

# CHOOSE YOUR LEADER

Each week, we will invite you to write to one of the world's most influential leaders. Your task is to select a world leader from the provided list, craft an engaging letter, and share your thoughts on this week's SDG and explain to them how you think they could help. You can send your letter either by post or email. Their contact information can be found below.

**‘Your goal is to get a response, and perhaps a phone call or even a visit!’**



**Once you have spun the wheel, flip through the pages of this book to find out more about your chosen world leader and how you can contact them with your thoughts on saving the world.**

# Melanie

# Perkins

Mel Perkins, an Australian entrepreneur, co-founded Canva in 2013, a simple online tool that changed how people design. With no need for complicated skills, it lets anyone create graphics, from posters to web designs. Her idea grew Canva into a billion-dollar business, showing that with innovation and determination, big dreams can turn into reality. Mel stands out as one of the few young women leading a major tech company, inspiring others that success is possible regardless of age or gender.



**Email** - [mel@canva.com](mailto:mel@canva.com)

**Post** - 110 Kippax Street Surry Hills NSW 2010. Sydney, Australia

# Tim Cook

Tim Cook, CEO of Apple since 2011, succeeded Steve Jobs and has significantly impacted the tech world. Under his leadership, Apple launched innovative products like the Apple Watch and AirPods, while also focusing on privacy and environmental sustainability. Cook, openly gay, promotes diversity and inclusion. He's known for prioritizing customer privacy and has led Apple to become the first U.S. company to reach a \$2 trillion market value, emphasizing the balance between innovation and social responsibility.



**Email** - [tcook@apple.com](mailto:tcook@apple.com)

**Post** - One Apple Park Way Cupertino, CA 95014 USA



# Melinda

# Gates

Melinda Gates, co-founder of the Bill & Melinda Gates Foundation, is a powerful advocate for women and children's rights globally. With a background in computer science and business, she's used her platform to tackle poverty, improve health, and expand educational opportunities. Melinda emphasizes the importance of gender equality and has invested billions in initiatives aimed at empowering women economically and improving access to contraception. Her work has had a profound impact on public health and education, making her a key figure in philanthropy and global development efforts.



**Email** - [media@gatesfoundation.org](mailto:media@gatesfoundation.org)

**Post** - 1300 I (Eye) St NW Suite 200 E Washington, DC 20005

# Emmanuel

# Macron

Emmanuel Macron is the President of France, taking office in 2017. Before becoming president, he worked on making France's economy better. As president, he wants to make France and Europe stronger together. He cares about the environment and making sure everyone is treated fairly.

Macron tries to fix problems by finding a middle ground and is working to make France a leading country in the world.



**Email** - [contact@en-marche.fr](mailto:contact@en-marche.fr)

**Post** - 55 rue du Faubourg-Saint-Honoré 75008  
Paris, France

# Ursula von der Leyen

Ursula von der Leyen is a leader from Germany who now heads the European Union's Commission since 2019, making her one of the most powerful women in Europe. She used to work in different government jobs in Germany, including being in charge of the country's defense. As the leader of the EU Commission, she makes big decisions about things like health, the environment, and how countries in Europe work together. She wants Europe to be greener, meaning she's working hard to protect the environment and fight climate change. She also wants all the countries in Europe to support each other, like a big team.



**Email** - [bjoern.seibert@ec.europa.eu](mailto:bjoern.seibert@ec.europa.eu)

**Post** - European Commission Rue de la Loi/Wetstraat  
200 1049 Brussels, Belgium



# Sheikh Hasina

Sheikh Hasina is the Prime Minister of Bangladesh, a role she's held since 2009, and before that from 1996 to 2001. She's known for her efforts to improve her country, focusing on making the economy stronger, healthcare better, and education more accessible to everyone. Sheikh Hasina has worked hard to make sure more girls go to school and to protect the environment. She's also been very important in helping Bangladesh play a bigger part in international conversations, especially about climate change and women's rights. She's a leader who tries to make life better for the people of Bangladesh.



**Email** - [info@pmo.gov.bd](mailto:info@pmo.gov.bd)

**Post** - Old Sangshad Bhaban, Tejgaon, Dhaka 1215, Bangladesh



# Elon Musk

Elon Musk is a businessman known for starting companies that work on space, electric cars, and more. He made SpaceX, which sends rockets to space, and Tesla, which makes electric cars. Musk wants to make new ways to travel and even live on other planets. He's also working on ways to use the internet to help people think and learn faster. Musk is known for having big ideas and working hard to make them real, like building a big network of satellites to provide internet all over the world and dreaming of sending people to Mars. He's one of the most famous inventors and business leaders today.



**Email** - [info@tesla.com](mailto:info@tesla.com)

**Post** - Tesla Inc. 3500 Deer Creek Road Palo Alto, CA 94304, USA

# Jeff Bezos

Jeff Bezos is the guy who started Amazon, which began as a bookstore online and grew into the biggest place to buy almost anything you can think of. He's one of the richest people in the world because of Amazon's success. Bezos also has a space company called Blue Origin because he's really interested in exploring space and even making it possible for people to live and work in space one day. He believes in using his money to solve big problems, like climate change, through his Earth Fund. Jeff Bezos started with a small idea and worked hard to change the way we shop and think about the future.



**Email** - [info@bezyjhosearthfund.org](mailto:info@bezyjhosearthfund.org)

**Post** - 410 Terry Avenue, North Seattle, WA 98109-5210, USA.



# Oprah Winfrey

Oprah Winfrey is a famous TV host, actress, and producer who became one of the most influential women in the world. She's known for her talk show, "The Oprah Winfrey Show," which shared stories of people from all walks of life, offering inspiration and advice. Oprah grew up in poverty but worked hard to become a success, breaking barriers as an African American woman in media. She also helps others through her charity work, giving millions of dollars to educational causes, health, and women's rights. Oprah's story shows that with determination and kindness, you can make a big difference in the world and in people's lives.



**Email** - [Oprah@oprah.com](mailto:Oprah@oprah.com)

**Post** - O, The Oprah Magazine, 300 West 57th Street, 36th Floor, New York, NY 10019, USA.



# Michelle Obama

Michelle Obama, the former First Lady of the United States, is known for her work to make America healthier, her support for military families, and her efforts to encourage education for girls around the world. She's married to Barack Obama, the 44th President. Michelle grew up in Chicago and worked hard in school, which led her to Princeton University and Harvard Law School.

As First Lady, she started the "Let's Move!" campaign to help kids eat healthy and stay active.

Michelle also wrote a book called "Becoming," where she shares her life story, showing how she overcame challenges and how important it is to believe in yourself. She's a role model for kindness, hard work, and making a positive impact in the community.



**Email** - [info@obama.org](mailto:info@obama.org)

**Post** - Barack Obama Foundation 5235 S. Harper Court, Suite 1140 Chicago, IL 60615 USA



# Malala Yousafzai

Malala Yousafzai is a brave girl from Pakistan who stood up for girls' right to go to school, even when it was very dangerous. When she was just a teenager, some people who didn't agree with her tried to hurt her badly, but she survived and kept speaking out. Because of her courage, she won the Nobel Peace Prize, making her one of the youngest people ever to receive this honor. Malala travels around the world talking about the importance of education for everyone, no matter where they are from or whether they are a boy or a girl. She shows that even one person's voice can make a big difference in the world.



**Email** - [info@malalafund.org](mailto:info@malalafund.org)

**Post** - Malala Fund, P.O. Box 73767, Washington, D.C.  
20056 - USA



# António

# Guterres

António Guterres is the Secretary-General of the United Nations, a job where he works to solve big problems around the world like wars, hunger, and climate change. Before this, he was in charge of helping refugees as the head of the UN Refugee Agency.

Guterres is from Portugal, where he was once the Prime Minister, leading the country's government. As Secretary-General, he talks with leaders from all over to help people live in peace, have enough food, and take care of our planet. He believes in working together to make the world a better place for everyone.



**Email** - [education-outreach@un.org](mailto:education-outreach@un.org)

**Post** - United Nations Headquarters

405 East 42nd Street, New York, NY, 10017, USA



# Mark Zuckerberg

Mark Zuckerberg is the guy who created Facebook, a website that lets people share pictures, talk to friends, and find out news from all over the world. He started Facebook when he was in college, and it quickly became really popular. Now, Facebook is part of a big company that also owns other apps like Instagram and WhatsApp. Zuckerberg talks a lot about how technology can help people connect with each other and share important moments. He also works on projects to help more people get access to the internet and learn about technology, because he thinks it can make their lives better.



**Email** - [info@meta.com](mailto:info@meta.com)

**Post** - Meta Platforms, Inc. 1 Hacker Way, Menlo Park, CA 94025, USA



# Chimamanda Ngozi Adichie

Chimamanda Ngozi Adichie is a famous writer from Nigeria who writes books, stories, and essays about people's lives in Nigeria and America. She talks a lot about being a woman, different cultures coming together, and the importance of understanding each other's stories. Her books, like "Half of a Yellow Sun" and "Americanah," have won awards and are read by people all over the world. Chimamanda is also known for speaking up about women's rights and equality, encouraging everyone to be fair and kind to each other. She believes that stories can change the way we see the world and each other.



**Email** - [mail@wylieagency.co.uk](mailto:mail@wylieagency.co.uk)

**Post** - 17 Bedford Square, London WC1B 3JA, UK



# Narendra Modi

Narendra Modi is the Prime Minister of India, leading the country since 2014. Before becoming Prime Minister, he was the Chief Minister of Gujarat, a state in India. Modi is known for his efforts to improve India's economy, make the government work better using technology, and increase India's status around the world. He also works on big projects to help people, like making sure everyone has access to clean water and electricity. Modi is a member of the Bharatiya Janata Party and is known for his speeches about making India a stronger country. He's one of the most well-known leaders in India and the world.



**Email** - [narendramodi@gov.in](mailto:narendramodi@gov.in)

**Post**- Prime Minister's Office, South Block, Raisina Hill, New Delhi-110011, India

# Richard Branson

Richard Branson is a British businessman known for starting the Virgin Group, which includes more than 400 companies. He's famous for his adventurous spirit and has tried to break world records in hot air ballooning and cross-ocean sailing. Branson started his first business as a teenager and grew Virgin from a small record shop to a global brand, including airlines, music, and space tourism with Virgin Galactic. He believes in doing business in a way that's fun, fair, and benefits everyone. Branson also works on projects to help the environment and improve global health through his charity work. He's a big believer in following your dreams, no matter how big they are.



**Email** - [contactus@virgin.com](mailto:contactus@virgin.com)

**Post** - Richard Branson, Virgin Management, The Battleship Building, 179 Harrow Road, London, W2 6NB



# Justin Trudeau

Justin Trudeau is the Prime Minister of Canada, known for his focus on promoting diversity, fighting climate change, and supporting social justice issues. He became Prime Minister in 2015 and is part of the Liberal Party. Trudeau is often talked about for his approachable style and how he handles Canada's relationships with other countries. He's also passionate about making sure all Canadians have fair chances, whether it's in getting jobs, education, or being treated equally. Under his leadership, Canada has worked on accepting refugees, protecting the environment, and making trade agreements with other countries. Trudeau believes in building a Canada that's inclusive and respectful of everyone's rights.



**Email** - [justin.trudeau@parl.gc.ca](mailto:justin.trudeau@parl.gc.ca)

**Post** - Constituency Office 1100 Crémazie, East Suite  
220 Montréal, Quebec H2P 2X2, Canada

# Well Done!

With nothing more than a pen, an idea and a voice, we all have the capacity to change the world!!

