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Impact
Beyond
2019



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Programme Report



World Rugby

On behalf of World Rugby, I would like to express my gratitude to everyone involved in the outstanding achievements of the Impact Beyond 2019 programme.

When the World Rugby Council awarded Rugby World Cup 2019 to Japan, we believed that it had the potential to be a powerful game-changer for rugby in Asia, the world's most populous and youthful continent.

In order to convert this potential into reality, the innovative Impact Beyond 2019 programme was created. The programme is closely aligned with World Rugby's mission to grow the game globally and make a positive social impact through the power of rugby, leaving a long-lasting and sustainable legacy from our flagship event.

The World Rugby programme, run in partnership with the Japan Rugby Football Union (JRFU), Asia Rugby and 22 unions, has delivered truly impressive results. It was right at the heart of a very special and record-breaking Rugby World Cup 2019 and surpassed all expectations by achieving an incredible 2.25 million new rugby participants across Asia, including more than one million in Japan.

Rugby is more than just a game and as part of the Impact Beyond programme more than £2m was pledged in a fantastic show of solidarity from the global rugby family to support ChildFund Pass It Back, the principal Rugby World Cup 2019 charity partner. Funds raised are transforming the lives of over 25,000 vulnerable children in disadvantaged communities across Asia through an integrated life skills and rugby curriculum.

Meanwhile, from India to China and Hong Kong, through the Philippines, Malaysia and Nepal, the global Rugby World Cup 2019 Trophy Tour inspired and engaged future generations and brought rugby into local communities with the iconic Webb Ellis Cup finishing its 19-country worldwide journey with a three-month domestic tour of Japan.

The success of Impact Beyond is testament to the hard work of everyone at Asia Rugby, the JRFU and the unions, and my special thanks and appreciation goes to the many thousands of volunteers who regularly give their time and energy to support rugby programmes around the world. They are the unsung heroes of the sport.

With the Olympic Games coming to Tokyo in 2021 we will be continuing our efforts to ensure Impact Beyond inspires many more fans and new participants to get involved with the game we love, both in Asia and across the globe.

Sir Bill Beaumont CBE DL

Chairman, World Rugby

Japan Rugby

First of all, Rugby World Cup 2019, which was held in Japan for the first time, drew to a close successfully thanks to the support from the rugby family all over the world. We would like to express our sincere gratitude to everyone who has given us warm support not only during the tournament but also over the past 10 years.

The overwhelming excitement of Rugby World Cup 2019 Japan has had a significant impact on the world through the Impact Beyond 2019 programme, which World Rugby, Asia Rugby and the Japan Rugby Football Union have been working together on.

In this programme, which has the central role in the union's strategic plan to develop and promote the game, various efforts were made in cooperation with each other by the local prefecture rugby unions, the local governments of the RWC 2019 host cities as well as the official team camp bases, Rugby World Cup 2019 Organising Committee and the Japan Rugby Football Union. For example, more than 769,000 children have experienced tag rugby at their elementary schools across Japan, while more than 26,000 children participated in the "National Rugby Introduction Days" in 2019.

There were many other different promotional initiatives as well, including many events held in collaboration between the local governments and the local unions at the tournament's Fanzones and other places. We were able to see so many smiles from children who began to have an interest in rugby.

In addition to the above domestic initiatives, we have been engaging in "Asian Scrum Project" activities, such as the dispatch of coaches and international exchange programmes in other Asian countries. On 20 September, 2019, we invited 48 children from 26 different countries to the opening match of Rugby World Cup 2019 between Japan and Russia. We found that we could deepen the relationship between Japan and other Asian countries through Rugby World Cup.

We, the Japan Rugby Football Union, will continue to devote ourselves to make the most of the IMPACT brought by this Rugby World Cup in Japan to grow further participation in rugby.

Last, but by no means least, I would like to thank World Rugby as well as other stakeholders for their continuous support for Japan rugby.

Mr Shigetaka Mori

President, Japan Rugby Football Union



Asia Rugby

As President of Asia Rugby, it is with pleasure that I reflect on a very successful Rugby World Cup 2019. Not only was the first Rugby World Cup in Asia a success for Japan but it was a success for all of Asia.

The build up to the event from 2016 onward, when the Impact Beyond 2019 programme was launched, united the Asian rugby unions into an Asian rugby family. Our unions, from the smallest to the largest, embraced the opportunity to be part of the legacy of RWC 2019. Asia Rugby unions engaged in 63 Impact Beyond projects, of which over 90 per cent were completed by the end of 2019.

Our flagship project, Project Asia 1 Million, saw 2.25 million new participants engaged in the four-year period. One of the most remarkable aspects of the project is that 40 per cent of the participants were girls or young women.

With this amazing platform to build on, Asia Rugby is now focused on building the legacy further through our focus on retention. Our focus remains rugby awareness and engagement as well as focusing on building strong and sustainable long-term player pathways. Asia Rugby, its management, contractors and working committees are identifying and targeting opportunities with a hands-on approach to ensure that our unions are equally and fairly given the right attention in assisting them to build, develop and grow their rugby community, on and off the field.

Qais Al Dhalai

President, Asia Rugby

What is Impact Beyond 2019

World Rugby believes in using its major events' influence and exposure to create a sustainable legacy in hosting unions and regions. It is part of World Rugby's responsibility to harness the inspirational power of rugby to deliver tangible and long-term impact far beyond a competition's length.

Impact Beyond is the blueprint towards securing a meaningful legacy and the 2019 programme was designed to maximise the opportunity created by Rugby World Cup 2019 within Japan and across Asia. It provides a framework in which various development initiatives come together to build a sustainable future, driving rugby's growth and promoting its core values.

Impact Beyond 2019 programme brochure, published in 2017, can be read [here](#)

Key pillars

The four key strategic areas for Impact Beyond 2019 were:

- 1 / GROWING THE GAME IN JAPAN**
TARGET: More than 200,000 active participants at all levels in Japan
ACHIEVEMENT: More than one million new participants in Japan
- 2 / GROWING THE GAME IN ASIA**
TARGET: Over one million new players in Asia with a total of two million players by 2020
ACHIEVEMENT: 2.25 million new participants across Asia
- 3 / GROWING THE BROADCAST MARKET IN ASIA**
TARGET: More rugby widely available on all platforms
ACHIEVEMENT: Record-breaking RWC 2019 global audience of 857 million
- 4 / GROWING THE GAME GLOBALLY**
TARGET: Maximise the impact of the RWC 2019 to grow the game globally to over 11 million players
ACHIEVEMENT: Increase of 61 million global rugby fans, two thirds of growth in Asia (Nielsen data)

144 million
rugby fans in Asia

1.18 million
participants in Japan



769,000
Japanese schoolchildren
experienced tag rugby in 6,616 elementary schools
with 14,552 tag teachers trained



25,000
vulnerable children helped through Childfund Pass It Back
in Laos, Vietnam, Cambodia, Timor Leste and the Philippines

2.25 million
new participants in Asia since 2016



43.1%
of new Asian participants
are girls/women

22
Asian unions
involved in
Impact Beyond 2019



Webb Ellis Cup visited
7 countries in Asia
as part of Rugby World Cup 2019
Trophy Tour

GROWING THE GAME IN JAPAN

Back in 2016, the Japan Rugby Football Union developed its strategic plan to grow the game under the vision of “Big Try” and it had been working on the Impact Beyond 2019 programme for Rugby World Cup 2019 as well as further development of Japan rugby beyond 2019.

The Impact Beyond 2019 programme had five targets, including four pillars of the growing the game in Japan – Rugby for all/Get Into Rugby, investing in people, enhancing RWC partnership and strengthening the rugby link in Japan – as well as the Asian Scrum Project.

A lot of support and cooperation was offered by many stakeholders, such as prefectural rugby unions and local governments of the RWC 2019 host cities to these programmes. Tag rugby was introduced to school education and full-time Regional Development Officers were appointed. Coach and match official qualification frameworks were revised. There were various events by collaboration between the local rugby unions and the local governments of all 12 host cities of RWC 2019. The JRFU also collaborated with other external organisations such as FIVES (casual tag rugby) and Tambo Rugby and had collaboration programmes with the Japan International Cooperation Agency (JICA), Sport For Tomorrow, JENESYS for development of rugby in Asia.

Prior to the start of the tournament, more than 769,000 children had already experienced tag rugby at their elementary schools and 352,133 children experienced rugby through the Get Into Rugby programme. The fact that more than 1.18 million children in total experienced rugby prior to the tournament definitely contributed to raising awareness of the game and fostering the momentum of the event.

Japan’s monumental performance at RWC 2019 and the excitement of the tournament also boosted the Impact Beyond 2019 programme. After RWC 2019, more than 18,000 children participated in the autumn National Rugby Introduction Days. The number of participants in elementary school as well as junior high school students has been increasing. The number of players within elementary school-aged children and younger, in particular, increased by more than 2,200 during RWC 2019, which was more than double compared to the previous year. The number of qualified coaches has been also increasing year-on-year, and the number of qualified tag rugby



teachers has reached 14,552. In addition, 1,420 adults participated in FIVES, a tag rugby event for adults held in the Fanzones.

The Impact Beyond 2019 programme, which the Japan Rugby Football Union has been putting its continued effort into, brought a significant change in the previous promotion and development of rugby and such change has been accelerated by the excitement of RWC 2019. Also, JRFU in collaboration with JR 2019 and 12 host cities, developed the ‘Rugby World Cup 2019 Future Plan Dream Beyond 2019’ aimed at the development and growth of rugby and the local community through RWC 2019. From here on, in order to continue the growth following the tournament, collaboration with World Rugby will continue to keep up the momentum created by hosting Rugby World Cup 2019 towards further development of the game.

Key achievements

- › **1.18 million** participants in Japan
- › **769,000** Japanese schoolchildren experienced tag rugby in 6,616 elementary schools with 14,552 tag teachers trained
- › **26,000** children participated in National Rugby Introduction Days in 2019

Report towards initial KPIs

Rugby for all/Get Into Rugby: Schools Rugby / Regional Rugby

With the objective of developing infrastructure to grow the game, tag rugby was introduced to school education and Get Into Rugby programmes, while National Rugby Introduction Days were also held. In addition, full-time Regional Development Officers were appointed to ensure the vibrancy of these initiatives.

- 769,000 Japanese schoolchildren experienced tag rugby in 6,616 elementary schools
- 26,000 children participated National Rugby Introduction Days in 2019
- Registered players: 96,713 (as of March 2020)
- Get Into Rugby Programme: 352,133 (as of March 2020)
- Suntory Cup players: 45,518 (as of March 2020)

Investing in people: JRFU Training and Education

With the objective of improving the development environment, coach and match official qualification frameworks were revised and more tag rugby teachers were trained to create the opportunity to promote tag rugby. After school rugby programmes were also conducted to create an environment for children to play rugby on weekdays.

- Regional Development Officer in three regions in Japan employed as full-time staff



- Coaches: 22,505 (as of March 2020)
- Tag teachers: 14,552 (as of March 2020)
- Match officials: 4,375 (as of December 2019)
- Registered volunteers: 27,800
- After school Rugby Programme to create the opportunity of weekday training for Junior High School players: 59 places (2016-19)

Enhancing RWC partnership: Host and team base cities

Collaboration between the local rugby unions and the local governments of all 12 host cities of Rugby World Cup 2019 were facilitated and various events were organised such as Asia Rugby Exchange Fest, rugby introduction classes in local elementary schools and rugby introduction booths in the host cities' Fanzones.

- Rugby development meeting was held with the RWC 2019 12 host city unions (six times across 2018-19)
- Many programmes and activities were implemented in RWC 2019 host cities by local governments and unions. (Delivering rugby classes to school, international exchange, rugby programme in RWC 2019 Fanzones and local events)
 - Sapporo: Delivering tag rugby programme and kits to 13 children centres
 - Iwate/Kamaishi: Rugby movement events
 - Saitama/Kumagaya: Delivering tag rugby kits to 266 elementary schools
 - Tokyo: Delivering tag rugby programme to schools and teachers
 - Kanagawa/Yokohama: Kids Rugby World Festival in Yokohama
 - Shizuoka: 640 kids participated in tag rugby events from 2016-19
 - Aichi/Toyota: Delivering tag rugby events with Top League teams (26 times)
 - Osaka/Higashiosaka: Delivering the coaching workshop for U8 coaches
 - Kobe: FIVES (Casual tag rugby) events (1,932 people played before RWC 2019)



- Fukuoka: Asia Exchange Fest (19 teams and 198 players participated from Asia and played X rugby in 2018 and 2019)
- Kumamoto: Combining the rugby activities with local big festival (1,598 visits)
- Oita: Delivering the rugby programme to 358 kindergartens and 96 elementary schools (2016-19)
- JRFU and JR2019 would like to announce the development of the 'Rugby World Cup 2019 Future Plan Dream Beyond 2019'.

Strengthen rugby links in Japan: Rugby link

To promote rugby as a lifelong sport, the JRFU collaborated with other external organisations such as FIVES (casual tag rugby) and Tambo Rugby

- Street rugby (tag rugby event): 14,280 participants (2018) / 8,000 (2019)
- Paddy-field rugby: 1,514 participants (2018) / 2,278 participants (2019)
- FIVES (Casual tag rugby for adults): 2,293 participants (2018) / 1,915 participants (2019)
- International exchange games during RWC 2019: 61 games
- Rugby Matsuri Project 2019: 726 events

Asian Scrum Project

The JRFU have been conducting the projects of dispatching coaches overseas, as well as doing the international exchange in collaboration with the Japan International Cooperation Agency (JICA). During Rugby World Cup 2019, 48 young players from the member unions of Asia Rugby were invited to the opening match.

- JICA-JRFU Scrum: JRFU sent 69 staff members to 12 countries from 2016-19.
- JENESYS: 751 people in the Association of Southeast Asian Nations (commonly known as ASEAN) were invited to Japan from 2016-19.
- Sport for Tomorrow: The JRFU implemented eight programmes in Asia and there were 28,317 participants
- Asia Rugby invitation: The JRFU and Japan Rugby 2019 (JR 2019) invited 48 young players from 26 unions of Asia Rugby to the RWC 2019 opening match.
- Delivering more than 1,400 beach rugby balls to kids at international events

Highlight on strong initiatives

- › Continuing the National Rugby Introduction Day, every spring (March–May), so that children and their parents know there are opportunities to try rugby, easily.
- › Increasing the number of elementary schools doing tag rugby in PE class
- › Increasing the number of after school programmes to maintain weekday training
- › Recruiting Regional Development Officers to drive these initiatives in regional and local unions

GROWING THE GAME IN ASIA

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Asia Rugby member unions wholeheartedly embraced the Impact Beyond project and through the quantity and quality of rugby being played the continent improved tremendously. Participation numbers grew exponentially since 2016 and unions were united in the vision of creating a long-lasting legacy to celebrate the first Rugby World Cup in Asia.

Key achievements

Participation

- › **2.25 million** new participants in Asia since 2016. (1.18m from Japan and 1.08m in other Asia Rugby unions)
- › **43.1%** of new Asian participants are girls/women
- › **22** Asian unions involved in Impact Beyond 2019. Forty-eight of 63 projects were completed by RWC 2019 and most of the remaining projects will be completed in 2020
- › **4,500** new schools involved
- › **6,000** new coaches trained

Key achievements

Digital reach in Japan/Asia

- › Japanese social following of World Rugby social channels grew by 128 per cent during the tournament, acquiring 337,000 followers and a unique regional audience
- › Snapchat reached the youngest audience of any platform (68 per cent between 13-24), with Japan and Cambodia both in the top five markets for content consumption
- › India is now the fourth highest territory for page likes across Rugby World Cup Facebook
- › Asia provided 20 per cent of overall video views at RWC 2019, strong result in non-traditional rugby territories with top three of Japan, Malaysia and Sri Lanka
- › Twitter was the most successful platform for Japanese content, with more than 140 million video views on the platform

Report towards initial KPIs

Stronger unions in Asia

Two Leading Rugby workshops were held and four Growing the Game conferences were held.

Grow participation in Asia

Project Asia 1 Million (A1M) engaged more than two million new players in four years. World Rugby and Asia Rugby's investment in the core unions – India, Pakistan and China – yielded 724,000 new participants. Asia Rugby and most unions invested funds into the project and added 356,000 participants to the A1M total.

Grow schools' rugby in Asia

Asia Rugby Schools' programme took rugby to 4,500 new schools. Twenty-eight unions are actively training teachers as Get Into Rugby coaches. Five countries are active in training future teachers in teacher training colleges. Ten unions have agreements with educational authorities to use the Get Into Rugby programme in schools.

Stronger Asian communities

Childfund Pass it Back engaged over 25,000 children across five countries - Laos, Vietnam, Timor Leste, the Philippines and Cambodia.

Growing Asian rugby workforce

Asia Rugby deployed two Regional Development Officers to support management and training and education activities in west and central Asia.



Highlight on strong initiatives

- › The UAE Rugby Federation implemented the Get Into Rugby programme into public schools. More than 1,000 teachers were trained to deliver rugby in 350 schools. As a result 148,000 young Emiratis had the pleasure of engaging in rugby activities through regular sessions in school to organised festivals and league games.
- › Rugby India engaged more than 200,000 children (47 per cent female) in their Get Into Rugby programme with participation in their established inter-school competitions at district, divisional, state and national levels.
- › Rugby is now a recognised sport in the School Games Federation of India's (SGFI) annual School National Games for the U14, U17 and U19 age-categories for both boys and girls. In addition, rugby is part of the Association of Indian Universities' (AIU) annual University National Games for men and women.
- › Bangladesh, meanwhile, established a dedicated workforce of more than 79 Rugby Development Officers and volunteer coaches. The remarkable achievement was accomplished in just two years. In 2018, the federation had only eight Development Officers. The development workforce are active in growing the game in schools, maintaining a strong retention programme and establishing teams in more than 100 schools. A total of 40,000 children played rugby in 2019 compared with only 1,700 in 2016.



GROWING THE BROADCAST MARKET IN ASIA

Rugby World Cup 2019 in Japan was the most watched rugby event ever with more than 857 million people around the world watching the action via World Rugby's network of rights-holding broadcast partners, an increase of 26 per cent from the previous tournament in England.

To increase rugby participation in Asia, it was vital that people have access to consume competitive rugby, to see how unique and compelling the sport is. Therefore, one of the key pillars of the Impact Beyond 2019 programme was the Asia Broadcast Strategy. World Rugby and Asia Rugby have been working together since 2016 to develop a strategy to increase rugby's broadcast reach in Asia.

The media rights sales strategy of RWC 2019 in Asia focused on finding the best platform and distribution plan to showcase the tournament to the widest audience possible. In Japan, all matches were available on NHK (state broadcaster), NTV (free-to-air) and J Sports, with more than 50 per cent of the matches available on a free-to-air basis.

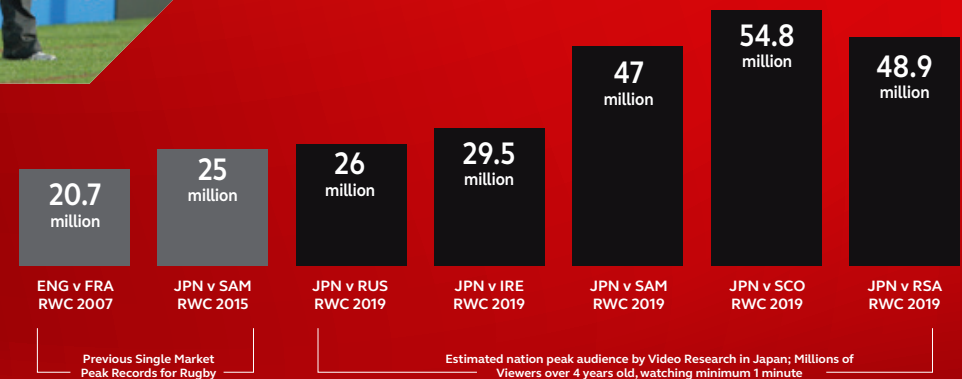
Reaffirming the tournament's game-changing legacy mantra, Japan 2019 audience growth was driven by the Asian market and, in particular, Japan, where the Brave Blossoms' performance captured hearts and minds.

In Japan, a total cumulative audience of 425 million tuned into RWC 2019, more than five times the Japanese viewership for England 2015. The most watched match on Japanese TV was the Brave Blossoms' unforgettable Pool A encounter with Scotland in Yokohama. Japan's quarter-final clinching victory, which went ahead just hours after Typhoon Hagibis had passed through the country, was watched by a domestic peak record rugby TV audience of 54.8 million – more than the FIFA 2002 World Cup final.

- › 71 per cent of the audience was outside of Europe, about double the share for RWC 2011 and 2015
- › More than 50 per cent of our global audience was in Asia – this number was under 15 per cent in RWC 2011 and 2015
- › The five largest-single market rugby audiences of all-time were recorded (see graph below), with the peak Japanese audience for Japan v Scotland beating the Japanese audience for the FIFA World Cup final in 2002
- › South East Asia was the sixth largest territory, at 110 times the audience in 2015
- › This all contributed to 26 per cent higher overall viewership than in 2015, and 84 per cent higher live viewership for the final than in 2015



Single Market Rugby Audience Figures graph



GROWING THE GLOBAL GAME

While the Impact Beyond 2019 programme focused primarily on Asia, Rugby World Cup 2019 provided a great opportunity to stimulate interest globally, through the delivery of inspiring action on the field, innovative content off it, and initiatives such as the RWC 2019 Trophy Tour.

Rugby World Cup 2019 was the most watched rugby event ever with more than 857 million people around the world watching the action via World Rugby's network of rights-holding broadcast partners. With World Rugby producing the pictures for the first time, Asia's first Rugby World Cup saw cumulative live audience grow from 479 million in 2015 to 501 million in 2019 – a five per cent increase – despite the time difference to the traditionally dominant rugby broadcast markets of France and the UK.

The Webb Ellis Cup travelled 200,000 miles and inspired more than 80,000 people during the largest ever Rugby World Cup Trophy Tour, encompassing 20 countries across all five continents. It was met with great excitement and enthusiasm at every stop, generating huge interest in Rugby World Cup and rugby and playing an important role in the development of the game by engaging new rugby fans and participants across the globe.

Participation in rugby continues to thrive with global participation rates reaching 9.6 million players worldwide. As identified by Nielsen's latest global Sports DNA fan study, the number of rugby fans – those either interested or very interested in the sport – grew by 61 million from 344 million in May 2018 to 405 million in November 2019 following Rugby World Cup.

Almost two-thirds of the growth came from Asia, with India and Vietnam joining Japan as the fastest growing markets. The number of female fans continues to grow at more than six times the rate of male fans globally.

The Get Into Rugby and Sprit of Rugby programmes have been a leading force in spreading the game, exposing the sport and its values in a sustainable manner to more than 2.1 million participants in 2018 and 2019.



Rugby World Cup 2019 Trophy Tour

19 countries visited between Nov 2017 and June 2019:



Childfund Pass It Back Partnership

The partnership between World Rugby and ChildFund for Rugby World Cup 2019 was an outstanding success with many landmark achievements, alignment of strategic purpose, strong cooperation, resonance with the global rugby family and a lasting legacy for children and communities across Asia.

Combined achievements

More than £2 million raised or pledged to ChildFund Pass It Back.

Fundraising results surpassed previous Rugby World Cup results with more than £2m (AUS\$3.9m) raised or pledged for ChildFund Pass It Back activities as well as support for emergency relief efforts in Japan in the wake of Typhoon Hagibis. The greatest donations came through voluntary donations with ticket sales. Fundraising dinners and functions were effective, as well as online donations prompted by social media, the DHL Race to Rugby World Cup, corporate donations, various foundations, the Australian Department of Foreign Affairs and Trade (DFAT), opt-in donations via official merchandise channels and tournament-related fines.

Legacy of the partnership

The World Rugby partnership with ChildFund for Rugby World Cup 2019 was a key element of World Rugby's Impact Beyond 2019 Programme, which set out to achieve a truly sustainable legacy in Asia. This included promoting and developing rugby in the region and achieving positive social outcomes for vulnerable children, young people and communities.

The success of the partnership is resulting in far-reaching impacts:

- More than 25,000 vulnerable children from developing communities in Asia will have the opportunity to take part in ChildFund Pass It Back, to learn rugby and acquire vital life skills
- ChildFund is expanding ChildFund Pass it Back to more children in Laos, Vietnam and the Philippines, and is introducing the programme in Timor-Leste and Cambodia
- More than half of all players and coaches taking part in the programme are girls and young women
- More than 32,000 life skills and rugby sessions have already been delivered to children and young people in Asia
- Hundreds of new coaches are being trained and accredited, and rugby infrastructure is expanding in the region
- The success of the programme in building the leadership, life skills and resilience of young people is having a measurable positive effect in their communities



Tokyo 2020

Rugby returned to the Olympic programme at the Rio 2016 Games when the sevens format provided a captivating showcase for the game that saw its fan-base increase by almost 17 million in six key territories, with Tokyo 2020 expected to unearth an estimated 30 million new fans worldwide.

The high-octane spectacle that is rugby sevens is expected to be a hot ticket at the Games in Tokyo, following the huge success of Rugby World Cup 2019 in Japan, which was a catalyst for national pride growth in Japan, capturing the imagination, growing rugby interest and leaving a positive legacy for the sport.

With the rescheduling of the Tokyo 2020 Olympic Games until 2021 due to the coronavirus pandemic, World Rugby is working closely with Asia Rugby, the JRFU and other stakeholders to plan the continuation of the Impact Beyond programme to further develop the great progress made in 2019.

The JRFU has been running rugby introduction programmes for its elementary and junior high school students since Rugby World Cup 2019 and had seen an increase in participation in its rugby schools before the coronavirus pandemic.

Asia Rugby has been rolling out retention programmes across targeted member unions in the region, employing staff to manage retention strategies which include the organisation of training and education courses to increase the capability and capacity of coaches and match officials, as well as manage the transition and retention of players, into contact rugby and into schools and clubs.

Meanwhile, World Rugby and the JRFU are in discussions with the Tokyo 2020 Organising Committee to host fan zone events around Tokyo Stadium, the venue for the rugby sevens Olympic competition, and in also in other places in and around Tokyo.

