

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



*Prepared for GloCha Side Event to the
UN Partnership Forum 2024
Co-Creating the Future with New Thinking,
Culture & Digital Innovation
30 January 2024
United Nations HQ, New York, USA*



Makoto (Mack) Okubo

Executive Director, Music for SDGs

General Manager, International Affairs, Nippon Life Insurance Company

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 shows, movies and art, integrating entertainment and education, under the slogan of No one will be left behind.



*Mack Okubo's Musical presentations on SDGs with **Shiori Abe** (violinist), **Mika Watanabe** (pianist), **Seika Itoh** (musical actress/singer), at **Efma Insurance Summit** in Vienna, **ASEAN Insurance Congress** in Bali and **Keio University** and **Kyoritsu Women's University** lectures in Tokyo in 2019-2023.*

PRI In Person Tokyo Side Event at Tokyo Tower (4 October 2023)



Music for SDGs organized a reception hosted by **Nippon Life Insurance Company** at Tokyo Tower on 4 October 2023, as an official side event of **PRI In Person Tokyo 2023**, where Nippon Life was the first ever to be **the lead sponsor** as an asset owner.



Yukie Kakubari (singer), Mee Peso (model), Sanansa (model) Shiori Abe (violinist), Mika Watanabe (pianist), Seika Itoh (musical actress/singer), Tokyo Kembukai SHIDENRYU (samurai performer) and Mack Okubo (lecturer) were on stage at Music for SDGs reception at Tokyo Tower Club 333.



Humming Day Festival 2023 in Hiroshima (10 October 2023)



Humming for Peace (led by **Yukie Kakubari**) organized **Humming Day Festival** on 10 October 2023, inviting **Ayumi Ueda** and humming singers from all over the country and connecting people around the globe (33 countries) through humming beyond language. **Nippon Life Insurance Company** joined as a supporting organization, and Mack Okubo, as Global Manager, participated as a speaker and a member of the humming choir.





Music for SDGs is collaborating with **Jun * Juane** and **SDGs Spiral** to explore sustainability and biodiversity awareness programs, combining digital art, entertainment, and metaverse.

We jointly hosted **World Singing Day 2023 Tokyo** on 21 October 2023.



Jun * Juane



World Singing Day
Sing together.
Unite the world.

WSD was celebrated in over 60 cities in 17 countries, from Japan, China and India, to Finland, South Africa, the U.S. and Canada

DIGITAL ART 4 CLIMATE @ COP28

COP28 UAE × DIGITAL INNOVATION PAVILION

8 DECEMBER
10:30AM GST

ZONE B7
BLDG. 88, PAV. 8

#DIP2023

Digital Collectibles/NFTs: New tools for the creative economy, (youth) climate action empowerment and climate action learning



MIROSLAV POLJAK
CEO AND FOUNDER, COO
DIGITALART4CLIMATE

TOMAS POLJAK PEREZ
CEO AND FOUNDER OF
DIGITALART4CLIMATE

JURGEN ROUBAERT
PHOTOGRAPHER
AND DIGITAL ARTIST

HELENA KARASOVA
CEO AND FOUNDER OF
DIGITALART4CLIMATE

MARI ASADA
ILLUSTRATOR, ARTIST,
AND MUSICIAN

FERNANDO GARIBAY
MUSICIAN AND
DIGITAL ARTIST



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#DIP2023

DigitalArt4Climate – Artists, Artwork and Music inspiring global climate action



MARI ASADA
ILLUSTRATOR, ARTIST,
AND MUSICIAN

RUPERT PEARCE
CEO, FOUNDER & COO
OF CLIMATE GATE

ANAS SABIR
CEO, FOUNDER & COO
OF CLIMATE GATE

RAFAEL GREGOR VALENZUELA
ARTIST, FOUNDER OF
ARTS FOR CLIMATE

FERNANDO GARIBAY
MUSICIAN AND
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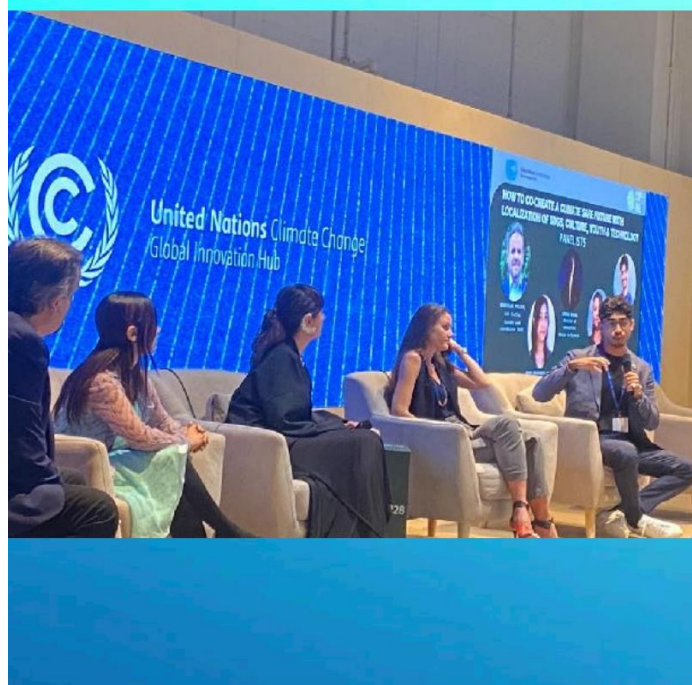
#DIP2023

DigitalArt4Climate – Artists, Artwork and Music inspiring global climate action

MARI ASADA
MARIMOSPHERE, DAAC JAPAN

programmed by



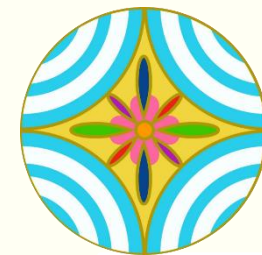


DIGITAL INNOVATION PAVILION

Music for SDGs was invited by IAAI/Glocha to **COP28 Digital Innovation Pavilion** to share various 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. It was followed by **Mayu Ogawa** and **Sanansa**'s speech on respective activities relevant on SDGs and digital innovation.



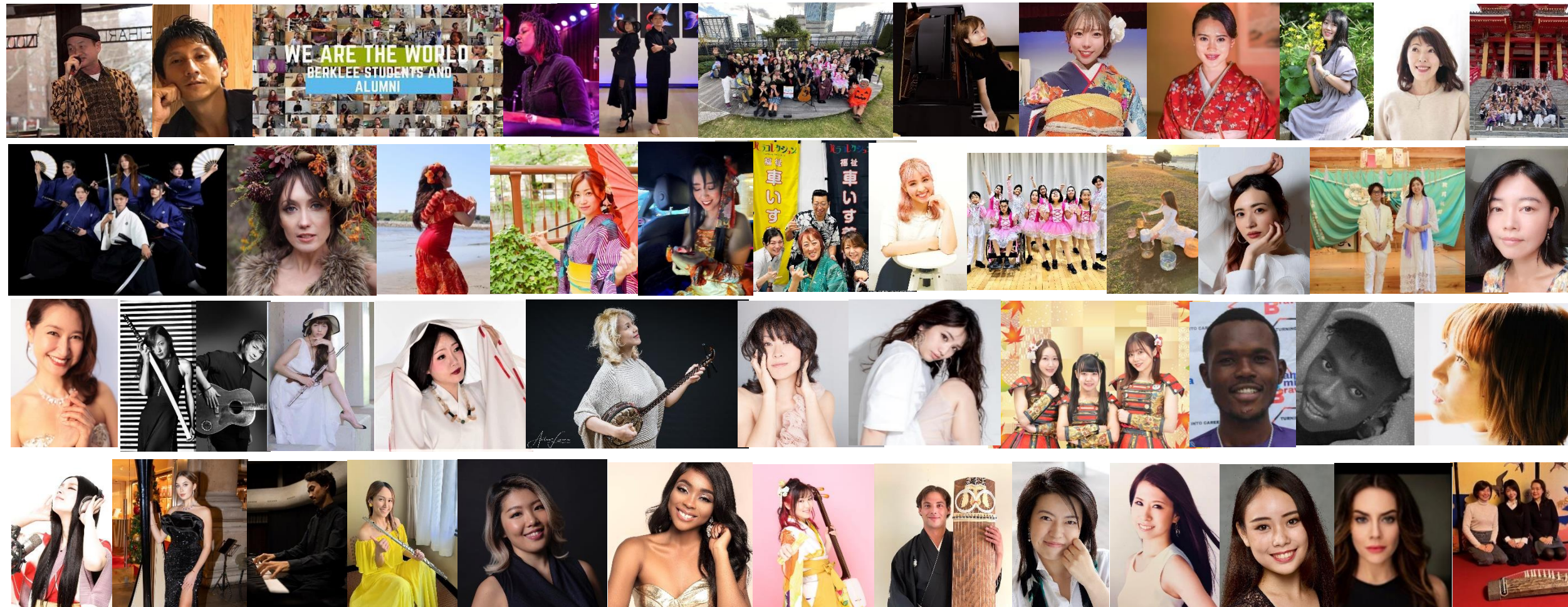
Heiwa Matsuri



Heiwa Matsuri (Peace Festival)", led by Mayu Ogawa, aims to connect people around the globe in kimono, praying for peace on **21 September 2024** (JST).

<https://heiwa-matsuri.net/eng/>

Music for SDGs will host a 7-hour online music event in collaboration with **Earth Day Japan Network** (<http://earthday-japan-network.com/>) in conjunction with **the International Earth Day 2024** for the purpose of enhancing awareness on SDGs through music, fashion shows, and education, covering performers and speakers around the globe. Live streamed (free of charge) through YouTube (<https://Youtube.com/c/MusicforSDGs>)



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

Supporting inbound business in Ishikawa



Mee Peso in Kaga-Yuzen

Down Syndrome Supermodel NAO joining Paris Fashion Week



Supported elementary school construction in Cambodia



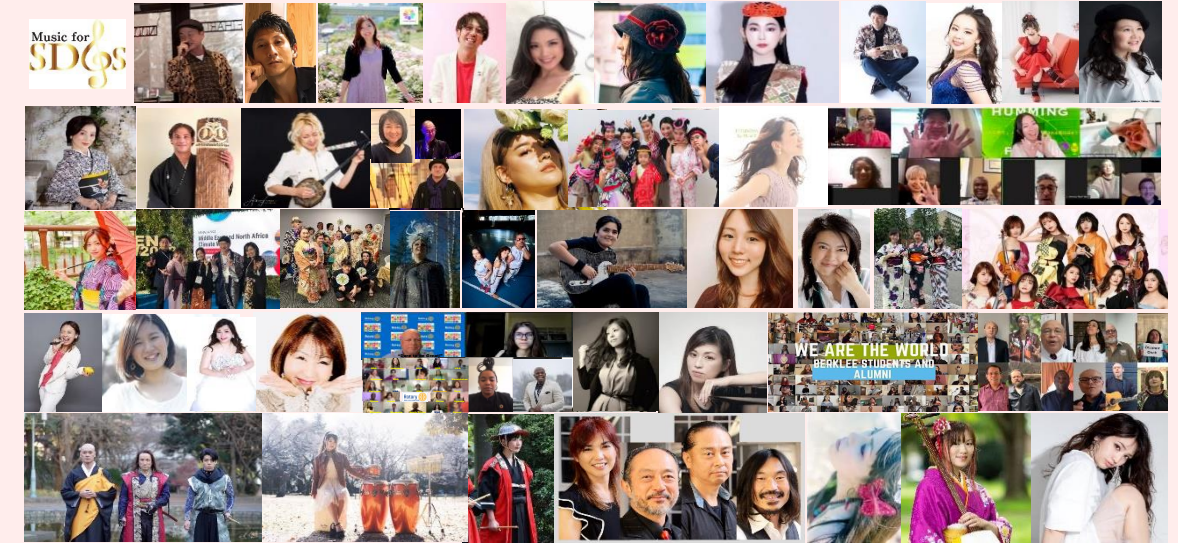
Music for SDGs Project / Fashion4SDGs / Cinema4SDGs

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, movies and art, integrating entertainment and education

Supported artists with disabilities 100



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

