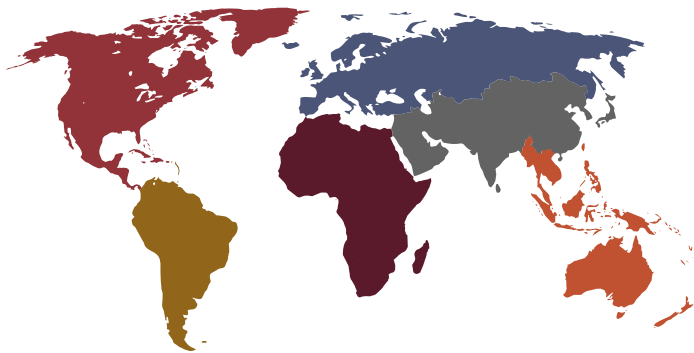


Our Impact

Highlights 2022



1. Launched the first Contest adapted for our new regional strategy

The regional strategy aims to increase diversity and offer a more global and better geographic balance of perspectives by encouraging a multiplicity of voices and stories. The 65th edition of the contest (and first edition of the regional contest model) saw 4,066 photographers enter 64,823 photographs and open format entries.

- 19 (79.17%) of the awarded photographers were native or local to the region of their story.
- 7 (29.16%) of the awarded photographers identified as women.

2. Welcomed our first regional partner

We partnered with [Drik Picture Library](#) in Bangladesh, to better connect to local networks and provide more regional visibility for local photojournalists and documentary photographers. Together, we successfully organized a Resilience exhibition in Dhaka, collaborated on outreach to attract more contest entries from Asia and set up the live judging for the 2023 Contest Asia jury.



Photo: © Suman Paul/Drik



3. Showcased our archive

We developed three thematic exhibitions that utilize images from our archive, which date back to 1955:

- *(Un)Settled - Migration stories in the 21st century* in Novi Sad, coinciding with the city's designation as a European Capital of Culture.
- *Resilience - Stories of women inspiring change* in partnership with the Ministry of Foreign Affairs of the Netherlands, which traveled to 13 locations.
- *ICONIC - Defending press freedom and democracy since 1955* in Brussels in partnership with the European Parliament.

4. Began rebuilding our exhibition's reach

- The Flagship Exhibition 2022 at De Nieuwe Kerk in Amsterdam had 68,000 paying visitors over a period of four months. This represented a significant increase compared to 34,231 paying visitors in 2021, which was affected by COVID-19 restrictions on public gatherings.
- The World Press Photo Exhibition 2022 showcasing the awarded images in the annual contest traveled to 83 cities in 36 countries, constituting an increase from 78 cities in 32 countries in 2021.

68,000

paying visitors to the Flagship Exhibition 2022, compared to 34,231 paying visitors in 2021

The annual World Press Photo Exhibition traveled to

83

cities

36

Countries

in 2022, an increase from 78 cities in 32 countries in 2021



Winners' Program, May 2022 Photo: © Frank van Beek/ANP

5. Launched a new and improved Winners' Program

The Winners' Program in May brought the 2022 Contest winners together in Amsterdam for three days. This exclusive program, organized for the first time, was tailor-made and rested on three main pillars: recognition, networking, and visibility.

Planned events included presentations, workshops, media and content production, professional portfolio reviews, opportunities for networking, and an awards celebration.


6. Education and Outreach

A range of education and outreach activities for photographers were organized with partners around the world.


- In Cairo, Egypt together with Photopia we arranged editorial workshops, portfolio reviews, presentations and panel discussions.
- In Jakarta, Indonesia at the Jakarta International Photo Festival (JIPFest) we gave a presentation focused on entering the contest, and met with professionals in the photography community to better understand the landscape in the region.
- In São Paulo, Brazil we hosted a presentation and panel discussion with the daily newspaper Folha de Sao Paulo.

7. Our Global Reach

- We worked year round to amplify the reach of the winning stories and in 2022 achieved an estimated media reach of over 30 billion potential impressions and more than 11,000 published articles.
- Our online announcement of the contest results, achieved an estimated reach of 6 billion potential impressions, providing the awarded photos and stories visibility around the world.

 **30 Billion**
potential media impressions

 **5 Million**
Twitter impressions

 **69.4 Million**
Instagram impressions

 **1.1 Million**
website visits, with

 **18.9 Million**
Facebook impressions

674,000
website visitors

8. Learning and improving

- Developed a Theory of Change explaining the challenge World Press Photo Foundation wants to focus on; the change in the world that we want to tackle and the results we will work on.
- Developed a Monitoring and Evaluation Protocol to help us to better identify our successes and failures in order to learn and adapt.
- We continued to work with our strategic partner PwC on implementing the new organizational strategy developed in 2021.

9. Growing and upskilling our team

To support our regional strategy we welcomed a Lead Curator, as well as a Programs and Outreach Manager.

In 2022 we focused on upskilling our staff by rolling out training on safety and security, media, and resilience.

- For traveling staff we organized several basic HEAT (Hostile Environment Awareness Training) courses to prepare staff for work in medium and high-risk areas.
- Our Communications and Contest teams completed in-house resilience training to help when dealing with traumatic images and online abuse.
- Our Exhibitions team received media training for effectively interacting with journalists while on location.

10. World Press Photo as a great place to work

Our employee engagement survey received a 100% response rate and revealed an increase in overall employee satisfaction from 7.4 out of 10 in 2020, to 8.6 in 2022. Strong levels of commitment and security amongst staff was reported making World Press Photo a desirable place to work.

Employee satisfaction

8.6

out of 10 in 2022 vs. 7.4
out of 10 in 2021



World Press Photo Team, 2022 Flagship Exhibition. Photo: © Frank van Beek/ANP

Special thanks goes out to our partners and supporters during 2022. The World Press Photo Foundation is a beneficiary of the Dutch Postcode Lottery. Additionally, we could count on our partners PwC and Rutgers & Posch, who supported us in multiple ways, enabling us to scale our impact.