

# **Contributing to sustainable future through music “Music for SDGs” Project Proposal**

**Mack Okubo (Project Director)  
Music for SDGs Project Team**

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# What is Music for SDGs Project?

## What are SDGs?

**Sustainable Development Goals (SDGs)** were adopted by the United Nations (UN) aiming to achieve 17 goals by 2030 for a sustainable, equitable, and inclusive society with **no one left behind** as a keyword.

All UN member countries are asked to work together through public (government) and private (corporations and citizens) partnership to achieve this goal. It is a **common global language** for sustainable society.



## How music can help promote SDGs?

While a number of papers and meetings provide high-quality education for those who are already informed and motivated on SDGs, **most general public are still not aware of SDGs** or interested in the subjects. We aim to provide opportunities for general public to learn about SDGs in an easier and enjoyable way **through musical and music concerts integrating entertainment and education**.



## What makes Music for SDGs Project unique?

The project director is a global policy advisor who chairs a working group to promote sustainable development in the Asia-Pacific and collaborates with the UN on SDGs. **The project will be reported to the APEC and the UN**. Some events may take place at UN Head Quarters.

Our initiative is also well received by the Japanese Government committed to SDGs and aims to support **G20 2019 Japan, TICAD, Tokyo Olympics & Paralympics 2020**, as well as **Osaka Expo 2025**.



# Who would make our dream come true?

## Project Team/Secretariat, Social-Japan, and Advisory Council

The project is planned and administered by the **Project Team/Secretariat**, which consist of experts with various background (i.e. SDGs, entertainment, PR, and international relations) in collaboration with **Social-Japan**, an incorporated association for a purpose of supporting social action programs. The project may consider to establish an **Advisory Council** which would monitor our activities to be in line with the ultimate goals.



## Supporting Artists, teaming up with TGC

Over 35 supporting artists in different areas (i.e. singers, actors, dancers, musicians, magicians), engaged or interested in SDGs-related activities, intend to join us. Also, we plan to team up with **Tokyo Girls Collection (TGC)**, one of the biggest fashion showcases in Japan. TGC has recently established a partnership with the UN to support SDGs, and considers our project an opportunity to promote emerging artists with world-class talent through its platform.



## Ambassadors for Music for SDGs Project

We are looking for well-known public faces as **Ambassadors who can endorse our goals, deliver key messages to the global community and eventually sponsor our project**. Your presence at our events would be highly appreciated, but your video messages for events and social media would suffice. As there will be no compensation for this role, it would be an opportunity intended for philanthropic celebrities.



## Sponsors for Music for SDGs Project

We are also seeking **corporate and individual sponsors** who support SDGs and share our objectives (i.e. women entrepreneurs, sustainable foundations, ESG Investors). As part of our project, we explore **virtual music shows through digital technology**. High-tech companies willing to participate in this pilot program would be also welcome.



# Contributing to sustainable future through music "Music for SDGs" Project



Objective : Under the slogan of **No one will be left behind!**, aiming to provide opportunities for general public to deepen understanding of SDGs in an easier and enjoyable way through music events integrating entertainment and education

As the first event, we successfully organized **"JAZZ Concert – ANIME for SDGs"** on November 1, 2018 at Crown Theater in Times Square, New York, where Japanese Anime songs were performed by jazz musicians, combined with talk shows on SDGs.

In 2019, taking this opportunity of having **G20-related events and TICAD in Japan**, we are planning to hold a music event inviting various artist (i.e. musicians, dancers, models, magicians) and including music with diversity (i.e. jazz, rock, Japanese instruments, Latin music). We are also planning other events back to back to **Tokyo Olympic & Paralympic, Osaka Expo, UN events**, etc.

To achieve our objective above, we have established the Secretariat in collaboration with **Social-Japan**, an incorporated association for a purpose of supporting social action programs, and are seeking sponsors, collaborators and advisors who support SDGs and share our objectives. Especially, we aims to find charitable and philanthropic celebrities as Ambassadors for our project.  
(<http://MusicForSDGs.com> or email [MusicForSDGs@gmail.com](mailto:MusicForSDGs@gmail.com) )



## Mack Okubo (Project Director)

Mack is a multilingual and globally well-known policy advisor and business person, as General Manager, International Affairs, of one of the largest insurers, traveling around the world. Formerly he worked for an international organization in Switzerland and educated insurance supervisors of over 100 countries. Among other responsibilities, he is now chairing a working group in APEC to promote sustainable, resilient and inclusive growth in the Asia Pacific. He is actively promoting SDGs in collaboration with United Nations, OECD, and APEC. He is also known as multi-talented entertainer. He performs in various entertainment events and supports Japanese artists who have world-class talent and foreign artists who appreciate Japanese culture.



# "Music for SDGs" - Achievement so far

## Off-Broadway Jazz Concert – Anime for SDGs"(November 1, 2018 NY)

This project's first event that took place at a theater in Times Square in New York, converting Japanese anime songs into Jazz and combining with talks on SDG topics corresponding to respective anime movies. The audience enjoyed Jazz music and learned about the importance of SDGs. To be reported to the United Nations. (<http://mackglobe.com/jazz> )

- ①Building the society for all children to look forward to tomorrow (SDG1,3,4)
- ②Supporting empowerment of women (SDG5)
- ③Protecting environment and preserving beautiful earth (SDG6,7,13,14,15)
- ④Creating disaster-resilient town and innovation (SDG9,11)
- ⑤Realizing world peace through diversity and inclusion (SDG16,17)

SUSTAINABLE GOALS



(Photo: Triangle NY)

# "Music for SDGs" – Key concepts and collaboration ①

Supporting empowerment of women



Spreading the circle of world peace



## Possible collaboration with Tokyo Girls Collection (TGC)

Pursuing synergy between TGC's existing activities to promote SDGs in Japan and abroad, and "Music for SDGs" Project's global network and concepts to enhance awareness on SDGs



(Photo: prtimes.jp)

## "Music for SDGs" Project Supporting Artists

### Shiori Abe & Women Orchestra

all-female orchestra ensuring carrier after marriage and/or childbirth



### Ayumi Ueda & Women of the World

Connecting the world through songs by singers around the globe



### Hiroka Ashiki & Utahime 2020 Hiroshima Project

Female singers from all over Japan/abroad gathering in Hiroshima to sing for world peace



# "Music for SDGs" – Key concepts and collaboration ②

## Diversity and Inclusion

Building a society which would regard handicap as personality and positively evaluate diversity

Try a new type of music events through technology/innovations inviting Japanese artists with world-class talent in various areas, and foreign artists who appreciate Japanese culture

## "Music for SDGs" Project Supporting Artists

### Shihori

A NY-based prominent singer and music creator, who has a natural hearing loss in her left ear, but a perfect pitch in her right ear and a heart shaking voice. Also promoting "sustainable" music carrier



### ASPJ (Alopecia Style Project Japan)

Fashion Show by **Bold and Beautiful Women** through collaboration with an NPO engaged in activities to enhance social recognition of women who lost hair for various reasons



## "Music for SDGs" Project Supporting Artists

### Miko Nakao

A salsa solo champion and model regularly participating in world salsa competitions



### Hannah

A young genius female magician who won domestic and international prizes



### Eru Matsumoto

A world's leading and most versatile cellist and spokesperson of her generation



### Salome Scheidegger

A Japanese-born Swiss pianist who plays Japanese anime and game songs



### Ana Villa

A Colombian singer who won a prize for singing in Japanese "Nodojiman The World 2018"



# "Music for SDGs" – Key concepts and collaboration ③

## Learning SDGs through musicals and concerts

Delivering messages on specific topics of SDGs through musicals and concerts



## "Music for SDGs" Project Supporting Artists

### Noriko Sunamoto & OMOTENASHI Journey

Musicals of diversity originated in New York conveying Japanese hospitality "Omotenashi"



Writer, composer and musical director Noriko Sunamoto is based in New York. Recent project includes U.S. national tour "Cinderella" as music director and "Ikiru" as conductor.

## "Music for SDGs" Project Supporting Artists

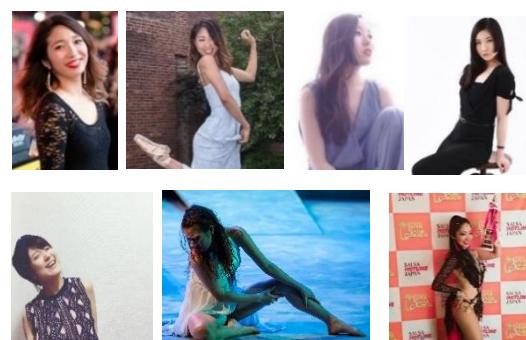
### Singers

Joined by a variety of singers (i.e. opera, musical, jazz, latin music)



### Dancers

Joined by a variety of dancers (i.e. musical, jazz dance, latin dance)



### Musicians

Joined by various genres of musicians (i.e. classic, jazz, traditional Japanese instruments)



## **Future schedule and opportunities for collaboration with "Music for SDGs"**

- 2019 June G20 Music Concert for SDGs @Tokyo and/or Osaka  
back to back to G20 related meetings (Tokyo, Fukuoka, Osaka)  
Mini-concert at Efma Summit @ Vienna
- 2019 July or August TICAD Music Concert for SDGs @ Yokohama  
promoting or back to back to TICAD (Tokyo International Conference of African Development) (August 28-29) (Yokohama)
- 2019-2025 Possible collaboration with United Nations related initiatives  
Events at United Nations Headquarters@New York
- 2019 October 18-19 Efma Annual Congress with UNESCO @Paris
- 2020 July-September Tokyo Olympic & Paralympic  
Music events promoting SDGs targeting visitors
- 2020 September (tbc) Utahime 2020 Hiroshima Project @Hiroshima  
Female singers gathering from all over Japan/abroad to sing for world peace
- 2025 May-November Osaka Expo  
Music events promoting SDGs targeting visitors

# Music for SDGs - Project Team/Secretariat

## Project Team

**Mack Okubo**  
(Project Director)



**Aya Takeuchi**  
(Assistant Director)



**Satoko Okumura**  
(Assistant Director)



**Atsuko Suzuki**  
(SDG Advisor)



**Ayumi Ueda**  
(Music/Public Relations)



**Mariko Oki**  
(SDG Advisor)



**Shiori Abe**  
(Music/Public Relations)



**Taya Fushimi**  
(Music/HR Advisor)



**Yuuki Furui**  
(Public Relations)



World Creators  
LLC



Alopecia Style Project Japan



Megami Music

**Yoshihira Monden**  
(Secretary General)



**Junya Hirota**



**Mitsuko Tsuchiya**



**Masumi Tsunoda**



**Masashi Shinohara**



**Hiroka Ashiki**



# Music for SDGs - Supporting Artists ①

## Supporting Artists

[for events in USA]

Akina Kitazawa  
(dancer/theater actress)



Akira Watanabe  
(dancer/theater actress)



Ayumi Ueda  
(singer/sound healer)



Women of the World (group of singers)



David Soler  
(Shakuhachi player)



Eru Matsumoto  
(cellist/visionary artist)



Kana Kamitsubo Marcovic (pianist/music therapist)



Louisa Foong  
(singer/arranger/pianist/composer)



Nagi Okamoto  
(tenor sax player)



Nobuki Takamen  
(guitarist/composer)



Noriko Sunamoto  
(pianist/musical writer, composer & director)



OMOTENASHI Journey (N-Project) (musical)



Salome Scheidegger  
(pianist)



Shihori  
(singer/music creator)



# Music for SDGs - Supporting Artists ②

## Supporting Artists

[for Osaka event in Japan]

**ASPJ Models  
(models)**



**Ayako (jazz singer/  
model/dancer)**



**Hanako Morikawa  
(soprano singer)**



**Hannah  
(magician)**



**Salome Scheidegger  
(pianist)**



**Sayaka Aiba  
(singer/  
dancer/actress)**



**Seika Ito  
(singer/ actress)**



**Shiori Abe  
(violinist/  
entrepreneur)**



**Women Orchestra  
(group of musicians)**



**Shihori  
(singer/music  
creator)**



**Tomoe Takada  
(singer/music  
director)**



**Yuko Shibata  
(dancer)**



To be added

To be added

# Music for SDGs - Supporting Artists ③

## Supporting Artists

[for Yokohama event in Japan]

Amy Amioka  
(salsa singer)



Ana Villa  
(singer)



Ayumi Ueda  
(singer/sound healer)



Hiroe Suzuki  
(sax player)



Hiroka Ashiki  
(singer) & female singers



Kaoru Tani  
(dancer/actress)



Miko Nakao  
(salsa dancer/model)



Nao Ohtani  
(singer/actress)



Salome Scheidegger  
(pianist)



Shiori Abe  
(violinist/  
entrepreneur)



Women Orchestra  
(group of musicians)



Yurika Ono  
(dancer)



Yuzu Natsumi  
(shamisen player)



To be added

# Music for SDGs - Supporting Artists ④

## Supporting Artists

[for events in Europe]

Eru Matsumoto  
(cellist/visionary artist)



Salome Scheidegger  
(pianist)



Shiori Abe  
(violinist/entrepreneur)



Women Orchestra  
(group of musicians)



## Supporting Artists

[tbc]

Manami Aoki  
(soprano singer)



Mari Morimoto  
(singer/model)



Miho Sasaki  
(jazz pianist)



Rina Komai  
(jazz singer)



Yumie Mori  
(singer)



To be added

To be added

To be added

To be added