

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.



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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 Choccolonely 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.