



ATTN: Members of the Press

Oct. 24, 2020

## TOKYO SKYTREE Special Lighting Display!! Tower Lit Up in 17 Colors of SDGs Commemorating 75<sup>th</sup> Anniversary of UN Founding

TOBU TOWER SKYTREE CO., LTD.

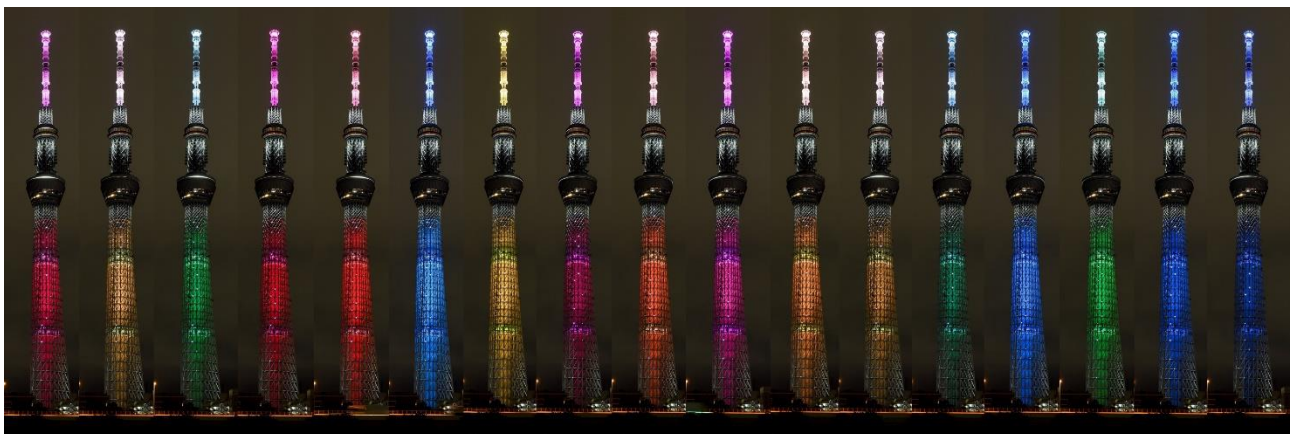
TOKYO SKYTREE, operated by TOBU TOWER SKYTREE CO., LTD. (Sumida-ku, Tokyo; Yutaka Iwase, President), is being illuminated from October 24, United Nations Day, in a collaboration with the United Nations Information Centre (UNIC) Tokyo using a lighting pattern specially designed in the 17 colors of Sustainable Development Goals (SDGs) to boost momentum toward achieving SDGs and to commemorate this year's 75<sup>th</sup> anniversary of the UN's founding.

In conjunction with the special lighting display, the UNIC Tokyo posted a video message by its Director, Kaoru Nemoto. The video has been published at the TOKYO SKYTREE official YouTube channel (<https://youtu.be/-J6-lxmstO4>) .

Former swimmer Hanae Ito was invited for discussions with Ms. Nemoto on the relationship of sports to SDGs and UN efforts. The resulting video is also available at the official TOKYO SKYTREE YouTube Channel ([https://youtu.be/TV08i6\\_1kzk](https://youtu.be/TV08i6_1kzk)).

In order to encourage people to take more actions to achieve the SDGs by 2030, a trailer of the UN-produced documentary **"NATIONS UNITED, Urgent Solutions For Urgent Times"** is being shown on the large public video screen at Sky Arena, on the 4<sup>th</sup> floor of the TOKYO SKYTREE TOWN complex.

See the attachment for a summary of the illumination program and other details.



△Special lighting designs represent each of the 17 SDGs, commemorating the 75<sup>th</sup> anniversary of the UN's founding

## ■ UN 75<sup>th</sup> Anniversary Special lighting Display

### (1) Illumination schedule

- Oct. 24, 2020 (Sat.)  
5:45 P.M. to 12:00 A.M.
- Oct. 25 (Sun.) to 28 (Wed.), 2020  
5:45 to 10:00 P.M.

(From 10:00 P.M. to 12:00 A.M. Oct. 25 (Sun.) to 28 (Wed.), selections from ordinary lighting designs “Iki”, “Miyabi” and “Nobori” will be displayed.)

### (2) Display content

Special lighting designs visually depicting the concepts of the 17 SDGs

(The display will transition through the 17 color designs in order.)

< Video footage of the special lighting imaging the 17 colors of SDGs >

<https://youtu.be/kGUumt1r5ng>



△SDG 1  
No poverty



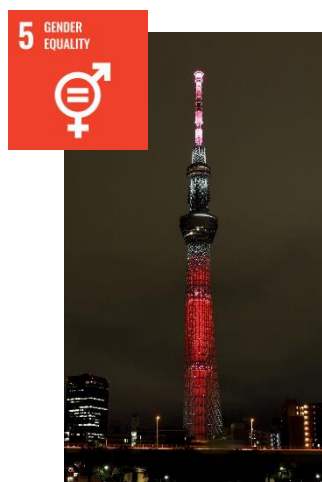
△SDG 2  
Zero hunger



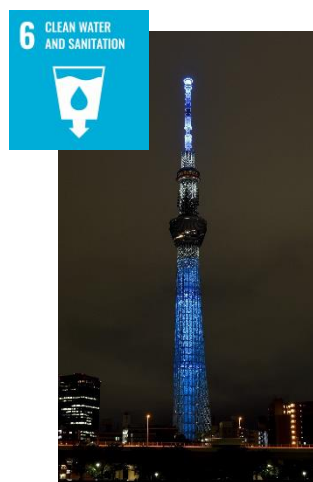
△SDG 3  
Good health and well-being



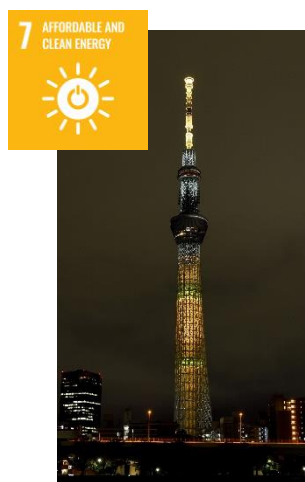
△SDG 4  
Quality education



△SDG 5  
Gender equality



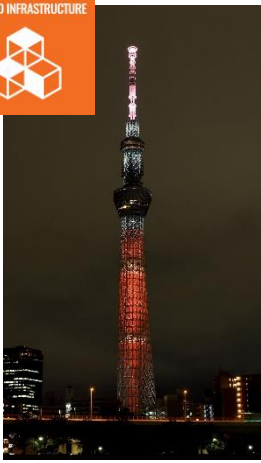
△SDG 6  
Clean water and sanitation



△SDG 7  
Affordable and clean energy



△SDG 8  
Decent work and economic growth



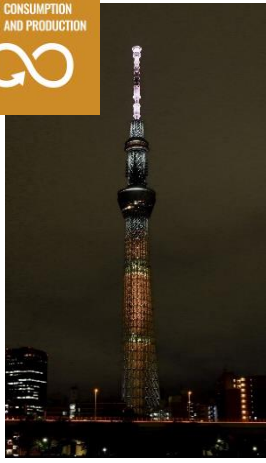
△SDG 9  
Industry innovation and infrastructure



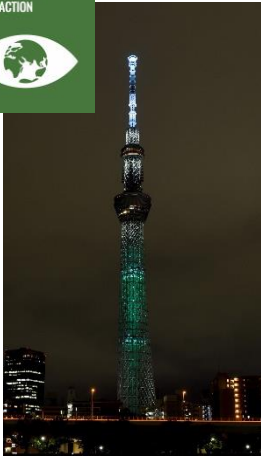
△SDG 10  
Reduced inequalities



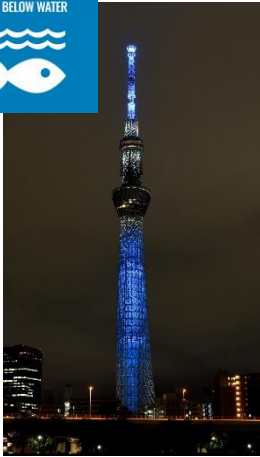
△SDG 11  
Sustainable cities and communities



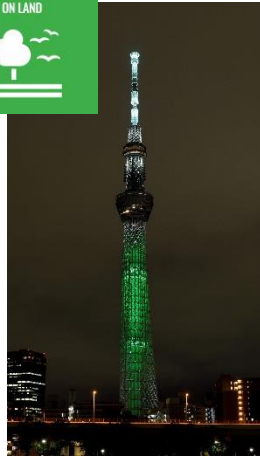
△SDG 12  
Responsible consumption and production



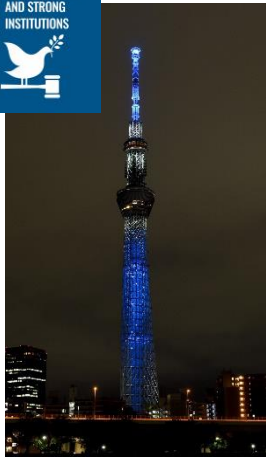
△SDG 13  
Climate action



△SDG 14  
Life below water



△SDG 15  
Life on land



△SDG 16  
Peace, justice and strong institutions



△SDG 17  
Partnerships for the goals

©TOKYO-SKYTREE

### ~Sustainable Development Goals~

The Sustainable Development Goals (SDGs) are a universal call to action to end poverty, protect the planet and improve the lives and prospects of everyone, everywhere. The 17 Goals were adopted by all UN Member States in September 2015, as part of the 2030 Agenda for Sustainable Development which set out a 15-year plan to achieve the Goals. SDGs seek cooperation among not only governments but also other actors to achieve 17 Goals and 169 Targets set in the Agenda by 2030 by balancing the impacts on society, economy, and environment. With its principle, "leaving no one behind," SDGs is a set of concrete goals to make a sustainable society by ending poverty, fighting inequality, approaching climate change, and tackling other issues.

#### SUSTAINABLE DEVELOPMENT GOALS



## ■ A Message from UNIC Tokyo Director Kaoru Nemoto



△ UNIC Director Kaoru Nemoto

The United Nations was born in the ashes of the two world wars. This year, the UN is marking its 75<sup>th</sup> anniversary, when the world has been shaken to the core by the COVID-19 crisis. To build back better, we need the Sustainable Development Goals, or SDGs, to guide us. Looking up the TOKYO SKYTREE lit in 17 colors of the SDGs, let's join our forces to make this world a better place to live for all.

Message video: [<https://youtu.be/-J6-lxmstO4>]

## ■ Video of Dialogue Between UNIC Tokyo Director Kaoru Nemoto and Former Swimmer Hanae Ito



△ Video dialogue between Nemoto and Ito

### ● Composition and themes of the dialogue

1. United Nations efforts
2. Changes in SDGs during the coronavirus pandemic
3. Sports and SDGs

Dialogue video:

[[https://youtu.be/TV08i6\\_1kzk](https://youtu.be/TV08i6_1kzk)]



△ Competitive swimmer Hanae Ito

Hanae Ito

Born in January 1985, Ms. Ito is a former swimmer who began swimming as a baby. Her career as an athlete representing Japan in competitions began in 2000 at age 15. After receiving medals in numerous world and Asian regional championships, she competed in the 2008 Beijing and 2012 London Olympics. She retired in the fall of 2012, and proceeded to earn a PhD from the Juntendo University Graduate School doctoral program in the spring of 2014. She is currently active in a wide range of fields, including media communications and sports promotion ambassadorships.

## ■ “NATIONS UNITED, Urgent Solutions For Urgent Times” trailer video

### (1) Period

Oct. 24 (Sat.) to Oct. 30 (Fri.), 2020

### (2) Content

Screening of the documentary trailer video “NATIONS UNITED, Urgent Solutions For Urgent Times,” produced by the UN in support with leaders such as Malala Yousafzai to boost momentum toward achieving SDGs. (<https://www.youtube.com/watch?v=xVWHuJOmaEk>)

### (3) Broadcast location

TOKYO SKYTREE TOWN 4F Sky Arena

## ■ English Translation of Dialogue between Director of United Nations Information Centre Tokyo Kaoru Nemoto and Olympian Hanae Ito

(Hanae Ito)

The United Nations marks its seventy-fifth anniversary this year and today (October 24) is UN Day . Today, we have asked the director of United Nations Information Centre Tokyo, Kaoru Nemoto, to join us to discuss about the UN's works and SDGs. I would also like to discuss this from my perspective as an Olympian. Thank you for joining us.

(Kaoru Nemoto)

It is a pleasure to be here.

(Hanae Ito)

Actually, this W1SH RIBBON monument behind us is placed in the world's number "one" tallest tower with hopes that everyone's "one" wish will come true. What do you think about it?

(Kaoru Nemoto)

While there are W1SH RIBBONS making wishes for health or family, there are many wishes made from a wider perspective, such as stopping global warming, fighting COVID-19, and world peace.

(Hanae Ito)

I was actually shocked by how many wishes like that there were.

(Kaoru Nemoto)

I think that when people stand at this height and overlook Tokyo and the surrounding areas, they gain a larger viewpoint and become humble.

(Hanae Ito)

It has been 75 years since the United Nations has been founded. Could you please explain about the UN's works?

(Kaoru Nemoto)

The United Nations was created from the reflection of the two World Wars with three pillars - peace and security, human rights, and development. When the UN was established, there were 51 Member States. Now, this number has increased almost fourfold to 193. Civil societies, companies, and non-state actors, in regards to the three main pillars of the United Nations, have played a bigger role year by year. The wisdom of the civil societies and companies are vital at the international conferences held by the United Nations. We are now facing more issues that require people's support. With issues like COVID-19 and climate change, efforts by only countries and the UN are not enough. I believe that everyone's cooperation is needed to solve these issues.

(Hanae Ito)

Could you please discuss the SDGs (Sustainable Development Goals) that is promoted by the United Nations?

(Kaoru Nemoto)

SDGs is a part of the 2030 Agenda for Sustainable Development, which was adopted at the UN Summit in September 2015. At that time, there was a strong concern that the Earth was in danger and that at this rate, we won't be able to pass it on to the next generation.

(Hanae Ito)

With COVID-19, has SDGs or the approaches taken by the United Nations experienced any change?

(Kaoru Nemoto)

COVID-19 started as a medical and health crisis, but then, in a blink of an eye, it became a human rights crisis, humanitarian crisis, economic and financial crisis, and a crisis of our livelihoods, and everyday living.

Within the 17 areas of the SDGs, Goal 3 (Global Health) was heavily affected and this caused a chain reaction to the other Goals. SDGs is a framework to think many different areas in an integrated way, and such interlinkages were exposed by COVID-19.

(Hanae Ito)

Lastly, I want to talk about the relationship of sports and SDGs. I think that it is somewhat hard to imagine how sports and SDGs can be connected, but in my time as an athlete, I noticed a lot of connections. For example, when I went to a World Championship event, there were people from different countries eating a lot of food in the cafeteria. When I saw that, I realized how privileged we are. We have clothes to wear and a lot of jerseys, although there are places where we can donate them to charity. I was able to think more deeply about matters within this international exchange. In that way, I believe that sports becomes an opportunity to view the inequality of the world. For sports to advance in Japan, I believe that sponsor companies, athletes, and sport groups need to incorporate SDGs. Can you share your thoughts?

(Kaoru Nemoto)

I believe that sports gives people the power to get through difficult times. It has the power to connect many peoples' hearts.

(Kaoru Nemoto)

Sports inspires and gives people the power to overcome painful times. When I was working in refugee camps to support refugees, I realized how important sports were to refugees who had to flee from their homes.

(Kaoru Nemoto)

The good aspect about sports is that no matter which country you are from, players compete against one another using the same rules. Although there may be a difference between the economic situations of the countries, the players compete fairly using the same rules and I believe that commonality and universality is extremely important.

(Hanae Ito)

Sports cannot be played if the world isn't at peace and I believe that sports and SDGs have a lot in common. As an athlete, I want to understand SDGs more and I want to think more about what I can do.

(Hanae Ito)

Lastly, a word from Director Kaoru Nemoto, please.

(Kaoru Nemoto)

I believe that Tokyo Skytree has the power to connect peoples' hearts. For the first time, Tokyo Skytree will be lit up with the seventeen colors of SDGs. I believe that the lighting will light up the hearts of the UN, residents of Japan, and people all over the world. I am thrilled that this light up is happening.

(Hanae Ito)

Although COVID-19 is still around, the world is one. Let's work together and think positively, like Tokyo Skytree's message, "Together We Can All Win!", and keep staying positive. Director Nemoto, thank you so much for today.

(Kaoru Nemoto)

It was my pleasure.

###