



Dear colleagues, partners and friends,

This year, our initiative celebrates five years of activity. Since its founding in 2021, we have come a long way: from Summits as one-day events in Kyiv to a permanent Global Platform with events at the UN, digital campaigns, and a wide network of partners and friends around the world.

We are happy to announce that on 22 December we have received the annual Ukrainian Ministry of Foreign Affairs "Honorary Ambassador" award in the "Expert Diplomacy" category. For us, it is a sign that our efforts are valued both internationally and in our homeland.

Our successes for the past five years became possible because of contributions of First Ladies and Gentlemen from worldwide, and prove that soft power remains a relevant and necessary tool for overcoming differences in this polarised world.

This issue will be devoted to the events that have taken place over the past five years, our activities and, of course, our results. None of this would have been possible without the faith of First Ladies and Gentlemen, starting with the First Lady of Ukraine, Olena Zelenska, the founder of the project, and without the support of international organisations, the media and partners. Without you.

Thank you, dear colleagues. We wish you a happy 2026, boundless inspiration and continued success.

Sincerely,
The Summit of First Ladies and Gentlemen Global Platform

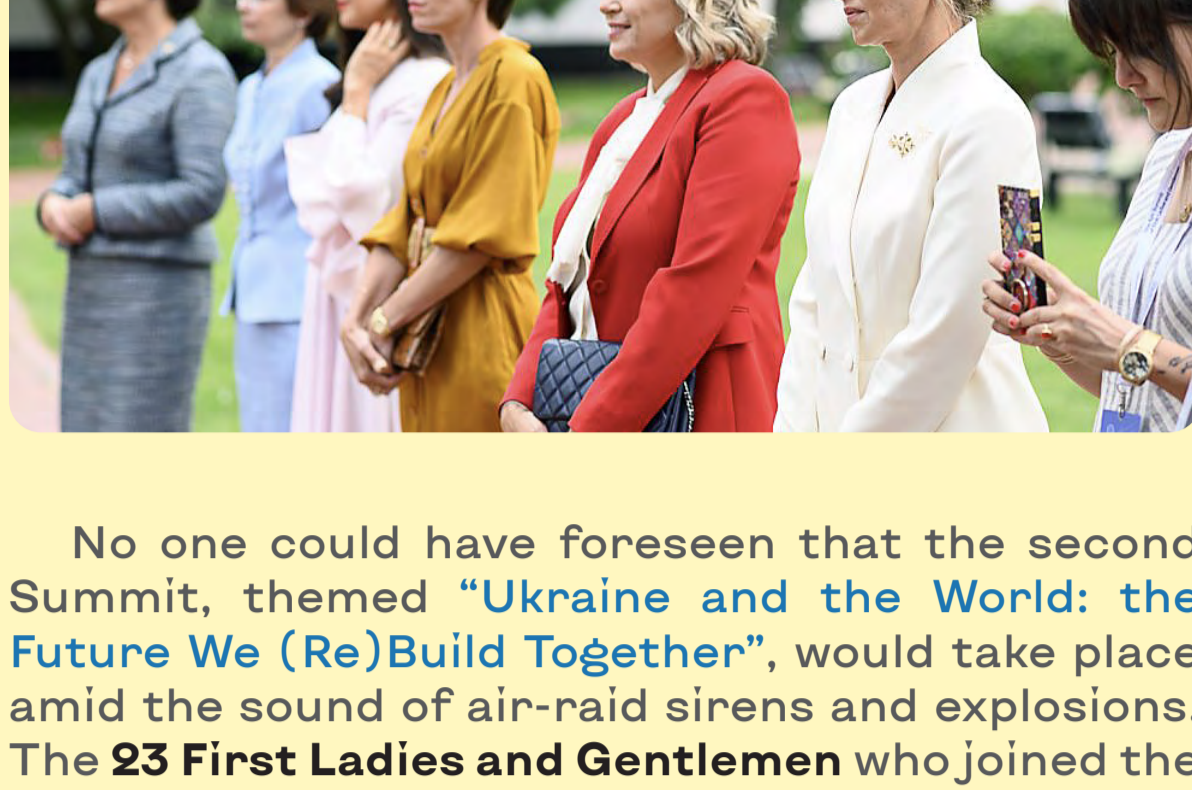


55 FIRST LADIES AND GENTLEMEN AND MEMBERS OF ROYAL FAMILIES FROM 47 COUNTRIES HAVE JOINED US



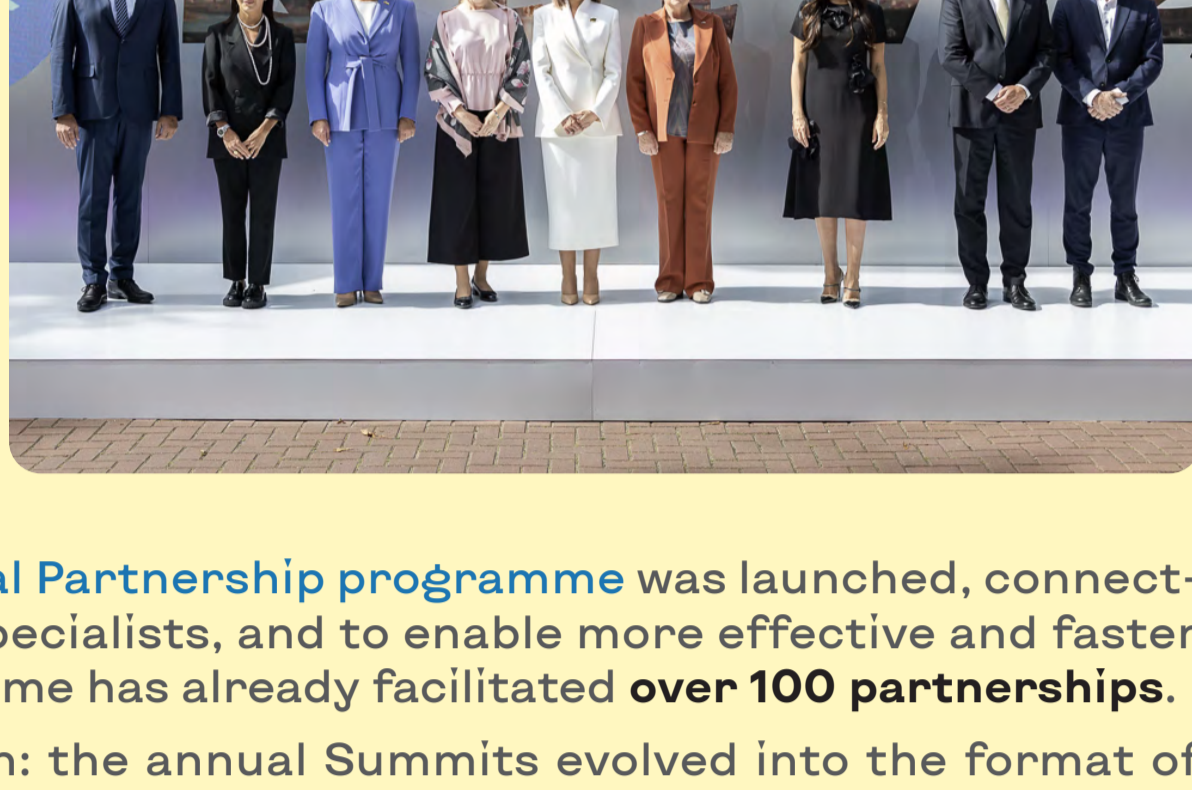
FIVE YEARS OF THE SUMMIT OF FIRST LADIES AND GENTLEMEN GLOBAL PLATFORM

2021 The history of the Global Platform began with an event then known as the **Kyiv Summit of First Ladies and Gentlemen**. In 2021, on Ukraine's National Flag Day, **12 First Ladies and Gentlemen** came together to discuss **soft power in a new reality**. This Summit laid the foundations for the further development of soft power, public diplomacy, and the strengthening of the role of leaders' spouses – reflected in the Declaration of the Kyiv Summit of First Ladies and Gentlemen.



2022 The second Summit, themed **"Ukraine and the World: the Future We (Re)Build Together"**, would take place amid the sound of air-raid sirens and explosions. The **23 First Ladies and Gentlemen** who joined the event demonstrated unprecedented solidarity and showed how humanity and compassion can sustain hope even in the darkest times. The outcomes of the Summit reflected this solidarity: **USD 6.4 million** were raised to procure **92 ambulances** for emergency medical services in Ukraine.

2023 The Third Summit, dedicated to **"Mental Health: Fragility and Resilience of the Future"**, responded to the most pressing challenges facing today's youth and brought together **29 First Ladies and Gentlemen**. For the first time in our work, we presented evidence-based findings that provided participants with solid data for discussion – results of a survey on mental health conducted across 11 countries currently or recently affected by war. The findings helped to better understand not only the most acute challenges of today and the near future, but also the factors that undermine mental health, as well as those that help people endure even in the most difficult circumstances.



During the Third Summit, the **International Medical Partnership programme** was launched, connecting hospitals worldwide to exchange expertise and specialists, and to enable more effective and faster joint work. We are proud that since 2023 the programme has already facilitated **over 100 partnerships**.

The year 2023 was also pivotal for another reason: the annual Summits evolved into the format of the Global Platform. We recognised that advancing soft power and expanding the impact of First Ladies and Gentlemen requires continuous engagement – beyond what the Summit format alone can provide.

2024 Thus, 2024 began with new milestones: a partnership with the British company Brand Finance, our participation in the **Global Soft Power Summit**, and the study **"First Ladies and Gentlemen's Impact on Soft Power"**, prepared by Brand Finance specifically for us. That same year, we launched our **first digital campaigns**.

The Fourth Summit, themed **"Protecting Childhood: Ensuring a Safe Future"**, brought together **18 First Ladies and Gentlemen** and resulted in the **Declaration on the Consolidation of Efforts for Children's Safety**. In the research **"Protection of Childhood: Security Dimensions for Children and Adolescents"**, we examined the most pressing threats to children, based on a sample from **15 countries across six regions of the world**. Our work was cited by colleagues at various international events – an achievement we are proud of.

2024 also marked our first presence on global stages. At the **United Nations**, we organised an event that advanced the children's agenda at the global level: **"Securing the Future for Children: Addressing New Challenges for Soft Power"**, on the sidelines of the Summit of the Future. In the same year, **representatives of the Global Platform visited the Vatican** – an unprecedented milestone that would have seemed only a dream in 2021.

In 2025, we strengthened our global presence through active promotion on social media, including targeted advertising and collaboration with marketing agencies; we also deepened cooperation with other regional associations of First Ladies and Gentlemen, as well as with international organisations, media outlets, and diplomatic institutions.



Brand Finance prepared a new iteration of its study on the impact of First Ladies and Gentlemen on their countries' soft power revealed at the **Global Soft Power Summit 2025**. This research became one of the key components of a high-level educational programme held in June this year in partnership with the Diplomatic Academy of Vienna, initiated by the First Ladies of Ukraine and Austria. Nine members of our community gathered in Austria for the **first high-level programme** on diplomacy and international relations, **"Soft Power and Geopolitics"**.

The Summit also resulted in two global campaigns that continue to this day: **"Snapshots from Ukraine: Untold Stories of Teenagers"**, designed for students in peaceful countries and aimed at building bridges of understanding with their Ukrainian peers; and **"Every Generation Leaves Its Mark. Education Shapes Its Legacy"**, which encourages reflection on the values adults pass on to future generations through education.

Another **landmark high-level event** took place this year: **"80 Years of the UN: The Role of First Ladies and Gentlemen Unite for Peace and Prosperity"**, which brought together representatives of four regional associations of First Ladies and Gentlemen – **SFLG GP, ALMA, SCLAN, and GFLA** – to underscore the importance of soft power in promoting peace, restoring dignity, and supporting communities in times of crisis.

In total, our communication campaigns have reached over 45 million people in two years.

Our work continues. Read below about our plans for 2026 and the latest developments of the Global Platform.

DIGITAL CAMPAIGNS (2024-2025)

In 2024, we launched our first digital campaigns to raise awareness of mental health (for Mental Health Awareness Month) and children's rights (for World Children's Day). We continued these campaigns in 2025; over two years, we reached more than **18.5 million people** on Facebook and Instagram. These campaigns gathered **15 First Ladies and Gentlemen** from Europe, Latin America and the Middle East, international organisations such as **UNICEF**, media and influencers that united for a single humanitarian purpose.

The anniversary **Fifth Summit of First Ladies and Gentlemen** themed **"Education Shaping the World"** was unique in many respects. For the first time, the Summit lasted two days. For the first time its activities extended beyond the Summit venue itself: our participants – Presidents, Nobel Laureates, First Ladies and Gentlemen, and educators – delivered lectures at educational institutions in five Ukrainian cities. In total, the Summit brought together **15 First Ladies and Gentlemen**, two Presidents, three Nobel Laureates, teachers from eight countries, and guests from **20 countries – over 1,000 participants overall**. A research developed specifically for the Summit, **"Education as a Tool for Shaping Personal Resilience, National Social Capital, and a Culture of Peace"**, highlighted educational challenges from the perspectives of students, teachers, and parents across 14 countries.

Our ongoing campaign "Every Generation Leaves Its Mark. Education Shapes Its Legacy" was seen by **26.5 million unique users in 32 countries** worldwide. It was placed in Times Square and an installation "One Desk. Two Marks", which is a part of the campaign, was displayed at Sorbonne University.

Teachers in 4 countries (Brazil, Finland, Lithuania and Poland) delivered lessons on "Snapshots from Ukraine: Untold Stories of Teenagers". In Poland alone, 17 lessons were held in major cities across the country! And, of course, we are proud to have our lesson on the **Sharemylesson.com** platform.

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SUMMIT GLOBAL PLATFORM'S ANNUAL ONLINE MEETING

On **18 December 2025**, the **annual wrap-up online meeting** of the Summit of First Ladies and Gentlemen Global Platform took place, bringing together five participants from Europe and Latin America. The meeting was attended by the First Lady of Ukraine, **Olena Zelenska**; the First Gentleman of Denmark, **Bo Tengberg**; the First Lady of Estonia, **Sirje Karis**; the First Lady of Guatemala and Chair of ALMA, **Dr Lucrecia Peinado**; and the First Gentleman of Slovenia, **Dr Aleš Musar**.

During the event, participants discussed the outcomes of 2025 and plans for the year ahead, 2026, and marked five years of activity of the Global Platform.

The meeting provided a space for open dialogue, exchange of experience, and alignment of a shared vision for the further development of the Global Platform as a permanent international mechanism of humanitarian diplomacy, grounded in the principles of cooperation, solidarity, and mutual support. Read more on our website [via the link](#).

"HONORARY AMBASSADOR" AWARD

On 22 December, the Summit of First Ladies and Gentlemen Global Platform was named a laureate of the annual award of the Ministry of Foreign Affairs of Ukraine, "Honorary Ambassador", in the category "Expert Diplomacy". For the Summit team, this is a deeply valued recognition of the work carried out – and of the dedication and commitment invested in this project.

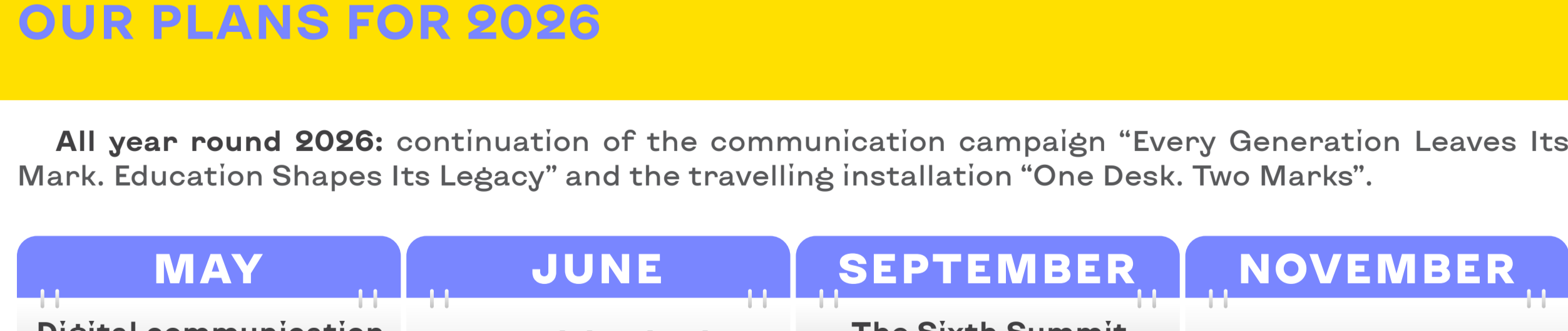
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Yet this distinction is about far more than the Summit team alone. It is evidence that the Platform's goals are being realised: the voices of First Ladies and Gentlemen are resonating worldwide, united in bringing together experts, organisations, and influential figures around humanitarian challenges. It is a living confirmation that in human relations and public diplomacy, the whole is greater than the sum of its parts – and that together we can carry a voice of justice, compassion, and truth to people everywhere. As Olena Zelenska, the First Lady of Ukraine and the Founder of the project, noted:

"I would like to thank my colleagues – the First Ladies and Gentlemen of the world – for their consistency, determination, and willingness to act in defence of people's protection and well-being, and for their tangible support for Ukraine and for justice."

We likewise extend our gratitude to everyone who stands with us today.

Engraving: Honorary Ambassador of Ukraine 2025



Every generation leaves its mark
Education shapes its legacy

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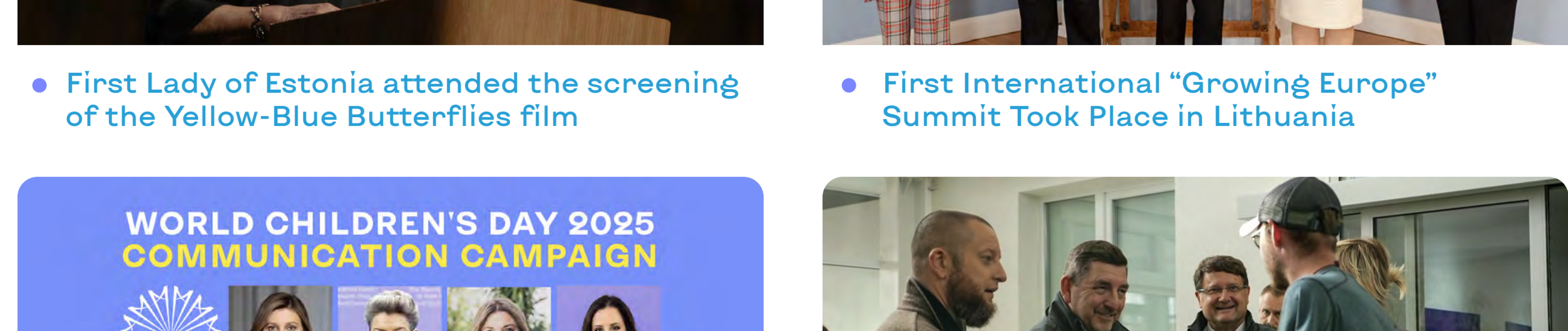
OUR PLANS FOR 2026

All year round **2026**: continuation of the communication campaign "Every Generation Leaves Its Mark. Education Shapes Its Legacy" and the travelling installation "One Desk. Two Marks".

- MAY**: Digital communication campaign marking Mental Health Awareness Month. Special tailor made educational programme for First Ladies and Gentlemen.
- JUNE**: Participation in the Global First Ladies and Gentlemen Academy, organised by the Global First Ladies Alliance.
- SEPTEMBER**: The Sixth Summit of First Ladies and Gentlemen. A high-level side event on the margins of UNGA 81.
- NOVEMBER**: Communication campaign marking World Children's Day.

NEWS OF THE SFLG GP PARTNERS

- Senior Advisor Fellowship Community Meeting 2025



NEWS OF THE SFLG GP'S COMMUNITY

• Suzanne Innes-Stubb and Queen Máxima meet in the Netherlands

• First Ladies of Türkiye and the Republic of Korea meet in Ankara

• First Lady of Estonia attended the screening of the Yellow-Blue Butterflies film

• First International "Growing Europe" Summit Took Place in Lithuania

• Voices of First Ladies and Gentlemen unite on World Children's Day

• Slovenia's First Gentleman meets patients of Ukraine's Superhumans Center

Follow us

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HAPPY HOLIDAYS AND BLESSED 2026!