

**Music for SDGs ✖ Fashion ✖ Art ✖ Cinema**  
**Contributing to sustainable future through**  
**EDUTAINMENT (music, fashion, digital art and movies)**

*Prepared for GloCha/IAAI/UN Habitat/UNEP/IYC  
Side Event to the UN Summit of the Future 2024*

***CELEBRATING THE FUTURE through  
Youth focused Localization of the  
SDGs, Culture and Digital Innovation***

***18 September 2024***

***United Nations HQ, New York, USA***

**Makoto (Mack) Okubo**

***Executive Director, Music for SDGs***

***General Manager, International Affairs, Nippon Life Insurance Company***



# United Nations Kids Summit (Proposal)



Music for SDGs jointly proposes with AST KIDS and partner organizations to organize the **United Nations Kids Summit**, where children 15 and under to share ideas on environmental and social topics.





# Music for SDGs Project (Mack Okubo, Executive Director)



*A project aiming to provide opportunities for general public to deepen understanding of SDGs in an easier and enjoyable way through music, fashion, art and movies, integrating entertainment and education, under the slogan of No one will be left behind.*



**MENA Climate Week  
@Dubai, UAE**



**OECD Reception  
@Paris, France**



**UNEP 50th Anniversary  
@Stockholm, Sweden**



**Cannes Film Festival  
@Cannes, France**



**Paris Fashion Week  
@Paris, France**



**PRI in Person Reception  
@Tokyo, Japan**



**Keio University lecture  
@Yokohama, Japan**



**Kyoritsu Women's  
University lecture  
@Tokyo, Japan**



**World Singing Day  
@Tokyo, Japan**



**Geneva Association  
Associated Dinner  
@Kyoto, Japan**



# ABAC III Gala Dinner (3 August 2024 Tokyo)



*Music for SDGs held a 孔雀水龍~peacock water dragon~ concert at the ABAC III Gala Dinner 2024 hosted by ABAC Japan and co-hosted by Fin City Tokyo on 3 August 2024 in Tokyo.*



Peacock Water Dragon is a one-of-a-kind international band that combines Japanese harmony with Latin, Jazz Tango, and other genres under the concept of **Diversity in Harmony.**

Source: ABAC Japan



*Paris Fashion Week Gala (28 September 2024, Paris, France)*

*Music for SDGs will perform at the Paris Fashion Week Gala (organized by SMGlobal Catwalk) at the Opera Hilton in Paris on September 28, 2024.*

*Mack Okubo will be a guest speaker on sustainable fashion and social inclusion. Prosthetic eye model and wadaiko drummer Akiko Tomida and SDGs model Elena Hoshizaki will appear as models. RiRuHa (Izumi and Megumi Tsuchiya) will perform and walk afterwards.*



Akiko Tomida



Elena Hoshizaki



RiRuHa (Megumi Tsuchiya & Izumi)



(Source: japanmatsuri.com)



Lilia's Picture Book



*Humming Day Festival 2024 (10 October 2024, Hiroshima, Japan & Online around the globe)*

**Humming for Peace** (led by **Yukie Kakubari**) is organizing **Humming Day Festival** on 10 October 2024, inviting **Ayumi Ueda** and humming singers from all over the country and connecting people around the globe through humming beyond language.

**Nippon Life Insurance Company** is one of the supporting organizations.



Humming Day 2023 @Hiroshima and Online



A school in India



A school in Japan



Mazda Stadium  
Hiroshima Carp



Your Piece Brings  
Peace to All



10/10  
**HUMMING DAY  
FESTIVAL**

Free Event

Connecting the whole world  
from Hiroshima, a city of peace,  
a Tokyo, Sendai and ZOOM.

**FREE EVENT**

2024/10/10 (THU) 6:00 - 7:30 PM (JST)

CONNECT WITH THE  
WORLD BEYOND  
LANGUAGE THROUGH  
HUMMING FOR PEACE

ACCESS ZOOM FOR FREE

**FREE  
EVENT**

JUST CLICK HERE  
AND YOU TOO  
CAN PARTICIPATE!

WE ARE WAITING  
FOR YOUR  
PARTICIPATION.  
LET'S CREATE PEACE  
TOGETHER.

Humming Day 2024 @  
Hiroshima & Online



Music for SDGs was invited by IAAI/Glocha to **COP28 Digital Innovation Pavilion** to share activities of Music for SDGs. The digital art (by **Akito Agami** and **Hanako Morikawa**) based on **Mack Okubo's** drawings on biodiversity at the age of six was demonstrated. We will continue to work and partner with the **GloCha/IAAI**, the **Digital Art 4 Climate Japan** (led by **Mari Asada**), and the **Earth Day Japan Network (EDJN)** in 2024 and 2025 to promote climate actions and sustainability through digital arts.



COP28@Dubai, United Arab Emirates

## Digital Art on Biodiversity (Mack's drawings in 1970)



A BOY'S GAZE: 1970'S SKY

Collaboration on Art4SDGs  
"DIGITAL ART HARMONY"  
Mack OKUBO  
with Akito AGAMI  
& Hanako MORIKAWA



## Planetarium Concert

(The Night of the Galactic Railroad Where No One Dies)



Yurakucho Marion @ Tokyo, Japan



Music for SDGs is collaborating with movie projects and movie/anime creators to promote **innovations**, preserve **traditional cultures** and enhance awareness on **environmental and social issues** as well as **disaster resilience and recovery**, and show case in conjunction with **the Film Festivals** around the globe.

### Cannes Film Festival 2024



MAJOR SEVENTH @Cannes, France



The Girl Who Wished a Change

### Hiroshima Film Project



“Inside the Warmth” @ Hiroshima Screening



Hiroshima Film Commission

### Venice Film Festival 2024

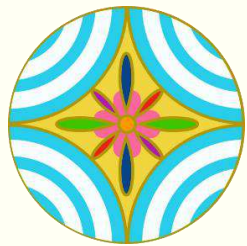


Palazzo Donà dalle Rose @Venice, Italy



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

## Heiwa Matsuri (21 September 2024)



Heiwa Matsuri (Peace Festival), led by Mayu Ogawa, aims to connect people around the globe in kimono, praying for peace <https://heiwa-matsuri.net/eng/>



For more details, visit [MackGlobe.com](https://MackGlobe.com) or [MusicForSDGs.com](https://MusicForSDGs.com)  
or email **Mack Okubo** ([mackglobe@gmail.com](mailto:mackglobe@gmail.com) or [MusicForSDGs@gmail.com](mailto:MusicForSDGs@gmail.com))

## Music for SDGs Project / Fashion4SDGs / DigitalArt4Climte / Cinema4SDGs

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, fashion shows, art and movies, integrating entertainment and education

