UN77 Celebration Music Festival for SDGs 2022

19 September Monday

7:00pm(JST)-12:00am(JST)

Mack Okubo

Executive Director, Music for SDGs

Music for SDGs and its global partners

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

GLOCHA

INTERNATIONAL ASSOCIATION
OR THE ADVANCEMENT
F INNOVATIVE APPROACHES
O GLOBAL CHALLENGES

#ACTIONNOW

Mobilization for Climate Action &
Achievement of Sustainable Development Goals

What are SDGs and Music for SDGs?

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**.

UN77 Celebration Music Festival for SDGs 2022 (19 September 2022)

Hosted by Music for SDGs in conjunction with the 77th United Nations General Assembly 2022

Music for SDGs will host an online music event in conjunction with **the 77th United Nations General Assembly (UNGA)** for the purpose of enhancing awareness on SDGs through entertainment, fashion shows, and education, opening in Japan **at 19:00 (JST)**, covering performers and speakers around the globe and concluding at **24:00 (JST)** on **19 September 2022, Monday**.

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.

19:00 – 24:00 (Tokyo) 17:00 – 22:00 (Ho Chi Minh)

12:00 – 17:00 (Paris) 11:00 – 16:00 (London)

6:00 – 11:00 (New York) 3:00 – 8:00 (Los Angeles)

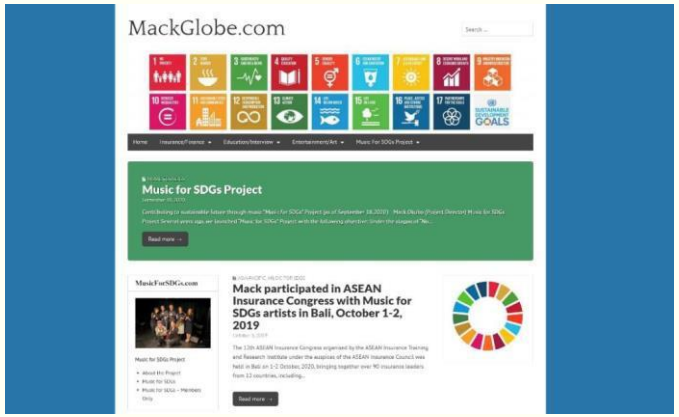
UN77 Celebration Music Festival for SDGs 2022 (19 September 2022)

Music for SDGs

UN77 Celebration Music Festival for SDGs 2022 Timetable

- 7:00pm Japan/11:00am London **Opening Flower Harmony/Yukiko Yamashita & Masahito Takeda**
- 7:15pm Japan/11:15am London **Takara Yamamoto, Ayako & Aya**
- 7:30pm Japan/11:30am London **Sachia**
- 7:45pm Japan/11:45am London **FaiRy/Rina Yoshikawa**
- 8:00pm Japan/12:00pm London **Hirari Sato, Nao & Yuto Takamori**
- 8:35pm Japan/12:35pm London **Hina Suzuki & Yuuka Takenaka**
- 8:50pm Japan/12:50pm London **Humming for Peace/Yukie Kakubari**
- 9:15pm Japan/1:15pm London/8:15am New York **Rino Aise, Mack & SHIDEN-RYU**
- 9:30pm Japan/1:30pm London/7:30pm Ho Chi Minn **Miko Doll/Mayu Tomita**
- 9:45pm Japan/1:45pm London **Kippei**
- 10:00pm Japan/2:00pm London/3:00pm Paris **Yuki Fujiwara, Mayu Sato & Emiko Ota**
- 10:15pm Japan/2:15pm London/9:15am New York **Miho Sasaki, Nobuki Takamen, Rintaro Mikami, Sanansa & Tae Morikawa**
- 10:30pm Japan/2:30pm London **Naomi Suzuki**
- 10:45pm Japan/2:45pm London **Miyako & Mika Tsubota & Ai Yamashita**
- 11:00pm Japan/3:00pm London/10:00am Boston/7:00am Los Angeles **Mikiko Sato & Mami Matsuura**
- 11:15pm Japan/3:15pm London/10:15am New York **Yuzu Natsumi**
- 11:30pm Japan/3:30pm London/7:30am Los Angeles **Ye Jin**
- 11:45pm Japan/3:45pm London/7:45am Los Angeles **Closing Gaia Leone**

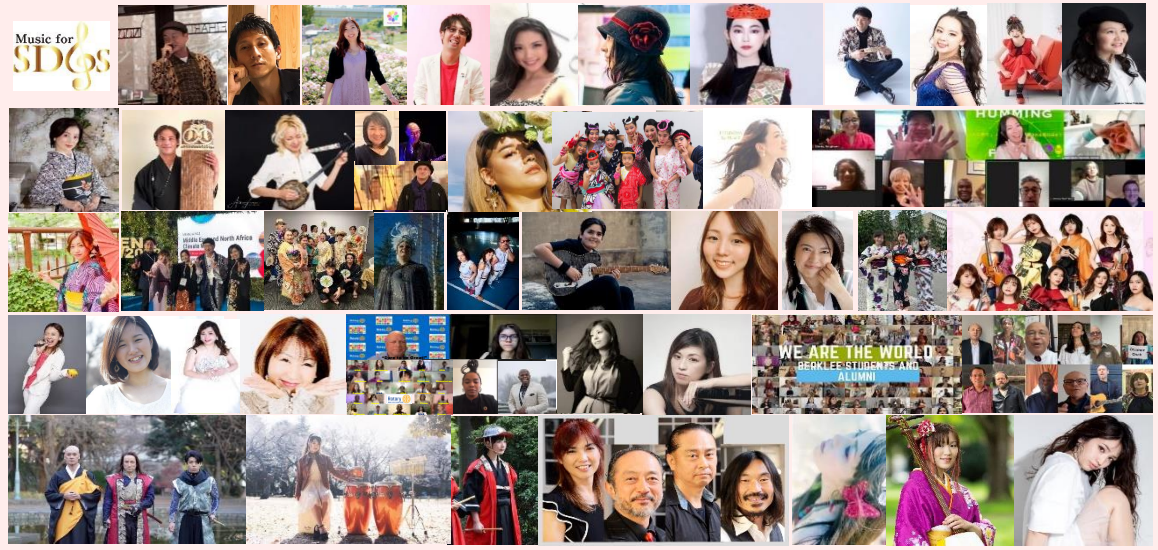
"Music for SDGs" Project contributing to sustainable future through music and entertainment Mack Okubo, Project Director



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



Performed at OECD Reception in Paris

Supported elementary school construction in Cambodia

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