

United Nations Day special

(Sponsored content)

Charter remains a 'shared moral anchor'

ANTONIO GUTERRES
SECRETARY-GENERAL, THE UNITED NATIONS



United Nations Day highlights the enduring ideals of the Charter, which entered into force on this date 74 years ago.

Amid stormy global seas, the Charter remains our shared moral anchor.

At this time of turbo-charged change, the United Nations remains focused on the real problems of real people.

We are working for fair globalization and bold climate action.

We are pushing for human rights and gender equality — and saying “no” to hatred of any kind.

And we are striving to maintain peace — while bringing life-saving aid to millions caught up in armed conflict.

The United Nations itself is becoming ever more agile and accountable as we enhance support to countries.

Next year marks the organization's 75th anniversary. This milestone is a critical moment to shape our future, together.

I invite you to join the conversation. Together, let us advance the well-being of “the peoples.” Thank you.

MICHIRU MEKATA
CONTRIBUTING WRITER

Since her creation in 1974, Hello Kitty has become an international icon. However, she is now more than just a popular character on commercial products. In a bid to reach a wider audience, Hello Kitty has joined the ranks of advocates for the United Nations Sustainable Development Goals (SDGs).

During a playful “interview,” she spoke with United Nations Information Centre Director Kaoru Nemoto about their partnership and the power of cute when addressing heavier topics in the virtual sphere. Excerpts of that exchange follow.

Nemoto: It was in March last year that I visited Sanrio Puroland in the city of Tama, Tokyo, to see your show. I was touched by your message that we can bring peace to the world and create a bright future through friendship, human bonds and a smile.

Kitty: Thank you. I'm very happy to know that you understood my message; I tried to appeal through my simple gestures and words.

Nemoto: Yes. Your message, in fact, was very close to what we at the United Nations have been trying to stress through our 17 SDGs. Meeting you, Kitty, I really felt the enormous energy and power you had in trying to pass on your message.

I thought it would be wonderful if we could work together with you to spread the thinking of the SDGs further to everybody, especially young people, around the world. That was also the time when we started thinking seriously about using the power of entertainment to reach out. So the timing was perfect.

Kitty: I'm glad to be loved by many people as a cute figure. But above that, I want

to be kind and close to everybody around the world through my actions and words. My perspective seems to be very close to what you mean by “outreach” at the United Nations.

I have been interested in the SDGs for some time, and learned that each goal was a problem shared by everybody in the world. I found out that if we could reach each goal, we could even change the world. This was how an exciting idea came up that if I could meet with and talk with people who are working on SDGs, I could tell others about them in simple terms.

Since I decided to become a YouTuber last year, I thought it would be a lot easier to convey messages about SDGs through my live images. So, what I started to do from late August last year was to find out and discuss SDGs-related issues in Japan

with people who were working on them. I uploaded videos in Japanese, and received many positive comments from students, companies, my fans and so on.

Nemoto: When you came to visit me at my office, we even created a song for SDGs together, didn't we? Since that pilot project in Japan went well, we decided to partner with you on a global level and collaborate more actively.

The United Nations' approach in this collaboration is to involve various United Nations organizations such as UNICEF and UN Women in a multifaceted manner.

Through consultations with your team, we decided to create a global video series released monthly in both English and Japanese, with Kitty introducing the SDGs. Called #HelloGlobalGoals, six of our 17 goals have been chosen to be featured in the video series. Those goals were: goal 3, Good Health and Well-Being; goal 4, Quality Education; goal 5, Gender Equality; goal 11, Sustainable Cities and Communities; goal 13, Climate Action; and goal 14, Life Below Water.

The first video was released on Sept. 24, the first day of the SDG Summit 2019 at U.N. Headquarters. It highlighted the United Nations Deputy Secretary-General Amina Mohammed giving a surprise call to you personally, requesting your help in further promoting the SDGs around the globe.

Kitty: That really was a surprise! I'm very happy that my work with the United Nations gives me the chance to meet many experts in each field around the world, learn about many things I didn't know before, and put out information in my own words.

There may be times when my work will take me to very poor places or open my eyes to things that I had never thought of in the past, but that is all exciting and thrilling.

As a YouTuber, I want to say hello to every person, from the very young to the very old, both in Japan and throughout the world. In my own words, I want to say, “Hello SDGs, Hello Global Goals!”

Climate woes require urgent action

DAVID M. MALONE
RECTOR, UNITED NATIONS UNIVERSITY, UNDER-SECRETARY-GENERAL, THE UNITED NATIONS



U.N. Day (Oct. 24) is a time to reflect on how the United Nations benefits us all by addressing vital issues that are the common concern of all humankind.

The U.N. Charter was written in the name of “We the peoples of the United Nations,” but the U.N. is inherently an organization of its member states. The paradox is that it relies tremendously on public support, as the struggle against climate change makes clear. The single most kinetic speaker during this year's high-level events at the U.N. was Greta Thunberg, an articulate and impactful young member of civil society.

In contrast, interventions by leaders were not always worth their time on the podium, indeed, the response of many states has been disappointing although the announcement of a large climate-related funding allocation by Germany is impressive.

While climate action is but one of the 17 Sustainable Development Goals of the 2030 Agenda for Sustainable Development, it is the most urgent, given that its accelerating and widespread impacts disproportionately burden the poorest and most vulnerable. It also stands as an impediment to the realization of most other goals.

U.N. Secretary-General Antonio Guterres has warned that “the next few years are absolutely crucial to reverse the present (negative) trend” of climate change. However, urgent action by each U.N. member state lies at the heart of the challenge.

Civil society, vibrant in Japan, must raise its voice further and, as elsewhere, insist on concrete measures to reduce the country's emissions that threaten the global climate. The same is true in my country, Canada, whose actions do not yet match the rhetoric of its stirring speeches.

Asian nations achieve resilience to climate change.

The Japanese government recognizes the nation's vulnerability to the impacts of climate change. In 2015 the Cabinet Office adopted the first National Plan for Adaptation to the Impacts of Climate Change. And on the international front, not only has Japan ratified the U.N. Framework Convention on Climate Change's Kyoto Protocol and Paris agreement, but also the Environment Ministry earlier this year launched the online Asia-Pacific Climate Change Adaptation Information Platform.

The key issue, though, is whether actions will follow. Prospects are enhanced by the appointment of a dynamic new environment minister, whose career trajectory will doubtless be marked by his tenure in this key and challenging position.

Guterres has visited Japan twice this year: in June, on the occasion of the Group of 20 summit meeting in Osaka, and in August to participate in the Seventh Tokyo International Conference on African Development. On both of those visits, he met with Prime Minister Shinzo Abe, and the two discussed, among other topics, climate change-related issues, notably, Japan's investment in renewable energy, its contributions to the Green Climate Fund, and its role in helping African and Southeast

Asian nations achieve resilience to climate change.

As Abe warned in 2018, “Our goals must be firmly based on the latest scientific knowledge.” Thus academia, including the United Nations University, has an important role to play as well, in generating and monitoring relevant research. It has been doing so, but strong support needs to exist in government both for this unbiased research and for bolder actions. The science is now crystal clear and increasingly alarming.

Can you, as an individual, really make a difference? In short, yes.

One month ago in New York, the U.N. convened the first Youth Climate Summit where more than 700 young activists, including Thunberg, meaningfully engaged with decision-makers. And just a day earlier, millions of young people demonstrated the world over in a global climate strike. In Tokyo, they convened in front of the U.N. University to make their voices heard.

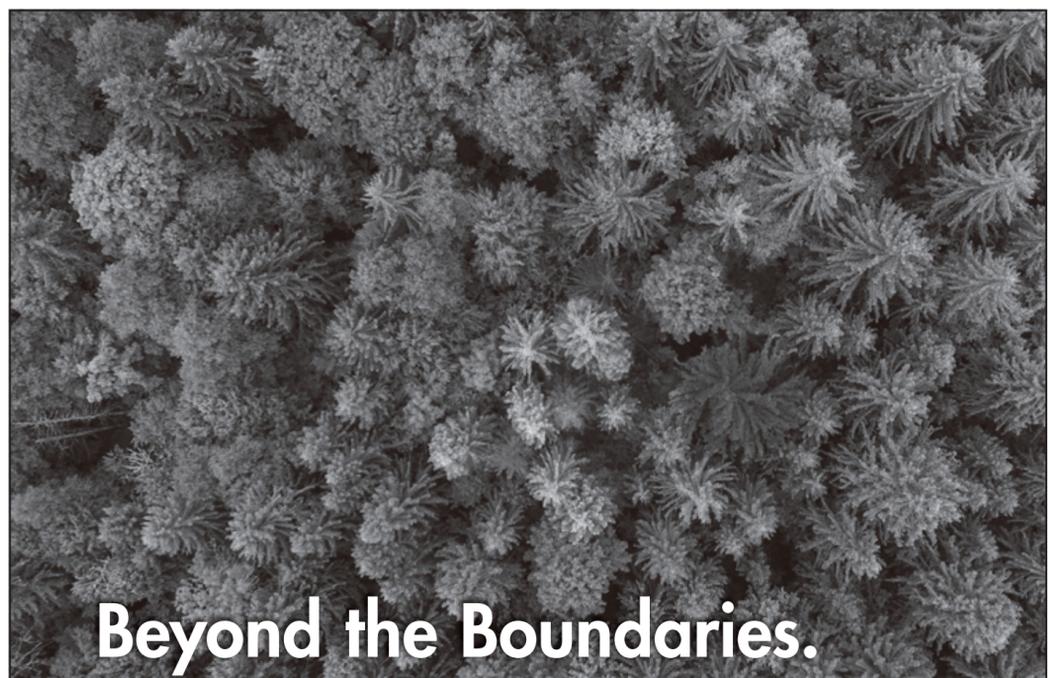
It is up to us, “the peoples of the United Nations,” to emulate Thunberg in demanding more coherent and convincing action from all of our governments, the objective of Guterres in convening the climate summit last month in New York.



People march through Tokyo's Shibuya Ward on Sept. 20, calling for action on climate change. KYODO



Hello Kitty discusses her efforts to promote the SDGs with United Nations Information Centre Director Kaoru Nemoto at Sanrio Co.'s headquarters in Tokyo. YOSHIKI MIURA / ©76, '19 SANRIO



Beyond the Boundaries.

Changing the future could start here.

OJI
Beyond the Boundaries



Oji Holdings Corporation

The Japan Translation Center, Ltd.

congratulates the United Nations on the 74th anniversary of its founding
JTC — assisting international exchange through translation

The Love Story of Wakahime and Beginning of Waka

One day, a young man called Achihiiko visited Wakahime, Lord Amateru's sister, bearing a message from the lord. Wakahime was instantly struck with love for Achihiiko and expressed her yearning in a *waka* song. Achihiiko nonchalantly accepted it and read:

*Kishii koso tsuma wo migiwa ni
koto no ne no toko ni wagimi wo
matsu so koishiki
"Welcome to Kishii. Becoming your wife by your side, I shall await your lordship with love in the bedroom, to the sound of koto playing."*

Achihiiko was stunned by this sudden confession of love from Lord Amateru's own sister and was too taken aback to reply right away. When he sought advice at the court, Lord Kanasaki declared, "This is a *mawariuta*. There is no way for you to reply to it, for its syllables read the same from top to bottom as the other way round. It just goes round and round."

Finally, Amateru himself decreed: "Achihiiko, you must board Kanasaki's boat and marry her." Wakahime and Achihiiko then married and lived their days in happiness.



Illustration: Yoshinosuke Matsumoto

Japan Translation Center, Ltd.

7 Kanda Mitoshicho-cho, Chiyoda-ku, Tokyo 101-0053
Phone: 03-3291-0655 Facsimile: 03-3294-0657
https://www.jtc.co.jp http://www.hotsuma.gr.jp
E-mail: info2@jtc.co.jp

Source: *Hotsuma Tsutae* (period translation by Waniko Yasutoshi); The Book of Heaven, Aya 1
Contemporary Japanese translation: Seiji Takabatake
English translation: Andrew Driver
Publisher: Japan Translation Center, Ltd.



since 1962