



Music Festival for SDGs 2021

Contributing to sustainable future through music



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

Online broadcast from around the globe

from 10 July (8pm EDT) to 11 July (10:59am EDT) 2021

in conjunction with

the United Nations High Level Political Forum 2021

Mack Okubo

Executive Producer

(Project Director, Music for SDGs)



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's outcome 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)

Music for SDGs Coalition

Mack



Flower Harmony



Kippe



Social-Japan



GloCha/IAAI, global partner #Action Now



United Nations Educational, Scientific and Cultural Organization



Management of Social Transformations Programme



Ambassador

Gloria Starr Kins





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.



Kippe 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)



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 développement**, 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.



❑ 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.



- ❑ On 22-23 April 2021, Music for SDGs and GloCha/IAAI co-hosted a 24-hour online music event **Earth Day Music Festival 2021** in conjunction with INTERNATIONAL EARTH DAY, in collaboration with Clermont Choir Foundation (South Africa), CATCH US PERFORMING ARTS (CUPA), International Association of Political Science Students (IAPSS), Jackson Family Foundation Japan (Japan), KIMONO GLOBAL CLUB (KGC), Mother Earth Cup Zero, Music for Climate Justice (M4CJ), ROTARY Dare to be Great e-Club, SDGs Spiral, Social Japan, Society and Diplomatic Review, Tiara Group, WOMEN ORCHESTRA JAPAN, for the purpose of enhancing awareness on SDGs through entertainment and education, starting from opening in Japan, followed by Europe, Africa and New York in a series of entertainment shows and educational opportunities.
- ❑ On 11-14 May 2021, **International Association of Political Science Students (IAPSS)** hosted **World Congress**, where students gathered from 6 regions, Oceania, Asia, Europe, Africa, Latin America, and USA/Canada. Music for SDGs was honored to be part of the World Congress to organize the musical performance by a pre-recorded video program, edited by Miki Takasugi.
- ❑ On 22-23 June 2021, **Tiara Group and Heiwa Peace and Reconciliation Foundation of New York** co-hosted an online concert **Prayer for Okinawa**, supported by Music for SDGs, in conjunction with Okinawa's Memorial Day, a day designated to commemorate the war dead from the Battle of Okinawa among others. The audience enjoyed a series of music performance related with Okinawa, and heard speeches about Okinawa's history and importance of preserving world peace and beautiful nature.

Music Festival for SDGs 2021 (10-11 July 2021)



MUSIC FESTIVAL FOR SDGs 2021



Hosted globally ONLINE in conjunction of the United Nations High Level Political Forum 2021, by **Music for SDGs Coalition**

(Mack, Kippei & Flower Harmony) and Glocha/IAAI

10 July 8pm (EDT)/11 July 2am (CET)/11 July 9am (JST)

~11 July 10:59am (EDT)/11 July 4:59pm (CET)/11 July 11:59pm (JST)



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. *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), co-hosted by **GloCha/IAAI** as part of **#ActionNow**, which is supported by **UNESCO** and **MOST**, in collaboration with **CATCH US PERFORMING ARTS (CUPA)**, **KIMONO GLOBAL CLUB (KGC)**, **Mother Earth Cup**, **Music for Climate Justice (M4CJ)**, **ROTARY Dare to be Great e-Club**, **SDGs Spiral**, **Social Japan**, **Society and Diplomatic Review**, **360HUB GLOBAL**, **Tiara Group**, and **WOMEN ORCHESTRA JAPAN**.

The outcome of this event is intended to be reported to the United Nations, APEC as well as the Japanese Government.



This event is being planned in conjunction with **United Nations High Level Political Forum (HLPF)**, inviting artists and speakers in collaboration with collaborating partners for the purpose of enhancing awareness on selected SDGs in line with the priorities for HLPF2021 in a form of panel discussions, speeches and entertainment shows.

- ❑ **Supporting Children and Leaving No One Behind** (education × music × sport)
- ❑ **Protecting Environment and Mother Earth** (innovation × art × music)
- ❑ **Promoting Sustainable Fashion** (fashion × dancing × music)
- ❑ **Improving Health and Sustainability** (food × healthcare × dancing × music)
- ❑ **Bringing Hope, Love and Peace** (connecting people around the globe through music)



Act One (Grand Opening)

- 11 July 9:00am JST/11 July 2:00am CET/10 July 8:00pm EDT **Opening Music for SDGs Coalition** (Mack/Flower Harmony/Kippei) & **Ayumi Ueda** (*Opening with "We Are the World Musicians" & "Wings to Fly"*)
- 9:30am JST/2:30am CET/8:30pm EDT **Yukie Kakubari** ※Humming for Peace
- 9:45am JST/2:45am CET/8:45pm EDT **Akira Watanabe** ※musical × SDGs
- 10:00am JST/3:00am CET/9:00pm EDT **Asuka Cali** ※Sustainable Fashion
- 10:30am JST/3:30am CET/9:30pm EDT **Kimono Global Club** ※Promotion of kimono. Japanese culture (Reiko Okamoto/AKANE KIKAKU/Sheila Cliffe/Chizuru Hoshi/Shoya Kamei/Nanami Minami/Azumi & Satoshi Aikawa)
- 11:00am JST/4:00am CET/10:00pm EDT **CATCH US PERFORMING ARTS** Supporting artists, nurturing young talents (Yuko Motoki/Miyoko Hirakawa/Leo Suzuki/Tina Motoki/Lina Persson/Shihori/SHAFT BLAZE/Yuya Hiraoka/Kohsuke Kuwahara/IG/OFUKU/Tomonori Muraoka/Keito Ito)
- 11:30am JST/4:30am CET/10:30pm EDT **Tiara Group** ※Okinawa Special: love, peace and nature (Rino Aise/Mack/Aihi with Aihi Band/Aya/Yuzu Natsumi/Rina Maejima with Ayano Ikemura/Sonny Ochiai/Taru/Heiwa Peace Band/Kippei/Flower harmony)
- 12:30pm JST/5:30am CET/11:30pm EDT **Takana Shimabukuro & Miyuki Kamiya** ※SDGs ambassadors from Okinawa: "Artists with disabilities 100" Project/Zero Emission Labo Okinawa
- 1:00pm JST/6:00am CET/11 July 0:00am EDT **FaiRy** ※Dancing group of children with and without disabilities (Rina Yoshikawa)
- 1:30pm JST/6:30am CET/0:30am EDT **Women Orchestra** (Shiori Abe/Hanako Morikawa) ※Promoting Japanese culture through music, and supporting empowerment of women and sustainable music carrier

Act Two

- 3:00pm JST/8:00am CET/2:00am EDT **Kyoko Sasaki** ※Wadaiko drum arranged by **Yuka Taniwaki**
- 3:30pm JST/8:30am CET/2:30am EDT **SDGs Spiral** (Tae Morikawa)
- 3:45pm JST/8:45am CET/2:45am EDT **Social Japan** (Yorihira Monden)

- 4:00pm JST/9:00am CET/3:00am EDT **Flower Harmony** ※love×earth
- 4:15pm JST/9:15am CET/3:15am EDT **Ai Yamashita** ※Peace&Friendship
- 4:30pm JST/9:30am CET/3:30am EDT **Miho Sasaki** ※Jazz4SDGs (Mack)
- 5:00pm JST/10:00am CET/4:00am EDT **Ayako** ※love×hope
- 5:15pm JST/10:15am CET/4:15am EDT **Seika Itoh & Yurina Kutsukake** ※Eigo De Dance, educating children with dance and music
- 5:45pm JST/10:45am CET/4:45am EDT **Kippei** ※music×SDGs
- 6:00pm JST/11:00am CET/5:00am EDT **TheCreators2030 Youth**

Act Three (Grand Finale)

- 7:00pm JST/12:00pm CET/6:00am EDT **Meghan Picerno** ※Staring Christine Daae for the Phantom of the Opera
- 7:15pm JST/12:15pm CET/6:15am EDT **Musa Hitomi and friends** ※Dancing musical with children (Under the Sea, Poupelle of Chimney Town)
- 7:30pm JST/12:30pm CET/6:30am EDT **Yuei Ogata** ※World Peace
- 7:45pm JST/12:45pm CET/6:45am EDT **Sara Kimura & Veducate Japan** ※Vegan × SDGs
- 8:15pm JST/1:25pm CET/7:25am EDT **SAO TI** ※diversity × music
- 8:45pm JST/1:45pm CET/7:45am EDT **Nicolette Templier (Aera Moon)** ※Miss Earth USA Eco 2019
- 9:00pm JST/2:00pm CET/8:00am EDT **Music for Climate Justice** (Alexandre De Beauharnais Romanovsky/Rocky Duwani) & **360 HUB GLOBAL** (Inger-Mette Stenseth/Helena Lindemark/Peter Nehme) ※Planning music events back to back to COP26 and STOCKHOLD 50+
- 10:00pm JST/3:00pm CET/9:00am EDT **ROTARY Dare to be Great eClub** (Bill Graham & Youth) ※Connecting hundreds of millions thru Read-a-thon
- 10:30pm JST/3:30pm CET/9:30am EDT **Yagull** ※Power of music & SDGs (Kana Kamitsubo & Sacha Markovic)
- 10:45pm JST/3:45pm CET/9:45am EDT **Mother Earth Cup** ※Awards launched to target technologies, services, and initiatives on SDGs WITH YOU (Naoto Anzai/Toshihiro Yoneyama/Takumi Kinoshita/Mina Horie/Yuta Sono & Natsumi Nishikawa/Gloria Starr Kins & Mack as special advisors)
- 11:00pm JST/4:00pm CET/10:00am EDT **Plenary & Closing Society and Diplomatic Review** (Gloria Starr Kins) **GloCha** (Miroslav Polzer) & **Music for SDGs Coalition** (Mack/Flower Harmony/Kippei) (*Closing with "UN ROCKS – UN Ambassadors"*)



Kimono Global Club (KGC) (President, Reiko Okamoto)

Reiko founded the **Kimono Global Club (KGC)** with the philosophy of "working on a business that breathes new life into the ancient Japanese culture". KGC plans to introduce kimono culture to the world, introducing traditional kimonos and innovative kimono dresses, and holding events and seminars. KGC formed **Kimono Ambassadors** with a wide range of backgrounds to convey KGC's philosophy and the joy of kimono. **Music for SDGs** has a comprehensive partnership with KGC and cooperates in public relations, and entertainment.

Japanism 48

Reiko has launched an institute which will provide comprehensive education programs both for Japanese and foreigners to deepen understanding of the Japanese Culture "**Wabunka**" and its implications in a global context. It may give you a hint to live in harmony in a changing world of uncertainty.



The program covers **the 8 key areas** of the Japanese culture, such as *rituals, martial arts, food culture, traditional crafts, performing arts, and kimono culture*, and consists of **48 modules**, including *tea ceremony, sumo, karate, ukiyoe, kabuki, among others*.



Shoya Kamei is supporting KGC's management.

Seiko Kitagawa supports Kimono Calendar Project



Chizuru Hoshi Japanan



Sheila Cliffe



Azumi & Satoshi Aikawa



Nanami Minami



A kimono dance PV choreographed by **AKANE KIKAKU**, renowned for "**Bubbly Dance**" and the music video for "**Poupelle of Chimney Town**" has been completed.



Supporting artists, nurturing young talents, and aiming to build a better society through culture, arts and entertainment

CATCH US PERFORMING ARTS (CUPA)

CUPA was founded as a 501(C)(3) non-profit organization on September 1, 2018. CUPA's mission is to support artists under the themes of Japan and nurture young talents, to strive to maintain a relationship between the U.S. and Japan in an effort to build a better society through culture, arts and entertainment.

The film was shot with a special permission at Jozaiji Temple, which boasts a history of more than 500 years. The content of the film is fun for both children and adults, containing themes of kimono, dance, and SDGs. Enjoy these talented dance videos by performers from NY, LA, Tokyo, and Osaka.



Photo:
Jozaiji
Temple,
Tokyo

Part I Dance performance from NY, LA and Osaka

Leo Suzuki (NY) **Tina Motoki** (LA) **Lina Persson** (LA) **Shihori** (singer song writer)



SHAFT BLAZE (Osaka)



Part II SDG's Rock Tokyo

Yuya Hiraoka (Director) **IG(Aijiro Tanaka)** (Cast) **OFUKU** (Cast)



Kohsuke Kuwahara (Composer)



Tomonori Muraoka (Cast)



Keito Ito (Cast)



Okinawa Special: Bringing love, hope and world peace, and building a beautiful planet together through “Prayer for Okinawa”

Tiara Group

Under the concept of “Discover past, live today and connect with future”, Tiara Group holds events on peace, human rights, environment, and cultural understanding of each country. Through music, dance, recitation among others, Tiara aims to deepen understanding between people around the world, and to prevent friction and conflict.

Rino Aise

(Founder and CEO)



Performers

Aihi
with Aihi Band



Yuzu Natsumi



Sonny Ochiai



Kippei



Heiwa Peace Band



SDGs Ambassadors from Okinawa

Takana Shimabukuro



Aya



Mack Okubo



Rina Maejima



Ayano Ikemura



Taru



Flower Harmony



Miyuki Kamiya



Teaming up with WOMEN ORCHESTRA JAPAN

Focusing on women's empowerment (SDG5) and education (SDG4), it also covers topics such as environment, innovations, and disasters, and promotes Japanese culture.



Women Orchestra

All-female orchestra founded by **Shiori Abe**, which aims to deliver innovative, tailored and easily-accessible performance under the concept of empowered women and ensures career after marriage and childbirth for participating artists.



Shiori Abe

(Founder and CEO)



Hanako Morikawa

(Executive Director)



WOMEN ORCHESTRA



Shiori Abe (violin), 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 in Tokyo in 2019-2022.



Tae Morikawa
(Co-Chair, SDGs Spiral)



Born in Fukuoka. Graphic and web designer, MC, Radio personality, event planning and management, lecturer, and project coordinator. She was awarded **the Prime Minister's Prize at Japan SDGs Awards** in 2019 for efforts to achieve SDGs in a shopping district where diverse commercial facilities are gathered and closely connected to the lives of citizens.

SDGs Spiral

An NPO based in Kitakyushu City, Fukuoka, co-chaired by **Tae Morikawa**, Akira Ogawa and Yuichi Suzuki, which aims to create a sustainable society from the standpoints of citizens by planning events and proposing activities that anyone can engage in. The goal is to enhance awareness of the general public on SDGs and to facilitate actions through public-private partnership at the same time.

Colorhythm Risa

Art for environmental awareness



Footballs for children in Africa



Tae Morikawa's SDGs Radio Inviting experts and activists as guests



Teaming up with Mother Earth Cup



Awards launched to target technologies, services, and initiatives that contribute to the achievement of the 17 goals of the SDGs

Mother Earth Cup Zero

MOTHER EARTH CUP ZERO (MEC ZERO) is a citizen participation type contest on the theme of SDGs. The contest targets **technologies, services and initiatives that contribute to the achievement of the 17 goals of the SDGs**. We will receive video materials from the applicants, edit a 2-minute promotional video and a 10-minute full-length video at no charge, and make these introductory videos collectively available for viewing. The number of paid views will be evaluated as the number of votes and awards will be given. The videos will be subtitled in English so that they can be disseminated not only in Japan but also overseas.

Naoto Anzai Toshihiro
(President)



Yoneyama
(Vice President)



Takumi Kinoshita
(Public Relations)



Mina Horie
(PR Ambassador)



Gloria Starr Kins (Society and Diplomatic Review)

Gloria, Editor-in-Chief and Publisher of **Society & Diplomatic Review (SDR)**, has been appointed as a **Special Advisor** to the Mother Earth Cup. In honor of her great contributions in building sustainable society, it was decided to establish the **Gloria Award** as the grand prize.



Mack Okubo (Music for SDGs)

Mack, Project Director, Music for SDGs, has also been appointed as a Special Advisor to the Mother Earth Cup.



Yuta Sono (singer)
& **Natsumi Nishikawa** (singer)



Singing Mother Earth Cup Zero's theme song "**WITH YOU**"
(Lyrics Toshihiro Yoneyama)



A musical event exploring the issues and impacts of 'Climate Injustice' (November 2021)

Music for Climate Justice (M4CJ) is planning to hold an unparalleled music event in the conjunction with COP26, with A-list artists from around the world performing their most meaningful work to save planet and people, and indigenous artists stepping into the light to share their art with the world.

Music for SDGs aims to support this initiative, which share a common goal to promote sustainable future through music, art and education.

M4CJ LAUNCH

Join us for a Futuristic, Musical Journey While Exploring the "Injustices" of Climate Change and Help Us Inspire Unprecedented Action & Discover Innovative Climate-Related Technologies that will help Transform the World.

KEY TALENT/ M4CJ SUPPORTERS



Italo Ferreira, World Champion,
World Surf League



Alexandria Villasenor, Climate Activist



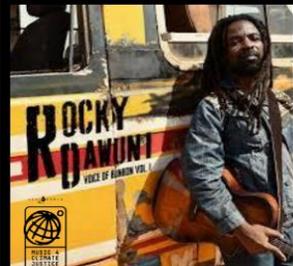
When DJ Cavem coined the term eco-hip hop in 2007, he didn't know it would sprout into a global movement. His mission to rap about climate change, food justice and plant-based foods spread far beyond his Denver hometown. Having performed at the Obama White House and been featured in *Oprah Magazine* and on the *Rachael Ray Show*, Dr. Ietef "DJ Cavem" Vita became known as more than just a rapper — but an activist, educator and vegan chef.



Jodi Long, Actor/Activist



Bob McKnight, Chairman Boardriders Foundation



International music star and humanitarian activist **Rocky Dawuni** straddles the boundaries between Africa, the Caribbean and the U.S. to create an appealing sound that unites generations and cultures. With an easy-going charisma and reputation as a dedicated champion of social causes, Dawuni's infectious grooves and dance-inducing anthems have consistently excited fans across the globe. A galvanizing performer, Dawuni has shared the stage with **Stevie Wonder**, **Peter Gabriel**, **Bono**, **Jason Mraz**, **Janelle Monae** and **John Legend**, among many others. Named one of *Africa's Top 10 global stars by CNN*, he has showcased his talent at prestigious venues such as The Kennedy Center in Washington, D.C. and The Hollywood Bowl in Los Angeles.



Jigar Shah, Generate Capital, US Dept. of Energy



Natalie Ludwig, Model/Activist



Adut Akech, Supermodel & Activist

- Music from A-List, Regional and Indigenous Artists Across Regions and Genres
- Educational Video Segments and Celebrity/Expert Fireside Chats
- Unique Art Auction in support of Mother Earth and Her People
- Action Center with Related eCommerce

The goto place for those who are crazy enough to think they can change the world and daring enough to try

1. Too small a % of world population is effectively engaged in addressing world's problems to avoid potentially existential consequences.
2. Need ways to get **hundreds of millions** more aware and concerned and more willing to get effectively engaged.
3. Examples:
 - a. Getting hundreds of millions voting in global **Future We Want Song-Writing Contest**
 - b. Getting hundreds of millions of school children participating in global **Read-for-a-Better-World read-a-thon** to demonstrate resolve to overcome the year of education lost due to Covid

“Dare to be Great!”



"Music for SDGs" Project contributing to sustainable future through music **Mack Okubo, Project Director**



Supporting artists
with disabilities 100



For more details, visit mackglobe.com or MusicForSDGs.com
or email Mack (mackglobe@gmail.com or MusicforSDGs@gmail.com)



Supporting elementary school
construction in Cambodia



Music for SDGs' Main Schedule in 2021 (tbc)

- Jan 2021 **Music for SDGs Anime Festival** @online, supporting an elementary school construction project in Cambodia
- Jan 2021~ **Musical speeches and lectures** @Keio University, Kyoritsu Women's University (Kagayaki & Women Orchestra)
- 22 April 2021 **Earth Day Music Festival** @online
- 11 May 2021 **IAPSS World Congress** @online
- 23 June 2021 **Tiara Concert "Prayer for Okinawa"** @online
- 10-11 July 2021 **United Nations HLPF side event** @ online
- 6 August 2021 **Tiara Concert "Prayer for Hiroshima"** @online
- 9 August 2021 **Tiara Concert "Prayer for Nagasaki"** @online
- Sep 2021 **UN General Assembly side event** @NY and/or online
- Nov 2021 **Cop26 side event** @worldwide online
Joining Music for Climate Justice (M4CJ)'s Global Music Festival
- 3Q and/or 4Q 2021 **Jazz Anime Concert** @NY
- Throughout the year 2021 hosting music events, providing artists or panelists for meetings and SDG promoting events