



RUGBY
WORLD CUP™
JAPAN日本2019

Impact Beyond

2019



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Key facts

- World Rugby's legacy programme for Japan 2019 has surpassed all expectations by achieving one of its major targets of **one million new rugby participants in Asia** a year early. At the start of Rugby World Cup 2019, the programme has now reached **1.8 million** new participants, including over 1 million in Japan
- The ground-breaking Impact Beyond project is crucial in World Rugby's mission to grow the game globally, providing the platform for women and men, girls and boys to be introduced to rugby around the world
- Creating a **sustainable legacy** is a central pillar in our major event planning and delivering a tangible, long term impact beyond the six-week event was a key factor in our decision to take the RWC to Asia for the first time
- Within Japan, Impact Beyond has reached more than one million participants. The inclusion of a Tag Rugby programme in 6,616 elementary schools, has given over 769,000 schoolchildren a taste of rugby together with the training of 10,622 tag teachers. The JRFU will conduct the second round of Rugby Introduction Days across Japan in November and December 2019, immediately following the conclusion of the Rugby World Cup, reaching out to children who are new to the game
- **A record-breaking £2m** has been pledged to support ChildFund, the principal Rugby World Cup 2019 charity partner, to **transform the lives of 25,000 vulnerable children** in disadvantaged communities across Asia through an integrated life skills and rugby curriculum
 - Funds were raised through an overall solidarity effort from the rugby family ranging from opt-in donation opportunities for fans purchasing RWC tickets online to support from commercial partners and fundraising events
 - A portion of funds raised will also go towards providing emergency assistance in disaster affected areas of Japan
- The global Trophy Tour in India, China, Hong Kong, Malaysia, Nepal and the Philippines ahead of the three-month domestic tour of Japan has further highlighted the huge potential for rugby in Asia and was complemented by rugby activities within local communities
- In Japan, all matches will be available on NHK (state broadcaster), NTV (free-to-air) and J Sports; with more than 50% of the matches available on a free-to-air basis. The rest of Asia will have the opportunity to watch the tournament, either on national and regional TV or through the World Rugby app and website in countries where there isn't a local broadcaster
- Rugby World Cup 2019 will deliver a tangible legacy for Japanese infrastructure. A new stadium was built in Kamaishi, a region devastated by the 2011 tsunami, and two others have been completely refurbished, in Hanazono and Kumagaya, bringing them up to international test match level

In numbers

- 1.8 million new rugby participants in Asia, including 1.07 million in Japan
- 768,876 Japanese schoolchildren experienced tag rugby in 6,616 elementary schools; 10,622 tag teacher licenses trained in Japan
- £2M pledged to ChildFund Pass It Back
- 25,000 vulnerable children in Laos, Vietnam and the Philippines will benefit from the Pass It Back programme
- 7 Asian countries visited by the Rugby World Cup Trophy Tour - Hong Kong, China, Philippines, India, Nepal, Malaysia and Japan

Impact Beyond 2019	Participants <i>(as of August 2019)</i>
Japan Get Into Rugby TRY programme	299,408
Japan schools TAG programme	768,876
India, Pakistan, China and Philippines	617,895
Malaysia, Bangladesh, Sri Lanka, Nepal, Iran and Indonesia	112,519
Total	1,798,698

Quote

World Rugby Chairman Sir Bill Beaumont

“The incredible achievement of surpassing the ambitious target of attracting one million participants in Asia to the Impact Beyond 2019 legacy programme is a wonderful example of the efforts being put into action to convert this once-in-a-lifetime opportunity to grow rugby in the region.

“This accomplishment is testament to the hard work of our colleagues at Asia Rugby and the unions, and my special gratitude and appreciation goes to the many thousands of volunteers who regularly give their time to support rugby programmes around the world. They are the unsung heroes of the game.

“The World Rugby Council awarded the Rugby World Cup to Japan because we believed that it could be a powerful game-changer for sporting and social change in Asia, the world’s most populous and youthful continent and the success of the Impact Beyond programme is a very important step on the journey.

“Asia Rugby has made tremendous progress over the past 50 years and I believe we can look forward to a very exciting and prosperous future for the game in this region. There has never been a more thrilling time for rugby in Asia as the eyes of the world turn to Japan 2019 and we are looking forward to a very successful and impactful tournament.”