



“Music for SDGs” Project

Contributing to sustainable future through music



Mack Okubo
Project Director
Music for SDGs

24 October 2021

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)

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)



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.

Off-Broadway Jazz Concert – Anime for SDGs” (1 November 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. Reported to the United Nations and the Ministry of Foreign Affairs. **(Revival concert @online, 7 May 2021)**

- 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: TriangleNY)

Musical presentations for domestic and international keynote speeches & university lectures (2019~21)

Focusing on women's empowerment (SDG5) and education (SDG4), it also covers topics such as the environment, technological innovation, and disasters.

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.

Seika Itoh (singer/musical actress)

She is a musical actress and singer, who performed both Japan and the US. She appears also on TV as a reporter. She provides children's education, including SDGs topics, through music in Japan and various Asian countries.



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 in 2019 and Keio University and Kyoritsu Women's University lecture in Tokyo in 2019-21.

United Nations 75 Year Celebration Music Festival for SDGs 2020 26 September 2020, Online Broadcast from Japan, Europe, Africa and New York

This event, co-hosted by Music for SDGs and GloCha, aimed to celebrate United Nations' 75 Year Anniversary and enhance a public awareness on SDG topics through a talk and music performance. The audience enjoyed 17 hour online event, starting from opening in Japan, followed by various cities in Europe, Africa and concluding 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. GloCha's Secretary General, our Ambassador, and sponsors made presentations at Plenary on their activities on SDGs.



24-Hour Telethon on Global Homelessness

21 November 2020 Online Broadcast from 6 regions around the globe

IAPSS (International Association of Political Science Students) co-hosted 24 hour charity event, co-hosted with 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. Music for SDGs provided some panelists and organized all the talent shows for the event.

	1: 0AM-3:30AM	Oceania	Talent Show I "Grand opening" (2:00AM - 3:30AM)
	2: 3:30AM-7AM	Europe	
	3: 7AM-10:30AM	Asia	Talent Show II (7:05AM - 7:20AM, 9:20AM - 10:30AM)
	4: 10:30AM-2PM	Africa	Talent Show III (12:50PM - 2:00PM)
	5: 2PM-5:30PM	Latin America	Talent Show IV (4:00PM - 5:30PM)
	6: 5:30-midnight	United States and Canada	Talent Show V "Finale" (10:30PM - 11:45PM)



IAPSS 24-Hour Telethon on Global Homelessness

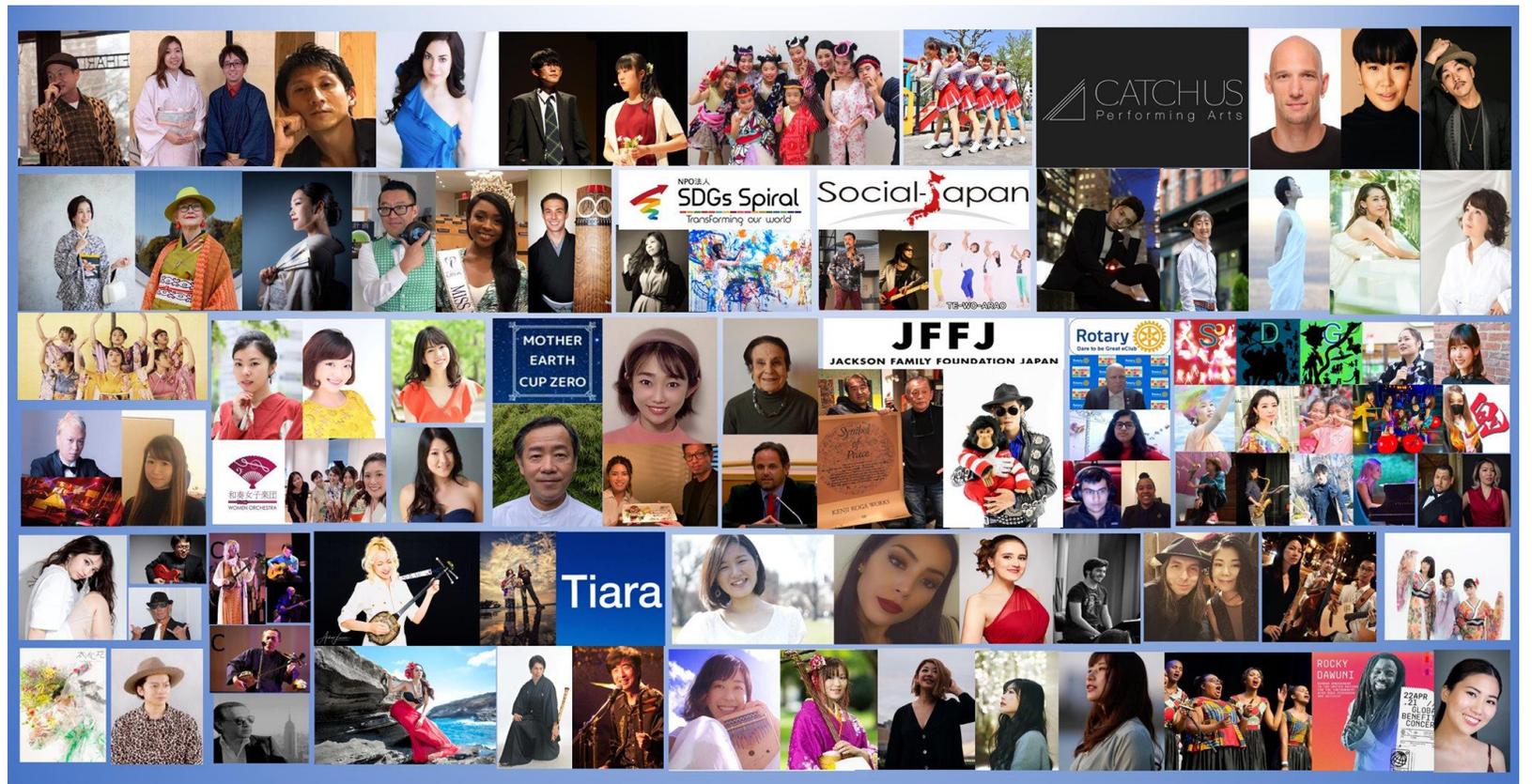
21 November 2020, 00:00 - 23:50 EST

Schedule

- 00:00 - 03:30 EST**
 - Oceania: Homelessness and Tech
- 03:30 - 07:00 EST**
 - Europe: Homelessness, Citizenship and Displacement in the COVID Era
- 07:00 - 10:30 EST**
 - Asia: Politics, Art and Homelessness
- 10:30 - 14:00 EST**
 - Africa: Homelessness in the Global South: Slums, Refugees & Innovative Solutions
- 14:00 - 17:30 EST**
 - Latin America and the Caribbean: 2030 Agenda
- 17:30 - 23:50 EST**
 - United States and Canada: Health, Race, and Homelessness
 - UNA USA Gender Equality and Homelessness

EARTH DAY MUSIC FESTIVAL 2021 (22-23 April 2021)

This 24-hour online event was co-hosted by Music for SDGs and GloCha/IAAI in conjunction with INTERNATIONAL EARTH DAY, in collaboration with various collaborating partners 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.



IAPSS World Congress Musical Performance (11 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 on 11-14 May 2021. **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**. With courtesy of **Gloria Starr Kins**, Chief Editor, Society and Diplomatic Review, we were honored to have **26 current and former ambassadors to the United Nations** as the final performers.



World Congress Schedule			
May 11 Tuesday	May 12 Wednesday	May 13 Thursday	May 14 Friday
Opening Session	Panels	Panels	Panels
Keynote Address	Panels	Guest Speaker	Panels
Panels	Panels	Panels	Politikon Session
Panels	Guest Speaker	Guest Speaker	Guest Speaker
Musical Performance	Panels	Panels	Closing Session
	Guest Speaker		

IAPSS WORLD CONGRESS 2021
Democracy, Identity, and Power

May 11- 14 Virtual

UN HLPF Celebration Music Festival for SDGs 2021(10-11 July 2021)

Another online event is being planned in conjunction with United Nations High Level Political Forum in collaboration with various collaborating partners for the purpose of enhancing awareness on SDGs through entertainment and education, in a form of panel discussions, speeches and entertainment shows.

- ❑ Supporting Children and Leaving No One Behind (education × music × sport)
- ❑ Promoting Sustainable Fashion (fashion × dancing × music)
- ❑ Protecting Environment and Mother Earth (innovation × art × music)
- ❑ Building Disaster-resilient Society (public awareness × music)
- ❑ Bringing Hope, Love and Peace (connecting people around the globe through music)



Tiara Peace Events Prayer for Okinawa (22-23 June 2021), Prayer for Hiroshima (6 August 2021), Prayer for Nagasaki (9 August 2021)

Tiara Group hosted an online event, supported by Tiara Grass, Music for SDGs, and Heiwa Peace and Reconciliation Foundation of New York, on memorial days of Okinawa, the atomic bombing of Hiroshima and Nagasaki. The audience heard a series of speeches by lecturers and enjoyed music performances related with Okinawa, Hiroshima and Nagasaki, respectively.



(Tiara "Prayer for Okinawa")



(Tiara "Prayer for Hiroshima")



(Tiara "Prayer for Nagasaki")

UN76 & International Peace Day Celebration New York Concert for SDGs 2021 (21 September 2021)

The event was co-hosted in a theatre in Times Square, New York, by Music for SDGs, Tiara Group and GloCha/IAAI, in conjunction with the 76th United Nations General Assembly (UNGA) and International Peace Day, for the purpose of enhancing awareness on world peace and SDGs.

The artists included **YUZURINO HANA** [Yuzu Natsumi (Singer song writer/shamisen player), Rino Aise (Tiara 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)



"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 online
- Nov 2021 **Cop26 side event** @worldwide online
Joining Music for Climate Justice (M4CJ)'s Global Music Festival
- Dec 2021 **Jazz Anime Concert** @NY
- Throughout the year 2021 hosting music events, providing artists or panelists for meetings and SDG promoting events