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# Year Report 2025



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# The value and fortitude of quality journalism

As I reflected in my introduction to last year's report on a world marked by crises and ongoing conflicts, there is, unfortunately, little to suggest that the state of global affairs has become less precarious. Similarly, the challenges independent journalism is facing aren't any less pressing.

The [MFRR Monitoring Report 2024](#) documented an alarming increase in press freedom violations compared to the violations recorded in 2023 (1,548 vs. 1,153). The global state of press freedom is now classified as a "difficult situation" for the first time in the history of the [RSF World Press Freedom Index](#) with economic pressure as a major and often underestimated factor weakening media. In most countries, the Reuters Institute's [Digital News Report 2025](#) finds that traditional news media is struggling to connect with much of the public: there is declining engagement, low trust, and stagnating digital subscriptions – and an accelerating shift towards consumption via social media and video platforms which is further diminishing the influence of 'institutional journalism'.

However, as [Alan Rusbridger](#), who has chaired our Panel of Judges for the sixth and last time this season, put it:

**"There is – understandably – so much anxiety about the state of the news business today that it's easy to forget that extraordinary work is still being done by committed journalists all over Europe, and beyond."**

Especially in times like these, it is important to remember this, and to remember why the European Press Prize was founded in the first place: to recognise, honour, and encourage quality journalism across Europe.

Thanks to the tireless efforts of our [Preparatory Committee](#) and [Panel of Judges](#), we were able to do exactly that once again this season. Their dedication and care ensured that, even in such a difficult year for judging, the values at the heart of the European Press Prize were upheld.

The result of their work is our [2025 Shortlist](#), which represents Europe's best journalism and covers a diverse range of topics, from stories on the Israeli occupation of parts of the Gaza Strip, to millions of Europeans being denied access to life-saving medicines due to secretive pharma pricing deals, motherhood at a time of global crisis, and much more.

To celebrate the work represented on the Shortlist, as well as the 2025 Winners and Runners-up, we travelled to [Bari](#): our first annual gathering in a non-capital city. Bringing journalists together in diverse regional contexts fosters peer-to-peer exchange and strengthens a shared commitment to journalistic standards – a core part of our mission.

Presenting our Shortlist and organising our annual event are always at the core of our operation. Despite financial strain and limited resources, we were proud to go beyond that this season. Amongst others, we've organised a [conference](#) at Publix in Berlin, and, looking ahead, we've already secured an [official partner](#) for the European Press Prize 2026...

In this Year Report, you'll find more highlights and accomplishments from our past 2025 season – alongside critical reflections on how we can improve moving forward.

Here's to the season ahead!

*Jennifer Athanasiou-Prins*

Executive Director



# Why is there a European Press Prize?

The European Press Prize exists to recognise, honour, and encourage quality journalism across Europe – empowering journalists to uphold journalistic standards, contributing to reinforcing trust in media and strengthening democratic values.

Quality journalism is vital to healthy democracies, especially under the pressure of a transforming media landscape. We offer a network of solidarity for journalists in Europe. In a fragmented and oversaturated information environment, we aim to be a trusted reference point for journalism.



# Strategy: Refining our narrative



Following various strategy sessions over the last year, one thing to focus on stood out most: we need to **refine our organisational narrative**. The foundation of it is already there – but it became clear that our current mission statement lacks a certain focus and therefore clarity. This has also resulted in a lack of focus in the communication of our message to the outside world. Since focus is also at the heart of our strategic plan, the next steps felt logical.

As a result, we began working on this in December. Thanks to grantee support from the Democracy and Media Foundation, we were introduced to the **Reputatiegroep** – a Dutch consultancy firm specialising in the redesign of organisational narratives, stakeholder monitoring and value propositions, and thought leadership. They helped us identify the main opportunities for sharpening our narrative along with potential next steps.

Over the **course of a few months**, two consultants from the Reputatiegroep engaged in weekly meetings with Jennifer. Additionally, they held a few longer in-person meetings with the Bureau as well as one workshop with various members of the European Press Prize Community. They also gathered in-depth input from the Board.

The main outcome of their guidance was a **re-formulation of our mission** (see previous page), which is more in line with the current standing of the Prize, societal developments, and has a clearer focus on what we stand for.

Additionally, the Reputatiegroep identified a few **strategic narrative shifts** and outlined **value propositions** for our main stakeholder groups.

To give you a brief, more detailed, insight, you can find the main identified narrative shift explained on the next page.



# Strategy: Main narrative shift

The Awards for  
excellence in  
journalism



European  
quality mark

What this  
requires:

## Communication

- Develop a clear, shared definition of journalistic quality;
- Consistently communicate this standard to journalists and the wider public;
- Position the nomination itself as a badge of trust that signifies journalistic excellence.

## Organisation

- Build internal consensus around a core set of guiding principles;
- Increase transparency in judging and selection processes to reinforce legitimacy and public trust;
- Invest in visibility efforts — including partnerships, PR strategy, and recognisable brand assets — to ensure the quality mark is broadly understood and valued.



# Our Board

The European Press Prize Foundation is managed and represented by its Board, which shall be made up of no fewer than three members and currently has six members.



From left to right:  
Nienke Venema (Chair) (NL), Yoeri Albrecht (NL), Majka Nemcova (CZ), Jens Bruun (DK),  
Maïke Olij (NL) & Beata Balogová (SK)

In September 2024, we welcomed Maïke Olij and Beata Balogová to the Board. Yoeri Albrecht is stepping down from the Board in July 2025. As one of our founding members, we wholeheartedly thank Yoeri for his hard work and indispensable contributions to the organisation.



Photo: Antonio Pellegrino

"The **prize money** is really invaluable to me as a freelancer, and I will use it to fund my time **developing** several in-depth **reporting projects** and possibly a book proposal. I usually have to do this type of development work unpaid, which is always risky."

— Jessica Bateman, freelance journalist and Winner of the 2025 Distinguished Reporting Award



# Milestones of our 2025 season

Our 2025 season was one to remember: here are some important **milestones** that marked the year.

Despite our **PrepCom Shortlist meeting** in Berlin starting a bit chaotically due to German airport strikes, we managed to get 16 out of 20 PrepCom members to Berlin in the end. Our fruitful meeting was held at the offices of the **Robert Bosch Foundation**, our Partner for the Migration Journalism Award.

Our Shortlist meeting was followed by a bigger-than-ever add-on event: together with Publix, a house for media in Berlin, we organised the one day conference: **Shaping Tomorrow: Collective Efforts for the Future of European Journalism**. The conference was a big success with over 130 attendees and an impressive list of speakers comprised of Press Prize Laureates and PrepCom members as well as Publix residents.

For a second year, our partnership with **kompreno** for all **judging procedure translations** continued to be very fruitful. This collaboration made it possible for us to outsource all translations to the same partner again, making the coordination of all translations more efficient.

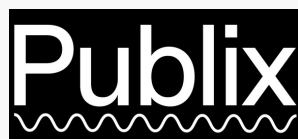
We are by now a fixed presence at the **IJF in Perugia**. This year, we had the honour again to announce our 2025 Shortlist formally during a panel which was part of the official IJF programme.

Our **2025 Ceremony** at the Kursaal Santalucia in Bari was a great success overall — we had a great turnout of local guests, Press Prize community members, and Nominees. A big thanks goes out to our **local partner CIME**, who helped us a great deal.

A big highlight of our time in Bari was the **2025 Networking Soiree** which was held at the beautiful JR Hotels Grande Albergo delle Nazioni. Thanks to the generous support of the Region of Puglia, dinner and drinks were served overlooking the rooftops of Bari and its coastline — truly an evening to remember!

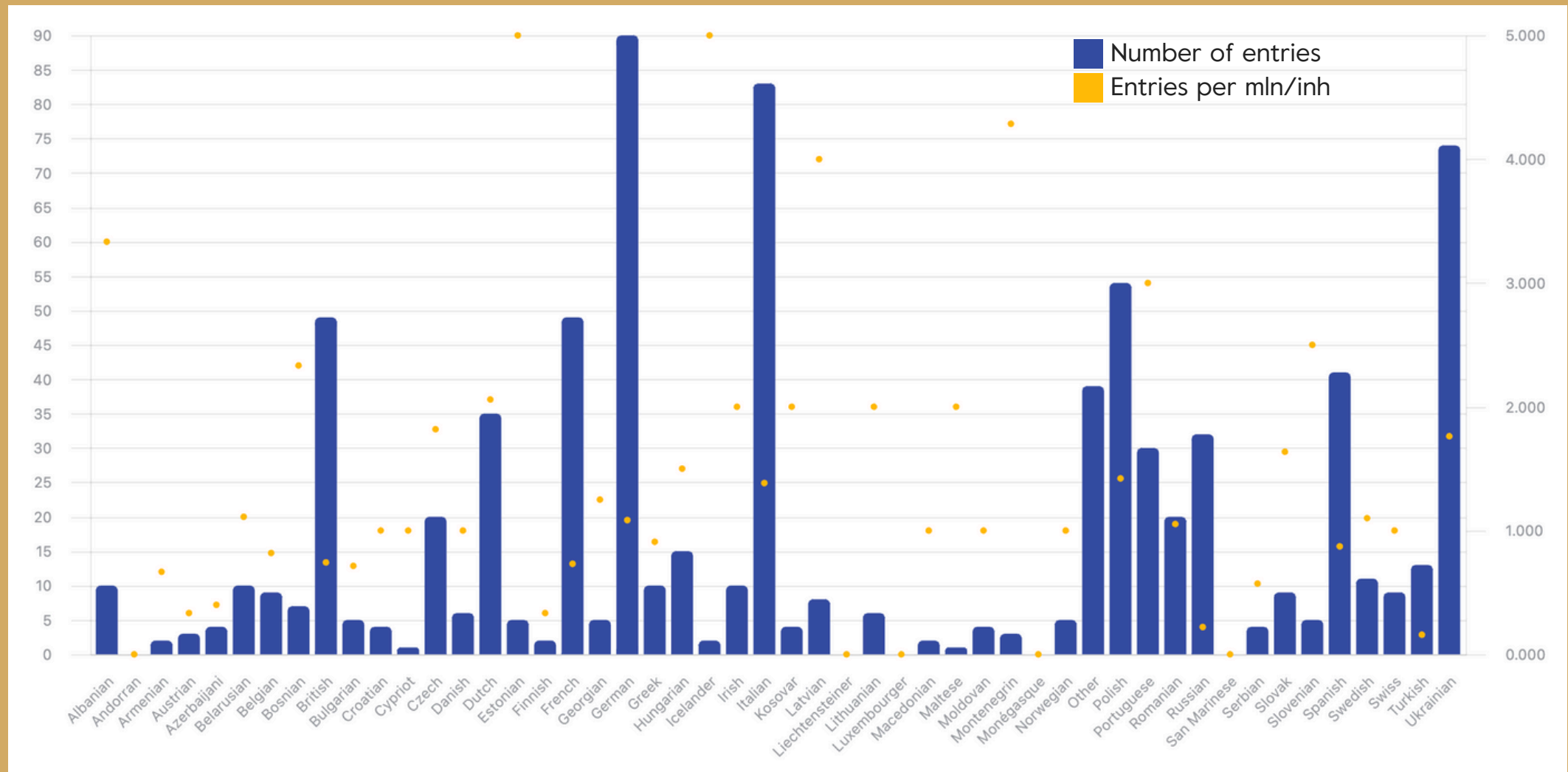
We have already spoken to **IJF Perugia** about the continuation of our partnership and we are excited to reveal that we will be announcing our **Shortlist in Perugia again in 2026!**

Similarly, we are very happy to already have secured a partner and, subsequently, location for the European Press Prize 2026: **the Calouste Gulbenkian Foundation in Lisbon!**



# European Press Prize 2025 in numbers

## Nationalities of submitting journalists



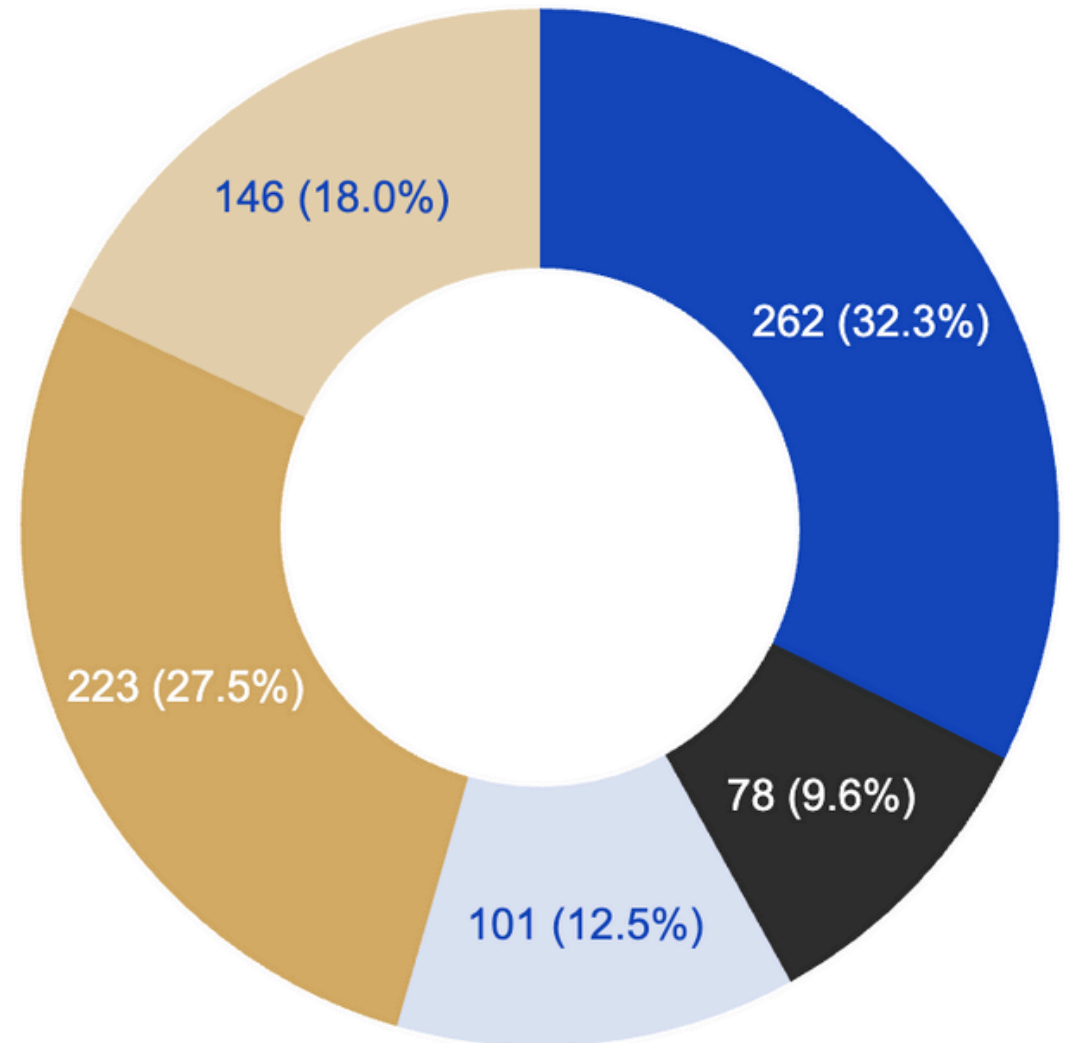
The graph above illustrates an overview of the diversity in nationalities of our 2025 entrants.



# European Press Prize 2025 in numbers

## Entries per Category

- The Distinguished Reporting Award
- The Public Discourse Award
- The Migration Journalism Award
- The Investigative Reporting Award
- The Innovation Award



The graph above illustrates the breakdown of the 2025 entries per Award Category.

# European Press Prize 2025 in numbers

over <b>800</b> entries	<b>25</b> shortlisted projects
<b>44</b> countries	<b>12</b> collaborations
at least <b>45</b> nationalities	<b>75</b> outlets
<b>39</b> different languages	<b>14</b> single-author projects



# Our judging procedure

Our elaborate judging procedure consists of four separate rounds of judging – three rounds for our Preparatory Committee (which this year consisted of 20 members who read 26 languages), and a final round for our Panel of Judges (five members from five countries). During each round, our judging bodies take our category criteria into consideration while engaging in in-depth conversations to make sure to level the playing field as much as possible for all submissions.

## 1 Longlist Meetings

In the first round of judging, PrepCom members read submissions in their original project language, providing national and regional contexts on work from their respective countries and regions for the other members of the committee. Any submissions in languages that PrepCom members cannot read are translated into English. After this first round of assessment, the PrepCom decides on a first Longlist in a series of meetings. This Longlist is made up of ~150 projects.

## 2 Category Meetings

Projects on the Longlist that do not have an English translation available are translated so that the entire PrepCom can read them. Afterwards, the PrepCom is divided into groups per Award Category and all members of each group read the same articles within that category. The division is made based on areas of expertise and personal preferences. In their second rounds of meetings in February, the Preparatory Committee selects around ten projects per Award Category to form a preliminary Shortlist.

## 3 The Shortlist Meeting

A third round – and the final round for our Preparatory Committee – of assessing then takes place: during an in-person meeting that lasts a full day, the PrepCom decides on the Shortlist. In this meeting, the PrepCom narrows the contenders in all categories down by half to five projects per category, which then make up our official Shortlist. Additionally, the Preparatory Committee discusses their suggestions for the Special Award and writes a recommendation to the Judges.

## 4 Judges Meeting

Finally, the work of the PrepCom is over and the Shortlist is communicated to the Panel of Judges. The Panel of Judges makes the final selection and decides on Winners and Runners-up in all five categories. The Panel of Judges also chooses the recipient of the Special Award, after consideration of potential suggestions from the Preparatory Committee's side. Up next: the Winners and Runners-up will be announced during the annual Award Ceremony.

# 2025 Preparatory Committee



From left to right, by first names in alphabetical order:

Cristian Lupşa (Chair) (RO), Agnieszka Wądołowska (PL), Daniele Grasso (IT), Daria Badior (UA), Denis Džidić (BA), Dimitris Theodoropoulos (GR), Ewa Wołkanowska-Kołodziej (PL), Gaby Khazalová (CZ), Hendrik Lehmann (DE), Jacopo Ottaviani (IT), Juliette Garside (UK), Just Vervaart (NL), Lucila Rodríguez-Alarcón (ES), Mathias Friis (DK), Oleg Khomenok (UA), Şebnem Arsu (TR), Sérgio B. Gomes (PT), Tanja Stelzer (DE), Veronika Munk (HU) and Winny de Jong (NL).



# Shortlist Meeting in Berlin

Our annual Shortlist Meeting started off tumultuously as we found out two days prior to its start that all German airports were due to strike on all PrepCom members' arrival day. Nevertheless, due to the flexibility of our PrepCom, we managed to get **16 out of 20 members** to Berlin in time.

What followed was a productive day filled with intense, yet respectful, discussions culminating in the [2025 Shortlist](#). Thanks to our Migration Journalism Award Partner, the **Robert Bosch Foundation**, we not only had a spacious room for our deliberations, but were also served delicious lunch and a networking aperitif to round off the day.





# Shaping Tomorrow: Conference at Publix

Our “add-on” event the day after our Shortlist meeting is becoming a standard day to look out for in the Press Prize calendar. This year, we went bigger than ever before: together with Publix, a newly-opened house for journalism in Berlin, we organised an inspiring conference titled [“Shaping Tomorrow: Collective Efforts for the Future of European Journalism.”](#)

Through a series of workshops, presentations, and panel discussions, **journalists** and **industry experts** put forward their innovative approaches to future-proofing their practices. This ranged from an interactive demonstration of “live journalism” from Christoph Schwaiger and Headliner, to a conversation on the importance of media literacy within the newsroom, and a workshop on the unsettling prevalence of racist stereotypes used to drive clicks.

The conference proved a big success amongst the **130 participants**; a mix of students and journalists from all over Germany and Europe. Read an in-depth [summary of the event here.](#)





"You ran a brilliant awards event. I honestly think it's the most impressive – and well run – awards event around: so thoughtful and well conceived.  
It was a wonderful experience on every level and I hope to return one day. In the meantime keep up the excellent work."

– Mark Townsend, Senior Reporter at The Guardian and 2025 Runner-up for the Migration Journalism Award



Photo: Antonio Pellegrino

# Shortlist Announcement at the IJF Perugia '25



At the International Journalism Festival 2025 in Perugia, we once again had the opportunity to **announce our Shortlist** during a panel as part of the official festival programme. Opening the conversation to the broader public as part of the official IJF schedule is important to us in order to reach a wider audience and increase our visibility.

The panel was titled “**European Press Prize Insights: Laureate Talks and 2025 Shortlist**”. During the first part of the session, two of our Laureates held short but inspiring talks about their work and connection to the European Press Prize.

First, we heard from **Iliana Papangeli**, Managing Director of Solomon in Greece. She shared some personal experiences of how she ended up in the field of journalism, combining this with an explanation of what her newsroom does and how their European Press Prize Nominations have contributed to where they are today.

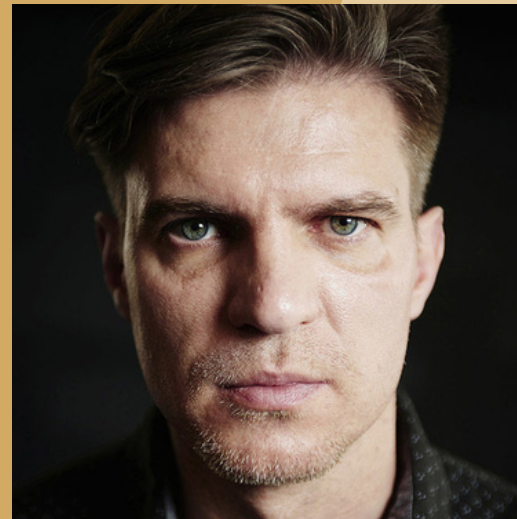
Second, last year’s Migration Journalism Nominee **Megan Clement**, Editor-in-Chief of the Impact Newsletter shed light on the difficulty of bringing about their nominated story and, more broadly, talked about the immense challenge of doing gender journalism at a time of rising misogyny and declining funding for independent reporting.

Finally, **Jennifer and Cristian** reflected on the 2025 Judging Procedure and announced the 2025 Shortlist.

The full panel **can still be watched on the IJF website**.



# 2025 Panel of Judges



From left to right:  
Alan Rusbridger (Chair) (UK), Can Dündar (TR), Clara Jiménez Cruz (ES),  
Natalia Antelava (GE) and Paul Radu (RO).



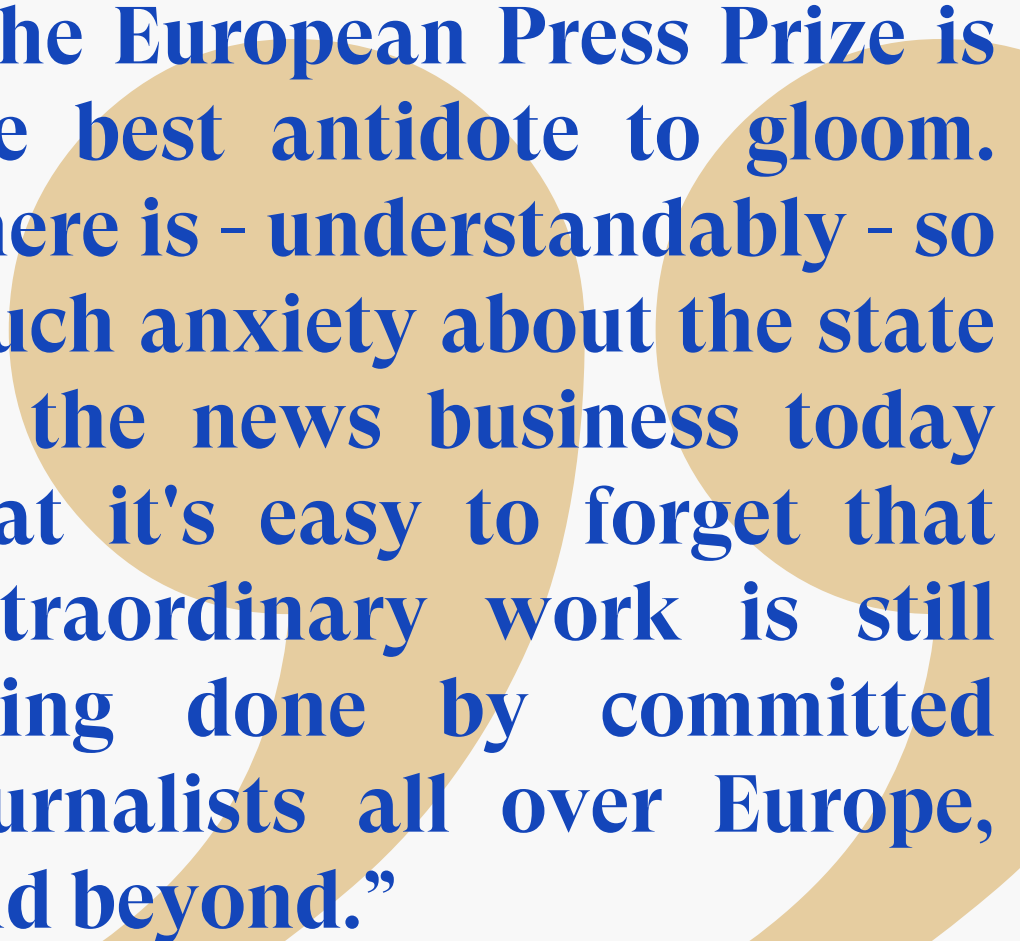
# 2025 Judges Meeting in Perugia

As is becoming tradition, the 2025 IJF festival ended with the most important part of our trip to Perugia: the **Judges Meeting**. This year, all Judges managed to meet — four of them in person and Clara via video call.

Each Award Category – and the five shortlisted works per category – was discussed in detail. While some categories required more discussion than others, the Judges ultimately reached agreements about the **Winners and Runners-up** for each Category. They also agreed with the PrepCom's recommendation for the **Special Award**.

Our five judges all bring with them years of **experience**, not only in journalism, but also in judging procedures – some of them were part of our Preparatory Committee before joining the Panel of Judges whereas others were, or still are, member of other juries as well. As a result, the Panel of Judges closed the meeting with a brief discussion on **things to improve in the future**, such as some category descriptions and a specific scoring sheet for the next seasons.

This meeting and Press Prize season also marked the last of Alan Rusbridger chairing our Panel of Judges. Read more about his invaluable input to our organisation on the next page.



**“The European Press Prize is the best antidote to gloom. There is - understandably - so much anxiety about the state of the news business today that it's easy to forget that extraordinary work is still being done by committed journalists all over Europe, and beyond.”**

— Alan Rusbridger

# Alan Rusbridger's farewell as Chair of the Panel of Judges



Alan during his inspiring Keynote at our 2025 Award Ceremony in Bari

Alan Rusbridger is a name familiar to everyone in the journalistic community. Not only was he the **Editor-in-Chief of The Guardian** for 20 years (from 1995 until 2015), but he also **won the Pulitzer Prize** for Public Service for the publication of Wikileaks and Edward Snowden material in 2014.

The latter also led to an **introduction between Alan and the European Press Prize**, as he received the first ever Special Award in 2014 on the same topic.

Six years later, in 2020, we had the honour of appointing Alan as the **Chair of our Panel of Judges**, a task he has fulfilled brilliantly since. Alas, this season marked his last, not only as Chair, but as a member of the Panel of Judges. We therefore had to bid him **farewell in Bari**, where he fittingly delivered an inspiring Keynote on the future of journalism.

We would like to thank Alan for being a perfect Chair of the Judges for six seasons: for his inspiring comments about each story he read carefully, his faultless guiding during the Judges Meeting, and for everything he has done for the Press Prize. We are sad to see you go!

**We've had the pleasure to ask Alan for a final interview which we have published on our website – a must read!**



# European Press Prize Bari 2025



Photos: Antonio Pellegrino



# European Press Prize Bari 2025

The 13th edition of the European Press Prize was a special one: for the first time in the history of the Prize, we hosted the Award Ceremony in a **city that is not a capital city**: Bari! While we always aim to involve the local journalistic community as much as possible, this was even more important in Puglia, a region that is always overlooked. Therefore, we wanted to acknowledge and reflect the specific experiences and challenges faced by journalists in this part of Italy. We also hosted one of the afternoon sessions in Italian – to make things as accessible as possible for the local journalistic community.

Amongst others, we partnered with the founder of the **Forum for Mediterranean Women Journalists** and **IrpiMedia's** Impact Manager. We also gave a bigger spotlight to our **2025 Nominees** in our programme this year by showcasing three different projects in one of the three afternoon panels.

This year, our entire programme was more extensive and we tried to move away from 'just' hosting an Award Ceremony. By creating a more extensive programme and a broader focus, we wanted to provide guests with a programme focussing on journalistic content.

The programme of the Award Ceremony itself also involved collaboration with Italian journalists. The Ceremony was held in one of Bari's most prestigious theatres, the Kursaal Santalucia. As a result, together with our local partner CIME, we decided that it would be good to also make use of the theatre as such. This is why the evening started with a journalism theatre performance. For this, we partnered up with **FADA Collective**. Four of FADA's members are Laureates of the Press Prize, so this felt like a natural collaboration.

It was a great joy to see the Press Prize Community together again, with more than 130 guests and 44 Nominees attending the events.



We also continued our – by now – tradition to host a **networking event for Nominees, PrepCom members, and funding Partners** the evening prior to the Ceremony. Thanks to our local partner CIME, we had the privilege to hold this event in a stunning rooftop restaurant overlooking Bari and its coast.

We would like to thank **CIME** for a wonderful collaboration, **FADA Collective** for their involvement, **Sara Manisera** for her wonderful moderation, and **Alan Rusbridger** for delivering a brilliant keynote speech. It is thanks to you that we received so many positive responses about our events in Bari.



# The European Press Prize 2025 Winners



Jessica Bateman,  
The Distinguished Reporting  
Award



Katarzyna Boni,  
The Public Discourse Award



Măriuța Nistor, Natalia Zaharescu,  
The Investigative Reporting Award



Maximilian Zierer, Rebecca Ciesielski &  
Ingo Dachwitz, The Innovation Award



The Baku Connection Project,  
The Special Award

For our 2025 edition, we received more than 800 entries. The shortlist of this year was made up of projects from 75 different media outlets. This year's Shortlist featured stories on the Israeli occupation of parts of the Gaza Strip, forced child labour in Madagascan mica mines, motherhood at a time of global crisis, and much more. As well as showcasing broad thematic diversity, this year's Shortlist boasted investigations at the forefront of journalistic innovation and ingenuity, with contributors utilising techniques ranging from satellite imagery and machine learning algorithms to purpose-built tools to analyse massive datasets.

Photos: Antonio Pellegrino



Gabriela Galvin,  
The Migration Journalism  
Award

From this impressive list, the judges selected Winners who have shone a light on some of the most pressing and underrepresented issues facing the continent today – investigations and commentaries ranging in focus from the pervasive influence of the Kremlin in European elections to the everlasting scars of the black market adoption industry. The Winners demonstrated excellence in reporting – in substance, style, innovation, and impact.

What stood out especially this year was that while the Shortlist did feature 12 collaborating projects, it also consisted of 14 single-author projects, many of which are freelancing journalists.

The full 2025 Shortlist can be discovered [here](#). The photos above include links to the corresponding articles. The aftermovie of the Award Ceremony can be watched via [this link](#).

# Partners & Peers Meeting

As mentioned in last year's report, we revamped our Partners & Peers Meeting format. The reason: we wanted to **formalise the role of the Partner Meeting** – to strengthen its role in advising our Board on the Prize's general direction and development. This will enable the Board to take the feedback of Partners and Peers into account in its decision-making. The Partner Meeting also serves as a space for open discussion and constructive dialogue.

In December 2024, we hosted the first digital edition of our revamped Partners & Peers Meeting, to which members of our judging bodies were also invited. The two main themes that were discussed during this meeting: **"Urgency: Why is the European Press Prize relevant today?"** and **"From Community to Visibility: Growing our presence in European journalism."**

We extended our decision to include members of the judging bodies in our **in-person Partners & Peers Meeting in Bari**. We are very happy with that development, since this means bringing together a group of people who are vital to the European Press Prize, each contributing valuable and unique qualities, ideas, and perspectives – this time representing **all** different bodies that make up our organisation.

Apart from the annual Bureau organisational update, the conversation in Bari focussed on **broader reflections on the boundaries of journalism and what constitutes eligibility for the Prize**. The discussion revealed a tension between upholding journalistic standards and recognising the evolving nature of public-interest content. Another topic on the agenda was the research conducted in light of our **organisational narrative** (see pages 5 and 6 of the report).



Photo: Antonio Pellegrino

In consultation with Partners, Peers, and Board we have tweaked our mission statement to better reflect the urgency of the European Press Prize in today's journalism landscape. See page 4 of the report.

Our organisation currently finds itself at a turning point. Considering the phase we're in, especially regarding long-term financial sustainability, change is needed sooner rather than later. We'll therefore hold an **in-person emergency Partners & Peers Meeting** to discuss the future and wellbeing of our organisation and define a shared horizon. This meeting will take place on 25 September, in Athens, at our Partner **iMedD's International Journalism Forum**. We are very grateful that iMedD is willing to host us for this important meeting.



# Community Event 2024

For the third time consecutively, we had the pleasure to host our annual Community Event at our Funding Partner iMedD's International Journalism Forum which, for its 2024 edition, was called "Unveiling Stories, Shifting Perspectives."

On 27 September 2024, our Community had a space to come together and we spent a full day connecting with and inspiring each other.

Our programme featured four parts:

- We kicked off the day with an **Open Space**, a concept where our Community proposed topics they wanted to discuss, which resulted in four small groups having intensive discussions about various journalistic topics;
- Afterwards, **Jose Miguel Calatayud** held an inspiring lightning talk about how to offer audiences personalised reading experiences;
- **Daniela Sala, Pierluigi Bizzini, and Sara Manisera** from FADA Collective followed and shared how they manage to reach marginalised communities with innovative practices;
- We closed our activities with a programme element that continued last year's topic of mental health: **Iliana Papangeli, Elena Ledda, Alice Facchini, and psychologist Duarte Rolo** led us through an interactive session and presentations around journalism and mental health.

Due to budgetary constraints, and other pressing issues, this year's presence at iMedD's International Journalism Forum will look slightly different. You can find more information about this [on page 25](#) and [page 32](#) of this report.





# Social media overview






This year's communication for the European Press Prize came with a two-fold change:

In October, Emanuele left his position as Head of Communications at the Press Prize after four years. Due to the need to focus our budget elsewhere, we decided to not hire another fixed member of the Bureau for now. Instead, we hired Jordan Higgins as a freelancer for all things Communications and Social Media, who's been a great addition all around.

One of Jordan's first actions was communicating our decision to leave X and sign up to Bluesky instead. Over the last year, X (formerly Twitter) had become an ever more comfortable home for the unabated spread of disinformation and the online abuse of journalists. As a result, we no longer felt that the platform is a suitable place for us to carry out our mission.

Our decision was met with agreement by our Community and we have established a firm following on Bluesky over the last six months.

## Social Media Followers

	2023	2024	2025
	12,175	12,300	12,286
	5,666	5,849	-
	1,303	1,725	2,597
	3,580	3,804	4,135
	-	-	542

On Instagram, a 23% increase in the number of posts on the previous year contributed to a rise in followers. In line with the platform's renewed focus on video content, we focussed on using more Reels, for example to announce our 2025 Shortlist and Winners. This proved to be a success as well with more engagement and a rise in follower numbers flowing from those videos used this past season.

In 2025, LinkedIn emerged as a new potential frontrunner in our social media communications. Consistent posting on the platform not only brought about a notable increase in followers but also in impressions, shares, and engagements. The transition to Bluesky from X has been smooth and growth has been consistent. This is owed in part to interaction with our Laureates and Community members who are already active on the still-fledgling platform.

## Newsletter Performance



11 newsletters sent  
3,179 subscribers  
47% average open rate

# Website traffic

In 2025, we focused our attention on [producing in-depth blog posts](#) for the Press Prize website. The aim of these blogs is to showcase the work and expertise of our Community through interviews, summaries of community events, and guest posts.

We aim to publish one blog post per month and so far in 2025 – including event announcements and Award news – we have published a total of 7. These have been well-received on social media and in our newsletter, with highlights including an [interview with Alan Rusbridger](#) and an [overview of our Community's predictions for the future of journalism](#), as outlined in our one-day conference with Publix.

The blog posts have also served the purpose of [highlighting the high level of expertise within our Community](#). From Board Members, to Judges, to Laureates, the Community is home to a deep wealth of knowledge. By using our blog posts to shine a light on this, we [help solidify the position of the Prize as a quality mark for journalism in Europe](#).

Organic Search	58K	↑74.7%
Direct	27K	↑47.6%
Organic Social	6.5K	↑10.0%
Referral	6K	↑28.9%
Email	439	↑25.4%
Unassigned	148	↓5.1%

A renewed [focus on SEO best practices](#) for recent blog posts and press releases brought with it an [increase in web traffic](#) coming directly from search engines. The 2025 season also saw a rise direct traffic and social traffic, coming as a result of our newsletter and social media communications.

The 2025 season brought [steady growth on our website](#) in general, with the number of users and sessions both seeing notable increases on the past year. Efforts to draw attention to our Laureates' work on the website using social media were also successful, with several older Nominees' pieces featuring in the list of most-visited pages.



# Media attention

There are several ways for the Prize to attract media attention. Some, are related to our presence in specific events, others to our Laureates and many, of course, to our Shortlist Announcement and the Award Ceremony. In 2025, we featured in several news articles and editorials realised by members of our Community.

This season, our **press releases** got **picked up more** than last season. For some examples, see the screenshots on the right, which also feature links to the corresponding webpages.

## Republishing

Republishing gives new life to the pieces of our Winners and Nominees, bringing them to the attention of different European audiences. A republishing example of this year is Line Vaaben's shortlisted work, originally published by Politiken, which has now been republished by The Guardian Long Read!

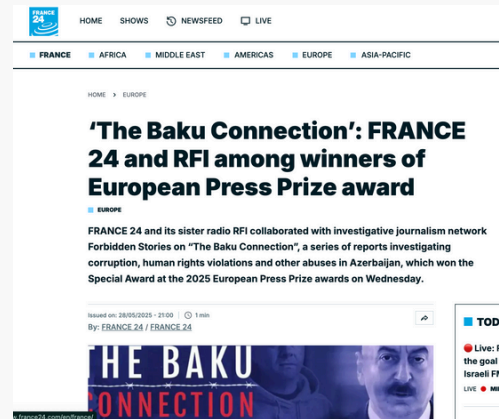


FROM THE EDITOR

## 'Random normies' bearing witness

Plus: Kent Babb on a daughter's struggle to connect with her father, and European Press Prize winners

by Mark Armstrong



Preise für "Databroker Files"

## Innovative BR-Recherchen zum Datenhandel ausgezeichnet

Die Recherchen von BR und netzpolitik.org zum Handel mit Handy-Standortdaten haben nach dem Grimme Online Award zwei weitere Preise gewonnen: den Innovation Award des European Press Prize und den Datenschutz Medienpreis für den besten interaktiven Online-Beitrag.

Von: Maximilian Zierer, BR Data  
Stand: 05.06.2025 16:03 Uhr | [Bildschirmausschnitt](#)



Seit mehr als einem Jahr recherchiert ein Team von BR Recherche/BR Data und AI & Automation Lab gemeinsam mit netzpolitik.org zum Handel mit Daten, die aus der Online-Werbeindustrie abfließen. Im Fokus der Recherchen stehen Handy-Standortdaten, die detaillierte Bewegungsprofile von Menschen offenbaren: eine Gefahr für die Privatsphäre



# What comes in

Our total budget for 2025 was €321,165, consisting of core funding from the Democracy and Media Foundation, Stichting Veronica, Politiken Fonden, Jyllands-Posten Fonden, iMEdD, The Scott Trust, and The Irish Times Trust Ltd. We received earmarked financial support for the Migration Journalism Award from the Robert Bosch Foundation. Additional funding came from the Democracy and Media Foundation for organisational development and from Stichting Veronica, the Robert Bosch Foundation, and iMEdD for a Community travel fund. We have also received a one-off earmarked amount from ZEIT-Stiftung Bucerius for our conference 'Shaping Tomorrow' at Publix in Berlin in March 2025.

## Financial strain

Since the end of our 2023 season we have lost €100,000 in core funding that we haven't been able to supplement yet. This puts us under great financial strain. Had we not received additional financial support from some of our Partners, we would not have been able to successfully complete this season and would have had to make further cuts to our core operations.

## Additional in-kind support

A special thank you to the Democracy and Media Foundation for the additional funding for organisational development as well as their grantee support, to Stichting Veronica for the additional funding and for very generously offering us an office space in De Balie, and to iMEdD for hosting us for our Community Event 2024.

Income 2025 season	Amount
Democracy and Media Foundation *	€100,000
Stichting Veronica	€80,000
Politiken Fonden	€25,000
Jyllands-Posten Fonden	€25,000
iMEdD	€25,000
The Scott Trust	€15,000
The Irish Times Trust Ltd.	€5,000
Robert Bosch Foundation (earmarked)	€20,000
Additional support: Community Event **	€16,165
ZEIT-Stiftung Bucerius (earmarked, one-off) ***	€7,500
Reserve balance	€2,500
<b>Total</b>	<b>€321,165</b>

\* Additional allocation of €50,000 for organisational development

\*\* €10,000 from Stichting Veronica, €5,500 from Robert Bosch Foundation and €665 from iMEdD for a Community travel fund for our 2024 Community Event in Athens in September 2024

\*\*\* Earmarked funding for our conference at Publix in Berlin in March 2025

# What goes out

Our financial book year runs from 1 July to 30 June. During the 2025 season, we employed three Bureau members for the first three months of the season, and two ever since. Total personnel costs amounted to €142,216. These costs have been classified under miscellaneous budget categories as illustrated in the realisation for 2024/25. Some of the biggest costs in our organisation, in order of the amounts realised per budget category, are:

Our six awards, worth €10,000 each. Five set categories and one Special Award chosen by our PrepCom and Judges.

Supporting bodies – PrepCom, Panel of Judges, Board and Bureau: These are the bodies that make the important decisions and are key to the organisation’s core operations — we try to support all of them as much and as well as we can. Part of the travel costs for our judging bodies are also allocated here.

Our Award Ceremony, where we invite all Nominees, present the Winners and Runners-up, and most importantly: host our Press Prize Community. We combine this with an in-person Partners & Peers Meeting, during which the overall direction and development of the organisation are discussed.

Overhead: HR, financial administration, organisational improvement operations and legal administration & governance fall within this category.

Travel and lodging: Costs for our 2024 Community Event (~€9,000) are part of this realisation. Travel costs for our Bureau and part of our Board are covered within this category too.

Communications: Communication remains central to our work. The lower realisation for the 2025 season is the result of a budget-driven shift from a salaried Bureau member to freelance support, as financial constraints did not allow for a new hire.

PR: Expenses for our Publix conference were realised under PR. Earmarked funding from ZEIT-Stiftung Bucerius covered the biggest part of these expenses.

The year ahead does not look good. We have a **tight budget** as we have not been able to replace lost funding. In order to grow and further professionalise, we should aim for an annual budget of approx. €600,000, which is needed in the short term. In order to take the Prize to the next step, we need to diversify our income stream.

Budget category	Realisation 2024/25
Supporting bodies	€63,418
Overhead	€32,625
Communications	€28,498
Prizes	€60,000
Translations	€16,649
Ceremony	€42,958
Travel and lodging *	€21,418
Website and design	€330
Office	€8,701
PR **	€9,262
Development ***	N/A
Fundraising	€14,938
Total	€298,797

\* Expenses for our 2024 Community Event were realised under this budget category  
\*\* Expenses for our conference at Publix were realised under this budget category  
\*\*\* From this 2024/25 season onwards, 'Development' falls under 'Fundraising'



# Developing the organisation

Our focus areas from 2024 to 2026, as laid out in our Strategic Plan, are **Prizes**, **Brand**, and **Community**. All three focus areas have their own core objectives as well as corresponding strategies to achieve them.

In order to **secure our future** and stay receptive to the trends in journalism, we have to further build a strong governance framework for viability and sustainability of the organisation, foster credibility and inclusiveness in our judging procedures, and secure the financial foundation necessary to take our organisation to the next step.

To increase our influence and become

a more **credible voice within the journalistic landscape**, we have to build a recognisable presence, establish thought leadership, and demonstrate our commitment to excellence. Attracting more influential figures from the media industry will foster trust and increase the prestige and value of the Prize.

Addressing the needs and concerns from our Community would also solidify our role as **true connector** – stimulating collaborative spaces where ideas and best practices can be shared.

Due to a lack of resources, we had to prioritise the **stability** of our organisa-

tion to maintain the quality of our operations. This meant we couldn't focus on big developments, but instead focused on **safeguarding vital aspects** such as our judging process. We're now at a **turning point**, and considering the phase we're in, especially regarding long-term sustainability, change is needed sooner rather than later. We'll therefore hold an **emergency meeting** with our Board and Partners, to discuss the future and wellbeing of our organisation and define a shared horizon, with concrete short-term goals and ambitions.

We are grateful to our Partner **iMEdD** for hosting us for this in Athens, during their International Journalism Forum.

## For seasons 2024 to 2026 our core development objectives are:

### Prizes

Becoming more future-proof, increasing stability and transparency, and staying receptive to the trends in journalism

### Brand

Be the brand for quality journalism in Europe as well as a credible organisation within the journalistic world

### Community

Be a true connector for our Community and other relevant stakeholders within the journalism landscape



Photo: Antonio Pellegrino

“We love to remember the great days in Bari: such an inspiring, friendly and heartwarming event and definitely one of the highlights in my professional experience. Our whole company was celebrating and it is a big honour.”

— Laurenz Schreiner, Editor at ZDF Magazin Royale and 2025 Runner-up for the Investigative Reporting Award



# What can we improve moving forward?

## **Bureau:**

The past season has been overwhelming and we should dedicate more time to personal development and a healthy workload.

## **Entries:**

Now that we have a more focused strategy for outreach, partnering up with strategic mission partners for visibility is a priority for next season.

## **Judging process:**

Further professionalise our judging process and communicate about it more and more transparently, shedding light on the work we do and acting as a benchmark.

## **Ceremony:**

Working on a solid presence in Lisbon in 2026 from early in our season: involving local community, attracting more local mission partners, and having dedicated local promotion to attract attention.

## **Offline visibility:**

We should be invited to more events, and start working on thought leadership. We are still being invited to the same events. We need to increase our visibility in other events and start being considered a credible voice that adds value.

## **Communications:**

We need to dedicate time and resources to a new communications strategy. Our communications have been too static, which changed since we started working with a freelance communications manager from March onwards. We will focus on a new strategy in the upcoming months.

## **PR:**

There should be a solid PR strategy in place, but we lack resources. We need to attract more influential figures and our press releases should be shared in national and international media.

## **Funds:**

We need an increase and diversification of funding ASAP in order to be able to work on all lessons learned mentioned here – this a bit of a catch-22: we need more funding to dedicate more time to fundraising.

## **Community travel:**

Funding dedicated for travel purposes is needed – this now takes up a big chunk of our budget and we cannot even accommodate all requests we receive for travel funding. We notice an increase in numbers of freelance journalists and journalists in fickle financial situations.

## **Community managing and listening:**

We are not doing this enough, and do not have the resources to do so. However, this should be a priority in the future. Ideally, we would hire another Bureau member to focus on this and communications.

# 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 2025 season possible.

To our Board, thank you to **Nienke Venema** for being an outstanding Chairperson, and for being a valuable sparring partner for Jennifer in particular. To **Yoeri Albrecht** for speaking up when it's needed most. Thank you **Majka Nemcova** for being so involved in the future of the organisation. To **Jens Bruun**, for always being there and showing your support. To **Maike Olij** for creatively thinking along from the get-go. Thank you **Beata Balogová** for being as invaluable on the Board as you were on the PrepCom.

A special thank you goes out to **Yoeri Albrecht**, whom we are saying goodbye to in July. Thank you Yoeri for being there from the very start, as one of the Prize's founding fathers, and for tirelessly fighting for the principles upon which we were established.

To our PrepCom, thank you to **Cristian Lupşa** for not only being a perfect Chair, but also a brilliant strategist — we cannot imagine the Press Prize without your support.

**Agnieszka Wądołowska** for being so excited to join the PrepCom. **Daniele Grasso** for bringing fresh perspectives and being a dedicated reader under the most hectic of circumstances. **Daria Badior** for your critical voice and addressing sensitive topics with a lot of empathy. **Denis Džidić** for your determination to make it to Berlin despite the insane travel itinerary. **Dimitris Theodoropoulos** for bringing the underrepresented Greek perspective. **Ewa Wołkanowska-Kołodziej** for bringing your curious mind and being the PrepCom's in-house photographer. **Gaby Khazalová** for not shying away from uncomfortable topics that need to be discussed. **Hendrik Lehmann** for keeping us on our toes. **Jacopo Ottaviani** for your joy and optimism throughout. **Juliette Garside** for stepping in and reading extra entries and going great lengths to join us in Berlin. **Just Vervaart** for being just and coming up with innovative solutions. **Lucila Rodríguez-Alarcón** for being the biggest cheerleader of the Prize. **Mathias Friis** for tirelessly reading in the midst of new beginnings. **Oleg Khomenok** for being a continuous supporter and always showing up. **Şebnem Arsu** for being one of our most enthusiastic and the longest standing PrepCom member. **Sérgio B. Gomes** for being passionate about each entry you read. **Tanja Stelzer** for your open-mindedness and eagerness to contribute. **Veronika Munk** for bringing a much needed perspective and being equitable. **Winny de Jong** for your creative solutions whenever we're at an impasse.



# Thank you

To our Judges, thank you to **Alan Rusbridger** for being a flawless Chair for six consecutive seasons – you will be missed! **Can Dündar** for making passionate cases for your selections. **Clara Jiménez Cruz** for bringing in your valuable voice despite not being in the room with us. To **Natalia Antelava** for not shying away from important discussions. And to **Paul Radu** for always listening and being respectful of other's argumentations.

A big thank you this year goes out to **Jassin Irscheid** and the Robert Bosch Foundation for hosting us and thinking along strategically. Thank you to **Lea Bayer** and **Carolin Kohl** for a wonderful collaboration and bringing to life our conference at Publix, and to **all the speakers** involved.

A special thank you to **Vito Cramarossa**, **Daniela Denapoli**, and **Luigi Grande** from **CIME** – our events in Bari would not have been possible without you. And to **Vincenzo Cramarossa**, who is dearly missed. A big thank you also to **all speakers** that contributed to our Bari programme.

Thank you to **Sara Manisera** for moderating the Ceremony flawlessly, your passion and enthusiasm are contagious – and to **FADA Collective** for being a huge support for us in Bari and for their inspiring contribution to our Ceremony.

Thank you **Shalini Arias**, for stepping in and generously offering your support and work – especially in Bari.



Photo: Antonio Pellegrino

And last but definitely not least, a big thank you to **all** our (funding) Partners – without whom the Press Prize wouldn't have been possible at all. Thank you for honouring journalism together with us. Thank you for always being there, 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 season,  
Jennifer & Ella





## SAVE THE DATES

**Emergency meeting Athens**

25 September 2025

**Deadline for entries**

14 December 2025

**Shortlist Announcement**

15-18 April 2026 (IJF Perugia)

**European Press Prize Lisbon 2026**

3 June 2026



# The European Press Prize 2025 was made possible by



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European Press Prize Year Report 2025