



EARTH DAY



Music for SDGs

Earth Day Music Festival 2023

Online broadcast from around the globe
from 3pm (JST) to 10pm (JST) on 22 April 2023
to celebrate the International Earth Day

Mack Okubo *Executive Director*
Music for SDGs

Hosted by Music for SDGs in conjunction with the International Earth Day 2023



Music for SDGs will host an online music event in collaboration with **Earth Day Japan Network** (<http://earthday-japan-network.com/>) in conjunction with **the International Earth Day 2023** for the purpose of enhancing awareness on SDGs through entertainment, fashion shows, and education, opening in Japan **at 15:00 (JST)**, covering performers and speakers around the globe and concluding at **22:00 (JST)** on **22 April 2023, Saturday**.

Live streamed (free of charge) through

YouTube (<https://Youtube.com/c/MusicforSDGs>) and Facebook(<https://Facebook.com/MusicforSDGs>)

in a series of entertainment shows and educational opportunities.

15:00 – 22:00, 22 April 2023 (Tokyo)

7:00 – 14:00, 22 April 2023 (London)

2:00 – 9:00, 22 April 2023 (New York)



Music for SDGs Earth Day Music Festival 2023 (22 April 2023)

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Music for SDGs Earth Day Music Festival 2023 Timetable



- ❑ 3:00pm Japan **Opening** Kazumi Miyazaki, International Red White Singing Festival
- ❑ 3:15pm Japan/12:15am Colorado **Scott Johnson, World Singing Day**
- ❑ 3:30pm Japan **Hanako Morikawa**
- ❑ 3:45pm Japan **Kippeï & NAO**
- ❑ 4:15pm Japan **Lana**
- ❑ 4:30pm Japan **Jasmin Inoue, Japan Mermaid Association**
- ❑ 4:45pm Japan **Duane Levi, Eki'Shola & Jake Murdoch, Kansai Music Conference (KMC)**
- ❑ 5:15pm Japan **Tokyo EDGE SHIDEN-RYU**
- ❑ 5:30pm Japan **Mack Okubo & Kimono Ambassadors**
- ❑ 6:00pm Japan **Mee Peso**
- ❑ 6:15pm Japan **Monray**
- ❑ 6:30pm Japan **FaiRy, Rina Yoshikawa**
- ❑ 6:45pm Japan **EARTH DAY JAPAN NETWORK**
- ❑ 7:15pm Japan **Sayuri Kume (formerly Saki Kubota)**
- ❑ 7:30pm Japan/11:30am London **Naomi Suzuki & The Side Effects**
- ❑ 8:00pm Japan/12:00pm London **Miou Fujinaga**
- ❑ 8:15pm Japan **Yuto Takamori & Friends**
- ❑ 8:45pm Japan/7:45am EST **Rino Aise, Tiara Group, Heiwa Matsuri & Heiwa Peace Foundation of NY**
- ❑ 9:00pm Japan/8:00am EST **Rintaro Mikami**
- ❑ 9:15pm Japan/8:15am EST **Yuzu Natsumi**
- ❑ 9:30pm Japan **Ayako**
- ❑ 9:45pm Japan/8:45am EST **Closing** We are the World Musicians & UN ROCKS



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, art, fashion shows, 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 in the APEC region, and is actively promoting SDGs in collaboration with United Nations, OECD, and APEC.



He is also known as multi-talented entertainer and has launched **Music for SDGs Project** and **Fashion4SDGs** and produce SDGs awareness events inviting talented artists who share the same goals.

Music for SDGs supports the Sustainable Development Goals (SDGs).

Music for SDGs Coalition

Mack



Flower Harmony



Kippei



Social-Japan



GloCha and IAAI - Global partner #Action Now



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 UN and the Japanese Government.** 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**.



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



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Performed at OECD
Reception in Paris

Supported elementary school
construction in Cambodia

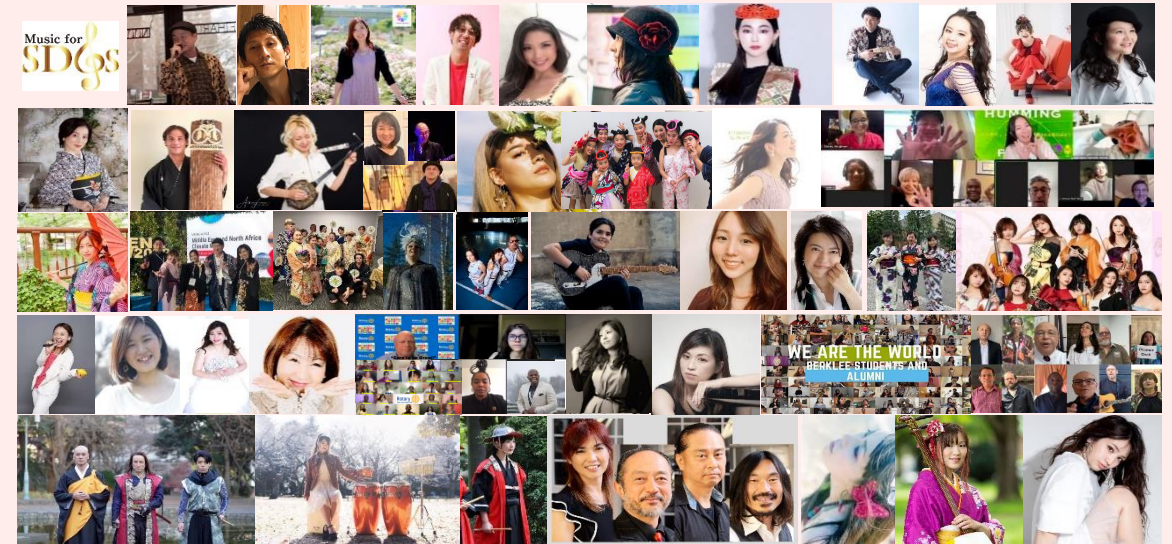


Music for SDGs Project / Fashion4SDGs

With support of Partner with



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 and fashion events integrating entertainment and education



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

