

Eurōpeān
Prēss
Priže

Year Report 2022



Photo by Fede Serra for The Age of the Wolf, shortlisted for the Distinguished Reporting Award,
written by Guillermo López and Carlos Serrano, published by Revista Salvaje, Spain

Content

A well-deserved anniversary	I
Why is there a European Press Prize?	2
The strategy	3
The first European Press Prize Community Event	4
Introducing new partnerships	5
10 years of the Prize	6
European Press Prize 2022 in numbers	7
2022 Preparatory Committee	9
Saying goodbye to Denis Staunton	10
A new Chair for the Preparatory Committee	11
2022 Panel of Judges	12
Introducing our newest Judge: Can Dünder	13
The 2022 Award Ceremony in Madrid	14
The European Press Prize 2022 Winners	15
From text to cartoon	22
European Cartoon Award 2022 Longlist	23
Picking Twitter as our main advertisement tool	24
Social media highlights	25
Website traffic	26
Media attention	27
What comes in and what goes out	28
Developing the organisation	30
Thank you	32
Save the date	34

A well-deserved anniversary

Even though all the difficulties of the last years are not over, and a European war was added to the mix, we at the Press Prize had a year of well-deserved celebration.

2022 marks our 10th anniversary. The Prize was founded in 2012, I joined as Chief of Bureau in 2013 and have seen us grow from a close knitted group of people working towards a common goal to a professional team building the most prestigious awards in journalism – ready to take the next steps.

I remember the first meetings of our Preparatory Committee, hosted live by Peter Preston at The Guardian offices, with around 300 entries to judge and time to discuss in length the strength of each contending piece. I remember finding a balance in catering for the Ceremony, not having enough food one year to having way too much food (including a complete roasted pig and the famed chocolate fountain) the next year.

I remember dinners with Judges, Committee members, Board members and Laureates all in attendance because our complete Community could still fit around a dinner table. I remember when the Press Prize team was me, just me.

Today we have five separate online PrepCom meetings, in order to assess a 1,000 entries with 20 busy journalists efficiently. Today we know how many people will attend our Ceremony, and what they will eat and drink (a lot). Today we need a Judges' Dinner in Perugia, a lunch in Amsterdam for the PrepCom members deciding on the shortlist, six Board Calls and two live Board Meetings and a Members' meeting to talk to this part of our Community. Today the team exists of Jennifer Athanasiou-Prins, Emanuele Del Rosso, Federica Testi, Esther Baar and me, still me.

That is why it is so important that we as members of this great endeavour – still aiming to find, encourage and salute the best journalism in Europe – get together when we can. So please, don't hesitate to be in touch with a question or a great idea, or visit us when you find yourself in Amsterdam.

That is why I valued the Members traveling to Madrid, witnessing themselves how far we came these past ten years, and celebrating that success together. That is why the annual Members' meeting is so important, to look towards the future and build an even better Press Prize together.

That is also why I cherish the upcoming Athens event – envisioned by our Board and created by our great Member and Partner iMED – where we will host our entire Community for the first time since that moment in 2015 in London, when we could still fit around a dinner table...

I hope to see all of you there,

Looking forward,

Thomas van Neerbos

Director of the European Press Prize

Why is there a European Press Prize?

Europe is the sum of all its stories. Stories that should be read and stories that should be shared.

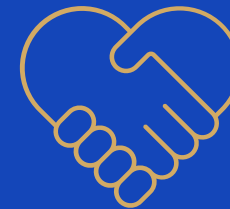
We award great journalism to show that even in these hard times, people still tell amazing stories, still hold power to account, still translate facts into reason. We hope to inspire journalists and to make sure readers keep demanding more of it.

By amplifying great journalism, we hope to prove to people what you, reading this, know to be true: quality journalism is vital - not just for those big concepts of freedom and democracy, but to sustain and better ourselves, to think about something other than your job or mortgage every once in a while, to become part of something bigger than your family or country and to truly grasp the world around us.

The statutory objectives



Spotlight
and celebrate
European
journalism
and journalists



Support people,
media and
organisations that
strive for excellent
journalism



Promote
international
cooperation
between these
people

The strategy

Sustain a European journalism Community by:

- Connecting our Members, Laureates, Board, Preparatory Committee and Judges;
- Creating strategic partnerships with organisations that share our mission of supporting European journalism and journalists.

Celebrate and reward excellent European journalism by:

- Awarding prize money to the winners in five categories and the European Cartoon Award; in order for them to create more of it;
- Celebrating shortlisted and winning projects online and offline.

Spotlight and support journalistic work by:

- Translating projects into different languages - and distributing them throughout Europe and beyond;
- Making projects accessible to a larger audience through republishing in different countries.

Establish a reputation of excellence for journalists by:

- Association with a well-known prize and other well-known Laureates;
- Encouraging and facilitating a snowball effect to funding, grants, increased (re)publishing.

The first European Press Prize Community Event



Our first-ever European Press Prize Community Event, hosted in collaboration with and thanks to our Member iMedD, will take place in Athens during iMedD's 5-Day Forum "A Matter of Trust" after the entry submission period has opened for the European Press Prize. The Community Event aims to evolve into a an essential part of the year in the lives of our Community.

Our Partner Lead Jennifer Athanasiou-Prins and our Head of Operations Esther Baar are working together closely with our Member iMedD to make our first Community Event a great success.

The vision for the Community Event is to offer an opportunity to our Community to think about future projects together, give and ask help, and overall, to create a get-together for all necessities that assist the aim to tell stories on the highest level.

The Community Event provides room for collaborations to arise, funding to be discussed and attendees to put ideas on the agenda. By hosting an exclusive Community Event accessible for our Community only, we aim to widen the horizons of journalism in Europe and find new ways to connect and assist our diverse Community in the future.

Introducing new partnerships

We are always open to collaborate with like-minded organisations with missions that support the same causes we do. This year, amongst others, we have partnered up with CUNY, Awe Studio, Voxeurop, 360 Magazine and Fundación porCausa, and we have also launched the European Press Future program.

We partnered up with CUNY's Entrepreneurial Journalism Creators Program. Our Partner Lead Jennifer Athanasiou-Prins has ensured that CUNY is allowing one or two Laureates of the Prize to the programme annually, with their tuition fee being sponsored by one of our Members. Our Dutch laureate Ties Gijzel participated in the last edition of the Program, his tuition fee sponsored by our Member Stichting Democratie & Media. Ties' participation in the programme was a great success!

We are collaborating more and more with the international multi-language media platform Voxeurop, which is helping us with our PR operations and with republishing our Laureates' articles.

360 Magazine selects, interprets and translates journalistic stories from international renowned media. Multiple shortlisted stories of the Press Prize are republished annually in their July issue.

Awe Studio is our official production partner and has created our 2022 Winners videos, screened at the Award Ceremony in Madrid.

In 2021, our Head of Comms, Emanuele, launched the European Press Future programme, designed to bring journalism to universities and journalism schools, with guest lectures organised with our Laureates.

We have partnered up with Fundación porCausa to fundraise for our first thematic Award category: the Migration Journalism Award. Our Partner Lead Jennifer Athanasiou-Prins will, together with porCausa's Director Lucila Rodríguez-Alarcón, work on the fundraising strategy for this new category. In this light, we will also join forces for the International Congress of Migration Journalism in Mérida, where some of our Laureates, specialised in migration journalism, will participate as panellists.

Twitter España has offered their help with communicating our Award Ceremony in Madrid and is supporting us with Twitter grants for non-profits.



10 years of the Prize

On June 2, 2022, we hosted our 10th Award Ceremony at a renowned cultural centre in the heart of Madrid. We took advantage of this anniversary to look back at all that we have experienced, learned and accomplished in the past decade.

When we started, we had to work hard for every single entry. In our first year, we celebrated 114 entries from 27 countries. Since then, we've received a grand total of almost 6,000 entries from 46 countries, averaging around 600 entries per year. More than the Pulitzer, but who's counting? Only Andorra, Liechtenstein and Monaco are still missing from our list.

As a result, we have managed to build a substantial and diverse Community, which consists, amongst many others, of around 400 Laureates. All across Europe, these Laureates appear on television, radio, podcasts, stages and more to speak about their work. But our Community extends far beyond past nominees and winners.

It is also composed of the many people we have met and worked with across the years. PrepCom members and Judges who helped us separate the wheat from the chaff. The countless people and volunteers who helped us organise Award Ceremonies in London, Copenhagen, Prague, Amsterdam, Budapest, Warsaw, Berlin and Madrid. And a growing group of Partners, without whom all of this would not be possible. With their support, we have honoured hundreds of journalists, hosted 20+ events, helped create new investigations, and made big names out of great talents. Of course, our family continues to grow every year.

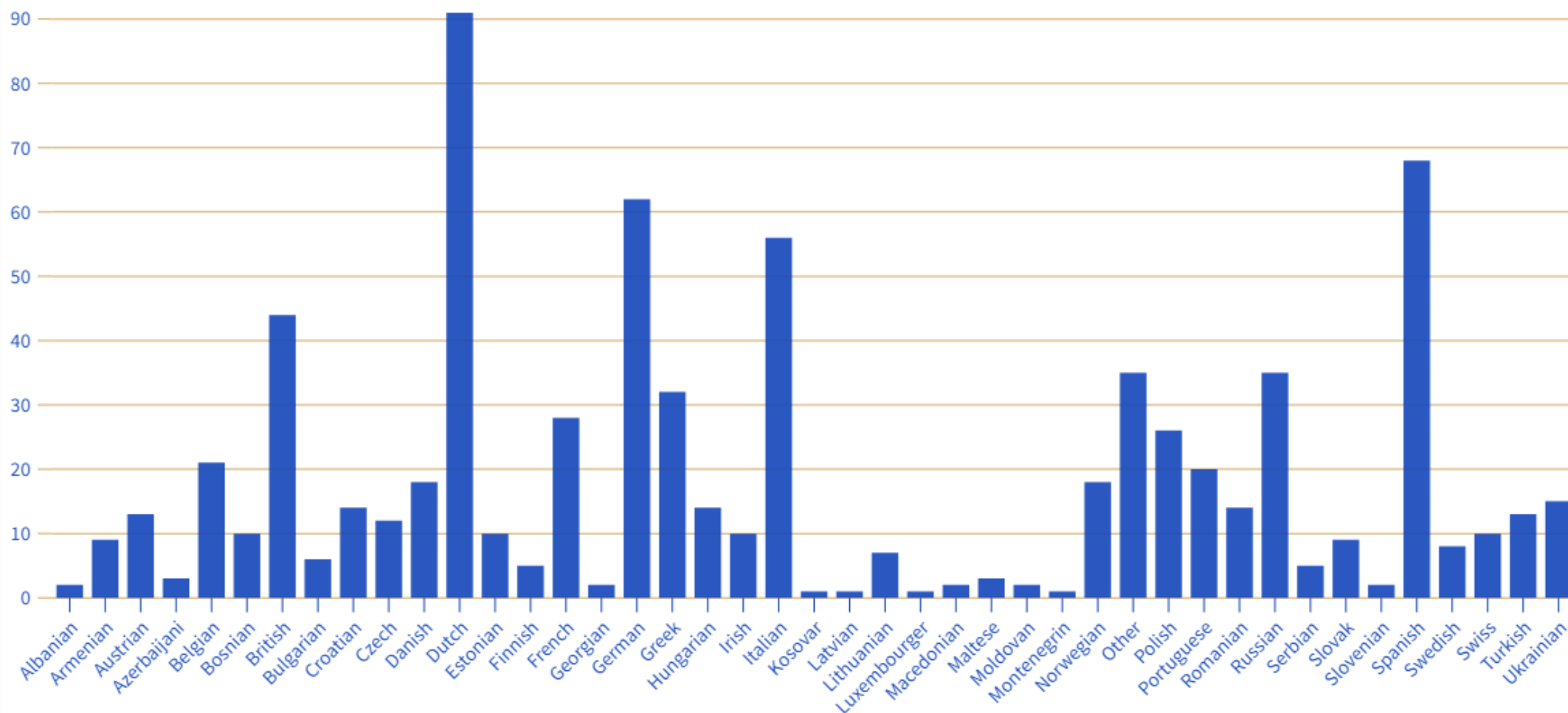
5717
Entries

46
Countries

≈ 400
Laureates

European Press Prize 2022 in numbers

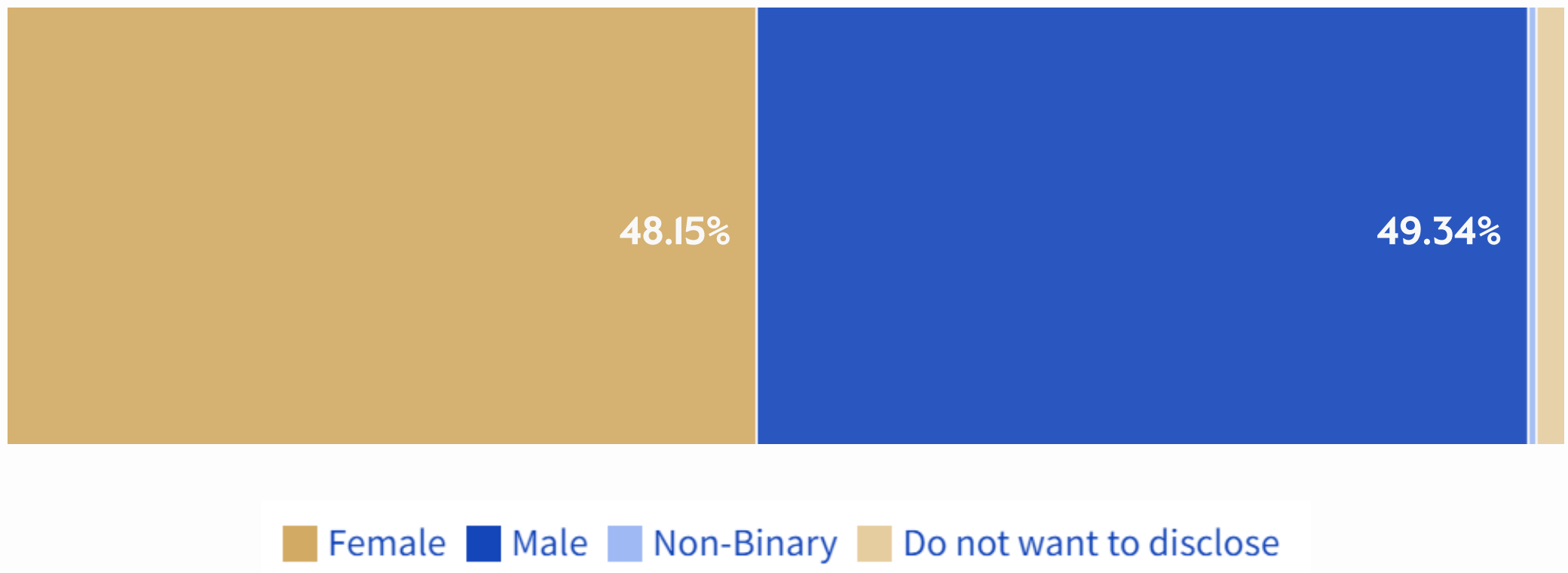
Nationalities of submitting journalists



The graph above illustrates an overview of the diversity in nationalities of our 2022 submitters.

European Press Prize 2022 in numbers

Gender distribution



After making a big effort in 2016, we reach an almost 50/50 gender balance in entries ever since our 2018 edition. The chart above illustrates an overview of the gender distribution of our 2022 entries.

2022 Preparatory Committee



From left to right, in alphabetical order:

Denis Staunton (Chair), Roman Anin, Natalia Antelava, Şebnem Arsu, Beata Balogová, Denis Džidić, Mathias Friis;
Konstanty Gebert, Sérgio B. Gomes, Anna Husarska, Winny de Jong, Oleg Khomenok, Katrin Kuntz, Cristian Lupşa;
Lidy Nicolassen, Natalie Nougayrède, Jacopo Ottaviani, Lucila Rodríguez-Alarcón, Dimitris Theodoropoulos and Bartosz Wieliński.

Saying goodbye to Denis Staunton

Denis Staunton joined our Preparatory Committee in 2016, and became Chair in 2018. After over six years of being part of the Preparatory Committee - no, more than being part of it, being its guiding light - we as Board and bureau thank him for all he did for us.

Thank you, Denis, for all your time and enthusiasm, for reading entries for days straight - during holidays. Thank you for sticking with us for over 5,000 entries.

You were a bit unlucky with the ability to read English and German, making up most of our entries - ending up with the biggest pile of entries each year...

We will always remember your beautiful speech at the Ceremony in Prague, how you made our Preparatory Committee members feel like being part of a close-knit community of like-minded spirits - our own little Press Prize family; and you being the bureau's consigliere over gin tonics in London.

Denis, we cannot thank you enough and you will be greatly missed!

We take solace in the knowledge that The Irish Times will remain a Member and you, therefore, still part of our team...



Denis Staunton

Chair of the European Press Prize 2022 Preparatory Committee

A new Chair for the Preparatory Committee

With Denis Staunton leaving the Preparatory Committee, we are very happy and honoured to welcome Cristian Lupşa as the new Chair of the Preparatory Committee.

Cristian is one of the co-founding editors of Decât o Revistă, a digital and print magazine in Romania that believes that well-crafted narrative journalism can connect people, heal wounds, inspire, lead, and create change. His career in journalism began in 2000. He started DoR in 2009, and since 2011 Cristian is also the host of The Power of Storytelling, an international storytelling conference in Bucharest. Cristian is a 2014 Nieman Fellow and is the recipient of our 2017 Special Award and the 2020 Innovation Award.

We look forward to working with him!

"Being a part of the PrepCom over the past couple of years has been a tremendous joy: not only do we get to go through some of the most bold, thoughtful and innovative journalism done today, but we get to discuss and debate it."

The PrepCom has become one of the most diverse group of voices and perspectives from around Europe, all trying to ensure that good journalism, no matter how small the outlet or how remote the location, gets its due."

It is a privilege to take over as Chair, and find ways to continue the fantastic work Denis Staunton has done over the past years."

I'm looking forward to finding new ways for our group to help the Judges, but also better collaborate, communicate, and expand the reach and influence of the European Press Prize in a post-pandemic and war-torn reality in which journalists need more recognition and support for their dogged work."



Cristian Lupşa

Chair of the European Press Prize
2023 Preparatory Committee

2022 Panel of Judges



From left to right:
Alan Rusbridger (Chair), Can Dündar, Alexandra Förderl-Schmid;
Juan Luis Sánchez and Sheila Sitalsing.

Introducing our newest Judge: Can Dündar

This year, our 2022 Panel of Judges has welcomed a new Judge: Turkish journalist, documentary film maker and author Can Dündar. We are very glad and honoured to have him with us!

Can Dündar was editor-in-chief of the Turkish newspaper Cumhuriyet, and was sentenced in absentia to 27 years in prison after publishing a story on Turkish intelligence's arms trafficking to Syrian radical Islamists. After being arrested in 2015, spending three months in jail, and surviving an assassination attempt, Can fled to Germany.

Can is a recipient of many awards including the Reporters Without Borders' Human Rights Award. He was nominated for the Nobel Peace Prize in 2017.

Now, Can is editor-in-chief of the bilingual journalistic platform Özgürüz, and he is also a columnist for Die Zeit.

Why are awards important for journalists?

"The first thing is encouragement. Let me tell my story. I was in jail, in solitary confinement, all alone in a cell and I just read the news that I got an award from the US. Imagine a prisoner, left alone in a cell, getting an award from an institution. The following day, the attitudes of all the guards were changed. The approach to you is changed. It is a kind of magic that gives you a lot of courage. It is a message that you are not alone."



Can Dündar at the European Press Prize shortlist announcement held in Perugia during the International Journalism Festival 2022.

The 2022 Award Ceremony in Madrid

This year, we hosted the 10th edition of the European Press Prize Award Ceremony - organised by our Head of Operations Esther Baar - in the heart of Madrid at the renowned cultural centre La Casa Encendida. An event we could not have accomplished without the efforts of two local partners: Fundación porCausa and Maldita.es.

We took advantage of the opportunity to look back and reflect on everything we have accomplished, experienced and learned in the past decade - and to think about where we want to go. We looked happily at the many faces belonging to the past and current winners, Laureates, PrepCom members, Panel of Judges, Board and Members - people who have all committed themselves to helping us grow and be better. We mapped out all the places we have been to, while daydreaming about the many European cities we would still love to go to.

And, more importantly, we have invited all guests to look critically and collectively at the current state of journalism, too. Where are we now, where do we want to go, and how might we get there? To help us reflect on and answer these questions, we could think of no better person to ask than Olga Rudenko, the founding editor of the Kyiv Independent. Olga was interviewed by our host, Clara Jiménez Cruz, founder of Maldita.es and a Laureate as well.

It was heart-warming to see the Press Prize Community together again, to feel everyone's sincere enthusiasm and to experience the thirst we all had to speak to one another, to get to know each other - to celebrate amazing journalism together.



"Don't let anyone make you believe that you cannot do the journalism that you really want."

Do journalism the way you believe."

Olga Rudenko,
Editor-in-chief of the Kyiv Independent

The European Press Prize 2022 Winners

In our 2022 season, we received around 900 entries. Journalists from 44 different countries - from Ukraine to Spain, from Sweden to Turkey - were selected for this year's shortlist by our PrepCom. Finalists reported on a plethora of different issues: migration and human trafficking, the origins of COVID, mental health issues amongst veterinarians, gender disparities in modern medicine, the complex relationships between humans and nature, and much more.

Our Judges were faced with the daunting task of selecting the very best projects from this list. Ultimately, they chose to award projects from Germany, Georgia, Finland and one truly pan-European project in which journalists from some 16 different European countries participated. The Special Award went to journalists from Catalonia who devote themselves to reporting on topics that are considered unimportant or even taboo by many others.



**The full shortlist can be discovered [here](#).
In the next pages, click on the pictures to watch the winners' videos
and on the titles to read the articles.**

The Distinguished Reporting Award 2022



What Guantánamo made of them

by Bastian Berbner and John Goetz, published by Die Zeit, Germany

Over the course of many years, John Goetz, one of the authors, tracked down almost the entire interrogation team of former Guantánamo detainee Mohamedou Ould Slahi. One of them was a man who, in Guantánamo, called himself Mr. X. He was Slahi's torturer, working the night shift. For the first time ever, a torturer from Guantánamo agreed to tell his story. And not only that, he also accepted an invitation to talk to Slahi. Thus, 17 years after they last saw each other in Guantánamo, Mr X wearing a mask and Slahi badly injured after many brutal beatings, they talked once again.

The Innovation Award 2022

Cities for rent: Investigating corporate landlords across Europe

Published by Arena for Journalism in Europe and many other media partners

During a period of more than seven months, a team of over 25 investigative and data journalists and visualisations experts from 16 European countries, have been working on the cross-border collaborative project Cities for Rent: Investigating Corporate Landlords Across Europe. The Cities for Rent team wanted to find the data and visualise these developments, and document their effects on our cities and in people's lives. They found that since the financial crisis, international investment funds and housing corporations have been buying up homes across European cities and there are different critical issues connected to this.



The Investigative Reporting Award 2022



The investigation is closed

by Paavo Teittinen, published by Helsingin Sanomat, Finland

This article exposes serious, widespread problems in how the Finnish police investigates human trafficking and similar exploitation. A woman who was forced into marriage and was raped, a construction worker who lived in a freezing trailer with no money for food, a woman forced into prostitution, a cook threatened with deportation for demanding wages, and many other similar claims were brought to the police, with supporting evidence but barely investigated, if at all. The story is based on many months of investigating around 100 cases, plus interviews with over ten people who told the police about their exploitation only to see nothing come of it. The article is part of a series of investigative stories by the same journalist on the dark side of the rich welfare state that is Finland.

The Public Discourse Award 2022



Memory in the age of impunity

by Peter Pomerantsev, published by Coda Story, Georgia

For a moment, it looked as though all eyes were on Belarus when President Alexander Lukashenko ordered an international commercial flight to land and detained a Belarusian journalist on board. But just as quickly, the world's attention moved on. Peter Pomerantsev explores why certain stories fail to capture our sustained attention. He examines the disappearance of the 'grand narratives' that explain everything: from the behaviour of countries to literature to how people understand themselves. The collapse of connected storylines calls for new thinking on what binds us, from Belarus to the Philippines. Pomerantsev traces this pattern through the Cold War all the way up to Maria Ressa's plight as a journalist under attack by the authoritarian government in the Philippines. Her story could have gone largely unnoticed by much of the world, as so many do. But Ressa's held our focus. Why? Because it tapped into a universal narrative.

The Special Award 2022



Woman's body, man's medicine

by Lara Bonilla, Ricard Marfà, Idoia Longan, published by Diari ARA, Spain

How often have we seen what breasts look like on the inside? Do you know where all the parts of the vulva are located? Our general lack of knowledge about women's bodies is just one example of the gender inequalities that exist in medical research. It was thought that reproductive health was the only differentiating characteristic, but the symptoms, treatments and recovery for the same disease might not be the same. The biological differences, which are often invisibilised, explain only part of the health inequalities, which are also conditioned by gender roles. This year's Special Award went to a project and team of people for their continued dedication to writing about and therein advocating for, topics that are considered taboo and even unimportant by many. This story touched upon COVID tangentially but in a very relevant way, bringing to light a topic and reality that far too few people know about in a comprehensive, understandable and accessible manner.



A photograph from 2022 Investigative Reporting nominee: *The Hidden Honour Girls*

by Marja Grill, Fanny Renman, Lotta Sima, Jenny Küttim, Rebecka Haglund, Martin von Krogh, published by SVT, Sweden.

From text to cartoon

Cartoons are an important part of an open debate, of questioning both old ideas and introducing new ones. They have the unique power to instantly inform and assert. They carry perspectives, reflected in the universal language of image, that ignite debate across borders.

Yet, more than any other form of journalism, cartoons continue to feel the strain of the shrinking space for freedom of expression.

The European Cartoon Award was founded in 2019 by Studio Europa Maastricht and us, to support editorial cartoonists and, through their work, foster conversation on important topics for the European landscape.

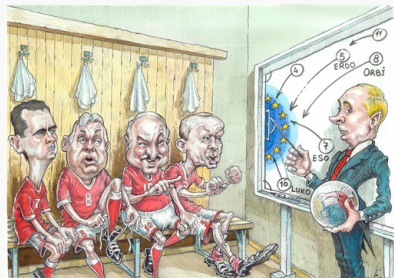
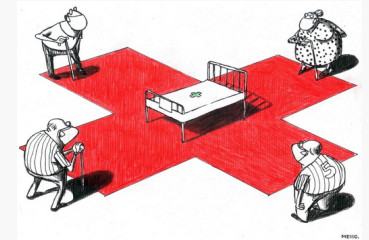
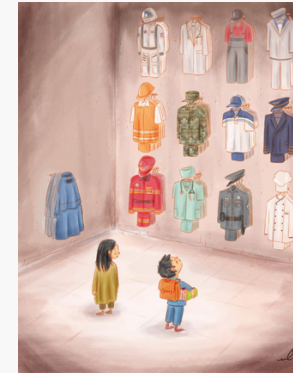
Organised by our Head of Comms Emanuele Del Rosso and by our Communications Officer Federica Testi, the ECA is growing, fastly becoming one of the most important cartoon awards in the world. For this third edition, the number of submissions doubled, reaching 430 cartoons, realised by some of the most talented editorial cartoonists in activity.

Europēan Cārtoon Awārd



'EU and Belarus' by Tom Janssen, winner of the ECA 2021

European Cartoon Award 2022 Longlist



These are only some of the 40 cartoons that reached the final phase of the European Cartoon Award 2022. Winners will be announced in September during a ceremony on September 10, 2022, organised by Studio Europa Maastricht. The entire ECA 2022 Longlist will be part of an exhibition we organise with the Beeld en Geluid museum in The Hague, opening on September 22, 2022.

Picking Twitter as our main advertisement tool

We have been running campaigns in a structured way for some years now.

The necessity of turning to an online environment for our events during the last two years gave us the chance to experiment with different social media channels for our paid campaigns, and to evaluate and understand the potential and the pitfalls of the different platforms.

After having used Facebook, LinkedIn and Google Ads (for which we received a grant for non-profits) we decided to adopt Twitter as our main platform for campaigns.

This decision came naturally for three main reasons:

- The lower CPC (Cost per Click) of the platform;
- The higher conversion rates of our ads, which drove hundreds of thousands users to our platform;
- The segmentation of the audience, as journalists are predominantly on Twitter and consider it as a credible source to share news.







Our Twitter campaigns

- 7 campaigns
- 1,434,176 impressions
- 200,991 engagements (likes, clicks, retweets, comments)
- €1,114.21 spent



14 newsletters sent
2,773 subscribers
34.8% open rate

Social media followers

	2020	2021	2022
	11,625	11,694	11,656
	3,585	4,098	5,154
	426	633	891
	3,424	3,095	3,180

Social media highlights

During the 2022 season, with the work of our Comms Officer Federica Testi, we continued to consolidate our social media presence, especially on Twitter, our main channel.

The highlights in this page were chosen to showcase how we use our voice and how we communicate on social media.

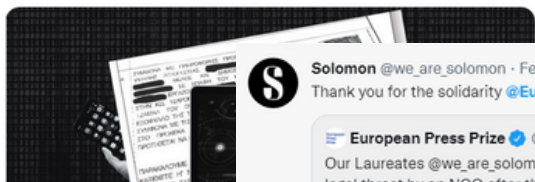
One thing we are proud of: on June 2, the day of our 10th Award Ceremony, we passed 5,000 Twitter followers and received the blue badge, an important sign of recognition on the platform.

European Press Prize
@EuroPressPrize

One of our 2021 Laureates, @we_are_solomon, is being targeted by the Greek National Intelligence Service.

We stand by their professional integrity and hope what is happening will not complicate their journalistic work.

#journalismisnotacrime #journalism



Solomon @we_are_solomon · Feb 2

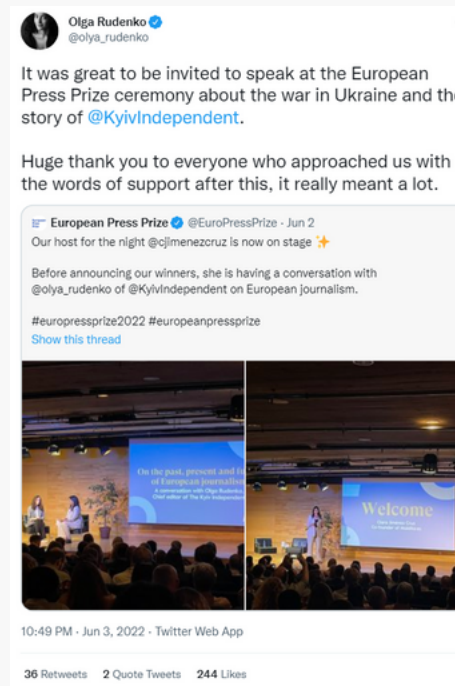
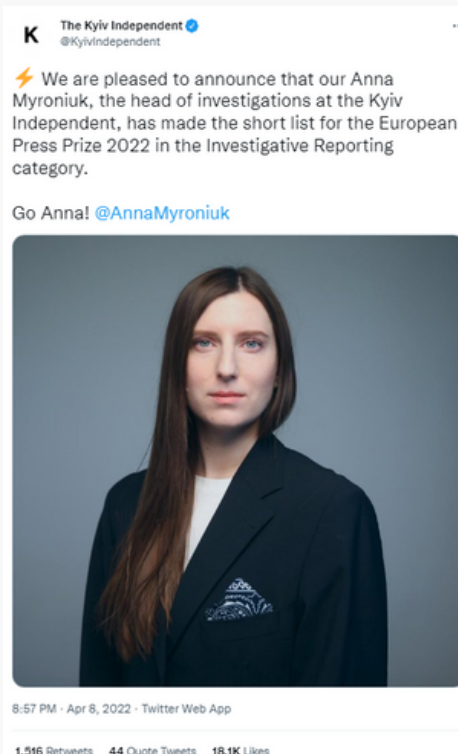
Thank you for the solidarity @EuroPressPrize! 🙏

European Press Prize @EuroPressPrize · Feb 2

Our Laureates @we_are_solomon and @reporters_gr have received a legal threat by an NGO after they asked questions for an investigation they are working on.

We stand with them and hope what is happening will not hinder their public interest journalism.

Show this thread



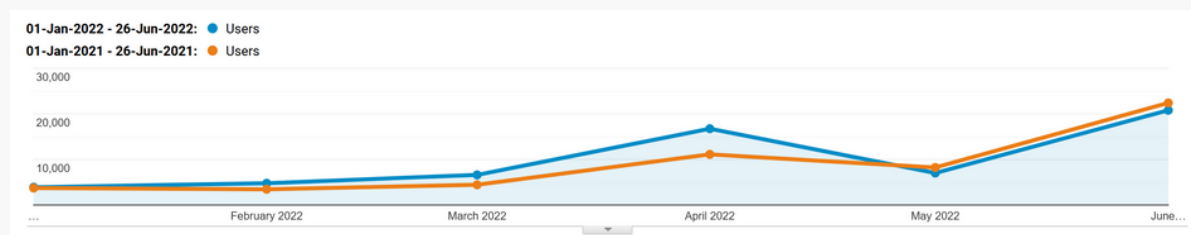
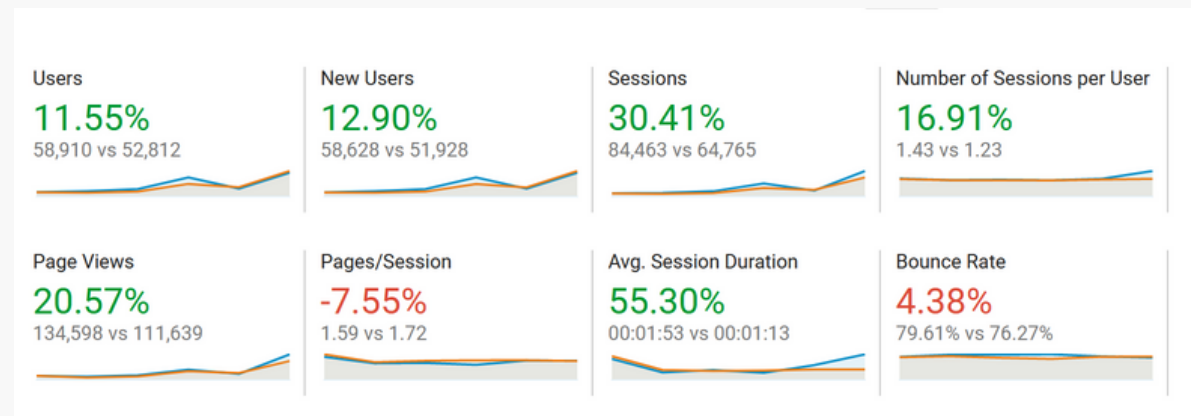
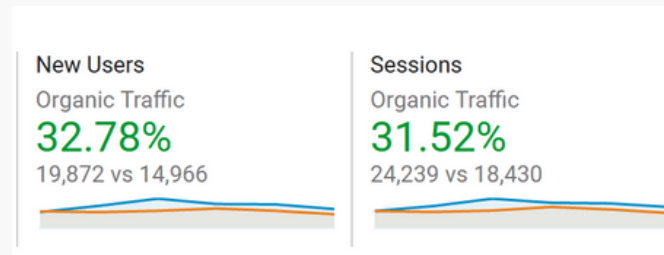
Website traffic

In the 2021 season our focus for the marketing operations was mostly on reducing expenses while maximising results. For the 2022 season we decided to concentrate on streamlining the marketing process and using our website to attract and retain users.

We implemented a Facebook pixel to build custom audiences and improve the campaigns targeting, and we activated a pop-up on our website that prompts user to read the articles of our Laureates.

A new resource: our blog

We published 11 blog posts in the first six months of 2022, as opposed to 13 in the whole of 2021. This greatly influenced the organic traffic (that is, non-paid traffic) on our website, and also brought us more newsletter subscriptions.



Hi! Have you been reading one of our pieces? [Continue here](#). Or click to discover more excellent journalism.

Take me there

[don't show this again](#)

The non-invasive pop-up we implemented on our website

Media attention

We continue our collaboration with Voxeurop for the distribution of our press releases, which are also translated into the original language of the 5 winning projects, to reach media outlets in a more effective way.

Our press releases are published by several media outlets, but there is always space for improvement.

Republishing

Republishing gives new life to the pieces of our winners and nominees, bringing them to the attention of entirely new European audiences. We believe this is yet another way to amplify the excellent journalism from our Laureates.

As of now, our Emanuele Del Rosso and Federica Testi are working to republish the articles of the 2022 nominees in a number of outlets, such as elDiario.es (Spain), Telex.hu (Hungary), Deník Referendum (Czech Republic), the Times of Malta (Malta) and Domani (Italy).

To keep track of the press coverage we receive and the republishing we grant, we created the [European Press Review](#), a view-only Google spreadsheet accessible from our website (Organisation > In the news) that we update on a weekly basis.

This is a collection of all the relevant articles about the European Press Prize and the members of its community and the republishing of our Nominees and Winners				
Title	Publication	Country	Date	Type
Peter Pomerantsev: 'De journalistiek moet weer op zoek naar een verbindend verhaal'	360 Magazine	Netherlands	30/06/2022	Republished Prize article
Náklady bytů rostou v Praze nejrychleji v Evropě. Jejich vlastníci většinou končí v daňových rájích, říká Khazalová	DVTV	Czech Republic	08/06/2022	News



What comes in

For previous season 2020-2021 our total budget was €350,112 - consisting of €299,935 in core funding from Stichting Democratie & Media, The Guardian Foundation, Jyllands-Posten Fonden, Politiken Fonden, Vereniging Veronica, The Irish Times Trust, Luminare, the Thomson Reuters Foundation and Studio Europa Maastricht. In 2020-2021 we received an additional €50,178 in COVID-related support from Stichting Democratie & Media, Jyllands-Posten Fonden, Politiken Fonden, Vereniging Veronica and Luminare.

Both the Thomson Reuters Foundation and Studio Europa Maastricht are no longer contributing in terms of core funding and therefore funding has decreased slightly for season 2021-2022. Fortunately, Fondation Puech and iMedD have joined as Members since the beginning of season 2021-2022.

The total realised costs in 2021-2022 hardly differed from the budgeted costs (€335.000 vs. €339.000).

Contributing Members	
Organisation	July 2021 - June 2022
Stichting Democratie & Media	50,000
The Guardian Foundation	15,000
Jyllands Posten Fonden	25,000
Politiken Fonden	25,000
Vereniging Veronica	80,000
Irish Times Trust	5,000
Luminare	48,639
Fondation Puech	49,999
iMedD	25,000
Reserve balance	25,152
Total	348,790

What goes out

We receive our funds (in euros and in kind) from foundations that invest in media from and for all over Europe. These funds are transferred at the start of our book year, which runs from July 1st to June 30th.

The biggest costs in our organisation are, in order of annual costs allocated to:

Our five awards, worth €10,000 each. Four regular categories and one Special Award chosen by our Judges. The ECA prize money is paid for by our partner Studio Europa Maastricht.

Our Ceremony, finally live again after three years of online celebration, where we invite all nominees, present the winners with an award and video, and most importantly: host our Press Prize family. Combined with the Members' meeting the day after.

Communications related activities turned out higher than budgeted, partly because we increased and professionalised our communication, but also because we did not break down communications expenses adequately enough. PR, events and development related activities have also been marked as 'Communications.' We will make sure to adequately break down all communications expenses upcoming season.

Our bureau of five freelancers, supporting all Press Prize bodies (Board, Members, Judges, Preparatory Committee) that make the important decisions. Thanks to our hosts at Stichting Democratie & Media in Amsterdam, we can keep our office costs low.

Translations. A vital part of our operation. Proper translations make it possible for our Judges to assess the quality of entries, and make it possible for us to share nominated work with a wider audience. An increase in submissions from different European countries and a lack of translators in a tight labour market, forced us to use different translation agencies. We had to translate more articles than last year because of an increase in diversity. Prices for translations have gone up, so we budgeted more for translations, also because of an increase in republishing in European media.

Travel and lodging costs were in check, since we were able to allocate part of these costs under our Ceremony budget as well. This allows us to keep part of our Travel & lodge budget free to cover some costs of Community members travelling to Athens for the Community Event.

Collaborations in terms of PR, experts creating our brand and website. Experts supporting us financially and legally.

Other costs on our budget are fundraising, development and overhead (consisting of HR, finances and operations). The biggest change in our 2022-2023 budget will be the funds allocated to Supporting bodies and Translations. Season 2021-2022 was the first season to break down our costs for support of Press Prize bodies and therefore we will budget accordingly to the realisation of these costs. Prices for translations are going up and our demand for translations is also increasing. Therefore we budgeted a bit more, also to leave room for costs for republications in European media.

The year ahead looks good, but we still have a tight budget. It provides us with just enough to do what needs to be done with the unpaid and greatly appreciated support of all the Press Prize bodies. In order to become future-proof, more visible, and able to provide much-needed and asked for active support for our Community, we are striving for an annual budget of around €500,000.

This increase is truly needed in the short term because in kind support is kind, but insecure. We get a lot of love from our Members, but as in all relationships, at some point you need to be able to offer something instead of only ask... With Luminate no longer contributing after our 2022-23 season, we will surely need an increase of our budget sooner rather than later!

Developing the organisation

During the year, we work on the overall effectiveness of the foundation by establishing objectives for growth and measurable targets for these objectives. This gives us a direction for the long term and provides a structure to keep learning as we strive to fulfil our mission.

This also makes it possible for us to do more each year with the same budget, allocating funds smartly and doing more and more ourselves.

Our core development objectives from 2020 to 2025 are to build a future proof platform, visible across Europe with an engaged Community. In other words, an organisation that can weather storms in an unstable market, has the capacity and the inclusive communication strategy to reach across Europe and work with a variety of partnerships and coalitions to exchange knowledge and network, mobilise resources and influence systems.

Within these priorities, we strive to be an adaptive organisation that responds effectively to opportunities and challenges. By accepting the urgency of a challenged media sector with a flexible mindset, while using our pan-European identity and using our cross-border capability.

As stated above: we want to be there for our Laureates - a lot of whom need our help to keep doing the work we valued so much.

For 2022-23 our objectives are:

An engaged Community

- Sustaining our Community and making it future-proof. Our Community Event being a first step towards an engaged Community, connecting all aspects of our Community in a recurring manner.
- Work with different partners to engage new audiences and offer opportunities to our Community.

A visible platform

- Expand our network of platforms, media partners and formats to share our shortlisted and winning projects on.
- Make use of more Press Prize submissions than just the shortlist; creating more possibilities for networks and platforms to share Press Prize projects earlier on in the year too.

A future-proof organisation

- Continue to fundraise among European organisations that invest in media - with a bigger focus on earmarked funding.
- Making it a habit to collaborate with local partners every time the Prize organises an event somewhere, because these local partners get better value, and we can work together in the future.

For 2021-22 our objectives were:

An engaged Community

- Facilitate online and offline conversation and collaboration between Laureates, Member organisations and judging bodies.
- Work with different strategic partners to engage new audiences.

A visible platform

- Build a network of media that is interested in the development of quality journalism.
- Find new platforms and formats to share our shortlisted and winning projects on.

A future-proof organisation

- Continue to fundraise among European organisations that invest in media.
- Consult with experts on sponsoring and work towards sponsor contracts for earmarked funding, i.e. the Ceremony, travel and lodge or translations.

Results flowing from these objectives:

An engaged Community

- Our first-ever Community Event is taking place in October, bringing together our entire Press Prize Community with the aim of widening the horizons of European journalism;
- Partnering up with multiple strategic partners, resulting, amongst others, in fundraising for our first thematic Award, but also in establishing our own European Press Future programme.

A visible platform

- We have partnered up with multiple platforms to share our shortlisted and winning projects on. Our partnership with Voxeurop is making up a part of this, by using their network for expanding our network of media partners;
- Media organisations are also actively reaching out to us for republishing, instead of only the other way around. This resulted in multiple republished articles in different European countries and languages.

A future-proof organisation

- We have partnered up with local partners in Madrid to organise the Ceremony, resulting in sponsorships in terms of experts hosting workshops and providing keynote speakers. Partners in potential Ceremony cities are actively reaching out to us to host our Ceremony there;
- We are working on partnerships in terms of translations, to keep translation costs lower and to outsource all translations to the same partner, saving us time in coordinating translations too.

Thank you

We would like to take the opportunity to thank a few people. These are some of the people whose time and brilliance we need and lean on and who made our amazing 2022 season possible.

To our Preparatory Committee, thank you to **Denis Staunton** for being our guiding light once again and chairing the PrepCom ever smoothly under difficult war-related circumstances, **Şebnem Arsu** for enduring a blizzard to join us for the PrepCom meeting in Amsterdam, **Beata Balogová** for always thinking along with us and about the development of our organisation and its processes, **Denis Džidić** for joining us in difficult times, but as always with enthusiasm and energy, **Konstanty Gebert** for always being quotable and for finding the time to travel to Amsterdam for us, **Sérgio B. Gomes** for being a true ambassador of the Prize and always finding pieces to republish, **Anna Husarska** for, yet again, looking and finding Wi-Fi in the unlikeliest of places to read articles and for joining us in Amsterdam again, **Natalia Antelava** for being such a fan of the Prize and inspiring those around her (including us!);

Winnny de Jong for finding time for us in the middle of switching jobs, **Oleg Khomenok** for reading and assessing even when he had to evacuate due to the war, **Cristian Lupşa** for having marvelous ideas on professionalising the PrepCom process and always thinking along about how to develop our organisation, **Natalie Nougayrède** for her keen eye on and input about the new Public Discourse Award, **Jacopo Ottaviani** for his unrelenting energy and talent to make the hard choices, **Lucila Rodríguez-Alarcón** for her spirited engagement and for making our Madrid Ceremony an amazing success, **Dimitris Theodoropoulos** for engaging and reading thoroughly even when his newborn had COVID, and he did too, **Bartosz Wieliński** for always fighting for the underdog, **Lidy Nicolassen** for her detailed notes and thorough analyses, **Roman Anin** for finding time for us in ever severe circumstances, **Katrin Kuntz** for her fair judgement, and talent for spotting true quality, and **Mathias Friis** for his infectious enthusiasm and putting a smile on our faces by showing up so incredibly well prepared to the meetings.

Thank you

To our Judges, thank you to **Alan Rusbridger** for expertly guiding the Panel through tough choices in a busy Perugia weekend, **Alexandra Förderl-Schmid** for her growing expertise and strong and fair judgements when having to compare incomparable projects, **Juan Luis Sánchez** for his tireless enthusiasm and infectious smile, **Sheila Sitalsing** for her thorough and critical, but always fair, analyses and **Can Dündar** for, in his first-ever Judges' meeting, already showing his added value by making important connections and making the tough choices a bit easier.

To the Judges and Preparatory Committee of the Cartoon Award, we'd like to thank **Janet Anderson**, our Chair, for her orchestra director skills, **Jen Sorensen**, for having brought to the table her North American view on satire, **Catherine André** for her knowledge on the connections between journalism and cartoons, **Niels Bo Bojesen**, for his always-on-point remarks, **Tom Janssen** for being a cartoonist of great experience and with a fine understanding of what makes a great cartoon. And thanks to the Laureate Judges, four wonderful cartoonists that played a crucial role in selecting the long-listed works: **Osama Hajjaj**, **Saeed Sadeghi**, **Konstantinos Tsanakas**, **Vitor Neves**.

A special thank you also goes out to our friends (although family might be more apt) in Madrid: **Clara Jiménez Cruz** and **Carolina González** at Maldita, and **Patricia Macías** and **Lucila Rodríguez-Alarcón** at porCausa. The Award Ceremony and workshops wouldn't have been possible without your help and enthusiasm. Thank you for being such gracious hosts and making us, and all of our guests, feel at home.

And an immensely big thank you to all our Members without whom the Press Prize wouldn't have been possible at all. Thank you for creating the jobs we love so dearly, celebrating journalism. Thank you for always being there for us, for picking up the phone, for supporting us in visible and less visible ways; for helping us, guiding us and steering us in the right direction. Thank you for always being true fans of the Prize, no matter where you are.

We had a great year,

Thomas, Jennifer, Emanuele, Esther & Federica



Save the date

Open for entries	October 1, 2022
Community Event	October 9, 2022
Members' meeting	October 10, 2022
Deadline for entries	December 9, 2022
Shortlist Celebration	April 20, 2023 *
Members' meeting	June 9, 2023 *
Award Ceremony	June 9, 2023

* Definitive dates TBD

The European Press Prize 2022 was made possible by



Democracy & Media
Foundation Stichting
Democratie & Media



Incubator for
Media Education
and Development



FUNDACJA
AGORY

The
Guardian
Foundation

THE IRISH TIMES

FONDATION

NICOLAS
PUECH

Jyllands-Posten

Luminate

Building stronger societies

POLITIKEN



media
development
investment
fund

VERONICA

Eurōpeañ Prēss Priže