty remembering new things, have difficulty understanding their surroundings, or have a vague sense of time or space, it is necessary to respond in a simple, tailored and gentle tone of voice, and to provide sentences and illustrations written in simple words. For those who converse through communication support boards, etc., because of language difficulties, it is important to communicate with the person concerned first. It is necessary to cultivate the ability to communicate with diverse others who have conditions different from your own, and to cultivate the ability to imagine and sympathise with the difficulties and pains that all people have.

In particular, it is necessary to deal with people who are difficult to be noticed by their appearance but need consideration (People with intellectual disabilities, mental disabilities, developmental disabilities, expectant and nursing mothers in the early period, etc.), and people who need to seek help but are unable to seek support by finding staff on their own for various reasons.

People who need support due to various needs

Moreover, an accessible and inclusive environment can be of great help to people with the following needs:

- People with incurable or temporary illnesses
- People with sprains, broken bones, or other injuries
- Elderly
- People with dementia
- Pregnant women and those with infants
- Children
- Speakers of languages other than Japanese
- LGBTQ: refers to sexual minorities such as lesbians (female homosexuals), gays (male homosexuals), bisexuals (bisexuals), transgenders (people whose self-identified gender does not match their birth gender), and questioning (a person who is unable, unsure or undecided about his or her own sexuality).
- People who carry large, heavy loads
- People who need to be accompanied by a companion or service dog for some reason
- People who are visiting the Expo site for the first time, people who are entering the pavilion for the first time
- People who do not have a mobile device such as a smartphone, or people who are not good at using a smartphone

2-6. Compliance with the Laws and the Regulations

In operating the Expo, compliance with relevant Japanese laws, ordinances of Osaka Prefecture and related laws and regulations shall be observed. Also refer to the following guidelines for reference as the latest examples in Japan and abroad.

■ Relevant laws and regulations

1) Basic Act for Persons with Disabilities

(e-Gov Law Search) <https://elaws.e-gov.go.jp/document?lawid=345AC1000000084>

2) Act for Eliminating Discrimination against Persons with Disabilities

(e-Gov Statutes Search) <https://elaws.e-gov.go.jp/document?lawid=425AC0000000065>

3) Act on Promotion of Measures for Acquisition, Use of Information and Communication by Persons with Disabilities

(e-Gov Law Search) <https://elaws.e-gov.go.jp/document?lawid=504AC0100000050>

4) Osaka Prefecture Ordinance on Promotion of Elimination of Discrimination against Persons with Disability

(Osaka Prefecture HP) https://www.pref.osaka.lg.jp/houbun/reiki/reiki_honbun/k201RG00001922.html

■ Reference Standard

1) IPC Accessibility Guide

(Japan Paralympic Committee website) <https://www.parasports.or.jp/paralympic/what/data.html>

2) Tokyo2020 Accessibility Guidelines

<https://gting.tokyo2020.org/image/upload/production/u5n3gbxl3bbg1fv6uskk.pdf>

3) Universal Design 2020 Action Plan

(Cabinet Office website)

https://www.kantei.go.jp/jp/singi/tokyo2020_suishin_honbu/ud2020kkkaigi/pdf/2020_keikaku.pdf

4) Universal Design Guidelines for Facilities Implementation (revised) GL4-6-1

5) Guidelines for the Facilitation of Movement, etc., Concerning the Provision of Passenger Facilities, Vehicles, etc., and Services by Public Transportation (Guidelines for Barrier-Free Development)

Passenger Facilities and Services

(the Ministry of Land, Infrastructure, Transport and Tourism HP)

https://www.mlit.go.jp/sogoseisaku/barrierfree/sosei_barrierfree_mn_000001.html

6) Handbook of communication with people with intellectual, developmental and mental disabilities

(the Ministry of Land, Infrastructure, Transport and Tourism HP)

https://www.mlit.go.jp/sogoseisaku/barrierfree/sosei_barrierfree_tk_000005.html

When dealing with people who speak languages other than Japanese, refer to the Multilingual Related Measures Guidelines issued by the Organiser. In addition, comply with and refer to the other guidelines and materials provided by the Organisers, as well as relevant standards depending on the content of the plan.

2-7. Concept of the standards

The Guidelines set forth **regulations (control)** and **measures (examples)** as indicators of services.

Universal Design will achieve the "accessible and inclusive Expo" not only by improving facilities but also by supplementing it with services. For facilities and equipment, it is essential to adhere to the concept of the standards in the UD guidelines. In addition, support should be provided to those who need special attention and assistance. Meeting regulatory standards is an essential requirement. Measures required to meet **regulations (Control)** are listed as examples. The US Guidelines have a wide range of applications, including facilities (such as pavilions), commercial facilities and events operation by the Official Participants and companies. It is important to standardise the quality of service levels, and measures (examples) are provided to prevent bias in service levels.

The **C0-0-0 regulations (Control)** indicate matters that "shall" or "must" be done and are defined as service standards to be observed, regardless of whether they are legally binding.

*Concept of setting standards

In addition to the standards established by law, the IPC Accessibility Guide, the Universal Design 2020 Action Plan, and the Universal Design Guidelines for Facilities Implementation (revised edition) GL4-6-1 are referred to for setting standards.

Measures to be taken (e.g.)

Measures to be taken to meet regulatory standards are shown in the examples. Measures to be taken (e.g.) are indicated as just one of the policies and are not limited to those listed here. Rather, we would like to see better services provided beyond the measures (e.g.) by those who engage in operation in the Expo by understanding these guidelines and being creative.

3. General visitor services

The service guidelines set forth regulations and measures (examples) to be taken in each situation so that people with various circumstances can enjoy the Expo like other visitors. The measures (examples) set forth one direction and are not limited to those listed here. Rather, we would like to see better services provided beyond the measures (examples) if those who engage in operation understand these guidelines and use their ingenuity.

3-1. Information Services and Various Purchases (Reservations)

(Provision of Information)

C3-1-1. The following system to be established by the Organisers shall be prepared in accordance with the Web Accessibility Foundation Committee's "Guidelines for Design for the Elderly and Persons with Disabilities - Equipment, Software and Services in Information and Communications - Part 3: Web Content" (JIS X 8341-3 2016) corresponding ordering guidelines so that visitors who intend to participate in the Expo can achieve their objectives, such as purchasing admission tickets and reserving pavilions and parking lots.

*Corresponding system (official website, official SNS (Twitter, Facebook, Instagram, YouTube, etc.))

*Various systems to be established by the Organisers (Purchase system, reservation system, apps, etc.)

Measures (examples)

- Show purchase and reservation procedures in an easy-to-understand flow.
- Use AI chat to smoothly resolve questions.
- Create a page where you can learn how to have fun after visiting.
- When using images, prepare alternative text.

C3-1-2. When providing information on the Expo site using websites produced by the Organiser, the information should be accessible so that people with diverse needs can obtain the information in advance.

Measures (examples)

- Voice reading of outgoing letter/character information
- Display of Japanese subtitles including environmental and scene descriptions in outgoing videos
- Listing of the Expo site map (Including toilets, rest areas, slopes, care Centres, etc.)
- *Use alternate text for images, photographs, etc.
- Publication of cautionary statements
- Multilingual support
- Support in the event of a disaster and posting evacuation routes

C3-1-3. The Organiser should provide information to those who are sensitive to light, smell, and sound, to those who speak a language other than Japanese, and to those who need care in communicating and understanding.

Measures (examples)

- Distribution of universal maps (sensory maps, etc.)
- Provision of touching maps
- Distribution of Journey Maps
- Notice before entering the building (sign and voice guidance)
- Multilingual operations
- Interpersonal interaction with staff
- Brochures use plain Japanese and use furigana letters for difficult phrases.
- Care should be taken to make them easier to read, such as placing spaces between clauses.
(Writing in separation)

(Responding to IT Weak People)

C3-1-4. The Organiser must distribute pamphlets giving necessary information to people who do not have smartphones or other mobile devices, or who are not good at using smartphones, and staff must provide interpersonal assistance.

3-2. Entry and exit (admission), guidance and leading

Operate in such a way that all persons can enter and exit, be guided and led comfortably.

(Guidance and leading in entrance)

C3-2-1. The Organiser, the Official Participants, and related parties should provide guidance and leading at the entrance using voice guidance as well as text information (multilingual).

(Information on waiting time for admission)

C3-2-2. The Organiser, the Official Participants, and related parties should post information such as digital signage and placards in addition to audio information when they provide information on waiting times for admission, so that people can see the estimated time even in the middle of the waiting line.

Measures (examples)

- Signs should be displayed to indicate the estimated waiting time according to the length of the waiting line, such as digital signage or holding a placard in the middle of the waiting line. Oral guidance to the waiting line should also be provided by displaying a placard.
- Installation of benches, etc. (installation of equipment, etc., to make the waiting area comfortable)
- Presentation of promotion images, etc. and performances in the waiting area, etc. to make the waiting time

comfortable, a staging incorporating audio guides and character information.

- A multipurpose lane should be set up so that people who feel sick or want to rest during the waiting time can leave the queue in the middle, as well as fast and slow lanes for those who wish to help in the entry, and business moving routes for the operation staffs. (If it is difficult to set up a physical lane, patrols should be made from time to time so that staff can guide and visitors can leave the queue at their request and that reasonable consideration can be given to visitors.

(Staff Response to Those Who Need Support)

C3-2-3. If a person wishes to be assisted by a staff member upon request (* 4) from the person himself/herself or a companion, support should be provided in accordance with that request.

(It is only at the person's own request, and if there is no offer, the same treatment will be given without distinction to other visitors. Also, when speaking to give support, do so to the person in question, not to the caregiver.)

*4: In addition to those who have made a direct request to the staff member, those who have presented a "help card, etc." are eligible for support.

Measures (examples)

- Assistance and leading for people with physical disabilities, priority leading for people with intellectual, mental and developmental disabilities, etc.

Tools such as communication support boards should be always available for communication, assuming various cases, and be used together.

(In- the Expo site support tools, etc.)

C3-2-4. The Organiser should provide support tools, etc., so that visitors can move around the Expo site comfortably.

Measures (examples)

- For buses running around the outer perimeter of the Expo site, support tools have been introduced to enable people with disabilities to ride comfortably.
- Wheelchairs and strollers will be rented at Care Centres and Baby Centres.

3-3. Signs

Information display and explanations (such as captions of exhibits) should be accessible to all people. Warnings and other safety-related items and important matters should be placed in priority so that they can be used in multiple languages.

(Visual signs and explanations)

C3-3-1. The Organiser, the Official Participants and related parties should consider the legibility (size, thickness, font, colour, etc.), colour phase, illuminance, etc. of letters and symbols for visual signs and descriptions.

Measures (examples)

- Concurrent use of pictograms. (Toilets, rest areas, etc.)
- Information should be distinguished not only by colour painting but also by arrows and hatching (Shading, diagonal lines, etc.).
- Multiple languages should be provided.
- When creating printed materials, make edits that are easy for all to see, such as using plain language as much as possible.

(Responding to people who have difficulty with visual information)

C3-3-2. The Organiser, the Official Participants, and related parties should be prepared to provide equal amounts of non-visual sensations, such as touch and hearing, for those who have difficulty with visual information.

Measures (e.g.)

- Introduction of voice commentary equipment
- Provide braille
- Provide information using two-dimensional codes, etc.

(Installation of easy-to-see signs)

C3-3-3. The Organisers, the Official Participants, and related parties should install signs for children and wheelchair users to see.

Measures (example)

- Eliminate obstacles so that signs and explanations can be seen, and pay attention to the installation location of signs.

3-4. Operational Services

Make operational considerations so that everyone can share information and experiences.

Create an environment where it is easy for those who wish to receive support to consult, and the management will also provide services tailored to persons concerned.

(Response at reception, boarding and alighting areas, information Centres and care Centres)

C3-4-1. Organisers should assign staffs in the reception, boarding and alighting areas, Information Centres and Care Centres to deal with the various circumstances of visitors and operate the facilities.

Measures (examples)

- Assignment of sign language interpreters
- Preparation of writing materials (communication support board with graphic symbols for communication support)
- Utilising multilingual apps, assigning staffs
- Utilising illustration boards
- Preparing a space where a person can take his/her time

(Responding to people who need support)

C3-4-2. The Organisers should provide better services by preparing help cards and other cards for those who need support, and operating the system so that those who engage in operation know who should be given consideration. Help cards and other cards should be prepared at entrance gates, Care Centres, Information Centres, and other locations, and the recipients of the cards should be all those who need support.

Measures (examples)

- For those who wear help cards, etc., try to manage them according to their needs.
- For those who need support, take the time to explain it slowly.
- When speaking to persons concerned, communicate with the person in question first, not with the caregiver.

(Accurate support for people with various circumstances)

C3-4-3 The Organiser, the Official Participants and related parties should support, considering that some visitors have various circumstances.

Measures (examples)

- To make it easier for visitors to ask their needed support, those who engage in operation provide basic information in advance.
- Guide visitors by the ways of their desired communication (Written communication, speech recognition, sign language, etc.).

- Panic may be caused by sound, light, etc., so if the persons wishes, guide visitors to a calm-down/cool-down room, a sensory room or a quiet, relaxing space.
- Since people may not be able to stay calm in one place, use a larger space where they can wait, etc.
- For those who have difficulty understanding the content of the audio or sign guidance, take time to explain it slowly.
- For those who have difficulty waiting their turn (Persons with disabilities, the elderly, children, etc.), devise measures such as presenting the time to wait.
- Operation should be conducted by avoiding gender-based guidance or operations judged by appearance. In addition, it should be done by respecting differences in the personalities of LGBTQ people, such as values and lifestyles and by deepening understanding of LGBTQ people through training, etc.

(Operation of Carm Down/Cool Down Room and Sensory Room)

C3-4-4. Carm Down/Cool Down Room Sensory Room is a necessary facility for those who are prone to panic and feel uneasy or fearful depending on the circumstances of the environment, such as crowds, sounds and lights, to enjoy the Expo with peace of mind. The Organiser should operate the facilities so that those who need them can use them.

Measures (examples)

- Regarding the interior of the facilities, the walls should be soft, and the colours should be cool or warm, so that the users can live in peace.
- In the facilities where there are calm-down/cool-down rooms and sensory rooms, the usage status will be checked, and those who wish to use them will be able to do so without making an application.
- In the facilities where there are no calm-down/cool-down rooms and sensory rooms, if there are those who wish to use them, appropriate measures should be taken, such as dividing the space to allow them to relax and take them to a nearby rest room. If it is difficult to move to a cool-down/calm-down space due to the nature of the disability or the nature of the symptoms, efforts should be made to protect the dignity of the parties concerned by moving to the nearest deserted place or by blindfolding in a partition to avoid attracting attention from other visitors.
- Consideration should be given to lending crime prevention buzzers to those who wish to do so.
- Consideration should be given to allowing companions to use them together.

(Handling of assistance dog users)

C3-4-5. All assistance dogs can enter the facilities as visitors do, and operational services should be provided by strictly observing that assistance dog users and assistance dogs would not be separated.

Measures (examples)

- Toilets should be operated by understanding that assistance dogs also use them in the Expo site.
- Remind them not to touch or feed assistance dogs unnecessarily.
- In facilities with strong light, sound or odours, the decision to enter is left to the assistance dog user.

(Operation of prayer rooms)

C3-4-6. The Organiser should operate prayer rooms so that people of various religions and cultures can visit the hall and have free access to praying, prayer, silent prayer, meditation, and thought.

(Reminder)

C3-4-7. When conducting staging and performance, the physical and mental health of the visitor may be affected by the visitor's conditions and situation, so the information of the staging and performance should be provided beforehand using a sensory map, etc., and the decision of participation should be confirmed and consulted with the

visitor.

Measures (examples)

- If a person is pregnant or has certain chronic diseases
- If a person has difficulty in closed places, high places, dark places, and in switching between light and dark
- If a person has difficulty in loud sounds or strong light (note how loud the sound is)
- If a person has difficulty in smell (prepare a sample for the smell)
- If a person drinks alcohol
- If a person needs other reminders

(Regarding recruitment)

C3-4-8. The Organiser will recruit diverse staff and volunteers to support the Expo, regardless of country/region, culture, race, SOGIESC, generation, disability status, etc. The Organiser will also assign them in operation so that many participating staffs and volunteers in positions could take advantage of their individual characteristics and abilities.

3-5. Staff training

The Organiser will provide effective training to Expo staffs and volunteers so that all visitors, including those with disabilities, the elderly, expectant mothers, children, the IT vulnerable, foreigners and LGBTQ people, can stay in the Expo site in peace and safety.

(Implementation of Training)

C3-5-1. The Organiser shall conduct training so that training attendees have correct understanding and knowledge and can provide appropriate services.

Measures (examples)

- In addition to basic training on service operations, training should be provided on how to assist people with disabilities, the elderly and LGBTQ people.
- Training that introduces not only theory but also practical skills and experiences should be provided. (e-learning+ on-the-job training)
- The parties concerned should be appointed as instructors for training on dealing with persons with disabilities, the elderly and LGBTQ people.

(Response during the session)

C3-5-2. The Organiser should share between staff and volunteers the actual events that occur in operation after the opening of the Expo to improve services, and ensure training opportunities throughout the Expo opening period by updating training content.

3-6. Emergency Response

C3-6-1. The Organiser, the Official Participants, and related parties should set up guidance signs, broadcast, provision of information in advance, leading by person, and guiding people in multiple languages for the purpose of all visitors' safe evacuation, including people with disabilities, the elderly, and foreigners, in the event of an emergency.

Measures (examples)

1. Evacuation leading signs

- Display signs that recognise accessible emergency exits.
- Use a combination of pictograms, text and audio guides.
- Place a sign showing the evacuation route.

2. Evacuation route, etc.

- Prepare the Expo site guide map showing the evacuation route.
- Provide leading and support to temporary waiting spaces.

3. About evacuation support

- For visitors who can use stairs, staffs should lead them with support.
- For visitors who can not use stairs, staffs should quickly respond with human support, such as by getting help from visitors around them.

4. Evacuation leading for people deaf and hard of hearing

- Take measures to signal emergencies other than sounds.
- During evacuation leading, staffs should lead people using signage in the Expo site.
- Leading by using light, etc., should also be implemented.
- Sound quality should be improved by introducing speech intelligibility technology, etc.

5. Evacuation leading for people who have difficulty in understanding evacuation leading instructions

- Call out to them and briefly communicate the situation around them and the content of evacuation leading.
- If they are walking around without understanding the guidance of leading, call out to them and communicate the situation around them and the content of evacuation leading.
- If they do not understand the instructions of evacuation leading, or if someone is panicking, the staffs should avoid the danger of their life by ensuring their safety, respond to them so that they do not get hurt, by gently saying the phrase such as "It is all right" to lead them to evacuation.

6. Evacuation training

- Thoroughly educate staffs for emergency situations in response to all visitors and conduct practical training that can be used in practice.
- Use help cards and other devices as markers to proactively address relevant visitors.
- Speak and guide in a way that is not intimidating.
- Voice information (including verbal guidance) should be unified so as not to cause confusion during evacuation leading.
- Inform staffs that visitors may have emergency contact cards (* 5).

*5: In case of emergency, cards with information such as a person's chronic disease, medications the person are taking, and emergency contact information

4. Exhibit

The guidelines for exhibition set forth regulations and measures (examples) to be taken in each setting so that all visitors can enjoy the exhibits. Measures (examples) to be taken are indicated as one of the policies and are not limited to those listed here. Rather, we would like to see better services provided beyond the measures (examples) by those who engage in operation by understanding these guidelines and being creative.

4-1. Contents of Exhibition

The contents of the exhibition shall be such that all people can share and understand the same level of information through various methods such as voice information and tactile information in addition to textual information.

(Explanation on the exhibition)

C4-1-1. If an explanation on the exhibition is prepared, it should be placed in a position that is easy to read.

Measures (examples)

- Explanations should be placed in front of the exhibits.
- Obstacles should be removed and the height of the installation position should be taken into consideration so that people with limited visual information, wheelchair users and children can get close to the installation position of the exhibits.
- Attention should be paid to the legibility (size, thickness, font, colour, etc.), colour phase and illuminance of letters and symbols.
- Use not only different colours but also arrows and hatches (shading, diagonal lines, etc.).

(For people who have difficulty getting visual information)

C4-1-2. The Organiser, the Official Participants, and related parties should allow people who have difficulty in getting visual information to share their experiences by getting information with non-visual senses such as touch and hearing.

Measures (examples)

- Rental of portable voice explanation systems
- Provide voice explanation.
- Installation of braille captions
- Distribution of braille explanatory printed materials
- When collecting comments of impressions by paper, arrange braille tools so that they can be used in braille.

(Responding to people who have difficulty in obtaining information by hearing)

C4-1-3. The Organiser, the Official Participants, and related parties should make it possible for people who have difficulty in obtaining information by hearing to share their experiences by obtaining information with non-auditory senses, such as by presenting textual information such as audio explanation.

Measures (examples)

- Digital signage should be installed to provide a text display of audible explanations regarding the exhibits, etc.
- Exhibits with audio should be captioned, including environmental and scenic descriptions.
- Hearing aid equipment (hearing loop system, etc.) should be installed.
- Set up a sign language video with explanations about the exhibits.
- Distribution of explanatory printed materials.

(Multifaceted experience and advance notice)

C4-1-4. The Organiser, the Official Participants, and related parties should take care to provide performances that allow multifaceted experiences such as smell, wind, light, and vibration, and inform in advance if there are performances such as loud sounds and flashing lights.

Measures (examples)

- Aromas encouraging visitors to imagine their approach to the display area (However, avoid excessive scents because some people are sensitive to chemicals and sensations.)
- A scene in which the volume is partly increased (indicating a specific volume)
- Introduction of soundscapes (playing sounds related to the exhibition)
- Introduction of bodysonic (devices for people's bodies to feel sound) and subtitles for the deaf
- Create a replica (materials should be durable, such as plastic or silicon)

4-2. Method of Exhibition

Consideration should be given to the location, background, illuminance, etc. of the exhibits so that all can view them. Exhibitions requiring visitors to perform certain operations should be easy for all to operate, with consideration given to the location, dimensions, shape, colour, etc. of the equipment and operation parts. Exhibits should be installed in such a way that they do not interfere with visitors' walking and viewing.

(Installation of Exhibits)

C4-2-1. The Organiser, the Official Participants, and related parties should take measures to exhibits in a way that helps various people to have look of them, including wheelchair users and children.

Measures (examples)

- Make a contrivance for various people to see from various angles.
- Move exhibits up and down or rotate them.
- Display the same objects in multiple places.

(Illumination of the exhibits)

C4-2-2. The Organiser, the Official Participants, and related parties should ensure adequate illumination except when necessary for the protection, staging, etc. of the exhibits.

Measures (examples)

- The illuminance should be adjusted according to the exhibits.
- Have sensor method. (activated when a person approaches, some gradually brighten to illuminate the display and it will also help protect the exhibits)
- The background should be as plain as possible. (consider brightness, saturation, shape, etc.)
- Consider the colour combination of the background and the text.

C4-2-3. The Organiser, the Official Participants, and related parties should pay attention to the lighting method (lighting arrangements that eliminate reflection and glare, not only for adults, but also for children and wheelchair users).

(Operation of the exhibits)

C4-2-4. When installing exhibits that visitors can operate, make sure that the operating parts, such as levers and switches, are accessible to all visitors.

Measures (examples)

- They should be placed in two locations, high and low, so that even wheelchair users can operate them. (Or, one location at a height where both wheelchair users and the general public can operate. In that case, the main buttons should be put about 1100 mm high.)
- The switch should be shaped to handle levered knobs, shaped in large size, with lighting mode, with vibration mode, or with sensors.
- If colours or shades are to be applied, contrast should be added so that the blind people can operate it.
- A sufficient space and shape will be provided so that the wheelchair can be used or people can move to a chair, with a kicking height of at least 600 mm and a depth of at least 400 mm.

(For low-height exhibits)

C4-2-5. When installing low-height exhibits on the floor, consider the location, colour and illuminance to reduce the risk of stumbling.

(Use of Rides)

C4-2-6. In the case of displays using a ride, etc., such ride shall be that from which all visitors can evacuate.

Measures (examples)

- Introduction of vehicles on which people can ride with a wheelchair, or vehicles on which their helpers can also ride together.

4-3. Line of flow

The line of flow (movement) should be easy for everyone to understand, and the width and space for turning wheelchairs should be secured so that wheelchairs can pass by each other, and wheelchairs can pass by people and strollers.

(Residence Area)

C4-3-1. The Organiser, the Official Participants, and related parties should keep the flow lines as simple as possible and the boundaries with the area where people stay should be clear.

Measures (examples)

- Reduce the difference in elevation.
- Show directions.
- Show directions with contrast so that people with low vision can see them.
- Ensure site lines for wheelchair users.
- Not install signs, signs or anything else that will fall over the aisles.

(Rest Space)

C4-3-2. The Organiser should set up benches and rest spaces for those who feel sick or need a break.

Measure (example)

- Place benches, rest spaces, etc. as much as possible to avoid crowds.

(The line of flow of in the exhibition)

C4-3-3. The Organiser, the Official Participants, and related parties should make the line of flow in the exhibition such that it does not cause any congestion.

5. Events and staging

The guidelines for events and staging indicate regulations and measures (examples) to be taken in each situation so that all people can enjoy events and staging. Measures (examples) to be taken are indicated as one of the policies and are not limited to those listed here. Rather, we would like to see better services provided beyond the measures (examples) by those who engage in operation by understanding these guidelines and by being creative.

5-1. Announcement

(Advance notice)

C5-1-1. The Organiser, the Official Participants, and related parties should provide information and announce precautions in advance.

Measures (examples)

(examples of content that are required to be communicated in advance)

1. When information is provided for sign language interpretation, subtitles, multilingual interpretation by equipment, or supplementary voice.
2. When there are precautions for entry of stroller users, etc.
3. When there is strong light, sound stimulation, vibration, etc.

4. Time required for events, whether there is a break time, etc.

Measures (examples)

○Examples of phrases for announcement in providing information in the official guidebooks

(common to all the events)

- "Sign language interpretation, subtitles, multilingual interpretation by equipment, and supplementary audio are provided."
- "During busy hours, please be careful not to let a person who brings stroller hit other passengers."
- "There may be flashes and some loud sounds."

○Examples of phrases for announcement in providing information on the website, distributive items, etc.

(for each event)

<In case when equipment is installed>

- "Seats for people in wheelchairs are provided."
- "Sign language interpretation, subtitles and multilingual translation with equipment are provided."
- "Seats where a person can use hearing aid equipment (hearing loop system, etc.) are provided."
- "Audio guide by infrared system is provided."
- "A staff member who can help with scene interpretation will be introduced."

< When there is light or sound stimulation >

- "It has special effects such as flash, fire, water and smoke."
- "There are some scenes where the volume becomes loud" (Specific volume should be indicated)

○When announcements are made by means of printed materials, the following items shall comply with JIS standards, such as a universal font of 14 points or more.

- Colour should be used in consideration of colour blindness.
- Event title, date and time, contact information, and the name of the venue.

5-2. Seats

If there is a viewing space for people with disabilities, the elderly, etc., the use of the facility should be made to respect the wishes of the person concerned and allow caregivers, family members, etc., to enjoy themselves in the same place. For viewing seats, see 3. Items and Descriptions, 3-10. "Auditorium " of the UD Guidelines for appropriate operation. As for the route to the viewing space where people with visual or hearing impairments can easily access information such as audio guides, text information, sign language, etc., sufficient attention should be paid to safety and clear leading should be provided.

(Regarding the viewing space)

C5-2-1. If a viewing space is provided, visitors who wish to use it should be led to the viewing space by staff and other support.

C5-2-2. If a viewing space is provided, adjoining seats, spaces, etc. should be provided for caregivers and family members of visitors who wish to use it (as a guide, for two to five people including the person concerned). If sign language interpreters and captions are provided, a viewing space, etc. should be provided so that the stage and images can be easily viewed while receiving such information.

(Seats)

C5-2-3. Appropriate operations should be conducted in accordance with 3. Items and Descriptions, 3-10.

"Auditorium ", 3-10-2 "Wheelchair accessible seats" of the UD Guidelines so that wheelchair user can select wheelchair user seats. In addition, if a viewing space is provided that does not have seating, it should be guided to a position that is easy for wheelchair users to see in accordance with their wishes.

C5-2-4. When seat numbers are provided for seats, etc., consideration should be given to the size of letters, colour scheme, and the addition of braille.

Measures (examples)

- Contrast between text and background colours, position of reflections and spotlights.
- Avoid overlapping visual information and braille.

(On Illumination and Floor)

C5-2-5. Make sure that the route to the seats is bright enough, and consider the material and colour scheme of the floor.

Measures (examples)

- Floor lighting shall be continuous.
- Avoid a colour scheme that is confusing with a step, such as a vertical pattern on the floor.

(Regarding the installation position of the guide board)

C5-2-6. Regarding the route to the seats, etc., the installation position of the guide board and the lighting shall adopt the height considering various disabilities, the letter size according to the distance from pedestrians, and the universal font.

(For the height of the installation position, refer to 2-2-8: "Perspective of the height of posted signs visible from a distance" described in the chapter "the Guidelines on facilities for leading and guiding visitors" in "the Guidelines for the Facilitation of Movement, etc., concerning the Provision of Passenger Facilities, Vehicles, etc., and Services by Public Transportation" (the Guidelines for Barrier-Free Development) issued by the Ministry of Land, Infrastructure, Transport and Tourism.

6. Food, beverage and product sales

The guidelines for food, beverage and product sales indicate regulations and measures (examples) to be taken in each situation so that all people can enjoy food, beverage and products stores. Measures (examples) to be taken are indicated as one of the policies and are not limited to those listed here. Rather, we would like to see better services provided beyond the measures (examples) by those who engage in operation by understanding these guidelines and by being creative.

6-1. Shop operation and service

When providing food, drink and products sales services, consideration should be given to shop operations so that everyone can share the enjoyment of food, drink and goods sales. An environment should be created in which those who wish to get support can easily consult, and the management should also provide services tailored to the people concerned.

(Provision of information and shop operations in response to universal service)

C6-1-1. It is necessary to provide facility information that can be used by all visitors, and when disseminating information, it should be devised in a way easy for visitors to see and understand that so that it would not be complicated.

Measures (examples)

- Shops with facilities for heating special-purpose foods, mixer and water facilities should be clearly labelled for users.
- Restaurants should be able to disclose the ingredients used in their menus.
- Food diversity initiatives, such as halal, vegetarian, vegan and allergy, should be noted on menus.
- Provide support according to each needs through active communication with the people concerned.
- Wheelchair and assistance dog users can enter all shops.

(Support for guidance, shopping, etc.)

C6-1-2. Asking and supporting all visitors as needed.

Measures (examples)

- Indication designs of product names, menus and price lists should be easy to understand, such as using large letters, universal fonts, and using hiragana in addition to kanji. Displays in multiple languages and with photographs should also be easy for visitors to see. In addition, since displays in high and low locations may be difficult to see, the installation position and angle should be devised to make the display easy to see.
- Support in shopping should be provided as needed, such as taking items located in high or low positions or on a flat surface with depth that is out of reach of the wheelchair user, or explaining about/taking items located in positions that are difficult to see.
- At restaurants, prepare cutlery (forks, spoons, straws, etc.) that are easy to use for children and people with disabilities. When containers of seasonings are placed, individual packages and bottle-type items should also be available.
- At retail shops, provide a place to wait during companion's shopping and a space to rest.
- When waiting for a call at a restaurant, devise ways to make the call recognisable both visually and audibly by means of voice guidance, display displays and staff support.

(Seating)

C6-1-3. Sufficient space should be provided in and around the seats used by wheelchair users and stroller users for smooth use. For seating of visitors, appropriate operations should be conducted in accordance with 3. Items and Descriptions, 3-12 “Food service/retail vendor areas (cafeterias, restaurants, retail vendors, etc.)”, 3-12-7 “Tables, seating, product shelves”.

Measures (examples)

- Place between tables in the main aisles so that guests can keep them seated.
- When laying out tables and chairs, the overall plan should take into account the size of the tables and the width of the aisles that are accessible to wheelchair users.
- In addition to the chairs, it is necessary to be able to move the tables, the screens and the partitions, to secure the aisles and the spaces.
- Plan and respond to the table, the height of the lower edge of the counter, the height of the upper edge and the depth of the lower space so that wheelchair users can approach the table.
- Guide wheelchair users to table seats at restaurants. In addition, provide private rooms or seats with movable partitions so that users with intellectual, mental or developmental disabilities can eat calmly according to their needs.

6-2. Order, purchase and payment

(Menu)

C6-2-1. Menu indication should be accessible to all visitors.

Measures (examples)

- Indicate allergies and calories, address food diversity, multilingual explanation, etc.
- Provide ways for people with hearing impairments, people with intellectual, mental, and developmental disabilities, foreigners, etc., to make orders without speaking, such as a touch-panel ordering system in which menus are indicated by letters and images, and provide ways also for people with visual impairments, etc., such as braille indication, black-and-white inversions, voices, doorbells, etc.

(Purchase, Payment)

C6-2-2. Provide services that are accessible to all visitors. For purchase and payment, appropriate operations should be conducted in accordance with 3. Items and Descriptions, 3-12 “Food service/retail vendor areas (cafeterias, restaurants, retail vendors, etc.)”, 3-12-5 “Payment Counter”.

Measures (examples)

- At the cashier's counter, each item is typed into the cashier while reading out the name of the item, or the cashier is not hurried while a person is making a payment.
- In order to facilitate smooth communication with persons with disabilities, a written communication board and a communication support board using graphic symbols for communication support should be provided at the accounting counter.
- The accounting register will be arranged in such a way that users will be able to see the amount displayed, making it easy to use.

6-3. Line of Flow

C6-3-1. In addition to making the flow lines easy to understand for everyone, make sure that there is enough width to allow wheelchairs to pass each other, wheelchairs and people, strollers, etc., and that there is enough space for wheelchairs to turn, so that all people can use them comfortably. For the flow lines, appropriate operations should be conducted in accordance with 3. Items and Descriptions, 3-12 “Food service/retail vendor areas (cafeterias, restaurants, retail vendors, etc.)”, 3-12-2 “Passageways within an area”.

Measures (examples)

- Eliminate steps and allow entry in wheelchairs and strollers.
- When using partition poles or the like in the queue, make sure there is enough space for wheelchairs and strollers.
- When leading and guiding by voice, it should organise the information so that there is not too much voice information, and should pay attention to the voice and speed that are easy to hear. In addition, it should devise ways to provide gesture and character information at the same time.

7. Citations, references, etc.

The following are citations and references cited in the preparation of the Guidelines. For details of each reference and reference materials, refer to the links provided in 2-6. Compliance with the Laws and the Regulations.

- Convention on the Rights of Persons with Disabilities
- IPC Accessibility Guide
- Universal Design 2020 Action Plan
- Tokyo2020 Accessibility Guidelines
- Universal Design Guidelines for Facilities Implementation (revised) (June 2022) GL4-6-1
- the Ministry of Land, Infrastructure, Transport and Tourism, the chapter “Passenger Facilities and Services” in the “Guidelines for the Facilitation of Movement, etc., Concerning the Provision of Passenger Facilities, Vehicles, etc., and Services by Public Transportation” (Guidelines for Barrier-Free Development) (March 2022)

- the Ministry of Land, Infrastructure, Transport and Tourism, “Communication Handbook for Persons with Intellectual, Developmental and Mental Disabilities”

Contact

The Official Participants can send inquiries concerning the content of this Guideline or uncertainties concerning procedures to the Organiser using the Queries function in the online portal for the Official Participants.

If you have any trouble using the online portal for the Official Participants, please contact us by email to participant@expo2025.or.jp



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