



# Music for SDGs Earth Day Music Festival 2021

*Co-hosted by Music for SDGs Coalition and Glocha/IAAI #ActionNow*

*Online broadcast from around the globe  
from 22 April (6am EDT) to 23 April (6am EDT) 2021  
to celebrate the International Earth Day*

**Mack Okubo**

**Executive Producer**

**(Project Director, Music for SDGs & GloCha Associate)**



## Promoting SDGs through entertainment and music

### Music for SDGs Project:

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

SDGs or Sustainable Development Goals, which were adopted at the United Nations Summit in September 2015, are the 17 goals set by the 193 member countries of the United Nations to be achieved over the 15 years from 2016 to 2030.



The project is well received by UNESCO, UN-recognized NGOs, and the Japanese government, and the results of the project are to be reported to APEC, the UN, and the Japanese government. **Music for SDGs supports the Sustainable Development Goals (SDGs).**

The activities of Music for SDGs are planned and administered by **Mack Okubo** (project director), **Kippe** (singer song writer/music producer) and **Flower Harmony** (music unit and event producer) with support of Social-Japan, an incorporated association for a purpose of supporting social action programs, and partnered with **Glocha** and **IAAI** as part of **#ActionNow** initiative, which is supported by **UNESCO** and **MOST**. We intend to report on this event to the United Nations, APEC as well as Japanese Government. **Gloria Starr Kins** (editor of UN-recognized "Society and Diplomatic Review") kindly serves as Ambassador. (<http://MusicForSDGs.com> or email [MusicForSDGs@gmail.com](mailto:MusicForSDGs@gmail.com) )

### Music for SDGs Coalition

Mack



Flower Harmony



Kippe



Social-Japan



### GloCha/IAAI, global partner #Action Now



### Ambassador

Gloria Starr Kins



## 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 working groups to promote sustainable development in the Asia-Pacific and collaborates with the UN, OECD, and APEC to promote 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 2019, Tokyo Olympics & Paralympics 2021**, as well as **Osaka Expo 2025**.







## **Mack (Makoto Okubo) *(Project Director)***

Mack is a multilingual and globally well-known policy advisor, traveling around the world. Formerly he worked for an international organization in Switzerland. Among other responsibilities, he is now serving as Sherpa of APFF ESG Investment Working Group and Co-Sherpa of APFF Sustainable Finance Development Network in APEC, and is actively promoting SDGs in collaboration with United Nations, OECD, and APEC. He is also known as multi-talented entertainer. He performs as a singer, dancer, comedian and mimicry artist in various events. He has launched Music for SDGs Project to promote United Nations' SDGs through music and produces entertainment events.



## **Flower Harmony *(Yurikago Voice Yukiko Yamashita and music producer Takeda P)***



Flower=Every flower is wonderful, and every human being is important. With the theme of "A world where everyone can shine", they connect Japan and the world, and play harmony and love at entertainment events, shrines and temples across the country as a dedication performance. They also host "Japanese Tradition Expo," conveying Japanese traditional culture. They incorporate activities for the Earth and for the universe into his business and artistic activities, and their song "Earth of Cosmo" won the Global Award at the United Nations World Space Week Japan 2020.



## **Kippei (Kippei Miyahara) *(Singer/songwriter, music producer & MC, community engagement supporter)***



Born in Wakayama, and now based in Kashima City. Apart from his main business, he has been working on revitalizing the community and fostering culture through his musical activities, and always aspires to give live performances with a sense of unity and customer participation with the keyword "enjoy". In addition to songs for himself, he has produced songs for the J1 Kashima Antlers soccer team, local artists and idols, boys and girls choir, and Yosakoi groups. He performed in NY at Off-Broadway in 2018 and Carnegie Hall in 2019.

## Diversity&Inclusion :Being bridge between Japan and the World through music

### Ai Yamashita

(pianist/keyboardist/composer)



Ai Yamashita from Japan, a Boston-based keyboardist, songwriter and alumuni of Berklee College of Music 17'. Her mission statement is **"Being bridge between Japan and the World through music"** and she has been contributing for **cultural exchange and music diversity in US** with her J-Pop band **"Ai's Sakura Band"**.

**Ai Yamashita Website**

<https://www.aiyamashita.com/>

**Ai's Sakura Band**

<https://youtu.be/s7bhbzeYGa8>

In addition, she has recently released new original song called **"Min na Tomodachi - We are all friends"** which aiming to work on many present problems such as Racism/Discrimination /Diversity and LGBTQ.

**"Minna Tomodachi" (In Japanese)**

<https://youtu.be/uo2Nidz32J0>

Ai arranged a number of Japanese anime and popular songs in Bossa, Jazz, Salsa, teaming up with Mack and Kippe of Music for SDGs Coalition. She has recently released **ONE PIECE WE ARE! EDM Remix** ([https://youtu.be/ecO\\_cqIGhDk](https://youtu.be/ecO_cqIGhDk))



Ai attended Youth Climate Action Empowerment GloCha Youth Dialogue International Youth Day (IYD) 2020 on behalf of Music for SDGs and reported her activities to promote SDGs through music.

Ai is now leading the Music for SDGs Project as Assistant Director and music advisor.

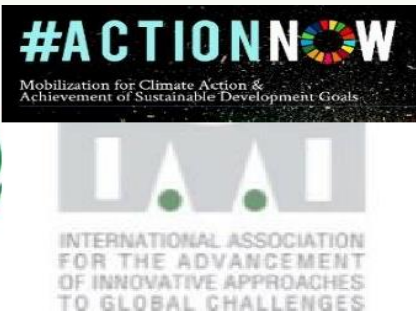




## Social-Japan



Music for SDGs Project is organized in collaboration with Social-Japan (led by **Yorihiro Monden**), a general incorporated association established to support social contribution activities. With an initiative of Yorihiro Monden, a project team has been formed to support the planning, public relations and management of the project, produce major events to promote SDGs, and help monitor the project's activities to ensure they are in line with its ultimate goals. <https://social-japan.watch/>



## GloCha/IAAI, our global partner #ACTION NOW

**GloCha** (Secretary General **Miroslav Polzer**) is a multi-stakeholder partnership, formed as 501c3, 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)**.

<http://www.glocha.info>





## Gloria Starr Kins

*(Editor-in-Chief and Publisher,  
Society & Diplomatic Review)*



Gloria is Editor-in-Chief and Publisher of **Society & Diplomatic Review (SDR)**, a United Nations accredited publication that serves as a directory of Ambassadors, UN Secretariat, and the Consular Corps. SDR covers diplomatic events and is the premier journal covering the UN.

Gloria has been a long-time society and diplomatic editor of **Irish Connections magazine** and **Irish Examiner newspaper**. Before that, she worked alongside Wyatt Cooper as an editor for the **Status Diplomat** and headed the New York office of **Curtis Publishing** encompassing Sat Evening Post, Holiday magazine, and Status magazine.

She is a veteran **UN Correspondent**, society and diplomatic editor of many newspapers, and a correspondent for the Jewish Post newspaper. She represented **WOR Radio and Television** as head of their United Nations Operations, and was an **Associate Producer of NBC's "Open Mind."** Gloria is Vice-Chair of the **Center for Global Action for Sustainable Development (CGASD)** and was a founding member of **UNICEF's Manhattan chapter**, the Islamic Council of Europe, and the Islamic Defense League in London.



In addition, she also serves as a Government Liaison on the Board of Directors for **the OCCAM Infopoverty World Conference**, Oklahoma University liaison, and various other organizations and Chambers of Commerce. Recently, Gloria was made the head of the North American representative office of **Association de la Plume pour la culture et le developpement**, a Chad-based foundation. She is also active on the Board of advisers of **The Green Earth Enterprises, LLC**, a company that uses aquaponics and hydroponics to solve the world's food and water insecurities in addition to **IAAI GloCha** board of advisers. The Hope Foundation as well as the Halte Ebola Foundation made Gloria a member of their Board of Directors. As of recently, Ms. Kins became the Co-Chairman of **World Peaceever TV**, an ECOSOC accredited United Nations Foundation. She is also the Vice President of **Ai-Blockchain**, a company that develops blockchain technology.



- ❑ This project's first event **Off-Broadway Jazz Concert – Anime for SDGs** that took place at a theater in Times Square in New York on 1 November 2018, 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. (Revival online concert planned on 7 May 2021)



- ❑ In 2019-21, Shiori Abe (violinist), Mika Watanabe (pianist), Seika Itoh (musical actress/singer) and Mack Okubo (lecturer) participated in musical presentations on SDGs at **Efma Insurance Summit** in Vienna, **ASEAN Insurance Congress** in Bali and **Keio University** and **Kyoritsu Women's University** lecture.



- ❑ On 26 October 2020, Music for SDGs co-hosted **United Nations 75 Year Celebration Music Festival for SDGs 2020** with GloCha/IAAI, aiming to celebrate United Nations' 75th Year Anniversary and enhance a public awareness on SDG topics through a talk and music performance. The 17 hour online event started from opening in Japan, followed by various cities in Europe, Africa and concluded with a grand finale in New York, in a series of entertainment shows and educational opportunities. 34 groups of artists, including a Broadway star, joined the event.

- ❑ On 21 November 2020, Music for SDGs co-hosted **24-Hour Telethon on Global Homelessness** with the IAPSS (International Association of Political Science Students), the United Nations Association South New York (UNA-USA), UN2020, UN75, Music for SDGs, The World Is Watching, US-ASEAN Youth Council, and GPODS, which covered the 6 Regions: Oceania, Europe, Asia, Africa, Latin America and USA/Canada, and provided some panelists and organized all the talent shows for the event.



# Music for SDGs Earth Day Music Festival 2021 (22 - 23 April)

9



## EARTH DAY MUSIC FESTIVAL 2021

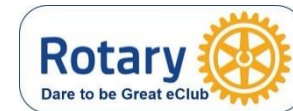


Hosted globally ONLINE by **Music for SDGs Coalition**  
(Mack, Kippei & Flower Harmony) and **Glocha/IAAI**  
22 April 2021 6am ~ 23 April 2021 6am (EDT)



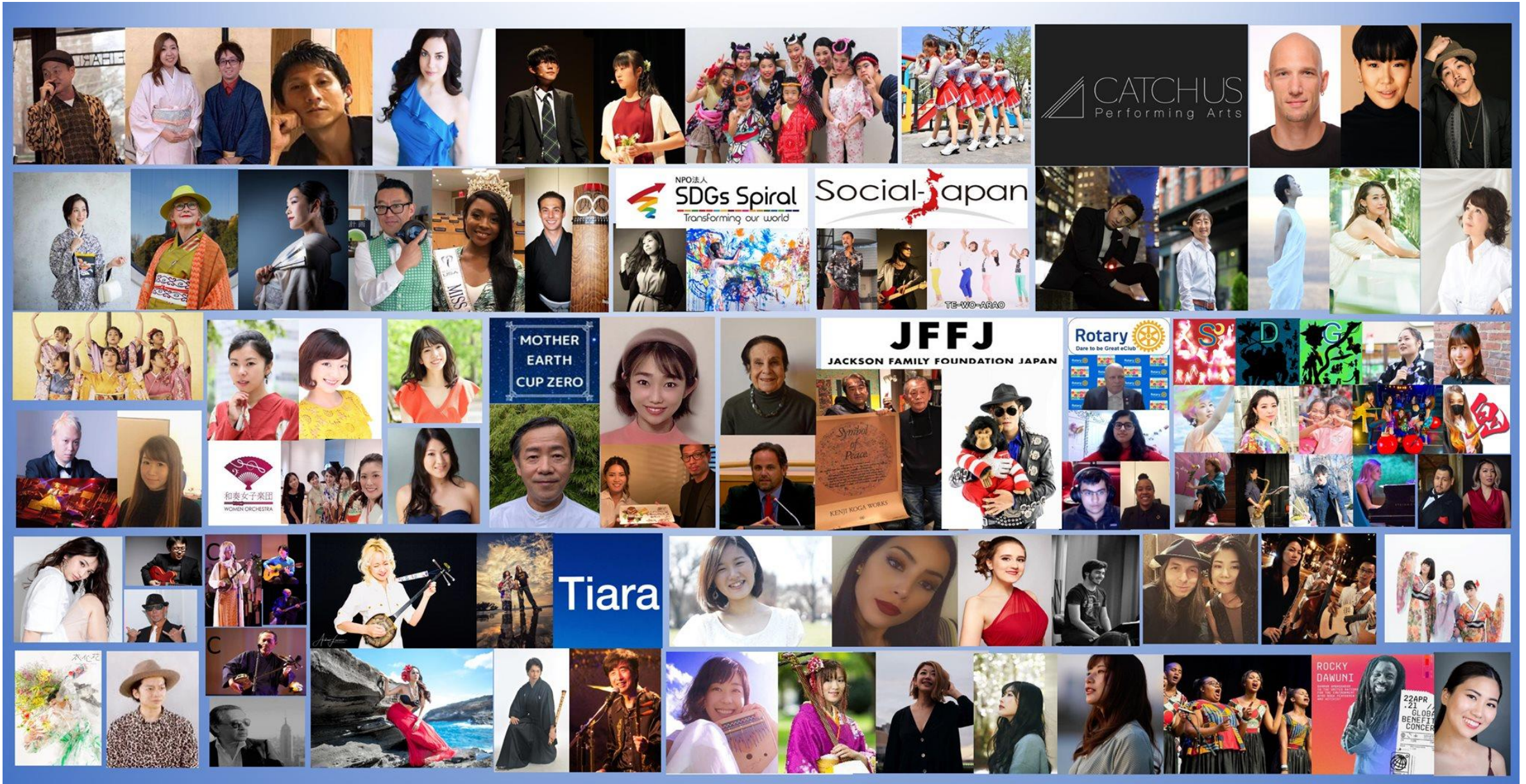
Live streamed (free of charge) through Youtube (<http://Youtube.com/c/MusicforSDGs>) and Facebook (<http://Facebook.com/MusicforSDGs>) in a series of entertainment shows and educational opportunities starting from opening in Japan on 22 April (International Earth Day) (7pm JST), followed by various cities in Europe, Africa and New York, etc., concluding with a grand finale in 24 hours. Enjoy the shows and be part of the Sustainable Development Goals (SDGs) of the United Nations.

The event is planned and administered by **Music for SDGs Coalition**, or **Mack** (Project Director), **Kippei** (Singer song writer/music producer) and **Flower Harmony** (Music unit/event producer) in collaboration with **Clermont Choir Foundation** (South Africa), **CATCH US PERFORMING ARTS** (US), **International Association of Political Science Students** (Netherlands), **Jackson Family Foundation Japan** (Japan), **KIMONO GLOBAL CLUB** (Japan), **Mother Earth Cup Zero** (Japan), **Music for Climate Justice** (US), **ROTARY Dare to be Great e-Club** (US), **SDGs Spiral** (Japan), **Social Japan** (Japan), **Society and Diplomatic Review** (US), **Tiara Group** (US), **WOMEN ORCHESTRA JAPAN** (Japan). This event is co-hosted by **GloCha/IAAI** as part of **#ActionNow**, which is supported by **UNESCO** and **MOST**, and is intended to be reported to the United Nations, APEC as well as Japanese Government.





## Music for SDGs Earth Day Music Festival 2021 Performers





## 第一幕 (Grand Opening)

- 4月22日 7:00pm JST/6:00am EDT **Opening** by **Mack/Flower Harmony/Kippe** (We Are The World Musicians)
- 7:30pm JST/6:30am EDT **Rino & Mack** ※ Taking about peace and environment (Rino Aise/Mack/Nobuki Takamen/Heiwa Peace Band)
- 8:00pm JST/7:00am EDT **The Flowers by the Way** ※ Environmental awareness musical by high school students(Emi Sadahisa/Hayato Kishimoto/Shuji Nakamura)
- 8:30pm JST/7:30am EDT **FaiRy** ※Dancing group of children with and without disabilities(Rina Yoshikawa & Flower Harmony)
- 9:00pm JST/8:00am EDT **Kimono Global Club** ※Performance in kimono (Reiko Okamoto/AKANE KIKAKU/Sheila Cliffe/Seiko Kitagawa/Hiroshi Shigeta/Nicolette Templier & Kippe/Zachary Giruman)
- 10:30pm JST/9:30am EDT **Women Orchestra Japan** ※SDG5×Music (Shiori Abe/Hanako Morikawa/Aya Yokoyama/Haruna Tokoro/Rie Asaka/Mika Torii/Yuri Yagitani)
- 11:00pm JST/10:00am EDT **Kohei Sasaki/sunday Rokenro** by **Yuka Taniwaki**
- 11:30pm JST/10:30am EDT **Mother Earth Cub Zero** ※One vote changing the world (Naoto Anzai/Mina Horie/Yuta Sono & Natsumi Nishikawa)
- 12:00am JST/11:00am EDT **Plenary** by **Society and Diplomatic Review** (Gloria Starr Kins) **GloCha** (Miroslav Polzer),Masafumi Sonoda
- 12:30am JST/11:30am EDT **Jackson Family Foundation Japan** ※Memories of Michael Jackson, the UN, and social contributions (Kenji Koga/Masashi Shinohara/Michael Jackton)
- 1:30am JST/12:30pm EDT **SAO TI** ※France Music&SDGs
- 2:00am JST/1:00pm EDT **The Clermont Choir** ※South Africa Music&SDGs (Wiseman Mikhize)
- 2:30am JST/1:30pm EDT **Ai Yamashita & Kippe & Mack**

## 第二幕 (Anime)

- 4:00am JST/3:00pm EDT **SDGs Anime Digest** ※ Anime music digest with initials of S,D & G.



## 第三幕 (from USA)

- 8:00am JST/7:00pm EDT **Meghan Picerno** ※A Broadway actress starring Christine Daae of the Phantom of the Opera Music xSDGs
- 8:30am JST/7:30pm EDT **Elizaveta Kozlova & Gautier Abadie** ※ Chagall & Music & SDGs
- 9:00am JST/8:00pm EDT **CATCH US PERFORMING ARTS** ※Aiming to build a better society through culture, arts and entertainment (Ami Yamasaki/Keito/Michael Feigenbaum/Sayuri Kume(formerly Saki Kubota)/Shintaro Ueyama/Tomo/Yuri Yamada /Yusaku Komori/Jason Hirakawa)
- 9:30am JST/8:30pm EDT **Tiara Group** ※Discover past, live today and connect with future (Rino Aise/Yoshiharu/Kizen Oyama/ Mari Kapua Hayes/Okinawa Americana)
- 10:00am JST/9:00pm EDT **Yagull** ※Power of music(Kana & Sacha Markovic)
- 10:30am JST/9:30pm EDT **Jazz Triangle 65-77** ※Japanese jazz trio based in NY (Haruna Fukazawa, Shu Odamura, Akihiro Yamamoto)
- 11:00am JST/10:00pm EDT **ROTARY Dare to be Great e-Club**
- 11:30am JST/10:30pm EDT **Music for Climate Justice**

## 第四幕 (Grand Finale)

- 1:00pm JST/23 April 12:00am EDT **Flower Harmony** ※Love and dream
- 1:30pm JST/1:00am EDT **AJO☆All Japan Women's Cheerleading Club** ※Cheering (Kumi Asazuma)
- 2:00pm JST/1:00am EDT **Aya** ※Kalimba Heartbeat of the Earth
- 2:30pm JST/1:30am EDT **Yuzu Natsumi** ※Shamisen to the world
- 3:00pm JST/2:00am EDT **Aimee Ujiie** ※Japanese sake x women, earthquake disaster recovery, and empowerment of women xmusic
- 3:30pm JST/2:30am EDT **Seika Itoh & Yurina Kutsukake**※SDG4×music
- 4:00pm JST/3:00am EDT **MiyaB/STORM & Itsuka&Hiyori Nara**
- 4:30pm JST/3:30am EDT **Ikebana** ※Flower, Fashion and Art(Junya Hirota)
- 5:00pm JST/4:00am EDT **SDGs Spiral** ※"Smile the world" Project (Tae Morikawa/Colorhythm Risa)
- 5:30pm JST/4:30am EDT **Social Japan**※Africa/sky(Yorihira Monden/Hiroaki Tagawa)
- 6:00pm JST/5:00am EDT **Ayako** ※love×hope **Hacchi88** ※elderly×music
- 6:30pm JST/5:30am EDT **Closing**



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

## Mack Okubo, Project Director



12



For more details, visit [mackglobe.com](http://mackglobe.com) or [MusicForSDGs.com](http://MusicForSDGs.com)  
or email Mack ([mackglobe@gmail.com](mailto:mackglobe@gmail.com) or [MusicforSDGs@gmail.com](mailto:MusicforSDGs@gmail.com))

### Music for SDGs's Main Schedule in 2021 (tbc)

- Jan 2021 **Music for SDGs Anime Festival** @online, supporting Pumpit's Cambodia elementary school construction project
- Jan 2021~ **Musical speeches and lectures** @Keio University, Kyoritsu Women's University (Kagayaki & Women Orchestra)
- 22 April 2021 **Earth Day Music Festival** @worldwide online
- May 2021 **IAPSS World Congress** @worldwide online
- 3Q or 4Q 2021 **Jazz Anime Concert** @NY
- 22 June 2021 **Tiara Online Concert "Players for Okinawa"** @worldwide online
- July 2021 **United Nations HLPF side event**@ Connecting France, Japan and New York online
- Sep 2021 **UN General Assembly side event** @worldwide online
- Nov 2021 **Cop26 side event** @worldwide online  
Joining Music for Climate Justice (M4CJ)'s Global Music Festival
- Throughout the year 2021 Hosting Wherever Door Project (monthly), providing artists or panelists for international meetings and SDG promoting events