



# UN76 Celebration 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*

**23 September 1am EDT (2pm JST) to 11am EDT(12am JST)**

**24 September 7:30pm EDT (25 September 8:30am JST)**

**to 9:30pm EDT (25 September 9:30am JST)**

*in conjunction with the 76<sup>th</sup> United Nations General Assembly 2021*

## Mack Okubo

**(Executive Producer, Project Director, Music for SDGs)**



## Promoting SDGs through entertainment and music

### Music for SDGs Project:

*A project 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 under the slogan of **No one will be left behind***

### **Mack OKUBO (Project Director)**

Mack is a multilingual and globally well-known policy advisor, and has been serving as Sherpa, **Asia Pacific Financial Forum (APFF) Insurance Pension Group, ESG Finance Working Group**, and co-Sherpa, **Sustainable Finance Development Network (SFDN)** in the APEC region.



He is also known as multi-talented entertainer and has launched **Music for SDGs Project** to enhance awareness of SDGs among the general public, inviting talented artists who share the same goals.

### Music for SDGs Coalition

**Mack**



**Flower Harmony**



**Kippe**

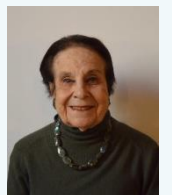


### GloCha/IAAI, global partner #Action Now



### 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.



## **Kippe (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](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.



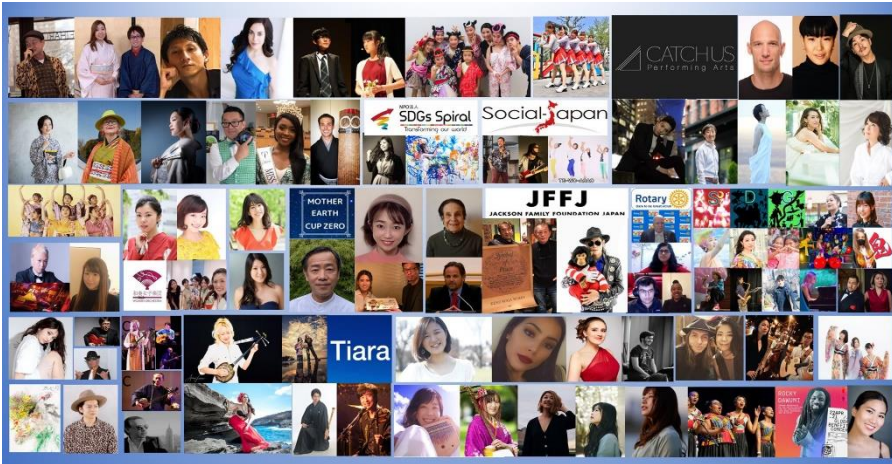
❑ In 2019-21, Shiori Abe (violinist), Mika Watanabe (pianist), Seika Itoh (musical actress/singer) and Mack Okubo (lecturer) participated in musical presentations on SDGs at **Efma Insurance Summit** in Vienna, **ASEAN Insurance Congress** in Bali and **Keio University** and **Kyoritsu Women's University**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





On 10-11 July 2021, Music for SDGs co-hosted a 15-hour **Music Festival for SDGs 2021** with GloCha/IAAI in conjunction with **United Nations High Level Political Forum (HLPF)**, inviting artists and speakers in collaboration with Catch US Performing Arts (CUPA), Kimono Global Club (KGC), Mother Earth Cup, Music for Climate Justice, Rotary Dare to be Great e-Club, SDGs Spiral, Social-Japan, Society and Diplomatic Review, 360 HUB Global, Tiara Group, and Women Orchestra Japan, for the purpose of enhancing awareness on selected SDGs in a form of panel discussions, speeches and entertainment shows.



On 6 August 2021, **Tiara Group** hosted an online event **Hiroshima Prayer for Peace**, supported by Tiara Grass, Music for SDGs, Heiwa Peace and Reconciliation Foundation of New York, and NY Hiroshima Kai, at the anniversary of the atomic bombing of Hiroshima. The audience prayed for world peace and heard a series of speeches by lecturers and enjoyed music performances by artists related with Hiroshima.



On 9 August 2021, **Tiara Group** hosted an online event **Hiroshima Prayer for Peace**, supported by Tiara Grass, Music for SDGs, and Heiwa Peace and Reconciliation Foundation of New York, at the anniversary of the atomic bombing of Nagasaki. The audience heard a series of speeches by lecturers and enjoyed music performances related with Nagasaki, including a song by a singer from Porto in Portugal, a sister city of Nagasaki.





# New York Concert for SDGs 2021 (21 September 2021)

On 21 September 2021, Music for SDGs co-hosted **UN76 & International Peace Day Celebration New York Concert for SDGs 2021** with Tiara Group and GloCha/IAAI in conjunction with the **76<sup>th</sup> United Nations General Assembly (UNGA) and International Peace Day**, for the purpose of enhancing awareness on world peace and SDGs.

The event took place at **Michiko Studios (149 W 46th St. New York): 7:15pm (open) 7:30pm-9:30pm [EDT]**

The artists include **YUZURINO HANA** [Yuzu Natsumi (singer song writer/shamisen player), **Rino Aise** (Tiara's CEO/singer/sanshin player)], **Youth Yamada** (guitarist/bassist), **Jazz4SDGs** [**Mack Okubo** (executive producer/singer/dancer), **Aya Ishida** (singer/composer), **Nobuki Takamen** (guitarist/composer), **Ai Yamashita** (pianist/ keyboardist/composer), **Rintaro Mikami** (drummer/composer), **Hina Oikawa** (alto sax player), **Takashi Hirose** (bassist)], **Akira Watanabe** (musical actress/singer/dancer), and **Yurika Ono** (dancer), and **Elizaveta Kozlova** (opera singer/soprano).







## UN76 Celebration MUSIC FESTIVAL FOR SDGs 2021

### UN76 Celebration Music Festival for SDGs 2021

an online music event, co-hosted by **Music for SDGs Coalition** and **GloCha/IAAI** as part of **ACTION NOW** initiative in conjunction with the **76<sup>th</sup> UNITED NATIONS GENERAL ASSEMBLY 2021**, for the purpose of enhancing awareness on SDGs through entertainment and education, opening in Japan at **2pm(JST)/8pm (EST)**, covering performers around the globe and concluding in New York at **11:59pm (JST)/10:59am (EDT)** on **23 September 2021**.

**UN76 & International Peace Day New York Concert for SDGs 2021**, which took place in Times Square, New York, on 21 September 2021, will be broadcasted around the globe on the second day from 8:30am to 10:30am (JST) on 25 September 2021/7:30pm to 9:30pm (EDT) on 24 September 2021.

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.



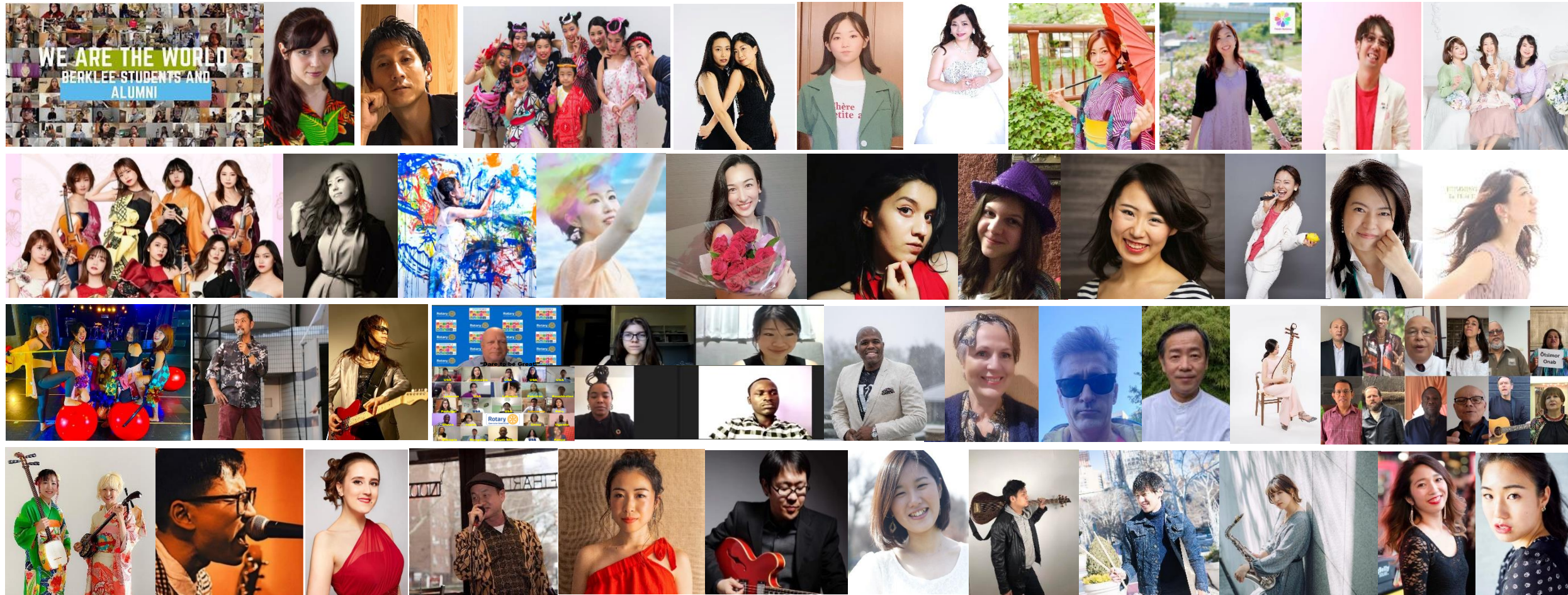
The event is supported by **Clermont Choir Foundation**, **HEIWA MATSURI**, **Humming for Peace**, **KIMONO GLOBAL CLUB (KGC)**, **Mother Earth Cup**, **Music for Climate Justice (M4CJ)**, **ROTARY Dare to be Great e-Club**, **SDGs Spiral**, **Social Japan**, **Society and Diplomatic Review**, **360HUB 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.





# UN76 Celebration Music Festival for SDGs 2021 (23-25 September 2021)

This event was held in conjunction with the **76<sup>th</sup> United Nations General Assembly (UNGA)**, inviting artists and speakers in collaboration with collaborating partners for the purpose of enhancing awareness on selected SDGs in a form of panel discussions, speeches and entertainment shows.





## Act One

- 23 Sep 2:00pm JST/7:00am CET/1:00am EDT **Opening Music for SDGs (Mack/Flower Harmony/Kippei) & Gaia Leone** ※We are the world & MUSES project
- 2:30pm JST/7:30am CET/1:30am EDT **Kippei** ※Music × SDGs
- 3:00pm JST/8:00am CET/2:00am EDT **FaiRy** ※Dancing group of those with and without disabilities (**Rina Yoshikawa**)
- 3:40pm JST/8:40am CET/2:40am EDT **Hiwasa Kaori & Hiroko Uchino** ※Sign language × dancing
- 3:45pm JST/8:45am CET/2:45am EDT **Eiko** ※A talent produced by Kippei
- 4:00pm JST/9:00am CET/3:00am EDT **Sochia** ※Good health × music
- 4:30pm JST/9:30am CET/3:30am EDT **Heiwa Matsuri** ※Connecting 44 cities in kimono around the globe for Peace (**Mayu Ogawa**)
- 5:30pm JST/10:30am CET/4:30am EDT **Flower Harmony** ※love × earth
- 6:00pm JST/11:00am CET/5:00am EDT **Aimee Ujiie (Nihonshu Joshi)** ※Japanese sake × SDGs
- 6:30pm JST/11:30am CET/5:30am EDT **Women Orchestra (Shiori Abe/Hanako Morikawa)** ※Promoting Japanese culture through music, and supporting empowerment of women and sustainable music carrier

## Act Two

- 7:15pm JST/12:15pm CET/6:15am EDT **SDGs Spiral (Tae Morikawa)**
- 7:45pm JST/12:45pm CET/6:45am EDT **Yuei Ogata & Mika Yanai** ※Connecting people through music
- 8:00pm JST/1:00pm CET/7:00am EDT **Iara & Lia Magalhaes** ※singer and activist sisters from Porto, Portugal

- 8:30pm JST/1:30pm CET/7:30am EDT **Miyako & Mika Tsubota** ※music × education × SDGs
- 9:00pm JST/2:00am CET/8:00am EDT **Mikiko Sato** ※Music × SDGs
- 9:15pm JST/2:15pm CET/8:15am EDT **Yukie Kakubari (Humming for Peace)** ※Connecting the world through humming
- 9:30pm JST/2:30pm CET/8:30am EDT **Kumi Fuma & EAAK Glamorous** ※Balance ball × dancing × health
- 9:45pm JST/2:45pm CET/8:45am EDT **Social Japan (Yorihira Monden)** ※Diversity and inclusion
- 10:00pm JST/3:00pm CET/9:00am EDT **Rotary Dare to be Great eClub (Bill Graham & Youth)** ※Connecting hundreds of millions
- 10:45pm JST/3:45pm CET/9:45am EDT **Music for Climate Justice (Alexandre De Beauharnais Romanovsky), 360 HUB GLOBAL (Ingel-Mette Stenseth) & Clermont Choir Foundation (Wiseman Mkhize)** ※Cop26, Stockholm +50 & beyond
- 11:15pm JST/4:15pm CET/10:15am EDT **Mother Earth Cup** ※Awards to target technologies, services, and initiatives on SDGs (**Naoto Anzai**)
- 11:30pm JST/4:30pm CET/10:30am EDT **Plenary Music for SDGs (Mack/Flower Harmony/Kippei) & Ye Jin** ※pipa from Shanghai (**"UN ROCKS – UN Ambassadors"**)

## Act Three

- 25 Sep 8:30am JST/1:30am CET/24 Sep 7:30pm EDT **UN76 & International Peace Day Celebration New York Concert for SDGs 2021 Tiara Group (Rino Aise) & Music for SDGs (Mack/Ai Yamashita)**
- 8:35am JST/1:35am CET/7:35pm EDT **Yuzurino Hana (Yuzu Natsumi & Rino Aise) & Youth Yamada**
- 9:05am JST/2:05am CET/8:05pm EDT **Elizabeta Koslova** ※Chagall × music
- 9:20am JST/2:20am CET/8:20pm EDT **Jazz4SDGs (Mack/Aya Ishida/Nobuki Takamen/Ai Yamashita/Takashi Hirose/Rintaro Mikami/Hina Oikawa) & Akira Watanabe & Yurika Ono & Rino Aise**



# "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](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))



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 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