

**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?

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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 dreams come true?

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Project Team and Social-Japan

The project is planned and administered by the **Project Team**, which consist of experts with various background (i.e. SDGs, entertainment, culture, PR, business, international and government relations) in collaboration with **Social-Japan**, an incorporated association for a purpose of supporting social action programs.



GloCha, our global partner #ActionNow

GloCha is a multi-stakeholder partnership, formed as 50 (c)(3), for individuals, institutions and UN agencies to collaborate together to act on global challenges. GloCha creates opportunities for youth, social entrepreneurs and local communities to collaborate for a safe climate and just society. GloCha initiates events, and convenes conferences in support of the SDGs leveraging collaborations and technologies like apps and block chain to improve outcomes. **Its three pillars are culture, technology, and organizational innovation.** GloCha cultivates improved solutions to global challenges as a **UN accredited NGO partner (ECOSOC and UNFCCC)** with sister organization, **IAAI** (International Association for the Advancement of Innovative Approaches to Global Challenges).



Supporting artists and possible collaborators

Over 50 supporting artists in different areas (i.e. singers, actors, dancers, musicians, magicians), engaged or interested in SDGs-related activities, intend to join us. 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. Also, we aim to collaborate with **JKT48**, an Indonesian idol group, for our future project in Asia.



Sponsors for Music for SDGs Project

We are looking for **philanthropic celebrities as Ambassadors** who can endorse our goals, deliver key messages to the global community. 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



Partner with



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.

Taking this opportunity of having **Tokyo Olympic & Paralympic, Osaka Expo in Japan**, we are planning to hold music events inviting various artist. We partner with **GloCha**, a multi-stakeholder partnership, for individuals, institutions and UN agencies to collaborate together to act on global challenges as part of **#ActionNow** initiative, which is supported by UNESCO and MOST.

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. We are also looking for charitable and philanthropic celebrities as Ambassadors to deliver key messages to the global community for our project. (visit <http://MusicForSDGs.com> or email 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>)

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



(Photo: Triangle NY)

"Music for SDGs" - Achievement so far

Efma Insurance Summit, Vienna, June 13-14, 2019

The paradigm shift towards 2030 – Life/healthcare business and SDGs

The paradigm shift towards 2030

- Changing business paradigm

Life Insurers and Sustainable Development Goals (SDGs)

- Supporting Children's Education
- Building Disaster Resilience
- Technology and Innovation
- Promoting Empowerment of Women
- Protecting Environment

Policy Recommendations

- G20 and APEC initiatives
- Promoting long-term oriented regulation/accounting



Efma is a global non-profit organisation, established in 1971 by banks and insurers, which provides quality insights to help banks and insurers make decisions to foster innovation and drive their transformation. Over 3,300 brands in 130 countries are Efma members. Headquarters in Paris. See www.efma.com

"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 career 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

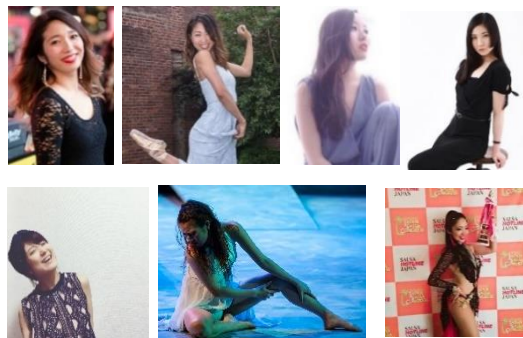
Singers

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



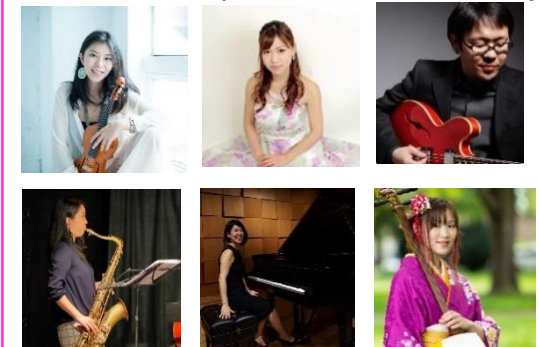
Dancers

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)



Schedule and opportunities for collaboration with "Music for SDGs"

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- 2018 November 1, Off-Broadway Jazz Anime Concert @NY, Times Square
 - 2019 June 14, Mini-concert at Efma Insurance Summit @ Vienna
 - 2019 June 29, Mini-concert at Keio University @ Tokyo
 - 2019 September 17, Kagayaki Kids Acedemy SDGs Concert @Tokyo
 - 2019 September 21, Joining a concert to celebrate climate solutions Glocha #ActionNow@NY
 - 2019 October 1, mini-concert at ASEAN Insurance Congress @ Bali
 - 2019 October 6, Jazz Anime Concert Glocha #ActionNow @ NY
 - 2020 July, Jazz Musical Concert Glocha #ActionNow @ NY
 - 2020 ASEAN Circular economy concert (tbc) @ Bali
 - 2020-2025 Possible collaboration with United Nations related initiatives
Events at United Nations Headquarters@New York
 - 2020 July-September Tokyo Olympic & Paralympic
Music events promoting SDGs targeting visitors
 - 2020 July September 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