



Dear colleagues, partners and friends,

In the first half of 2025, we remained committed to the values of soft power, cooperation and global prosperity. Geopolitical instability in the world is growing, with new military conflicts erupting and societal polarisation increasing; in this context, the willingness to listen and hear each other and build bridges of understanding is more valuable than ever.

To this end, the Summit of First Ladies and Gentlemen Global Platform, independently and in cooperation, holds discussion events, online campaigns, and research. For example, in **winter 2025**, we co-organised the event **"Gender Equality as the Foundation of a Modern Society: The Role of Soft Power Leaders"** together with the British company Brand Finance. In **May**, we launched our second **digital campaign for Mental Health Awareness Month**. We are also proud of the first **high-level programme on diplomacy and international relations 'Soft Power and Geopolitics'**, which we organised in **June** this year - it is a new step to strengthen soft power capabilities and cooperation between regions.

And, of course, we are organising another, already fifth, **Summit of First Ladies and Gentlemen** this **autumn**. This time, it will focus on education.

Thank you for staying with us: your support and enthusiasm inspire us to develop.

Sincerely,  
The Summit of First Ladies and Gentlemen Global Platform



## MAIN EVENTS OF THE SUMMIT OF FIRST LADIES AND GENTLEMEN GLOBAL PLATFORM AND COMMUNITY

### THE 'GENDER EQUALITY AS THE FOUNDATION OF A MODERN SOCIETY: THE ROLE OF SOFT POWER LEADERS' HIGH-PROFILE PANEL DISCUSSION

On 19 February, a panel discussion was held with four First Ladies and Gentlemen from the Global Platform community. The event, organised by the Summit's Global Platform in collaboration with Brand Finance, took place on the sidelines of the Global Soft Power Summit 2025 in London. Participants discussed how soft power can help break down gender stereotypes and achieve equality in this area.

This year, **Dr Aleš Musar**, First Gentleman of Slovenia, and **Mellisa Santokhi-Seenacherry**, First Lady of Suriname, took part in the discussion, and were joined by **Monica Chakwera**, First Lady of Malawi, and **Tamara Vučić**, First Lady of Serbia, via video link. The session was moderated by **Annie Brown**, Valuation Director at Brand Finance. The panelists stressed that gender equality is not only a human rights issue, but also a crucial factor in building modern and sustainable societies. You can [watch the panel in full on our YouTube channel](#).



This year's Global Soft Power Summit was dedicated to the theme **'Responding to the Decline of Globalisation'**. It featured the results of a research on soft power in 193 UN member states: First Ladies and Gentlemen can contribute an **average of 35.5%** of their country's soft power, making their activities an important component of national and global progress.

### THE 'THREE YEARS, COUNTLESS FUTURES: PROTECTING FREEDOM AND UKRAINE'S CHILDREN' HIGH-LEVEL FORUM IN VILNIUS



At the event, held on the occasion of the third year of Russia's full-scale war against Ukraine, participants discussed Russia's forced deportation of Ukrainian children and the importance of providing assistance for their reintegration. The forum was organised in Vilnius at the initiative of the First Ladies of Ukraine and Lithuania: **Olena Zelenska**, who recorded a video message for the event, and **Diana Nausėdienė**, who delivered a speech. The forum was also attended by the President of Lithuania, **Gitanas Nausėda**.

The Summit of First Ladies and Gentlemen Global Platform presented the results of a research on child safety and steps to protect children in armed conflict.

**Oleksandra Batiy**, Head of the Summit's Global Platform, took part in the panel 'Children of Ukraine - the Future at Risk' dedicated to deportation and its impact on children's psychological state. As part of the panel, Ukrainian student **Ivan Matkovsky**, who was rescued from deportation to Russia and returned from the temporarily occupied territory of Donetsk region, also shared his story.

### '1000 PIECES OF YOUR MENTAL HEALTH' DIGITAL-CAMPAIGN

In May, the Summit of First Ladies and Gentlemen Global Platform launched a public campaign to remind that mental wellbeing is made up of everyday positive small things and to encourage readers to maintain their mental state in simple ways.

We united more than 12.5 million people and gathered voices from all over the world, including 7 First Ladies and Gentlemen: **Olena Zelenska**, First Lady of Ukraine; **Armanda Beğaj**, First Lady of Albania; **Rossana Briceño**, First Lady of Belize; **Sirje Karis**, First Lady of Estonia; **Dr Lucrecia Peinado**, First Lady of Guatemala; **Tamara Vučić**, First Lady of Serbia; and **Dr Aleš Musar**, First Gentleman of Slovenia. Opinion leaders also joined the campaign, including **Timur Miroshnychenko**, a Ukrainian TV presenter and journalist, and **Frank Peter Wilde**, a human rights activist, stylist and designer from Berlin. The campaign was supported by a number of organisations and change-makers, including the **Superhumans Center**, **Spilne Art**, **UNBROKEN Foundation**, **UNICEF**, the All-Ukrainian Mental Health Programme **'How are U?'** and **Ukraine.ua**.

Each participant shared their daily habits, hobbies, favourite things to do and ideas that help them maintain inner balance, resilience and mental health. The campaign was created in collaboration with **Saatchi&Saatchi Ukraine**.



WHAT WE HAVE ACHIEVED: RESULTS OF THE "1000 PIECES OF MENTAL HEALTH" CAMPAIGN

### THE GLOBAL HEALTHCARE INITIATIVE FOR UKRAINE CONFERENCE

On 5-6 May, the First Lady of Ukraine, **Olena Zelenska**, and the First Lady of Czechia, **Eva Pavlová**, took part in the **'Global Healthcare Initiative for Ukraine'** conference, held in Prague. The event, held under the auspices of the First Lady of Czechia, brought together representatives of governments, health institutions and international organisations to coordinate efforts for rebuilding Ukraine's healthcare system and strengthening its medical capacity.

The conference focused on developing a unified approach to delivering aid, showcasing effective healthcare solutions, and supporting specialised care - including mental health, veterans' rehabilitation, and emergency medicine. It also aimed to secure funding and foster sustainable partnerships between Ukrainian hospitals and international institutions.



In the presence of both First Ladies and Ministers of Health of Ukraine and Czechia, two new memoranda on the **International Medical Partnership** programme were signed. These became the **63rd** and **64th** agreements of this kind, further expanding the geography of international medical cooperation

### THE HIGH-LEVEL PROGRAMME ON DIPLOMACY AND INTERNATIONAL RELATIONS 'SOFT POWER AND GEOPOLITICS'

On 17-18 June, the first for the Summit's Global Platform educational programme on soft power and diplomacy took place in Vienna. Its goal was to strengthen the role of First Ladies and Gentlemen in overcoming global challenges, to learn about new diplomatic tools and to discuss the current geopolitical environment. The programme was co-organised by the Diplomatic Academy of Vienna, and the initiative was launched at the idea of the First Lady of Ukraine, **Olena Zelenska**, and the First Lady of Austria, **Doris Schmidauer**.



Our long-standing partners Brand Finance and experienced speakers joined the programme, including **Emil Brix**, Director of the Diplomatic Academy of Vienna, and **Zuzana Čaputová**, former President of Slovakia.

The programme was attended by: First Lady of Albania, **Armanda Beğaj**; Spouse of the Prime Minister of Armenia, **Anna Hakobyan**; First Lady of Estonia, **Sirje Karis**; First Lady of Finland, **Suzanne Innes-Stubb**; First Lady of Guatemala, **Dr Lucrecia Peinado**; First Lady of Serbia, **Tamara Vučić**; and First Gentleman of Slovenia, **Dr Aleš Musar**.

The First Lady of Germany, **Elke Bűdenbender**, joined the event through a special video address.

## THE FIFTH SUMMIT OF FIRST LADIES AND GENTLEMEN



AUTUMN 2025

Today's education is a changing environment full of challenges, risks and opportunities. It offers endless potential for unity and understanding. Access to education is **Goal #4** of the UN Sustainable Development Goals by 2030, and **234 million children** in the world, according to our partners at Education Cannot Wait, need immediate support in providing access to education in 2025.

As for risks and opportunities, **71%** of teachers and **65%** of students believe AI tools are essential for students' success in college and at work, according to WEF. But it also could be used for plagiarism, falsifying data etc.

Education serves as a springboard to help children and adults escape poverty, change their lives and communities for the better and find common ground for understanding across national borders. It is a universal tool that builds the consciousness of generations.

This is a global question that requires our attention and a consolidated approach now.

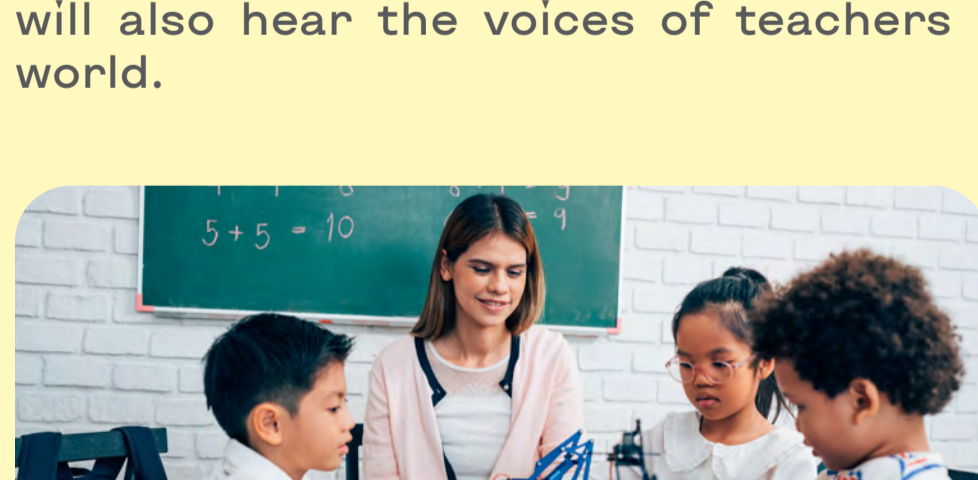
That is why the theme of the **Fifth Summit of First Ladies and Gentlemen** is **'Education Shaping the World'**. The event will bring the **Fifth Summit of First Ladies and Gentlemen**, Nobel Peace Prize laureates, Ministers of Education and leading intellectuals to discuss four key topics:

- Access to Education
- Teaching
- Technology and Innovation
- The Role of Education in Promoting Peace and Humanitarian Values



The discussion dimension **'Access to Education'** will allow us to assess how evenly the right to education is being implemented. The aim of the Summit is to highlight that education that is taken away is a lost development opportunity for the entire country, and governments and communities must work together to ensure that every child has the opportunity to learn.

The dimension **'Teaching'** will focus on how the teacher's figure influences the child. The teacher's ability to shape a child's personality is enormous. They convey meanings, their worldview and develop the child's ability to think. We will also hear the voices of teachers from around the world.



The goal of the **'Technology and Innovation'** dimension is to encourage governments, businesses, academics and educators to consider the ethical dimensions of technology in education, including AI. Any technology can be used for both creation and destruction; our job is to ensure that technological advances bring out the best in people and help them achieve peaceful, productive goals.

The final dimension of the Summit is **'The Role of Education in Promoting Peace and Humanitarian Values'**. It will focus on the humanistic foundations of education as a method of preventing armed conflict, fostering tolerance and respect for cultural diversity.



**We invite you to join the Summit as speakers and partners.** Due to security reasons, we cannot disclose the exact date and location of the event at this time, but it will take place in the first half of this autumn in Austria. To find out more, please email [press@summitflg.org](mailto:press@summitflg.org).

## NEWS OF SFLG GP PARTNERS



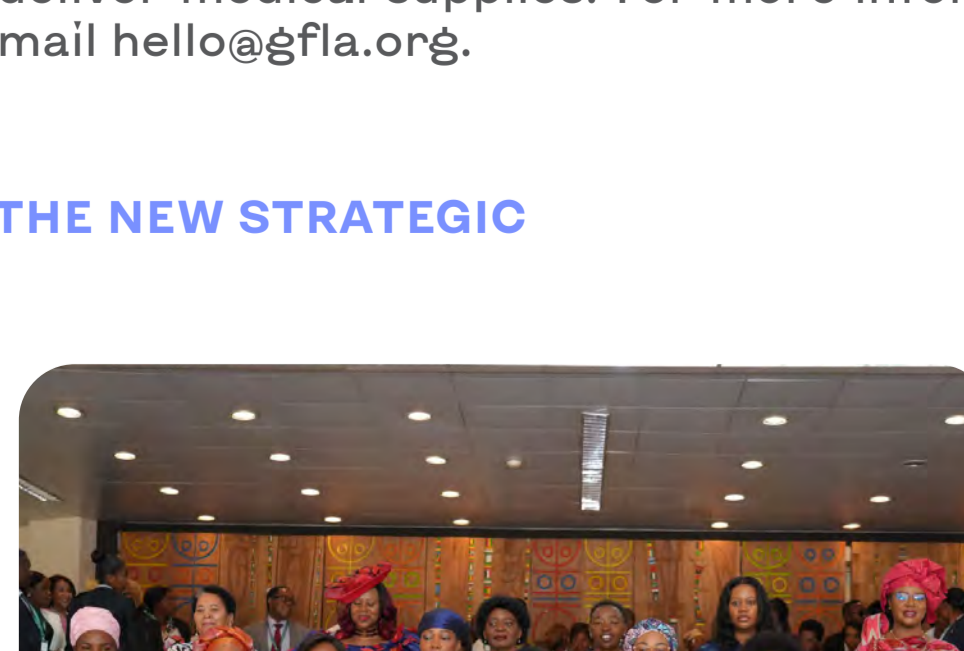
### THE THIRD ANNUAL GLOBAL FIRST PARTNERS ACADEMY

From 7 to 10 July, the third annual event of our partners Global First Ladies Alliance will take place in New York: Global First Partners Academy (GFPA). This year's speakers will include Sarah Brown, chairwoman of the children's charity Theirworld and former First Lady of the United Kingdom. She will share her experience in global health, girls' education and youth empowerment.

Also attending the GFPA meeting will be the First Lady of Kenya, **Rachel Ruto**, who has become a shining example of compassionate and progressive leadership. She is the patron of maternal health centres, various school programmes and health initiatives. Mrs Ruto is known for actively promoting the use of modern technology in healthcare in Kenya, such as the use of drones to reduce the time it takes to deliver medical supplies. For more information, please email [hello@gfla.org](mailto:hello@gfla.org).

### OAFIAD HAS ELECTED A NEW LEADERSHIP AND APPROVED THE NEW STRATEGIC FRAMEWORK 2025-2030

In April, the Organisation of African First Ladies of Development (OAFIAD) approved the Strategic Framework 2025-2030 programme and elected new leadership for the year. The First Lady of Sierra Leone, **Fatima Maada Bio**, became the President, and the First Lady of Angola, **Ana Afonso Dias Lourenço**, became the Vice President. The First Ladies of Equatorial Guinea, Ethiopia, Kenya, Malawi, Nigeria, and Republic of Congo were also elected to the Board. The organisation's priorities will be healthcare, education, gender-based violence and women's economic empowerment. OAFIAD also plans to pay attention to climate change, peace and security, which have a significant impact on the well-being and development of women on the continent.



# NEWS OF THE SUMMIT OF FIRST LADIES AND GENTLEMEN'S COMMUNITY



**Diana Nausėdienė: Interactions between young patients and clown doctors...**



**Ağata Kornhauser-Duda meets with the First Lady of Singapore**



**Emine Erdoğan meets with Queen Mother Ntfombi Tfwala of Eswatini**



**Olena Zelenska held a video call with Mellisa Santokhi-Seenacherry**



**Dr Aleš Musar briefed on the results of the ITF**



**Exclusive podcast by Nataša Pirc Musar and Olena Zelenska**

## FIRST LADIES AND GENTLEMEN'S ACTIVITIES AND PLANS



### **Rossana Briceño** **Belize**

- Hosted 'Let's Talk Menopause' forum
- Runs several training programmes on social issues and gender equality through the Office of the Special Envoy for the Development of Families and Children of Belize
- Participated at the Women's Empowerment Forum 2025
- Hosted 'Tote-ally Empowered' session
- Attended the 'Empowering Women and Girls Against Cervical Cancer' forum



### **Eva Pavlová** **Czechia**

- Participated at the 'Family Policy Forum 2025'
- Met with the First Gentleman of Slovenia, Dr Aleš Musar
- Met with the royal couple of the Netherlands
- Met with the First Lady of Montenegro, Milena Milatović
- Met with the First Lady of Lithuania, Diana Nausėdienė



### **Sirje Kari** **Estonia**

- Met with the First Lady of Ukraine, Olena Zelenska
- Participated at the Three Seas Initiative summit's programme for First Ladies
- Met with the First Lady of Poland, Ağata Kornhauser-Duda
- Met with the First Lady of Italy, Laura Mattarella
- Gave an interview to the Estonian radio station Vikerraadio



### **Brigitte Macron** **France**

- Met with the Queen Sonja and Princess Mette-Marit of Norway
- Made a video address for the National Week to Combat Violence Against Children and Teenagers at the invitation of the First Lady of Brazil, Janja Lula da Silva
- Met with the spouse of the Prime Minister of Albania, Linda Rama
- Met with the First Lady of Zimbabwe, Auxillia Mnangagwa
- Met with the Queen Mary of Denmark
- Met with the First Lady of the US, Melania Trump



### **Dr Lucrecia Peinado** **Guatemala**

- Actively involved in social programmes in the country
- Took part in the event 'Women Leaders: Breaking Barriers and Building the Future'
- Met with the Ambassador of Türkiye in Guatemala, Beliz Celasin Rende



### **Monica Chakwera** **Malawi**

- Became a Global Ambassador for the Global Girls Foundation
- Became an Ambassador of the Child Online Protection Initiative



### **Ağata Kornhauser-Duda** **Poland**

- Met with the First Lady of Montenegro, Milena Milatović
- Met with the spouse of the Prime Minister of Malaysia, Wan Azizah Wan Ismail
- Met with the First Lady of the US 2021 - 2025, Jill Biden
- Paid an official visit to the US with Andrzej Duda



### **Diana Nausėdienė** **Lithuania**

- Attended the third anniversary celebration of the Ukrainian Center in Vilnius
- Paid an official visit to Japan with Gitanas Nausėda
- Met with the British Ambassador to Lithuania, Elizabeth Boyles
- Met with the First Lady of Poland, Ağata Kornhauser-Duda
- Hosted a special programme during the Vilnius Summit



### **Tamara Vučić** **Serbia**

- Delivered a welcome speech at the Medical Innovation through Digital Transformation conference
- Met with the First Lady of Burundi, Angeline Ndayishimiye Ndayubaha
- Met with the WHO Regional Director for Europe, Dr Hans Kluge
- Gave an interview to the Egyptian newspaper Al-Ahram



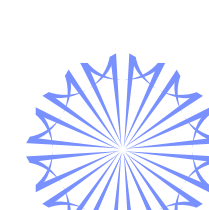
### **Mellisa Santokhi-Seenacherry** **Suriname**

- Held a first board meeting online as the chair of the Spouses of CARICOM Leaders Action Network (SCLAN)
- Actively involved in social programmes in the country



### **Emine Erdoğan** **Türkiye**

- Met with Sheikha Fatima bint Mubarak of the UAE
- Attended Antalya Diplomacy Forum with other First Ladies
- Met with the UN Secretary-General Guterres
- Met with the First Lady of Ukraine, Olena Zelenska
- Met with the First Lady of Rwanda, Jeannette Kagame
- Met with the First Lady of Mongolia, Bolortsetseg Luvsandorj



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Website <https://summitflg.org/en/>

**JOIN US FOR THE FIFTH SUMMIT OF FIRST LADIES AND GENTLEMEN!**