

The background features a stylized representation of the Olympic rings. The rings are interlaced and rendered in a light, semi-transparent manner. From left to right, the colors are blue, yellow, black, green, and red. The rings are positioned such that they frame the central text.

Postponing the 2020 Tokyo Olympics and the impacts on this decision...

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Postponing the 2020 Tokyo Olympics...

On Tuesday, March 24, the IOC (International Olympic Committee) and the Tokyo 2020 Organizing Committee released a joint statement announcing that the Olympic Games and Paralympic Games will be postponed to 2021 because of the global spread of COVID-19



Source: Tokyo 2020 Facebook and Twitter posts, 24 March 2020

Postponing the 2020 Tokyo Olympics...



Source: a selection of newspaper headlines announcing the delay to the 2020 Tokyo Olympics

The decision comes after weeks of mounting pressure to move the Games.

Canada and Australia were the first countries to pull out, saying they would not be sending athletes to Japan in July.

Postponing the 2020 Tokyo Olympics...

The Olympics is the biggest global sporting event.

Held every four years, this is the first time the Olympics have been delayed

They have been cancelled three times, in 1916, 1940 and 1944 during the two world wars

And suspended for one day in September 1972 during the Munich games, after a terrorist attack

Despite the delay, the name of the delayed games in 2021 will still be Tokyo 2020

Postponing the 2020 Tokyo Olympics...

Postponing the Olympic games is not a small thing for Japan... it will have tremendous consequences for the economies of Japan and Tokyo

Hosting the 2020 Olympics was a chance for Tokyo to recover from the disaster in 2011 when a massive an earthquake killed around 20,000 people... the Olympics gave the people something to look forward to

The cost of preparing for the Olympics has been huge... it was reported by ESPN on 25 March 2020, that **'local organisers and Japanese government bodies said they have spent \$12.6 billion to put on the Olympics'**

Postponing the 2020 Tokyo Olympics...

The impact of the delay will be huge... Olympic game organisers are now counting the cost of postponement, but many say it will take time to fully assess the financial impact

There will be a cost to keeping things 'on hold' for a year... Tokyo organisers will have to renegotiate new leases on venues, apartments at athletes villages, plus sponsorship deals for advertising and brands

The Japanese financial newspaper Nikkei has put **the added cost of postponing the Olympics at \$2.7 billion**, whilst ESPN estimates the **additional cost could be as high as \$5.7 billion**

According to a report in the Los Angeles Times, the 2020 Tokyo Olympics could cost Japan more than \$26 billion

Postponing the 2020 Tokyo Olympics...

According to the IOC, **14 countries participated** in the first modern Olympic games in Athens, Greece in 1896.

There are expected to be **206 nations competing** in the **2020 Tokyo Olympics**

And according to Wikipedia.org, the 2020 Tokyo Olympics will feature **339 events in 33 different sports**

Only 5 sports have been contested at every summer Olympic games since 1896 – athletics, cycling, fencing, gymnastics and swimming

What does this mean to the athletes...

For many athletes, the Olympics is the pinnacle of their sport... there is no greater honour than to represent your country at the highest stage.

According to BBC Sport, more than **350 athletes** were set to **represent Great Britain and Northern Ireland** at the 2020 Tokyo Olympics.

There are expected to be **over 11,000 athletes** taking part in total

Many sportspeople have been preparing for the Games for months, if not years... and right now they are at the peak of their performance

The situation becomes particularly hard for older athletes who expected to retire after the Games in 2020, or for athletes who defied expectation to qualify

What does this mean to the athletes...

According to a report in [thedailymail.co.uk](https://www.dailymail.co.uk), 26 March 2020,
‘Britain’s top Olympians face financial crisis after coronavirus wiped out the Tokyo Olympics, with sponsors’ contracts heavily focused on bonuses for results and medals’

A number of sponsorship agreements with athletes are performance related – deals with sportswear, swimwear and equipment manufacturers all often include performance-related clauses

Sportsmail has also commented that, **‘Olympians are missing out on lucrative appearance fees and prize money from events which were due to be held in the run-up to Tokyo’**

What is the impact on the athletes...

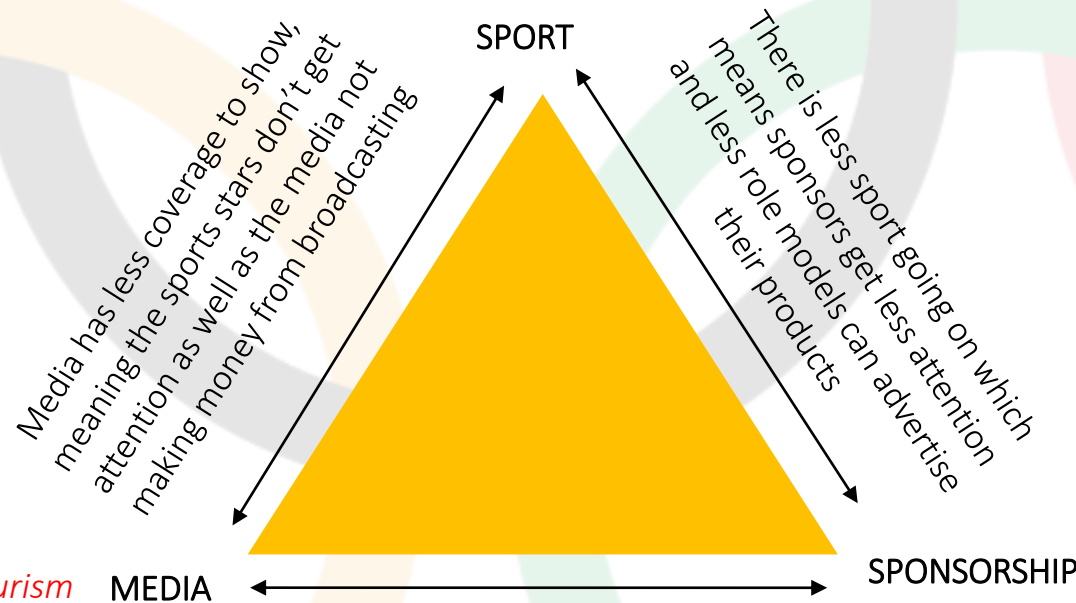
Positives:

- Injured athletes or underperforming athletes have another year to prepare.
- Better chances of stopping the virus.
- Time spent with family after long training camps.
- Time away for athletes who struggle with mental health.

Many athletes will be at their peak performance right now. Multiple performers would've taken the year to train correctly meaning that their peak performance is equal to the date of their events. This process now has to start over and all the hard work and effort is wasted. Some athletes would've improved so for them it maybe good because they can then improve more. But older athletes who are close to retirement may find it taxing due to the pressure of training they need to undertake.

Negatives:

- Older athletes may be close to retirement and can't compete next year.
- Sponsorship deals lost and destroyed due to no events.
- No income for the athletes or sponsors.
- The public become less active due to no motivation on the media.



A lot of Tokyo's tourism would've decreased, food places won't earn as much as expected and resources going to waste because they won't be suitable for next year

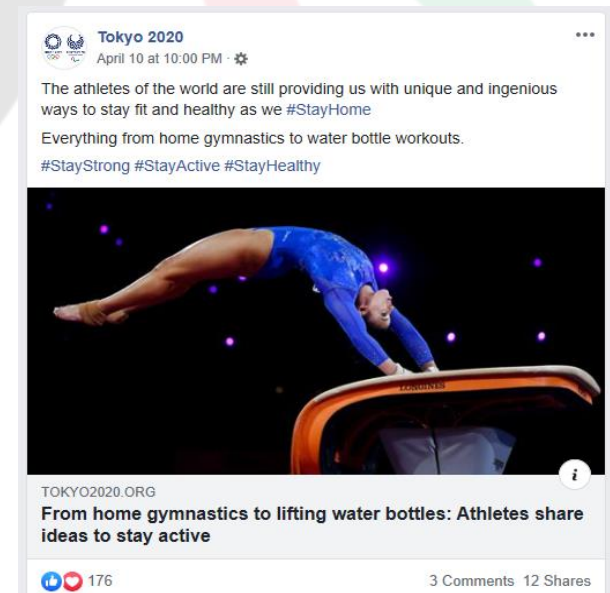
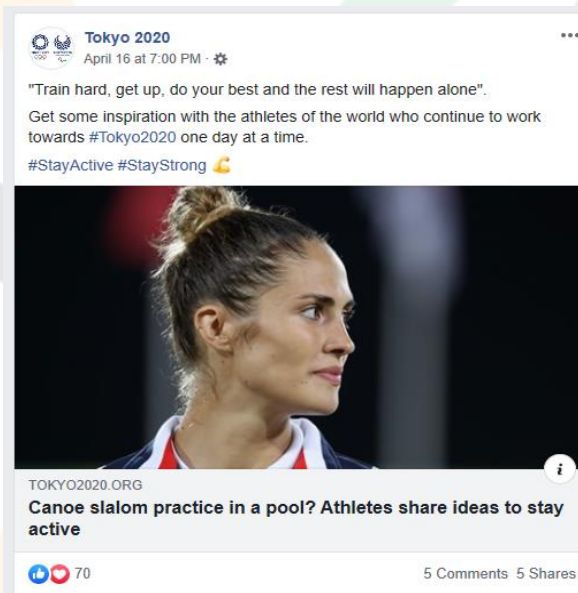
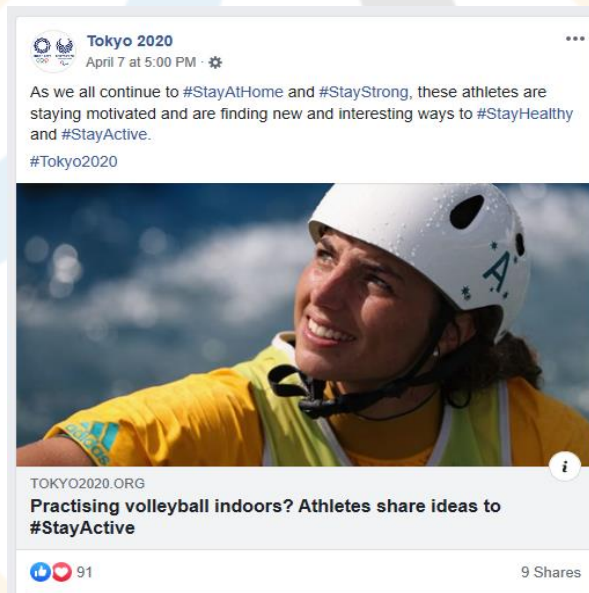
The Olympics has been proven to motivate many more people to get active and exercise, with that not happening this year then more people are less likely to be active as well as the lockdown going global

Contracts may expire, due to the lack of performance from the athlete, the sponsor would be wasting money for an athlete who isn't competing meaning that the income for the athlete is less.

With sportspeople being told to keep training, many have struggled to do this with the lock-down measure in place.

Some of the world's greatest sportspeople have taken to social media to show unique and ingenious ways to stay motivated and keep fit and healthy as they adapt training regimes

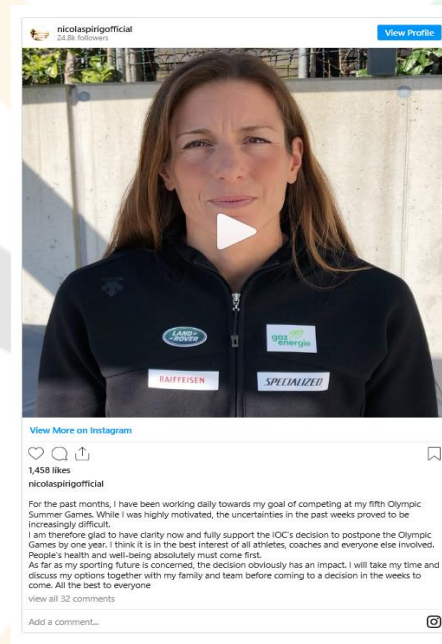
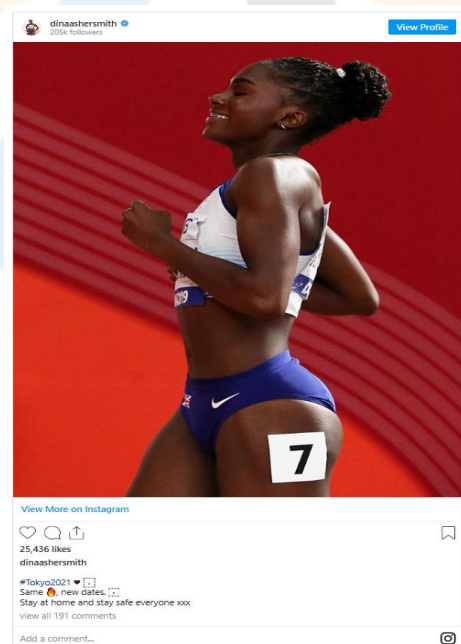
#StayHome #StayActive #StayHealthy #StayStrong



Source: a selection of posts from Tokyo 2020 Facebook page

What does this mean to the athletes...

Athletes were left devastated as the games are postponed until 2021, but accept it is the right decision... dreams have not been cancelled, only delayed



Source: Facebook and twitter images from olympicchannel.com

The Olympic Flame... #HopeLightsOurWay



Source: Tokyo 2020 Facebook posts, March 19, March 20 and April 18, 2020

The Olympic flames came to Japan to serve as a beacon of hope to those affected by the earthquake of 2011... spreading its message of recovery and hope.

Olympic chefs have vowed to keep the flame burning for the next 15 months as a 'beacon of hope to the World' as it battles the coronavirus pandemic
#HopeLightsOurWay