



2026 Young Lions Competition in Japan

The Challenge:

How can creativity help people with and without disabilities, as well as the organizations they work for, to collaborate in ways that create mutually beneficial relationships.

Client: SYNC25

About SYNC25:

SYNC25 is the world's first Accountability Summit on Disability Inclusion, hosted by The Valuable 500 in partnership with Nikkei and The Nippon Foundation. This event, taking place in Tokyo on December 3–4, 2025, marks the start of a decade focused on ending disability exclusion. The summit will gather global business leaders and representatives from the disability community to review progress, set goals, and accelerate inclusion for the people living with disabilities worldwide. SYNC25 believes in Synchronized Collective Action—real change happens when we act together.

Target Audience: Global citizens

Key Message: “Creating an inclusive society where every individual is respected, empowered, and free to shine.”

Background:

Approximately 16% of the global population—1.3 billion people—live with disabilities. Promoting equity is a global responsibility, and its true value is realized when people with and without disabilities collaborate in daily life. This collaboration breaks down stereotypes, fosters mutual respect, and creates a psychologically safe environment where all voices are heard. For individuals, it means dignified participation and fair opportunities. For businesses, it enhances innovation and trust. For society, it drives economic growth and social cohesion. By working together, the lived experiences and problem-solving skills of people with disabilities combine with the expertise of other team members, leading to better decision-making and higher quality products and services. This results in



solutions that are easier, safer, and more appealing for everyone.

Reference:

1. Global report on the health equity for persons with disabilities (WHO, 2022)
2. Disability as a Source of Competitive Advantage (HBR)

Brief:

Print: Create a double-page spread print ad to promote employment in workspaces where people with and without disabilities work together. You may choose to focus on specific disabilities such as physical impairments, autism or ADHD.

Please be reminded that we will review crafts of both copy (in English) and art.

Film: Create a film (60 seconds max) to promote employment in workspaces where people with and without disabilities work together. You may choose to focus on specific disabilities such as physical impairments, autism or ADHD.

We are looking forward to seeing films that will move the audience through the power of storytelling, and visual and musical expression, which is one of the strengths of film. It is important to have a clear idea and message, not just good atmospheric movies.

Digital: Create a digital-driven idea to remove barriers to achieve inclusive work environments. You may choose to focus on a specific barrier or bias such as physical impairments, autism or ADHD.

Deliverables: A3 size board which contains the visual idea and written explanation of your idea (such as: creative idea, strategy, execution...etc.).

Design: Create a visual identity-based idea to find a solution to remove barriers to achieve inclusive work environments. You may choose to focus on a specific barrier or bias such as physical impairments, autism or ADHD.

A visual identity-based idea we are looking for includes a visual identity design (compulsory) as well as experience and promotion derived from it. Deliverables: The proposed design and written description (concept (max 150 words), idea (max 150 words), implementation (max 150 words)) are to be submitted on one A3-size PDF sheet.



Media: Create a media campaign to remove barriers to achieve inclusive work environments. You may choose to focus on a specific barrier or bias such as physical impairments, autism or ADHD.

Deliverables: A maximum of 10-slide PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words), strategy (max 150 words), execution (max 150 words)).

PR: Create a PR campaign to remove barriers to achieve inclusive work environments. You may choose to focus on a specific barrier or bias such as physical impairments, autism or ADHD.

As a PR campaign, we must act with global partners, such as governments, civil society, international organizations, professionals, academic institutions, the media, and the private sectors such as global companies/brands. Deliverables: A maximum of 10 slides PowerPoint presentation that includes a title slide (one title slide and 9 presentation slides). Apart from 10 slides, create one slide which contains a visual summary of your presentation and written explanation (creative idea (max 150 words), strategy (max 150 words), execution (max 150 words)).