

WORLD PRESS PHOTO

2023 Impact Report



Contents

Click on the chapter to go there directly

A message from our Executive director _____	2	Our stance on AI for the annual Contest _____	31	Chapter 6: Our partners and supporters _____	52
Our Heritage: Milestones from 1955 – 2023 ____	5	Looking towards 2024 _____	32	Impact in 2023 _____	53
Impact Highlights 2023 _____	9	Chapter 3: The impact of our communications _____	33	The upcoming year _____	55
Chapter 1: Our Story _____	12	Key communication results _____	35	Chapter 7: Our team _____	56
Connecting the world to the stories that matter _____	13	Additional collaborative projects _____	38	Organization structure _____	58
What we do _____	14	Communications in times of crisis _____	39	Rethinking our organization _____	59
Our theory of change _____	15	Looking ahead _____	40	Diversity and Inclusion _____	59
Supporting press freedom _____	16	Chapter 4: Our global exhibitions _____	41	HR updates in 2023 _____	60
Chapter 2: Our regional strategy gains momentum _____	19	The reach of our global exhibitions _____	42	Supervisory Board and International Advisory Committee _____	61
A global stage for world class winners _____	20	Navigating locations where press freedom is under threat _____	45	Navigating challenges _____	62
The 2023 Contest _____	20	Our strategy for greener exhibitions _____	45	Looking towards 2024 _____	62
Introducing the global winners _____	22	The year ahead _____	46	Chapter 8: Financials _____	64
The regional juries _____	27	Chapter 5: Programs and Outreach _____	47	Financial result 2023 and allocation _____	64
The global jury _____	28	Developing the future of photojournalism _____	48	Financial analysis _____	64
Technical statistics _____	29	Activities to support our focus areas _____	48	Forecast 2024 and explanation of the budget _____	65
Statement of principles for AI _____	31	The year ahead _____	51	Thank you _____	67

A message from our Executive director

“Two years ago, changing a long-established contest model seemed like a radical step. Looking back, that step seems more sensible than daring. We needed to better represent the incredible talent in press photography, from across the world. While we have a long way to go, the results so far have brought us a new energy and conviction that we are going in the right direction.”

Joumana El Zein Khoury
Executive director

It seemed like a daring step when World Press Photo changed its strategy two years ago. But we were convinced we needed to better represent the ‘World’ in World Press Photo. As the world gets smaller and more interdependent, we need mutual understanding that can foster dialogue that breaks through polarization. Accurate, diverse and trustworthy photojournalism and documentary photography has a vital role to play.

Seeing the results of our new strategy so far, the step seems less daring than logical; a process that’s bound to be slow but already showing positive results. It’s also one we’re learning from and that we firmly believe – as the world changes – will continue to show benefits in both anticipated and unexpected ways.



Photo: © Rae Alexander

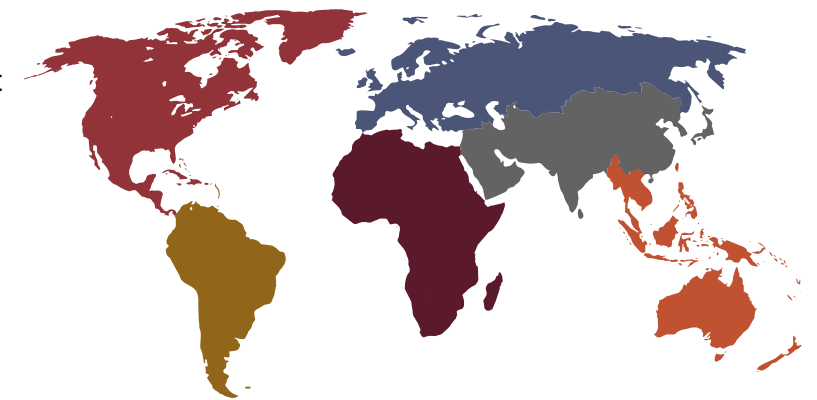
One key change is that we now work with regional juries as part of the judging process. These bring deeper, more nuanced knowledge of the cultural, political and social contexts of the regions they are judging. As expected, they have increased the emphasis on local journalists – finding world-class winners and stories that might have been previously overlooked. The 66th edition of the Contest saw 3,752 photographers enter 60,448 photographs and open format entries. Since the launch of the regional strategy in 2022, each year has seen a small increase in the number of entrants from Africa (4.16% in 2022 to 5.06% in 2023) and South America (7.5% in 2022 to 8.08% in 2023) as well as a steady increase in the number of female and non-binary, queer and gender fluid entrants (20% in 2022 to 22.42% in 2023).

These are encouraging signs that our strategy is working. At the same time, we hear feedback from many in these regions and others that it

will take time to build the trust and relationships with potential contest entrants.

However, a striking theme that emerged as we gained more insight into various regions was that there is increasing pressure on press freedom in many parts of the world. Much has been said about the staggering death toll among Palestinian journalists since the beginning of the war in Gaza, but even where war is not a factor, journalists are subject to constant threats. The narrowing space for press freedom remains a serious concern and reinforces our commitment to supporting responsible photojournalism.

We believe that the primary value of a photojournalism and documentary photography exhibition is that it promotes an accurate and thoughtful understanding of the world we all share. So it was a deep disappointment to learn of the Hungarian government's decision to restrict access to our exhibition



in Budapest.

The government's decision was in response to the winning project *Home for the Golden Gays* by Hannah Reyes Morales for *The New York Times*. The project portrays a thoughtful and honest record of the lives of a community of elderly LGBTQI+ people in the Philippines and the decision to ban people under the age of 18 sparked condemnation both in Hungary and outside.

Another goal of our strategy, besides raising the profile of regional press and documentary photographers and the stories they document, is to engage and inform local audiences

both through exhibitions and by working with regional partners. We were delighted to have our partner in Bangladesh, Drik Photo Library, co-host the 2023 Contest Asia regional jury. We also welcomed The Market Photo Workshop in South Africa as our regional partner for Africa. They hosted our thematic exhibition, [*Resilience*](#).

In 2023 we held 85 annual and thematic exhibitions in 83 countries – an increase from the previous year. A highlight was the four-city tour of the annual show in Ukraine. Evgeny Maloletka, winner of the 2023 World Press Photo of the Year and a journalist from Ukraine, was a special guest at the opening in Kyiv.

Our Flagship Exhibition 2023 at De Nieuwe Kerk in Amsterdam attracted 83,000 visitors indicating that we are steadily working our way back towards pre-pandemic numbers. This year contest winners were once again invited to Amsterdam for the Winners' Program, a week to

network with fellow photographers and industry professionals and to participate in workshops, attend presentations plus a Portfolio Day with editors and curators, the awards ceremony and a networking dinner. The public was treated to our first ever *The Stories That Matter*, an all-day public event that offered workshops, talks and discussions on crucial topics such as the climate crisis, solidarity and press freedom.

Another major discussion for us centers around AI and its potential implications for photojournalism. World Press Photo worked together with other organizations and key individuals in the photographic community to create a [*statement of principles*](#) in support of authentic press photography.

Of course expanding our reach and taking on new activities all require resources, so we were pleased to form new partnerships and renew old ones. A print sale in collaboration with Magnum Foundation titled

Written by Light, not only highlighted the difference between the practice of photographers and AI-generated images, it raised over € 80,000 for our work as well as funding for the participating photographers. Generous donations and additional funding have allowed us to bring back the esteemed Joop Swart Masterclass in 2024 and continue digitizing our extensive archive.

Last but not least, we are critically looking at our own practice; we set up a Sustainability Committee to assess and evaluate our current way of working and to lead our green strategy.

You'll read more details about our efforts, activities and partners in this Impact Report. We appreciate your interest. Maintaining press freedom takes constant work. We at World Press Photo are excited by our progress so far and conscious of how much more there is to do!

Joumana El Zein Khoury
Executive director

Our Heritage



1955

First World Press Photo of the Year

A competitor tumbles from his motorcycle during the Motocross World Championships at the Volk Meell race track in Denmark.

Mogens von Haven

1960

The World Press Photo Foundation is established.



1967

- **First color World Press Photo of the Year.**

The commander of an M48 tank of the US 7th Cavalry Regiment in Vietnam's 'Iron Triangle'.

Co Rentmeester, Life

- The first time a jury member not from either Europe, USA or USSR was appointed. He was from Japan.



1957

World Press Photo of the Year

The World Press Photo of the Year, featuring Dorothy Counts mocked by white protestors as she walks to high school, captures the persistence of racism amidst the end of segregation. In 2006, Counts met Woody Cooper, one of the children in the photo, who wanted to apologize.

Douglas Martin, The Associated Press

1962

The World Press Photo Yearbook is launched.

1970

Internal politics and financial insecurities cause World Press Photo to temporarily halt its activities, which are revived the following year thanks in part to the new chairman of the jury, Joop Swart.



1972

The annual World Press Photo exhibition tours outside the Netherlands for the first time. Since then, it has traveled to 129 countries.

1990

World Press Photo of the Year

An image of a demonstrator in front of People's Liberation Army tanks, during protests for democratic reform, in Tiananmen Square, Beijing becomes a symbol of peaceful resistance. To this day, this picture remains banned in China.

Charlie Cole, Newsweek

1996

The first time contest entries come from over 100 countries.

2002

Digital entries surpass analogue entries for the first time in the history of the contest.



1977

First female World Press Photo of the Year winner

Palestinian refugees in La Quarantine district, Beirut, Lebanon.

Françoise Demulder, Gamma

1994

First Joop Swart Masterclass

The [Joop Swart Masterclass](#) is the World Press Photo Foundation's best known education program. This program identifies, supports, and educates new talent in the field of documentary photography and visual journalism.



1998

- Nationale Postcode Loterij becomes a strategic partner. This partnership is still currently running after 25 years.



- First digital entries in the contest.

2008

Over 5,000 contest participants.

2015

- The World Press Photo Foundation publishes contest entrant data for the first time in order to call attention to the need for greater diversity, and to work towards a more inclusive and diverse visual journalism community.
- First global masterclass in Mexico City.



2019

- **World Press Photo of the Year** 'Crying Girl on the Border' depicts a child from Honduras taken into custody by US border officials in McAllen, Texas on 12 June 2018. This image helped lead to the repeal of the 'Zero Tolerance' policy that permitted separating immigrant parents from their children when detained.
- The [West Africa Visual Journalism Fellowship](#) to support emerging talent was launched in partnership with the Chocolonely Foundation.
- We welcomed PwC as a new strategic partner.

John Moore, Getty Images



2011

The Digital Storytelling Contest, open to short documentary film and interactive productions, is launched. In 2022, with the implementation of the regional contest model, multimedia works are incorporated into the Open Format category.

First Prize, Linear productions

When a single father deploys to Afghanistan, his sons go to live with relatives. [The Home Front](#) tells the story of their struggle to adjust, and what happens when they finally see him again.

The New York Times

2016

The African Photojournalism Database (APJD) is launched

The [APJD](#) was created in partnership with Everyday Africa to enable African photographers and visual journalists to better connect to the international media economy. Today, over 800 visual storytellers are part of the database.

Photo: © Gulshan Kahn



2020

After the COVID-19 pandemic was officially declared, roughly half of the planned exhibitions were canceled or postponed. This resulted in financial challenges which led to the downscaling or canceling of educational programs, among others.



2021

- **World Press Photo of the Year**
Rosa Luzia Lunardiis (85) embraced by nurse Adriana Silva da Costa Souza, at Viva Bem care home, São Paulo, Brazil on 5 August 2020. This was the first hug Rosa had received in five months. Care homes across the country had closed their doors to all visitors as a result of the COVID-19 pandemic, preventing millions of Brazilians from visiting their elderly relatives.
- Contest judging and the annual award celebrations took place entirely online for the first time as a result of the ongoing pandemic
- The Solutions Visual Journalism and the West Africa Visual Journalism Fellowship initiatives were completed.

Mads Nissen, Politiken/Panos Pictures



2023

- **World Press Photo of the Year**
Iryna Kalinina, an injured pregnant woman, is carried from a maternity hospital from a maternity hospital damaged during a Russian airstrike in Mariupol, Ukraine, on 9 March 2022.
- The Market Photo Workshop in South Africa is onboarded as our regional partner for Africa.
- We announced a new strategic partnership with FUJIFILM, starting in 2024.
- We launched *The Stories That Matter* public program

This image resonated globally and played a key role in bringing more attention to the current (and ongoing) war in Ukraine.

Evgeniy Maloletka, Associated Press.



2022

- **World Press Photo of the Year**
'Kamloops Residential School' tells the story of an institution created to assimilate Indigenous children, following the detection of as many as 215 unmarked graves in Kamloops, British Columbia on 19 June 2021. It is the first photograph without any people in it to win the World Press Photo of the Year award.
- **The regional strategy is launched**
Drik Picture Library in Dhaka, Bangladesh is onboarded as the official partner for the Asia contest region.
- The revamped Winners' Program brought the 2022 Contest winners together in Amsterdam.
- Three thematic exhibitions are developed and rolled out: *(Un)Settled*; *Resilience* and *ICONIC*.
- A hybrid approach of online and offline judging was successfully trialed.

Amber Bracken, *The New York Times*

Our Impact

Highlights 2023



Photo: ©Frank van Beek, ANP

1. Our regional strategy gains momentum

- The 66th edition of the Contest saw 3,752 photographers enter 60,448 photographs and open format entries.
- We've seen a year-on-year increase in the number of entrants from Africa (4.16% in 2022 to 5.06% in 2023) and South America (7.5% in 2022 to 8.08% in 2023).
- A steady increase in the number of female and non-binary, queer and gender fluid entrants (20% in 2022 to 22.42% in 2023).
- We welcomed [The Market Photo Workshop](#), based in South Africa, as our regional partner for Africa.
- We collaborated with our regional partners in both Africa and Asia on communications and outreach for the 2023 Contest.

2. Our exhibition visits even more locations

The Flagship Exhibition 2023 at De Nieuwe Kerk in Amsterdam attracted 83,000 visitors, on par with the daily average for the previous year.

In 2023 our annual and thematic exhibitions went to even more locations around the world – we held 85 exhibitions in 83 cities in 38 countries. In all, we are steadily working our way back towards pre-pandemic numbers.

One of the year's highlights was a four-city tour of the annual show in Ukraine, with the 2023 World Press Photo of the Year winner, Evgeniy Maloletka, as a special guest at the opening in Kyiv.



Photo: © Alizé Barthélemy

3. Expanded our global reach


Our year-round efforts were focused on amplifying the reach of the awarded stories in the 2023 Contest and we saw significant increases in our key metrics.

 **37.6 Billion**

Estimated media reach.
A 22% increase from 2022.

17,900

Articles published.
A 71% increase from the previous year.

 **8.3 Million**

pageviews, with 1.1 million website users.

 **53.7 Million**

Instagram impressions

 **10 Million**

Facebook impressions

 **4.7 Million**

Twitter impressions

4. Scaling up our support for press freedom

Freedom of the press is increasingly under threat all over the world, reflected in the dire findings in the 2023 [Press Freedom Index](#). We strengthened our press freedom strategy by:

- Taking our exhibitions to some of the countries lowest on the Press Freedom Index, among them: Vietnam, Egypt, Bangladesh, Jordan, Hong Kong, Mexico and Philippines.
- Secured the funding for the development of a security training for photojournalists.
- Prioritized press freedom throughout our communications materials.



Photo: Frank van Beek, ANP

Photo: Frank van Beek, ANP



5. Prioritized Diversity, Equity and Inclusion in our communications

- Our Diversity, Equity and Inclusion (DEI) Committee reviewed and updated our Inclusive Language Guide to ensure more intentional and conscious use of language in our internal and external communications.
- The DEI committee scanned the Dutch cultural and creative sector's [Diversity and Inclusion Code](#). The findings revealed that World Press Photo is open to diversity and has applied this awareness throughout the organization.

6. Diversified our funding to support key projects

2023 saw the culmination of three years work to professionalize our development activities, grant submissions, networking and expertise. We received tremendous support thanks to the commitment of our partners and supporters.

- We announced a new strategic partnership with FUJIFILM Corporation.
- Renewed our partnership with the Dutch Postcode Lottery for the next five years.
- We continued to benefit from the backing of our long-standing partners PwC and Rutgers & Posch.
- Several foundations generously contributed to our cause: Tony Choccolony Foundation, Porticus, the Dioraphte Foundation, Goeie Grutten Foundation and Pictoright Fondsl

With the additional funding we are able to bring back the esteemed Joop Swart Masterclass in 2024, continue the work to digitize our extensive archive, and more.

FUJIFILM

7. Launched *The Stories That Matter* public program

The 2023 Contest winners were invited to Amsterdam for the Winners' Program, a week to meet fellow photographers, connect with industry professionals, and network with the larger World Press Photo Foundation community of supporters, funders and partners.

The exclusive five-day program included presentations, workshops, a portfolio day with editors and curators, the awards ceremony and a networking dinner. It culminated with the launch of our first *The Stories That Matter* public event, which included workshops, insightful talks and discussions exploring crucial topics impacting our world today.



Photo: ©Frank van Been, ANP



Photo: © Jonas Kako, Panos Pictures

8. Partnered with Magnum Photos for a Square Print Sale

Inspired by the growing number of conversations around the use of artificially-generated images online and the lack of regulation surrounding text-to-image generators, we partnered with Magnum Photos to celebrate the fundamental difference between the practice of photographers and AI-generated images: the use of light.

The print sale, titled *Written by Light*, was curated from archival World Press Photo winning photographs and a selection of works by Magnum photographers. Through the sale we were able to raise over € 80,000, a portion of which was donated to *The International Committee of the Red Cross*.

9. Promoting the responsible use of AI

In 2023, World Press Photo, together with key individuals and organizations in the photographic community, founded a group called [Writing with Light](#). Together, members of this group created a statement of principles promoting authentic photography.

10. Putting sustainability at the heart of what we do

We set up a Sustainability team to assess and evaluate our current way of working and to lead our organization-wide 'green strategy'. In 2023:

- We calculated the carbon emissions of our exhibitions in 2022, specifically travel and prints shipments, using a tool created by *the Gallery Climate Coalition*.
- We researched more sustainable materials, such as eco-forex, to print our future exhibitions.

Special thanks goes out to our partners and supporters during 2023. 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.

Chapter 1

Our story



Photo: © Ahmad Halabisaz

Connecting the world to the stories that matter



World Press Photo seeks to be a worldwide platform that connects professional photographers and the public through accurate, diverse and trustworthy photojournalism and documentary photography.

Since 1955, when a group of Dutch photographers organized the first World Press Photo Contest, the annual contest has grown into one of the world's most prestigious competitions, rewarding the best photojournalism and documentary photography from around the world. Through our worldwide exhibitions and online communications channels, we present to millions of people the stories that matter each year.

We showcase stories that make people stop, feel, think and act by promoting diverse coverage of world events from wide-ranging and unique

perspectives. A free press and the free exchange of information are of critical importance in this regard. Achieving a level of transparency that can break down barriers plays a crucial role in helping to create a more just future.

For nearly 70 years, World Press Photo has been working from Amsterdam as an independent, nonprofit organization. In that time, the world has changed, and new developments in the media and technology have transformed journalism and storytelling. Our mission has expanded, and we draw on our experience to guide visual journalists, storytellers, and audiences around the world through this challenging and exciting landscape.

Our purpose is to connect the world to the stories that matter.

What we do

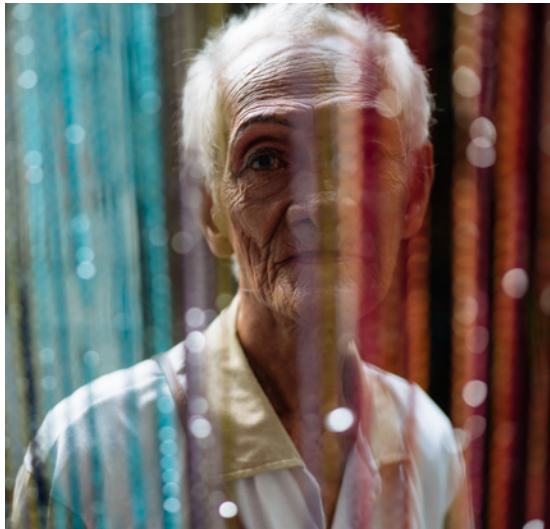


Photo: © Hannah Reyes Morales, *The New York Times*



Photo: © Frank van Beek, ANP



Photo: © Frank van Beek, ANP

Contest

Our annual Contest rewards the best photojournalism and documentary photography from around the world chosen by independent regional juries and a global jury composed of professionals from and/or working in the different regions who are well equipped to judge the entries and place them into a cultural, political and social context.

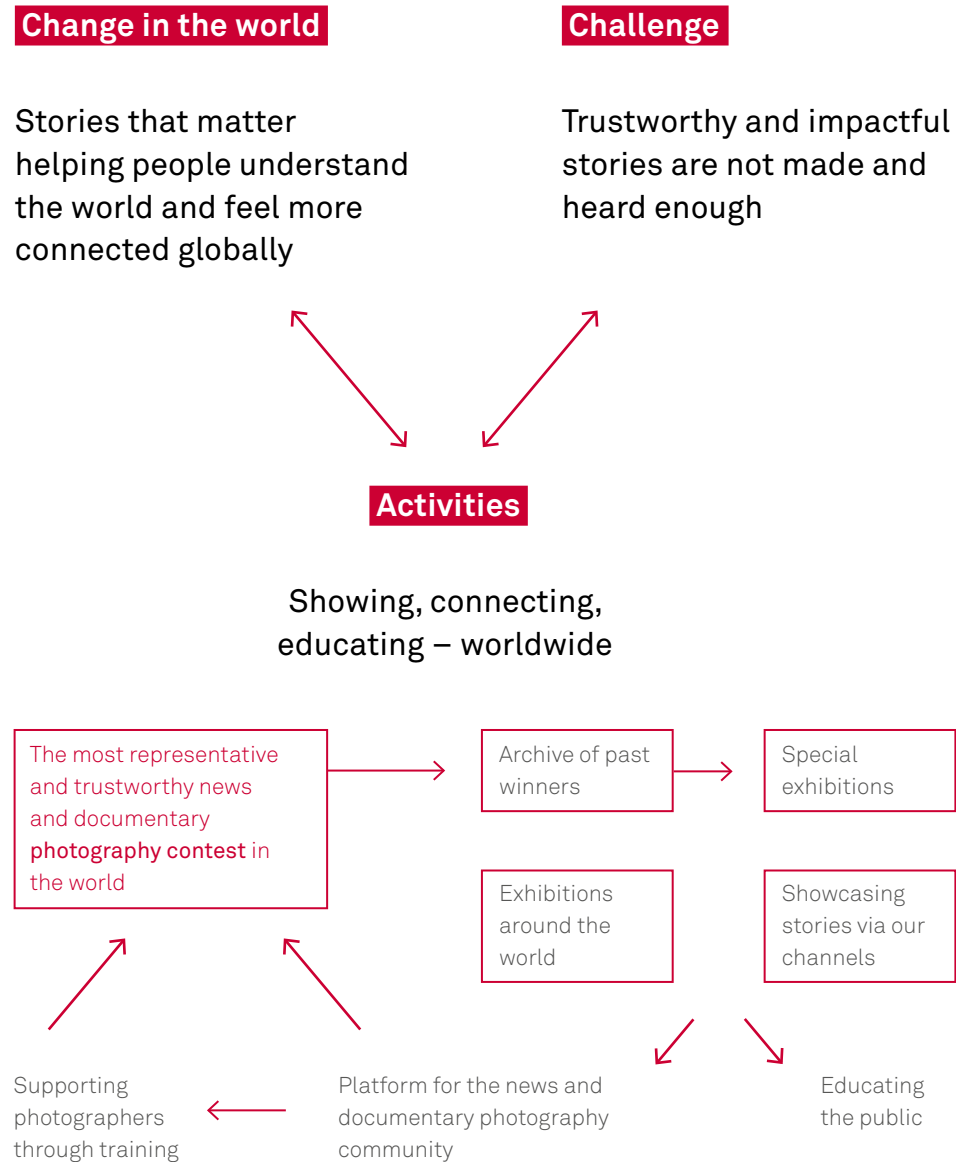
Exhibitions and public events

Our exhibitions travel to 80+ locations around the world each year. Alongside our exhibitions, we provide educational materials and assist our partners with side events to encourage debate and research on the important issues shaping our world today.

Programs

World Press Photo is recognized as a valuable partner for knowledge, education, and as a resource, among regional and global stakeholders. The main objective of the Programs and Outreach strategy is to develop the future of photojournalism and improve the understanding of the visual world based on three pillars: Professional development; visual literacy and community building.

Our Theory of Change



Our outcomes

More empowered photographers around the world **creating and sharing** a diversity of stories that matter

Through professional training, especially in the global South where opportunities are lacking

By challenging censorship

Quality news and documentary photography is increasingly **recognised and valued**

By showcasing the best examples from every region

Professional photographer communities see us as a thought leader in news and documentary photography

A more visually literate public is able to **better judge** the trustworthiness of stories they see

By sparking conversations around exhibitions and stories

Through education

Supporting Press Freedom

Work, for a photojournalist, can be a dangerous place. Unlike other journalists, photojournalists must be where the story is happening – which might be a war zone, a humanitarian disaster, or somewhere free and open media is not welcomed.

With our new regional contest model, we have many more winners, and are in contact with many more photojournalists, who both live and work in places where the risks are high. With this, we gain a greater understanding of the challenges faced and are better able to see opportunities to help.

Thanks to a grant from the Goeie Grutten Foundation, we have been able to research and develop a renewed press freedom strategy.

Strategy development process

We carried out a total of 27 interviews during the first two quarters of 2023 with former winners of the World Press Photo

Contest from 13 countries, one of whom is also on our International Advisory Committee.

We held a group discussion with photo editors from *Neue Zürcher Zeitung*, *Panos Pictures*, *Bloomberg*, *The New York Times* / *Diversify Photo* (co-founder), *Associated Press*, and *The Guardian*. We also

met with eight representatives of key organizations including *Media Defence*, *Reporters Sans Frontières*, *UvA Institute for Information Law (IViR)* and *Law and Information Society at Leiden Law School*, the *Committee to Protect Journalists*, *Article19 Europe*, *Arena for Journalism in Europe* and the *Ministerie van Buitenlandse Zaken*.

Photo: © Maya Levin, Associated Press



Shepherd Mpofu, Associate Professor, University of South Africa, provided research, analysis, and recommendations on the press freedom context in Africa.

What we will continue to do

For the general public and decision-makers:

- We showcase some of the world's best photojournalism and documentary photography via exhibitions, media publicity and our online channels. This increases the awareness and appreciation of quality photojournalism.
- We exhibit - the same, unchanged, uncensored exhibition - in countries where press freedoms are restricted, and visibly oppose censorship and political pressures.
- We educate the public on visual literacy and provide tools to help them spot misinformation.

For photojournalists:

- We support photographers with training, recognition and advice.
- We host events - such as talks, workshops and panel discussions - with our exhibition partners around the world.
- Providing ad hoc emergency support, such as advice and connections, to our close community including previous winners, jury members, partners and collaborators.

We will continue to do all of this, with more intentionality and strategic awareness.

Our press freedom strategy in brief

Why our work is needed:

Press freedom is in decline in almost every country, yet it is more important than ever for people to be able to have a shared understanding of their world.

While many organizations are working on this problem, our network of partners and photographers, our

connections with audiences around the world (via online channels and exhibitions), and our focus on photojournalists means we can fill a unique role.

Who we help:

Photojournalists and documentary photographers with an emphasis on professionals who both live and work in higher-risk contexts and are not well supported by other institutions.

Where we focus:

Countries with significant press freedom challenges where we see opportunities thanks to strong local partnerships. However, we will continue to include Europe, where we have the most presence and understanding of context, because we see press freedoms declining there as well.

What we will do:

We will provide training and emergency support, build solidarity, and promote more increased acceptance of photojournalism.

How we will work:

Partnerships will be key. We will also build on our existing strengths - a strong network worldwide (including former winners, jurors, photo editors and media outlets, regional partners, exhibition partners, allied NGOs, governments, etc.), and the use of exhibitions as focal points.

In 2023, we already began implementation of this strategy. Increasingly speaking out on the topic of press freedom, helping photographers where we could, and securing funding to pilot a security training for photographers in 2024.

Photo: © Frank van Beek, ANP



Chapter 2

Our regional strategy gains momentum



Photo: © Anush Babajanyan, VII Photo / National Geographic Society

A global stage for world class winners

“The photographs that we have chosen to represent 2022 are indicative of this moment in time, and will serve as historical documents of what the year was like for future generations to look back on and hopefully learn from.”

Brent Lewis

Photo editor at *The New York Times*, co-founder of Diversify Photo, and 2023 Contest global jury chair.

The annual World Press Photo Contest recognizes and celebrates the best photojournalism and documentary photography produced over the last year. To offer a more global and better geographic balance of perspectives, we launched a regional strategy in 2022, changing the set-up of the annual contest and the judging.

The updated contest model works with six worldwide regions – Africa, Asia, Europe, North and Central America, South America, and Southeast Asia and Oceania. Entries are judged and awarded in the region in which the photographs and stories are shot, rather than the nationality of the photographer.

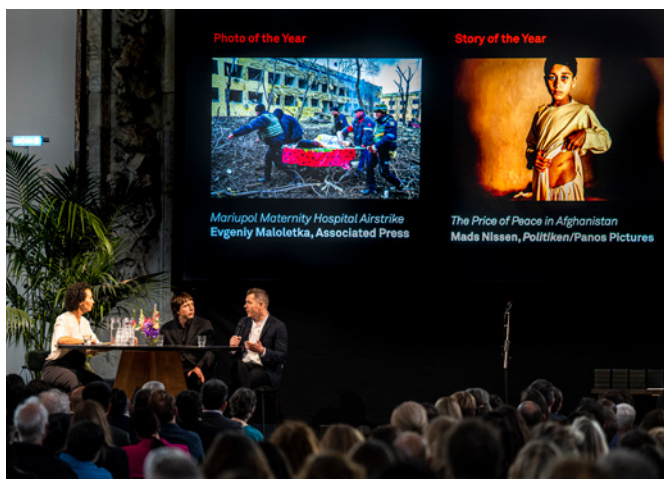
With the implementation of the regional strategy in its second year, we have seen the results and it's clear that we are on the right path. The strategy was not a change in

what we aspire to, but simply a shift in how we get there. [Read more](#) about the regional strategy.

The 2023 Contest

Representing both major news events and important moments overlooked by the mainstream media, the 2023 World Press Photo Contest winning works call attention to some of the most pressing issues facing the world today – from the civilian impacts of the war in Ukraine and historic protests in Iran, to the realities in Taliban-controlled Afghanistan, and the many faces of the climate crisis in countries ranging from Morocco to Australia to Peru to Kazakhstan.

In its 66th edition, the contest saw 3,752 photographers enter 60,448 photographs. The 2023 World Press Photo Contest



winners, including honorable mentions, were 30 photographers from 23 countries:

Argentina, Armenia, Australia, Belgium, China, Denmark, Ecuador, Egypt, France, Germany, Greece, Iran, Italy, Mexico, Morocco, Myanmar, Peru, South Africa, Spain, the Philippines, Ukraine, United States and Venezuela.

The regional contest model, launched in 2022, supports a greater diversity of stories and storytellers from around the world. In total, 16 of the winners were local

to the region in which their stories are from.

Discover the 2023 Contest winners and their awarded stories on our [website](#).

Prizes

Regional winners of the contest receive a monetary prize of € 1,000 and global winners receive an additional € 5,000. Winners are also invited to the Winners' Program in Amsterdam and receive a physical award. Additionally, winners as well as honorable mentions, are included

in the annual worldwide exhibition and annual yearbook, are published on the World Press Photo website and promoted on World Press Photo's platforms.

2023 entries

3,752

Photographers

from

127

countries

with

60,448

photographs entered



Photo: © Frank van Beek, ANP

Introducing the 2023 World Press Photo Contest global winners

The four World Press Photo Contest global winners, chosen from the 24 regional winners, highlight the climate crisis, community, war's impact on civilians, and the importance of press photography around the world.

“Millions of people around the world will look at these photos and see death, despair, loss, and crisis. My wish is that they also see what I see. The hope is that through documentation there is a chance of justice and a better future, through remembering we honor what is lost,

and through the courage and dedication of these photographers we are inspired. By highlighting these global winners, we hope to help people understand the world we all share a little bit more.”

Joumana El Zein Khoury

Executive director
World Press Photo



World Press Photo of the Year

Mariupol Maternity Hospital Airstrike

Evgeniy Maloletka

Ukraine, Associated Press

“We came to Mariupol just one hour before the invasion. For 20 days, we lived with paramedics in the basement of the hospital, and in shelters with ordinary citizens, trying to show the fear Ukrainians were living with.”

Iryna Kalinina (32), an injured pregnant woman, is carried from a maternity hospital that was damaged during a Russian airstrike in Mariupol, Ukraine, on 9 March 2022. Her baby, named Miron (after the word for ‘peace’) was stillborn, and half an hour later Iryna died as well.

When Russian forces invaded Ukraine on 24 February 2022, they immediately targeted the strategically important port of Mariupol on the Sea of Azov. By 20 May, Russia gained full control of the city, which had been devastated by shelling, and tens of thousands of civilians had fled or been killed.

Maloletka was one of the very few photographers documenting events in Mariupol at that time. The jury felt his story communicated the horror of the war for civilians; they praised the photographer’s resilience while working under immense pressure and imminent threat. [Learn more about this photograph.](#)



**World Press Photo
Story of the Year**

**The Price of Peace in
Afghanistan**

Mads Nissen

Denmark, *Politiken*/Panos
Pictures

After the withdrawal of US and allied forces from Afghanistan in August 2021, the Taliban returned to power. In response, other nations stopped providing foreign aid and froze billions of dollars of government reserves deposited abroad. Intense droughts in 2022 exacerbated the economic crisis; currently half of the country's population do not have enough to eat and over a million children are severely malnourished according to the UN. This story captures the many difficulties Afghan people face in their daily lives. [Learn more about this story.](#)



“My hope with this work is more than anything to create not just awareness, but engagement with the millions of Afghans who are desperately in need of food and humanitarian aid right now.”

**World Press Photo
Long-Term Project Award**

Battered Waters

Anush Babajanyan

Armenia, VII Photo/National
Geographic Society

Four landlocked Central Asian countries are struggling with the climate crisis and lack of coordination over the water supplies they share. Tajikistan and Kyrgyzstan, upstream on the Syr Darya and Amu Darya rivers, need extra energy in winter. Downstream, Uzbekistan and Kazakhstan need water in summer for agriculture. Historically, the countries seasonally traded fossil-fuel energy for water released from upstream dams, but since the fall of the USSR and the rise of privatized industries, this system has become imbalanced. Unsustainable use of water and recent intense droughts compound the challenges. [Learn more about this project.](#)



“Water intertwines with people’s lives. I wanted to capture the powerful spirit of people whose lives are changing because the climate is changing.”



**World Press Photo
Open Format Award**

Here, The Doors Don't Know Me

Mohamed Mahdy

Egypt

This web-based project explores the effects of rising seas on the local community in Al Max, a fishing village situated along the Mahmoudiyah canal in Alexandria, Egypt. For generations, its residents have lived and worked on the canal that leads to the Mediterranean Sea. In 2020, the Egyptian government began evicting parts of Al Max and relocating people to housing several kilometers away from the canals, not only demolishing homes, but also endangering the collective memories and local culture embedded in the neighborhood. The stories featured here speak to the precarity of people everywhere striving for recognition amid global economic and environmental upheaval.

People of the Al Max community speak of love letters or last words

found in bottles that would wash on to their shores. For this project, Mohamed Mahdy encouraged residents to write their own letters, building an archive of private memories for future generations. Visitors to the website are also encouraged to send their letters to the residents of Al Max, opening a channel of communication to the world. Utilizing found imagery and the artist's own photography, Mahdy's project presents an elegy to a communal way of life on the cusp of disappearing. [View the web-based project.](#)

"My project talks about loss of memory, our culture and identity fading away."

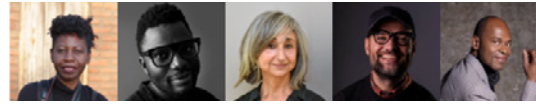


The 2023 Contest regional jury

For the second time, the entries were judged by regional juries, each of them composed of a diverse blend of experts with in-depth knowledge and understanding of the issues specific to their regions. After two years of organizing the judging fully remotely due to the pandemic, we were very happy to host the Asia regional jury in Dhaka, Bangladesh, in collaboration with our regional partner Drik Picture Library.

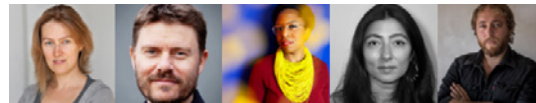
The judging for the 2023 World Press Photo Contest took place in several rounds, over a six-week period, in January and February 2023. Read more about the [judging process](#).

Regional juries



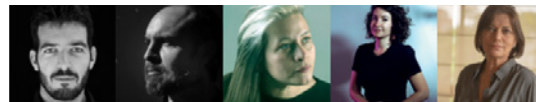
Africa

Chair Angela Jimu, Zimbabwe/Malawi, visual storyteller, co-founder and director, Zimbabwe Association of Female Photographers (ZAFP) **Andrew Esiebo**, Nigeria, photographer **Heba Farid**, Egypt, artist, curator, researcher, educator and founder of TINTERA **Paul Botes**, South Africa, picture editor, *Mail & Guardian* and *The Continent* **Yves Chatap**, France/Cameroon, curator, art critic, editor and artistic director, YaPhoto Festival



Europe

Chair Kateryna Radchenko, Ukraine, curator, and director, Odesa Photo Days Festival **Christoph Bangert**, Germany, photojournalist, author and educator, Hanover University of Applied Sciences and Arts **Damarice Amao**, France, associate curator, Centre Pompidou **Gabrielle Fonseca Johnson**, United Kingdom, senior editor, The Wider Image, Reuters **Santi Palacios**, Spain, photojournalist and editor in chief, SONDA Internacional



South America

Chair Felipe Dana, Brazil, photographer and photo editor, the Associated Press **Federico Estol**, Uruguay, photographer and festival director, San José Foto **Gisela Volá**, Argentina, photographer, teacher, curator, and co-founder, Cooperativa Sub **Isadora Romero**, Ecuador, visual storyteller Marianela Balbi, Venezuela, executive director, IPYS Venezuela



Asia

Chair Hideko Kataoka, Japan, photo editor, curator, educator, and director of photography, Newsweek Japan **Altaf Qadri**, India, photojournalist, the Associated Press, founder, Visual Photo Academy **Issa Touma**, Syria, photographer, curator, and director, LePont Gallery **Myriam Boulos**, Lebanon, photographer, Magnum, co-founder and photo editor, *Al Hayya Magazine* **Yining He**, China, curator and researcher



North and Central America

Chair Tomás Ayuso, Honduras, photographer and writer **Amber Bracken**, Canada, photojournalist **Citlali Fabian**, Mexico, photographer **Keith Bedford**, United States, photo editor, *LA Times* **Marie Monteleone**, United States, deputy photo editor, North America, Bloomberg News



Southeast Asia and Oceania

Chair Maika Elan, Vietnam, photographer and photo editor Evi Mariani, Indonesia, executive director and co-founder, Project Multatuli **Mags King**, Australia, managing photo editor, *The Sydney Morning Herald* **Veejay Villafranca**, the Philippines, photographer and adjunct lecturer **Vignes Balasingam**, Malaysia, photographer, director and curator, OBSCURA festival of Photography



The 2023 World Press Photo Contest global jury. Photo: © Frank van Beek, ANP

The 2023 global jury

The global jury is composed of the six regional jury chairs and one additional member, the global jury chair of the 2023 Contest – Brent Lewis, photo editor for *The New York Times* and co-founder of Diversify Photo.

Prior to joining *The New York Times*, Brent Lewis was a photo editor at *The Washington Post*, and was the senior photo editor of ESPN's *The Undefeated*, where his focus was on

the intersection of sports, race, and culture.

Once the regional juries made their selection of entries, the global jury decided on the 24 regional winners and from those, the four global winners: the World Press Photo of the Year, the World Press Photo Story of the Year, the World Press Photo Long-Term Project Award, and the World Press Photo Open Format Award. The global jury also chose to award Honorable Mentions.



Brent Lewis, 2023 Contest global jury chair. Photo: © Frank van Beek, ANP

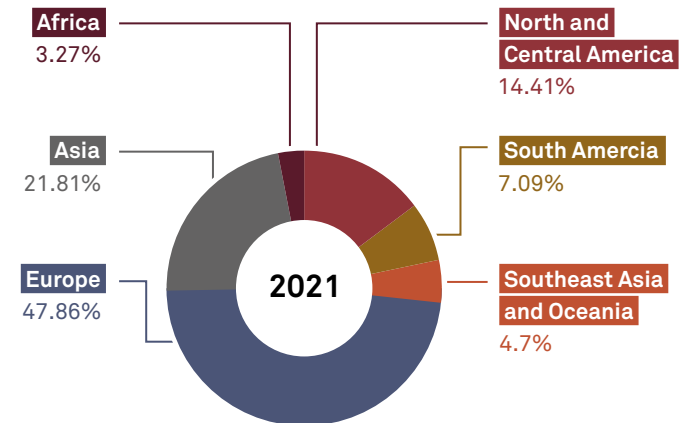
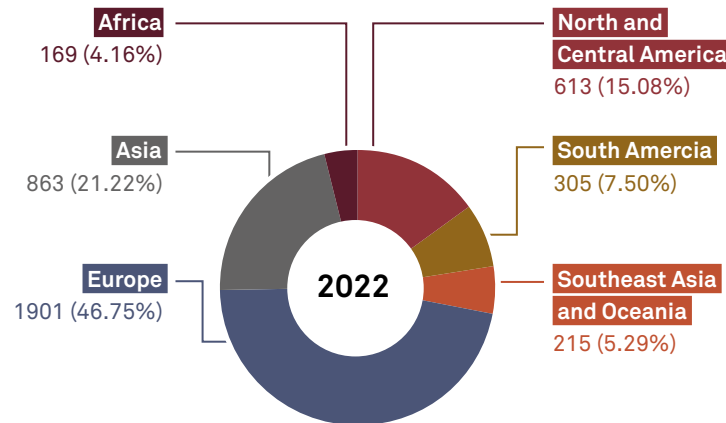
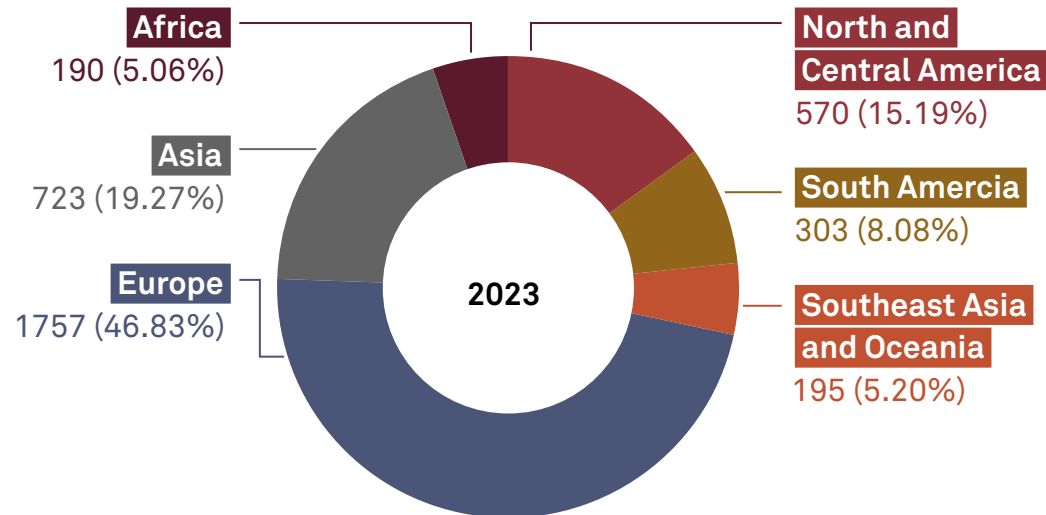
Loup Langton, photographer and editor from the United States, was the 2023 Contest global jury secretary and was responsible for all procedural matters and ensured the rules were fairly and properly applied. The secretary does not contribute to debate on the merits of any entry and has no vote in the process.

Read the full [jury report](#) containing the rationale for the selection of each awarded project.

Technical statistics of the 2023 contest

Over the past two years we have worked to ensure the contest provides a platform where a multiplicity of voices can be heard—and stories can be seen—so that we can become an organization that truly reflects the world. While there is still some way to go, we are pleased to present the results so far.

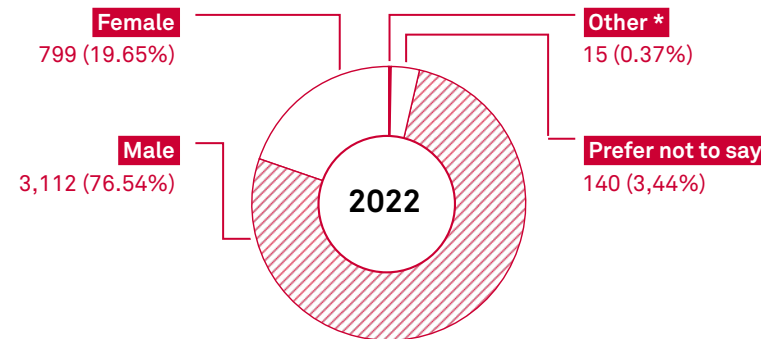
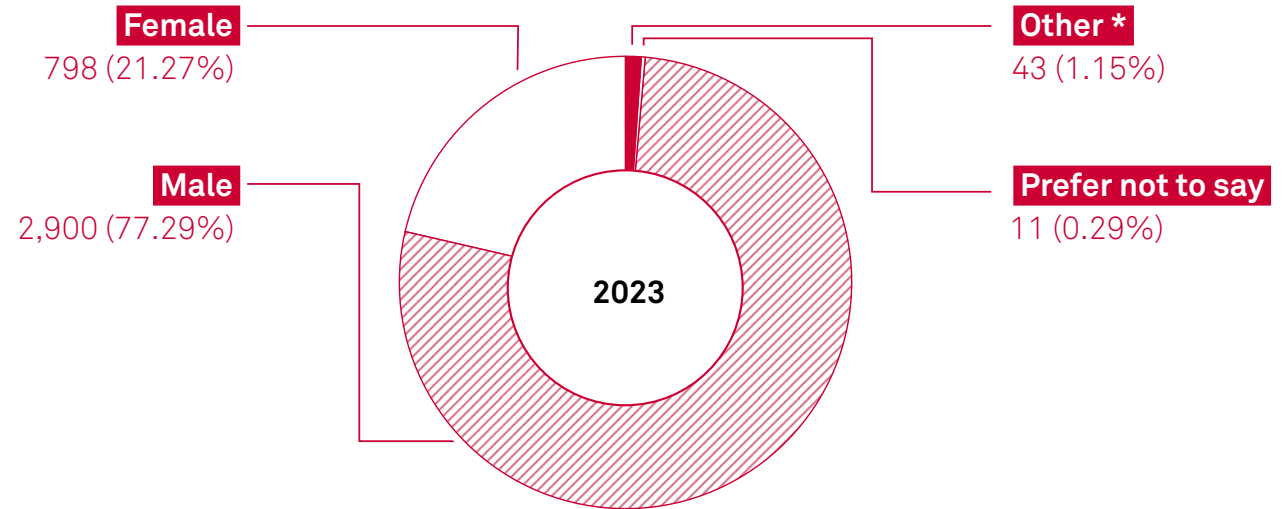
Entrants by global region



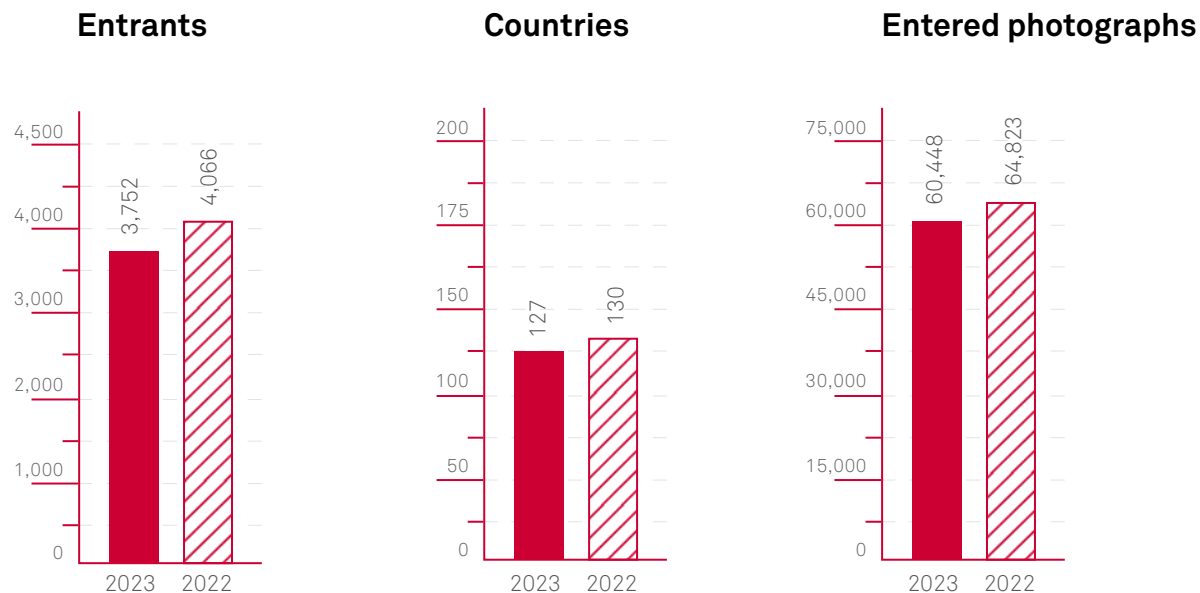
Our data reveals the number of female and non-binary entrants have been steadily increasing each year. We also see the number of entries from Africa, South America and Southeast Asia and Oceania increasing. While we are thrilled with these results which indicate we are getting closer to our goal, we unfortunately also see the number of entrants and photographs submitted has slightly decreased over the past two years. Increasing our entries and strengthening our outreach campaign will be a key focus for the upcoming year.

Our two independent forensic analysts reviewed 1,894 photographs shortlisted for Singles, Stories, and Long-Term Projects, and identified photographs that potentially didn't comply with our strict standards regarding image manipulation. In total, 196 photographs were excluded from the contest.

Entrants by Gender



* 'Other' refers to an open-ended option provided in our Contest platform, Pictor, which allows entrants to self-identify. Most common are the identities non-binary, queer and gender fluid.



Promoted the responsible use of AI

Today's age of AI proliferation has put the power of image generation and manipulation at our fingertips at a speed and scale never seen before. These new tools are transformative, but within the context of press and documentary photography, they need to be carefully regulated.

In 2023, World Press Photo, together with key individuals and organizations in the photographic community, founded a group called Writing with Light. Together, members of this group created a statement of principles promoting authentic photography.

We hope that the standards outlined (or ones inspired by them) will be

widely adopted by individuals and news organizations, and that they will help lead to a larger discussion on the integrity and future of visual journalism.

Our stance on AI for the annual Contest

One challenge we faced in 2023 was the conversation around the rules for our Open Format category of the annual Contest. The purpose of this category is to encourage entries that feature innovative techniques, non-traditional modes of presentation, and new approaches to storytelling. In line with that, we initially updated our rules for the 2024 Contest to clarify that generative AI would be permitted only in the Open Format category, as long as entries incorporated lens-based still photography as the source and central part of the work. However, after receiving thorough feedback and engaging in dialogue with key members of the photographic community, we decided to rule out generative AI

images entirely (as was already the case in the other categories: Singles, Stories and Long-Term Projects).

Looking towards 2024

Overall, we feel energized by the results of the 2023 Contest and believe that our regional strategy is gaining momentum. The independent regional and global juries did an exemplary job in capturing both prominent and overlooked stories from their regions. And we see the numbers of female and non-binary entrants and the number of entries from Africa, South America and Southeast Asia and Oceania showing year-on-year growth. These results are encouraging, but also motivate us to conduct further research into the decline in the number of entrants and to step up our outreach efforts even more for the 2024 Contest. Our goal for the next contest is to have at least as many entries as the previous contest in order to stay a

representative and relevant contest for the industry and our exhibition partners.

Next year also marks the three year anniversary of the regional model, and after the 2024 Contest, our

plan is to do an organization-wide evaluation of the strategy, to see which areas need more attention, and to adjust those accordingly.

Hannah Reyes Morales. Photo: © Frank van Beek, ANP



Chapter 3

The impact of our Communications



Photo: © Alessandro Cinque, Pulitzer Center / National Geographic

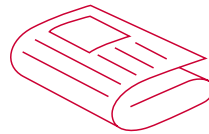
The impact of our communications

“Winning the World Press Photo Contest gave more visibility to my work and introduced my project to a global audience. As storytellers we want people to see and care about the work we make and this level of visibility and reach is far wider than we can achieve on our own.”

Lee-Ann Olwage

2023 World Press Photo Contest winner

Yearbook 2023

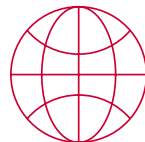


Potential media reach

37.6
Billion

Articles published

17,900




Website

8.3 Million

pageviews, with 1.1 million website users

Social Media Reach

 53.7
Million

Instagram impressions, with 1.6 million followers

 10
Million

Facebook impressions, with 447,284 followers

 4.7
Million

Twitter impressions, with 328,163 followers

 74,603

LinkedIn impressions, with 12,285 followers



Exhibitions

85

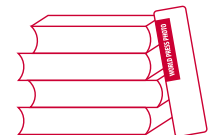
Locations, with 3+ million visitors



Newsletter

46,395

Subscribers



Yearbooks

14,000

Sales, sold in 6 languages

Key communications results

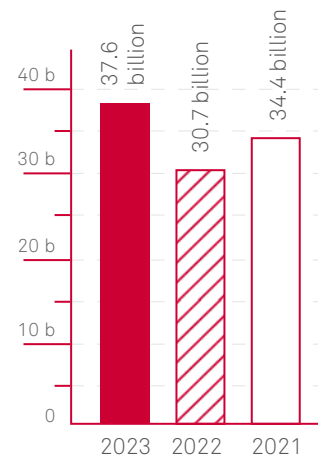
In line with our mission of connecting the world to the stories that matter, our main focus for the year was to use our extensive network and large platform to deliver maximum attention to the 2023 Contest winners and the stories they tell, and to recruit quality entries for the 2024 cycle.

Press overview for the year

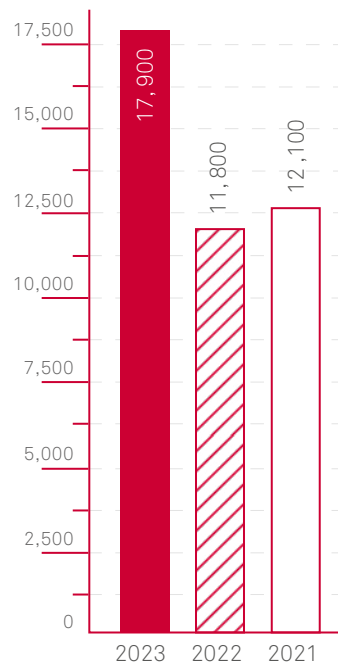
The number of articles published featuring World Press Photo and/or the 2023 Contest winners skyrocketed to 17,900 – a 71% increase from the previous year. This resulted in a potential editorial reach of 37.6 billion¹, a 22% increase from 2022.

This is attributable to an effective Communications strategy and a number of key press moments throughout the year. The main driver of media coverage was the 2023 World Press Photo of the Year, [Mariupol Maternity Hospital Airstrike](#) by Evgeniy Maloletka for Associated Press. This image was incredibly

Press - potential media reach



Press - Number of articles published



timely and portrayed a key moment in the Russia-Ukraine war, documenting evidence of possible war crimes being committed against Ukrainian civilians by Russian forces. This image resonated globally.

Evgeniy Maloletka, as well as a camera crew from the Associated Press joined us for the World Press Photo global announcement at our flagship exhibition in De Nieuwe Kerk in Amsterdam, where Maloletka was filmed and photographed alongside this powerful image speaking to his experience in his native Ukraine.

Other newsworthy moments include the Hungarian government's decision that [Home for the Golden Gays](#) by Hannah Reyes Morales for *The New York Times*, awarded in the 2023 Contest, violated a law that prohibits the display of LGBTQI+ content to minors. The project portrays a thoughtful and honest record of the

1. Potential reach estimates the potential viewership of any particular article based on the number of monthly unique visitors to the specific source. A viewer can be counted more than once.

lives of a community of elderly LGBTQI+ people in the Philippines and the decision to ban those under the age of 18 sparked condemnation both in Hungary and outside. Read our full statement [here](#).

In 2023, we also partnered with Magnum Photos for the Square Print Sale themed, [Written By Light](#). The sale aimed to highlight the importance of photography and visual journalism in the age of artificial intelligence through a collaborative curation of over 100 images. Press on this project was handled in collaboration with Magnum's PR team and resulted in substantial media coverage, specifically in the Arts and Photography sphere, leading up to the print sale and during the week-long sale.

We continued to benefit from the activities of our exhibition partners in 80 locations around the world, who held exhibitions and hosted various winners at their press openings and side programs,

generating press coverage in both local and international news.

Key to the success of our press strategy for the year was hiring two press freelancers, who were able to work with us to increase our

overall coverage, as well as support our regional strategy by taking a local approach too. Additionally, we continued to build relationships with key members of the media, hosting a photo editors meet up as part of the 2023 Winners' Program.



Photo: © Hannah Reyes Morales, The New York Times

Social Media

Social media is a pivotal part of our larger communications strategy and remains one that we consistently work at throughout the year. Our combined audience across our four channels (Instagram, Facebook, X, LinkedIn) is almost 2.5 million and in 2023, we achieved close to 70 million impressions across all platforms.

Instagram remains our focus channel with 1.6 million highly engaged followers. The foundation of our strategy is to prioritize collaboration using the Instagram takeover model to showcase the 2023 Contest awarded work, and to be a platform for our jurors, two regional partners for the Africa and Asia contest regions, as well as for projects by like-minded organizations on topics related to our mission.

A notable partnership was with [Instagram](#) itself. Their account has 673 million followers – the most followed account on the platform – and we were able to secure a ‘collab post’ for 2023 Contest winner,

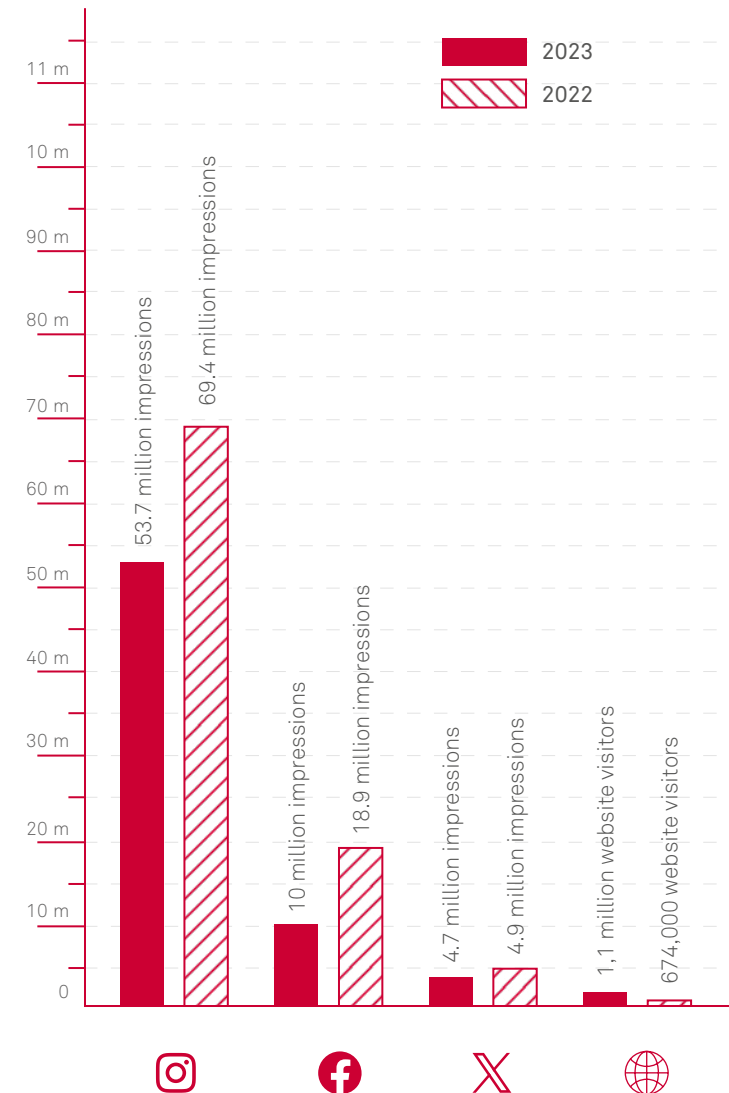
M’hammed Kilito, which gained 533,000 likes. The Instagram account also shared our regional winners announcement reel on their stories, pushing it from an already good 144,000 views to 2.4 million.

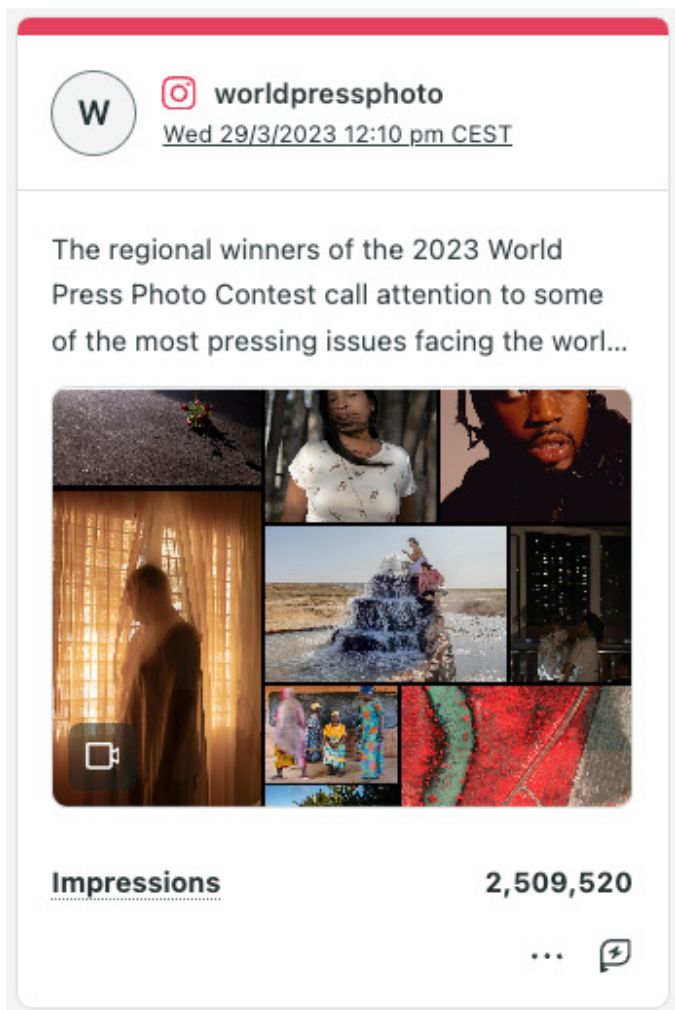
Our approach for Instagram is to work with the algorithm and in doing so, we have introduced increasingly more reels, as video is still among the top performing content for reach on Instagram, and so far we have seen good results.

However, an ongoing challenge for us is that Instagram’s system often flags our content due to the sometimes graphic nature of the photographs we post, and this limits the reach of these posts.

Along with the professionalization of our organization-wide fundraising / sponsorship strategy in 2023, we have also ramped up the frequency of our posts on

Social media key statistics





World Press Photo's most popular post on Instagram in 2023.

LinkedIn to support this strategy and to connect more with our business audience. The results so far have been positive and we see that our audience is very engaged. Despite being our smallest platform, LinkedIn has the largest net follower growth rate of all our channels. Our LinkedIn audience grew by 8.7% in 2023, compared to 1.4% on Instagram, 3.6% on Facebook and a zero net gain on X (formally Twitter).

Additional key collaborative projects

A renewed press freedom strategy

Part of World Press Photo's DNA and fundamental to our mission is our advocacy for press freedom since our founding in 1955. In line with the changing media landscape, the dire findings in [the 2023 Press Freedom Index](#), as well as the introduction of our regional model, in 2023 we critically evaluated our activities and scaled our approach to this crucial issue. We strengthened our strategy by:

1. Taking our exhibitions to some of the countries lowest on the Press Freedom Index, among them: Vietnam, Egypt, Bangladesh, Jordan, Hong Kong, Mexico and Philippines.
2. Secured the funding for the development of a security training for photojournalists
3. Prioritized press freedom. throughout our communications materials.

Magnum Photos Square Print Sale

Inspired by the growing number of conversations around the use of artificially-generated images online, we partnered with Magnum Photos for a Square Print Sale to celebrate the fundamental difference between the practice of photographers and AI-generated images: the use of light.

The print sale, titled *Written by Light*, was curated from archival World Press Photo winning photographs and a selection of works by Magnum photographers. Marketing the sale was a collaborative effort and

involved press pitching, online ads, an organic social media strategy, as well as newsletter and website updates, printed posters for exhibition partners in Europe and using our extensive network to help with outreach. Through the sale we were able to raise over € 80,000, a portion of which was donated to *The International Committee of the Red Cross*.

Outreach 2024 Contest

A major Communications project for the year is always outreach for the following year's contest. In 2023 we reviewed and fine tuned our strategy with a key focus on increasing awareness in the regions historically underrepresented in the contest. In addition to a dynamic social media and press strategy, with cross functional support across the organization, we were also able to organize online expert talks with winners and former jurors in Africa, Asia and South America in English, Spanish and French.

Online archive project

We restarted our project to address problematic images in the World Press Photo online archive. We have completed research into photographs of highest concern containing child nudity.

An internal panel made up of the executive director, acting director of exhibitions, director of contests and a member of the Communications team who led the research and project management, as well as an external consultant, decided to remove specific images from our website depicting child nudity. These will remain part of our archive, viewable only by legitimate request. The photographers were informed and we followed that up with a [public statement](#). This is only the beginning of a longer necessary process, which we hope to find funding for.

Supporting other teams

To ensure the strength of our brand and consistency among various projects, supporting other teams is crucial to the work the

Communications team does. In 2023, key projects included captions research and writing for the 2023 Contest winners, launching our first Impact Report, designing and proofreading our visual literacy teachers guide, [See the Story](#), amongst others.

Communications in times of crisis

One of the biggest challenges we faced in 2023 was responding to the Israel-Hamas war appropriately. This situation was much larger than just a communications challenge, but it moved us to reflect and think more deeply about our mission, our role as advocates for press freedom, and the most effective ways to use our platform to provide reliable and well-researched information at a time when 'fake news' is abundant.

Under the guidance of our executive director and international advisory committee, a working group was formed, led by a member of the Communications team. The goal of

this group was to create the guidelines to support our internal dialogue as an organization and external communications. This team created a language guide, were involved in the creation of a [public statement](#) focusing on the threats to journalists and civilians and calling for a cease fire. We followed this up with a series of Instagram features showcasing work by both Gaza and Israel based photographers, and we spoke up for the safety of journalists.

Looking ahead

Using the learnings from 2023, the focus for 2024 would remain on bringing even more attention to our contest winners and to raise awareness about the contest in regions where entry numbers are lowest (Africa and Southeast Asia and Oceania).

A crucial activity in 2024 will be the development of a three year communications strategy to refine our way of working and bring more synergy between departments for more cross collaboration.

Photo: © Anush Babajanyan, VII Photo / National Geographic Society



Chapter 4

Our global exhibitions



Photo: © Lee-Ann Olwage, Bob & Diane Fund, for *Der Spiegel*

The reach of our global exhibitions



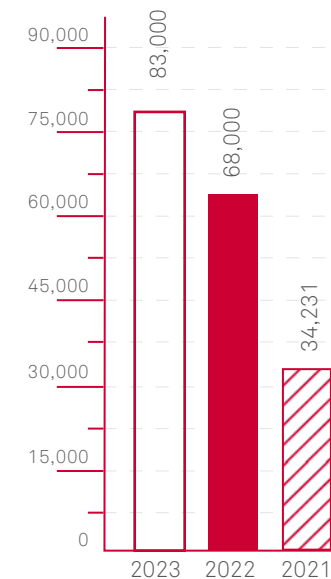
Flagship World Press Photo Exhibition

In keeping with tradition, the Flagship World Press Photo Exhibition 2023 was held at De Nieuwe Kerk in Amsterdam, marking the official start of our exhibition season.

Due to the success and consistent number of visitors to the annual show, and the unexpected availability of De Nieuwe Kerk as an exhibition space, we were able to extend the exhibition by one month, in line with public demand. Over a period of six months, the exhibition attracted close to 83,000 visitors, on par with the daily average for the previous year, indicating an engaged and loyal audience.

Special features introduced in the Flagship Exhibition included a deconstructed historical timeline that featured previous iconic Photos of the Year, and a dedicated space devoted to press freedom that

Tickets sold



incorporated a multimedia viewing of an investigation conducted by Forensic Architecture providing more context to the awarded photograph [*Shireen Abu Akleh's Funeral*](#) by Maya Levin. We also created an interactive feature that allowed visitors to share the events that mattered to them in 2022, which proved incredibly popular

among audiences and provided a welcome outlet for visitors. A memorial to journalists targeted and killed on account of their occupation was produced in collaboration with Free Press Unlimited.

To gain a deeper understanding of our audiences' experiences, we commissioned Motivaction to do research into our De Nieuwe Kerk exhibition visitors by sending an extensive survey to all those who purchased their ticket online. A total of 443 people responded. Their research found that:

- **70%** said the exhibition was accessible and easy to digest
- **70%** said the exhibition was beautifully designed
- **83%** said they would visit the exhibition again
- **84%** said the exhibition was engaging
- **87%** said the exhibition was easy to understand
- **88%** of participants said they learned something from the exhibition

However, this research also revealed constructive points for improvement for the Exhibition 2024, such as:

- **Only 56%** said it was clear that the exhibition was structured by region
- **Only 44%** said the exhibition was innovative

This was only the second presentation of the exhibition since implementing the new regional strategy, therefore hearing the experiences of those who attended was fundamental to helping us finetune the exhibition. Overall, visitors rated the exhibition 7.9 out of 10, and we were thrilled to see that an overwhelming majority said they would visit the exhibition again.

The global exhibition tour

Overall, we are slowly and steadily working our way back towards pre-pandemic numbers.

In 2023, our annual and thematic exhibitions went to even more

locations around the world – we held 85 exhibitions in 83 cities in 38 countries. By renting out our exhibitions to local exhibition partners, we are able to take our exhibitions across the world and with that, to support our mission of connecting the world to the stories that matter.

The growth in number of exhibitions is in large part due to the successful implementation and popularity of our thematic exhibitions.

Visitor's rating of the exhibition

7.9 out of 10

World Press Photo Exhibition 2023

85 Exhibitions | **38** countries

An increase from 82 exhibitions in 2022.

Works featured in these exhibitions are drawn from our extensive archive spanning almost 70 years. Thematic shows focus on a specific topic, exploring crucial issues shaping our world. In 2022, we established a goal to develop a new, self-sustaining, and substantial long-term income stream based on thematic exhibitions – in 2023 a quarter of all exhibitions were thematic. Resilience - Stories of Women Inspiring Change was by far the most requested thematic exhibition and was shown 17 times worldwide.

The year brought with it many highlights, including a four-city tour of the annual exhibition to Kyiv, Kharkiv, Dnipro and Odesa in Ukraine. Given the ongoing war in Ukraine, this exhibition tour was timely and resonated deeply with all visitors. The 2023 World Press Photo of the Year winner and Ukraine native, Evgeniy Maloletka, was a special guest at the opening in Kyiv which made for an incredibly moving event.

Resilience exhibition, Mexico City, Mexico. Photo: © Museo Franz Mayer



Another highlight was 20th anniversary celebrations of the annual exhibitions in Taipei and Berlin.

As the regional strategy evolves, understanding the needs of our exhibition partners is of the utmost importance to us. In our annual survey, we asked partners if they

and their visitors clearly understood our regional model. This question scored a 6.7 out of 10, indicating that there was room for improvement.

We also have to acknowledge the feedback received from partners about the lack of more uplifting or solutions based stories. In the

past, our Nature and Sports categories were popular and provided a welcome reprieve from the otherwise serious nature of the news stories. We have taken this feedback internally and are looking at ways to address this.

Our commitment to high quality visuals

At the end of 2023 we evaluated the quality of our fine art prints and decided to partner with Kleurgamma for the upcoming season. This constituted a significant upgrade due to their expertise with fine art printing.

We also onboarded FUJIFILM Corporation as a strategic partner. We are very excited about how this collaboration will further enhance the quality of prints used in our exhibitions in 2024.

Navigating locations where press freedom is under threat

The year was, however, not without its challenges and we were

disappointed by the Hungarian government's decision to enforce a ban on minors visiting the exhibition in Budapest. This was due to the inclusion of a project documenting the lives of a community of elderly LGBTQI+ people in the Philippines by Hannah Reyes Morales.

While this was disheartening, we remain committed to supporting press freedom and to sharing accurate, diverse and trustworthy press and documentary photography to our audiences, in order to promote a better understanding of our world.

Our strategy for greener exhibitions

An important milestone for us in 2023 was to develop a sustainability strategy and to take our first steps in this direction. While there is still a long way to go, we are proud of the achievements we have made so far:

- We set up a Sustainability Committee to assess and

evaluate our current way of working and to lead our organization-wide 'green strategy'.

- We calculated the carbon emissions of our exhibitions in 2022, specifically travel and prints shipments, using a tool created by the Gallery Climate Coalition (GCC). Not surprisingly, air freight contributed to the highest amount of carbon emissions totalling 78.9% and will be a key focus in our strategy. 32 out of 85 exhibitions were produced locally in 2023, on par with the previous year, and our goal is to steadily increase this number over the next three years.
- We researched more sustainable materials, such as eco-forex, to print our future exhibitions. This research is ongoing.

In the upcoming year, we will work towards becoming an active member of the Gallery Climate Coalition to publicly reinforce our commitment to our green goals and to be an example to the industry.

This entails completing a CO2 audit for a 12 month period, and setting reduction targets accordingly.

We will develop and publish an Environmental Responsibility Statement detailing our commitment to environmental action on our website, as well as complete a sustainability report and contribute to the local production of an exhibition guide for our exhibition partners which will be released in late 2024.

The year ahead

With the regional strategy in its second year, we were able to consolidate the insights we've gained over this period to do more of what has proven successful and to smooth out areas that need extra attention.

Following the success of our thematic exhibitions (see the [full list](#)), we are developing new concepts based on prevalent societal topics. The special

exhibition, *Ties That Bind - Family and Photography* will officially open in 2024, premiering in Duisburg, Germany in conjunction with a local festival. Preparations for our 70th anniversary show in 2025 are underway and will culminate in a large-scale exhibition that explores stereotypes, tropes, and clichés in photojournalism vis-a-vis the history of the World Press Photo contest. In 2025, we also plan to launch an additional thematic exhibition about the climate crisis titled *Down to Earth*.

Taking into account the feedback received from visitors to our Flagship Exhibition and from our exhibition partners, we will look critically at our annual exhibition design and investigate ways to make the different regions more pronounced and find additional ways to incorporate more interactive methods of storytelling.

A key part of our three year strategy is to also build upon the progress we have made to prioritize greener,

more sustainable ways of producing and transporting our global exhibitions, as well as looking at our whole organization and finding more eco-friendly ways of conducting our business.



Flagship Exhibition at De Nieuwe Kerk, Amsterdam. Photo: © Frank van Beek, ANP

Chapter 5

Programs and Outreach



Photo: © Mohamed Mahdy

Programs and Outreach



Portfolio reviews. Photo: © Frank van Beek, ANP

Developing the future of photojournalism

World Press Photo is recognized as a valuable partner for knowledge, education and as a resource, among a growing community of regional and global stakeholders and partners. In 2023, we built on the foundations laid out in 2022 with the renewed Programs and Outreach Strategy. The main objective of this strategy is to develop the future of photojournalism and improve the understanding of the visual world.

In order to do so, our efforts are centered around three, often overlapping, pillars:

- Professional development
- Visual literacy and understanding
- Community building

Activities to support our focus areas

Joop Swart Masterclass

Our main goal in 2023 was to recommence the Joop Swart Masterclass, World Press Photo's flagship educational program for emerging photographers in the field of documentary photography, photojournalism, and visual storytelling. It has contributed to the development of generations of visual storytellers for almost three decades.

Launched in 1994, the Joop Swart Masterclass invites 12 photographers from around the world to develop a project, and helps them with tools to make viable careers in photojournalism and documentary photography. Four dedicated mentors guide the participants throughout the process, in addition to a line up of industry professionals providing insight into their practice. By engaging in

dialogue with their mentors, as well as with their fellow participants, the program aims to build relationships that will help develop and sustain the participants' careers in the future.

Thanks to The Porticus Foundation, we received funding to redevelop the program after a three-year hiatus. In 2023, we conducted research, evaluations and interviews, and came to a renewed format for the 2024 program. While holding on to the core objective to develop and guide photographers in their practice, it will place special emphasis on building skills for long and sustainable careers in photojournalism and documentary photography. The renewed format will include mentorship, a masterclass week, and post-masterclass presentations. For the upcoming Joop Swart Masterclass, the focus will be on the Middle East and North Africa region.

Winners' Program 2023

The 2023 Contest winners were invited to Amsterdam for the Winners' Program, a week to meet

fellow photographers, connect with industry professionals, and network with the larger World Press Photo community of supporters, funders and partners.

The program was built around four overarching goals: recognition, visibility, networking and knowledge exchange. To achieve this, the five

day program included presentations, workshops, media and content production, professional portfolio reviews with editors and curators, opportunities for networking, and an awards ceremony.

It culminated with the launch of our first ever *The Stories That Matter* public event at De Nieuwe

The Stories That Matter public event. Photo: © Frank van Beek, ANP



Kerk in Amsterdam. This event brought together our 2023 Contest winners, industry changemakers and innovators, and the public for a day of workshops, insightful talks and discussions exploring crucial topics impacting our world.

Throughout the day, the 2023 Contest winning photographers presented their winning projects in the exhibition and engaged in



Photo: © M'hammed Kilito, VII Mentor Program / Visura

discussions with the audience. Renowned Bangladeshi photojournalist, writer, curator and activist, Shahidul Alam, gave the keynote presentation on the importance of press freedom. Other stage talks included a presentation about visual storytelling relating to climate action (by Alice Aedy and Joi Lee from Earthrise), and a panel discussion on how photography fosters solidarity across borders (with Kateryna Iakovlenko, Sahar Shirzad and Tina Farifteh). The event was attended by over 1000 people.

The Winners' Program was made possible with the support from our partners at De Nieuwe Kerk and Pictoright.

Square Print Sale in partnership with Magnum Photos

In line with our goal to connect with photographer communities and to remain deeply connected to the industry, a key project for us in 2023 was our collaboration with Magnum Photos for their biannual Square Print Sale. This

project was led by the Programs and Outreach team, but due to the nature and scale, it required cross functional collaboration across the organization.

Inspired by the growing number of conversations around the use of artificially-generated images online and the lack of regulation surrounding text-to-image generators, the partnership was initiated when World Press Photo and Magnum Photos members met in the context of a working group focusing on creating ethical standards for visual journalism in the age of AI.

The sale, titled [Written by Light](#), ran from 16 to 22 October 2023 and aimed to highlight the importance of photography and visual journalism through a collaborative curation of over 100 images by Magnum photographers and archival images from World Press Photo winners.

The partnership with Magnum Photos was a resounding success

and through this, World Press Photo raised € 80,000 from the sale of World Press Photo Contest winners prints. The profits were shared equally between the photographers and the World Press Photo Foundation. As an independent, nonprofit organization we used this funding to support our activities, which include the annual contest, exhibitions, education programs, and promoting press freedom.

Additionally, in light of the ongoing events in Israel and Gaza, we donated a portion of the profits to the International Committee of the Red Cross (ICRC), in order to support humanitarian protection and assistance for victims of war and other situations of violence around the world.

See the Story

In 2023, we updated our free learning resource, [See the Story](#). This educational publication provides visitors to our exhibition and website with information on photography and its history, and the role of World

Press Photo in the visual world. We detail how people get to see visual stories, how these are made, and how they raise questions about important issues.

In this interactive PDF we explore crucial questions through individual stories selected from the 2023 Contest, such as:

- How can people and places be accurately and fairly represented?
- Can stories focus on solutions as well as problems?
- Do we need to see graphic imagery to understand what is happening in the world?

This publication received positive feedback from our exhibition partners and was downloaded over 1,500 times.

Ongoing activities throughout the year

Other professional development activities include workshops and training throughout the year – from workshops in Cairo, Egypt, and

presentations and portfolio reviews in Johannesburg, South Africa, to online workshops in partnership with Drik Picture Library and The Market Photo Workshop.

The year ahead

Our Programs and Outreach strategy is gaining momentum and we look forward to the year ahead when we can build on the learnings we've gained since the launch of the organization-wide regional strategy in 2022.

A key milestone for us will be the roll out of the Joop Swart Masterclass 2024. We also look forward to creating an impactful Winners' Program, strengthening our collaboration with our regional partners in Africa and Asia, building community and ensuring the Programs and Outreach team is deeply connected to the industry.

Chapter 6

Our partners and supporters



Photo: © Jonas Kako, Panos Pictures

Our Partners and Supporters

“In our current world, images play an increasingly important role. World Press Photo offers an essential platform for urgent, sometimes untold, stories from all parts of the world. As Associates, we are proud to make a modest contribution to this. At the same time, it offers us the opportunity to take a look behind the scenes of photography during meetings organized especially for Associates.”

Jeroen van Ingen

Associate and chairman FOAM board

For almost three years we have been working on professionalizing our development and fundraising activities in terms of workflow, grant submissions, networking and expertise. Our main focus was to diversify our income, and 2023 saw the culmination of our efforts.

World Press Photo received tremendous support thanks to the unwavering commitment of our partners and supporters. This enabled us to establish new alliances and secure substantial funding from various foundations.

Our impact in 2023

Funding from organizations

Renewing our partnership with the Dutch Postcode Lottery for the next five years was a significant milestone. The Dutch Postcode Lottery's continued support reaffirms their belief in our mission and contributes

immensely to our ongoing efforts. The Dutch Postcode Lottery's contribution played a key role in strengthening our regional strategy. A highlight in 2023 was that we were able to host our first live judging for the Africa contest region at the offices of our regional partner, The Market Photo Workshop in Johannesburg, South Africa.



World Press Photo exhibition at the PwC offices in Amsterdam.
Photo: © Christijn Groeneveld

We also announced a new corporate partnership with [FUJIFILM Corporation](#), marking the beginning of an exciting collaboration. The backing from long-standing partners such as [PwC](#) and [Rutgers & Posch](#) played a crucial role in supporting our initiatives. Their multifaceted support has been key to our success.

The following foundations also generously contributed to our cause in 2023:

- [The Chocoloney Foundation](#) funded a collaborative project whereby World Press Photo and the [NOOR Foundation](#) developed a traveling exhibition titled 'Celebrating Communities' which will go on display in Côte d'Ivoire in 2024.
- [Porticus](#) supported the Joop Swart Masterclass, World Press Photo's flagship education program, which will return in 2024 after a three year hiatus. The upcoming masterclass will have a focus on the MENA region.
- [The Dioraphte Foundation](#) sponsored the initial phase of

the digitization of the World Press Photo Archive.

- [The Goeie Grutten Foundation](#) backed the development of our Press Freedom Strategy.
- [Pictoright Fonds](#) committed to supporting the Winners' Program including *The Stories That Matter* public event for the next three years.

Our circle of philanthropists

In these difficult times, freedom of expression and freedom of the press are more vital than ever. We are kindly supported by individuals who, like us, also believe in the importance of photojournalism and visual storytelling. We extend our heartfelt gratitude to private benefactors, our [Friends](#) and [Associates](#). Their support is invaluable in advancing our objectives.

Additionally, the extensive network of Dutch embassies played a vital role, making a subtle yet crucial difference in locations worldwide, from Kyiv to Hong Kong, facilitating the realization of our exhibitions.

Refining our strategy

In 2023, we critically evaluated our Associates program and will be relaunching it in 2024 with a new focus. In 2024, our goal is to be more content oriented, value driven and to share more regular updates on how the support we receive helps us to make an impact, while also incorporating fun events, networking opportunities and more.

As part of this strategy, we will offer Associates:

- An invitation to attend a live jury session in Amsterdam to watch the independent global jury deliberate on the contest entries.
- Two tickets to the annual Awards Ceremony in Amsterdam.
- Two invitations to join the winners for dinner after the Awards Ceremony.
- Invitations to join exclusive online and/or live events with jury members and winners such as Q&As, panel discussions and more.

- The chance to attend special events, such as a private tour of our flagship exhibition at De Nieuwe Kerk, in Amsterdam, or a conversation on our current and future plans.
- A copy of the World Press Photo Yearbook, our annual collectible publication.
- Four tickets to the flagship exhibition at De Nieuwe Kerk, Amsterdam.
- Free entrance to all national and international exhibitions.

Overall, fundraising in 2023 was a dynamic process, incorporating relationship management, event organization, networking, securing new partnerships, and responding to calls for proposals from non-profit organizations and foundations.

The results we achieved were in part due to the professionalization of the Development team particularly in terms of grant writing. Hiring a grant writer as well as the cross departmental collaboration between the Development and Exhibitions

teams, created a constructive environment which led to concrete results.

The upcoming year

Looking ahead to 2024, we are enthusiastic about further building on these connections and expanding our reach.

For the upcoming year our focus will be on fine-tuning our strategy, experimentation with new fundraising methods and target groups, working more closely with the Communications team, and building a new support base. We are committed to embracing innovation and ensuring continued funding to the World Press Photo Foundation.

If you have a great idea regarding fundraising or collaborations and would like to have a conversation with the Fundraising team, we would love to hear from you. Please email Lennart Bak at lennart@worldpressphoto.org



Above and below: An event in collaboration with the Dutch Postcode Lotterij and MSF at the Flagship World Press Photo Exhibition 2023.
Photos © Wendy van Bree



Chapter 7

Our team



Photo: © Hannah Reyes Morales, *The New York Times*

Our team

*We're a small organization,
with mighty ambitions
and our superpower is the
World Press Photo team.
Connecting the world to the
stories that matter requires
a diverse and committed
team who truly believe in the
value and impact of seeing
accurate and trustworthy
photojournalism.*



The World Press Photo team with the winners of the 2023 Contest. Photo: © Frank van Beek, ANP

Organization structure*

Supervisory board

Executive director

Finance and Control

- Controller (external)
- Finance Assistant (2)

Office and Facility

- Executive Assistant (0,5)*
- Office Manager (1)

Contests

- Contests Director (1)
- Contests and Projects Manager (1)

Communications

- Communications Director (1)
- Communications and Projects Manager (4)

Exhibitions

- Exhibitions Director (1)
- Account Manager Exhibitions (1)
- Lead Curator and Exhibitions Manager (1)
- Exhibitions Manager and Curator (5)
- Exhibitions Coordinator (1)

Development

- Development Manager (1)
- Development Coordinator (1)

HR

- HR Director (1)
- HR Coordinator (0,5)*
- HR Assistant (0,2)

Programs and Outreach

- Programs and Outreach Manager (1)
- Regional Partnership Manager (1)

*As at September 2023, our team consisted of 24 staff. This does not include temporarily vacant positions.

Rethinking our organization

We may be a small team, but our ambition to achieve our mission is huge. In line with our multi-year strategy we took a critical look at our organization and realized that the current set-up was not aligned with our functioning or our goals for the future. Together with our strategic partner PwC, we set out to improve the way we work by restructuring our organization internally. The implementation of this new structure is scheduled to start in April 2024.

Our key objectives were:

- To have an impactful organization
- To make efficient use of our available resources
- To create a good balance between core and new activities
- To offer a working environment that empowers staff

Based on these principles we set up a new organization model, new job titles and internal meeting structures. The most notable changes were:

- The activities of the Exhibitions, Sales, Regional Partnerships and Development teams are to be integrated into a new team.
- Content development, curation and production are set up in a new core team managed by our Lead Curator.
- The activities of the Contest and Programs and Outreach teams will be integrated into one team called Programs which refers to all programs such as the contest, education, and masterclasses.

The process of staff engagement and implementation is set to start after we give the Works Council (PVT) the opportunity to render advice on the new proposed organization structure.

Diversity and Inclusion

At World Press Photo, we not only want to ensure diversity and inclusion in the Contest entries and juries we welcome each year, we are also continually striving to create a diverse workplace where a plurality of perspectives are welcome. The

World Press Photo Foundation is an equal opportunity employer and we encourage applications that make the organization a better reflection of society.

In line with this, in 2023 we focused on the following:

- Redefined the goals of the Diversity, Equity and Inclusion (DEI) Committee.
- We updated our Inclusive Language Guide to ensure more intentional and conscious use of language in our internal and external communications.
- The DEI committee scanned the Dutch cultural and creative sector's [Diversity and Inclusion Code](#). The findings revealed that World Press Photo is open to diversity and has applied this awareness throughout the organization.
- We have made plans to conduct an organization-wide training on cohesion to foster understanding and smoother collaboration between colleagues.

- We also want to arrange a training focused on inclusive hiring in 2024.

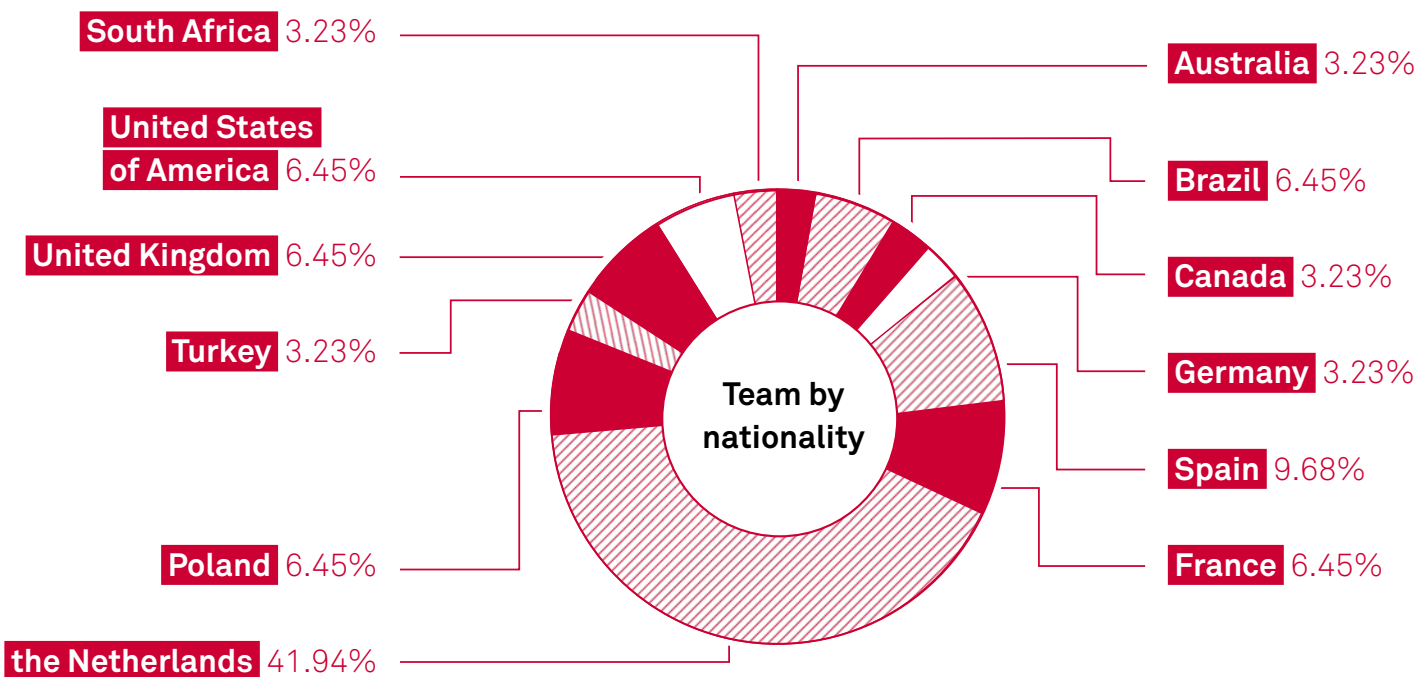
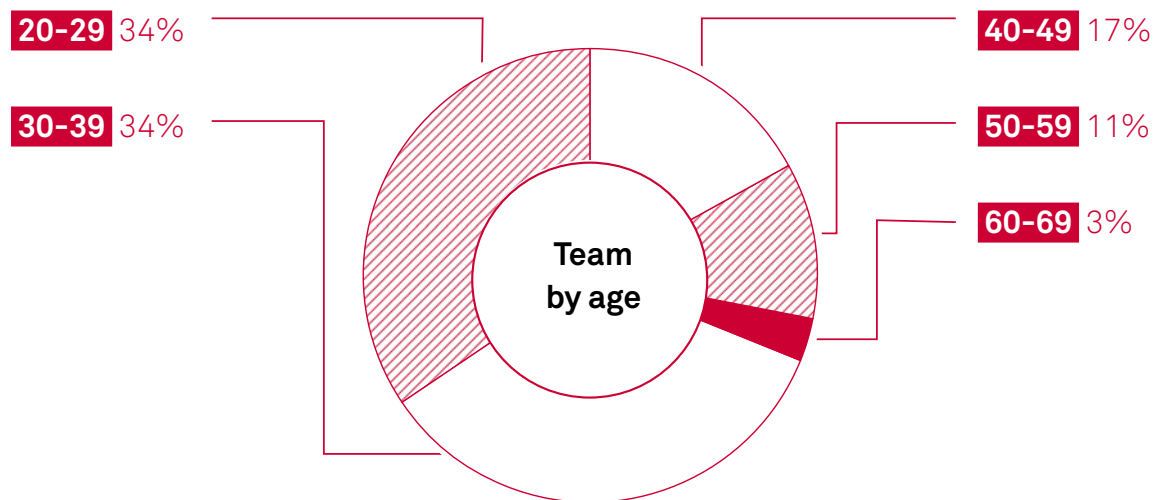
Our team

At the end of 2023, the World Press Photo organization had a total of 24 staff representing 14 nationalities with 77% identifying as female. Our leadership team is split at 56% male and 44% female.

HR updates in 2023

At the beginning of the year, we updated our Employee Handbook including all terms and conditions of employment. The handbook was fully amended and implemented from January 2023.

The compensations and benefits policy has been updated, expanded, or simplified, and a number of new schemes have been included. The regulations included in the handbook are part of the individual employee contract and no distinction is made between temporary and permanent contracts. A large part



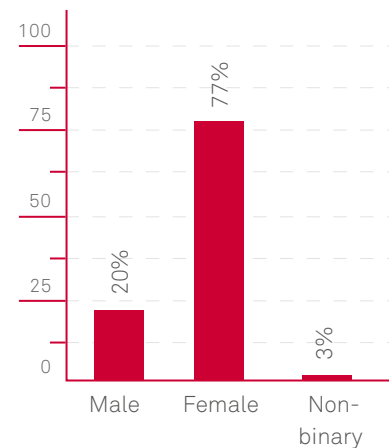
of the described regulations and procedures are based on Dutch Law and are described in such a way they provide a practical guideline, inform individuals of their rights and obligations, and support managers and supervisors to implement and apply the policy consistently.

Supervisory Board and International Advisory Committee

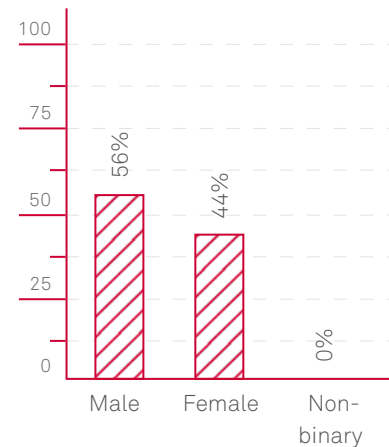
Beyond the incredible staff that work to bring us closer to our mission each year, the World Press Photo Foundation is also fortunate to be able to call upon our esteemed Supervisory Board and our International Advisory Committee for their strategic expertise.

World Press Photo has a two tier board structure, with the Supervisory Board supervising the strategy and policy of the Executive Board, as well as the general course of affairs of the organization and its stakeholders. Additionally, an

Team by gender



Leadership positions



International Advisory Committee was appointed to advise the foundation on how to stay globally relevant.

The Supervisory Board has been a good sounding board and source of guidance as we are in the process of updating the organization structure and evaluating our three year strategy. The International Advisory Committee's knowledge and industry experience have been invaluable as we reinforced our purpose as an organization and navigated our approach to complex social and political contexts.

Members of the Supervisory Board:

- **Chair:** [Janne E. Nijman](#), professor of History and Theory of International Law, University of Amsterdam, and professor of International Law, Geneva Graduate Institute.
- **Finance committee:** [Jamila Aanzi](#), independent consultant and trainer in leadership and empowerment.

- **Finance committee/vice chair:** [Marlou Banning](#), chief financial officer, Luchtverkeersleiding NL.
- [Ahmet Polat](#), photographer, editor-in-chief at broadcaster HUMAN, and multi-disciplinary artist.
- [Dirk-Jan Visser](#), documentary photographer and lecturer.
- [Lara Luten](#), chief of staff, World Business Council for Sustainable Development, and founder, Blikverruimers.

Members of the International Advisory Committee:

- **Chair:** [Brigitte Baptiste](#), Colombia, cultural landscape ecologist, expert on environmental issues and biodiversity, and a leader in gender diversity.
- [Mark Sealy](#), United Kingdom, executive director of Autograph ABP and principal research fellow, Decolonising Photography at University Arts London.
- [Newsha Tavakolian](#), Iran, photojournalist, documentary photographer and a 2021 World Press Photo Contest winner.

- [Tanvi Mishra](#), India, photo editor, curator, writer and creative director, The Caravan. Former World Press Photo Contest jury member.

Navigating challenges

World Press Photo is often seen from the outside as a bigger organization, with more resources, than is the reality. While this is a sign of outside impact, it also puts pressure on us to live up to these outsized expectations. This is especially true in this period as we restart programs dormant during the coronavirus period. As a result, the workload has resulted in over hours for some colleagues. The human resources and management teams are improving how we track this issue, and developing improved planning to mitigate it.

Looking towards 2024

The main focus areas for the upcoming year will be to smoothly implement the new organization structure and to support staff

with their career development trajectories. Part of that will be delivering updated generic job profiles and providing staff with career development opportunities where possible.

As workload is sometimes an issue, we are taking steps to reduce the workload for staff. A concrete action we will take will be hiring temporary staff during peak times.

We will keep diversity and inclusion high on the agenda through raising awareness internally and through implementing team trainings with external facilitators.

In 2024, a topic we will learn more about and support is our transition to becoming greener in our way of working. An internal Sustainability Committee has been set up in 2023 and while the first priority was to evaluate the processes of the Exhibitions team, this will in the near future be expanded to include the whole organization too.

Chapter 8

Financials



Photo: © Simone Tramonte

Financials

At World Press Photo, we work with both a multi-year plan outlining the long-term strategic goals of the organization, as well as an annual plan which identifies key milestones on that longer journey. In our annual plan, expenses associated with working towards our mission are prioritized and this is where the majority of our resources are allocated. Other costs incurred by the organization include recruitment costs, management and administrative costs.

Financial result 2023 and allocation

We ended 2023 with a negative balance of income and expenditure of € 105,706. The budget was € 80,000 negative. The extra investments and spending throughout the year were possible due to our designated reserves which were created from a positive balance of income and expenditure

in 2021. During the year, the World Press Photo was able to keep the expenditure in line with the income generated so that work was done within the available budget space.

Next to this, an additional designated reserve of € 21,272 was created for the celebration of World Press Photo's 70th anniversary in 2025. With the € 35,600 donation from Goeie Grutten, a designated fund was created for the safety training of photojournalists. This expenditure would only take place in 2024.

For more details, and to view the independent auditor's report, please see our [Financial Report 2023](#).

Financial analysis

In 2023, the Supervisory Board reassessed the necessary maximum of the continuity reserve based on the [current risk analysis](#). The model 'Handreiking Verantwoord Financieel Beheer' from Goede Doelen Nederland was used to calculate the desirable amount of the continuity reserve. A risk register was drawn

Key figures	2023	2022
Spending on objectives / Total income	81.8%	80%
Spending on objectives / Total expenditure	79.3%	77.5%
Total spending as a percentage of total income	103.2%	103.3%
Spending on own fundraising / Total expenditure	6.0%	8.5%
Spending on management and administration / Total expenditure	14.7%	14%

up in which the identified risks are quantified by calculating the chance, impact and financial consequence of the specific risk, resulting in a total amount of the required size of the continuity reserve.

For World Press Photo, the reassessment of the necessary maximum of the continuity reserve was € 1,000,000. Based on the risk assessment, the Supervisory Board set the desired continuity reserve at € 1,000,000.

In addition, the decision was made to have a minimum continuity reserve of € 500,000. Given this decision, the amount in the continuity reserve at the end of 2023 was € 1,000,000.

Forecast 2024 and explanation of the budget

World Press Photo aims to break-even with a balance of income and expenditure of € 0 budget in 2024. We expect less income from the Flagship Exhibition in 2024 in Amsterdam because the exhibition

	Budget 2024	Realization 2023
Income		
Income from private individuals	56,000	74,156
Income from business	387,000	242,721
Income from lottery organizations	500,000	500,000
Income from other non-profit organizations	488,000	162,592
Income raised	1,431,000	981,469
Income in consideration for the provision of products and/or services	2,125,000	2,123,747
Total income	3,556,000	3,105,216
Expenditure <i>Spending on the objective</i>		
Exhibitions	1,304,000	1,058,870
Communication and Public Relations	519,000	491,456
Contest	665,000	664,815
Programs and Outreach	293,000	258,201
Regional Approach	105,000	67,721
Total spending on the objective	2,886,000	2,541,063
Own fundraising	240,000	191,383
Management and Administration	430,000	472,809
Total Expenditure	3,556,000	3,205,255
Balance before financial income and expenses	0	-100,039
Financial income and expenses	0	-5,667
Balance of income and expenditure	0	-105,706
Allocation balance of income and expenditure		
• Continuity reserve	0	441,575
• Dutch Postcode Lottery designated reserve	0	-500,000
• Designated reserve New Strategy	0	-104,153
• Designated anniversary reserve	0	21,272
• Designated fund safety training	0	35,600
Total	0	-105,706

will run for a shorter period than in 2023, however we have already secured more income than in previous years.

The forecasted direct costs are generally on par with 2023, except for the costs associated with the Programs and Outreach department and those earmarked for the implementation of the regional strategy. These costs will naturally increase due to the additional activities planned which include the return of the Joop Swart Masterclass after a three year hiatus. The masterclass is World Press Photo's best-known educational program for emerging photographers in the field of documentary photography, photojournalism, and visual storytelling.

A safety training for photojournalists working in potentially dangerous situations will also take place in 2024. In line with our regional strategy, we also decided to continue working with our current regional partners, Drik Picture Library in Asia

Photo: © Johanna Alarcón, Magnum Foundation/Panos Pictures



and The Market Photo Workshop in Africa. The option of potentially adding an additional regional partner has also been included in the 2024 budget.

The personnel costs are in line with 2023 and increased with inflation. We expect a decrease in housing costs due to the move to our new office at the beginning of 2024.

As always, we are grateful to our partners for their support, both financial and non-financial, which are fundamental to achieving our mission.

Chapter 9

Thank you



Photo: © Tomas Francisco Cuesta, Agence France-Presse

Thank you

Strategies are written in documents, but lived by people. It is the relationships and connections, in the Netherlands and around the world, that helped ramp up our strategy this year. Your funding, advice, photography, and enthusiasm give us the means to connect growing numbers of people to the stories that matter.

There are many people and institutions we are thankful for:

The Dutch Postcode Lottery provides core funding enabling a large amount of our work. Our other strategic partner, PwC, provided not only strategic level funding, but also invaluable advice on operating efficiently and effectively. We are also very proud to have welcomed a third strategic partner, the FUJIFILM Corporation, and look forward to our collaboration over the coming years.

Rutgers & Posch for their valuable legal support. Plus, our Mayor donors, Associates, other funders, and (very importantly) every person who bought a ticket to one of our exhibitions around the world. You are the reason we are able to function as an organization.

Our Patron, Supervisory Board, International Advisory Committee, regional partners, and members of the industry who provide us with essential knowledge, advice and connections. The audiences online and at exhibitions who take the time to appreciate these striking images and stories, and share them with their own friends and family.

The jury members around the world, who take on the daunting task of sifting through the tens of thousands of entries to find a handful of winners each year. The thousands of photographers who enter their work into the annual contest - sharing



the product of their efforts, courage, dedication and craftsmanship. And of course, the winning photographers who allow us the privilege of sharing the stories and images they created to enrich the lives of millions of people around the world.

We already see the many challenges of 2024. To respond, with your help, we are restarting our masterclass, partnering to conduct workshops with photographers around the world, piloting a security training for some of the most at risk, and bringing the stories told by photographers to millions more people worldwide.



World Press Photo staff with Evgeniy Maloletka, 2023 World Press Photo of the Year winner.
Photo: © Frank van Beek, ANP



M'hammed Kilito presents his awarded project at *The Stories That Matter* public event.
Photo: © Frank van Beek, ANP

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Lennart Bak lennart@worldpressphoto.org

For general questions, please contact
our Communications team
communications@worldpressphoto.org

Strategic partners



FUJIFILM

Social media

