

Európean
Prešs
Priže

Year Report 2024



PrepCom Member Beata Balogová giving her Keynote Speech on stage during our 2024 Award Ceremony in Prague, Czech Republic.

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Setting a standard in complicated times

This past European Press Prize season marks a year of major events that have shaped global developments. Record temperature highs, the ongoing Russian full-scale invasion of Ukraine, Israel's war on Gaza, the growing influence of AI, EU parliamentary elections reflecting the far-right surge all over Europe, Slovakia's prime minister Robert Fico being shot — and these are just some of the world changing events that have characterised the past year.

Given current societal conditions and the challenges independent journalism is facing, the task of the European Press Prize has become tougher and more acute than ever.

In his last Director's note in our 2023 Year Report, Thomas asked for the following: "Keep caring for it, sharing it, building it, nurturing it. Work together for it, transcend personal preferences for it."

Despite all these developments over the last year, I can proudly say that we certainly did all of that this past season. And will continue doing so.

Some of my personal highlights, after my first season as the Prize's director:

- This gathering will never cease to amaze me: the PrepCom meeting in person. What stood out this year is the discussion around judging the impact of resources on quality, and the sorting question that followed from that discussion: "What would my best reporter — from a smaller outlet or country — produce with the same resources? How would it compare?". This proves the great value of the PrepCom in developing the distinguishing role of the Prize as a quality mark for independent journalism;
- Conversations with members of the Prize's Community:
 - The heartbreaking stories of two of our 2024 Laureates, when discussing the [abuses taking place in healthcare in Portugal](#);
 - Other Laureates expressing interest in starting a cross-country investigation about this exact same topic because they are sure it is happening on the same scale elsewhere too;

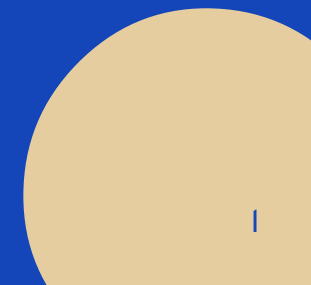
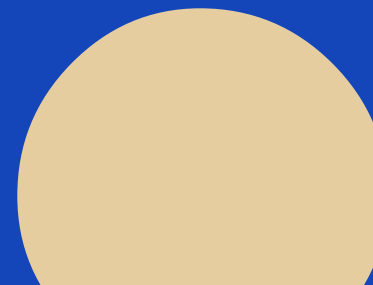
- A meaningful Partners & Peers Meeting with our (funding) Partners in Prague, in conversation with each other and Cristian Lupşa about important and vulnerable topics;
- Beata Balogová's beautiful [Keynote Speech](#) during our Ceremony in Prague — the first sentence of her speech still gives me goose bumps: "Hate targets journalists every day, and we absorb it as if it were in our job description."
- The record number of Nominees attending our 2024 Ceremony!

In this Year Report we will share even more highlights and accomplishments of this past season, but we will also critically reflect on improvements.

Looking forward to what next season has in store for us!

Jennifer Athanasiou-Pyins

Executive Director



Why is there a European Press Prize?

The European Press Prize was founded in 2012:

- Because of a shared concern about the quality of the public debate — inspired by Peter Preston;
- Because a healthy, well informed public debate lead by independent journalists is crucial for democracies and the rule of law — the basis of open, just societies;
- To help counter the effects of a transforming, pressured market and declining press freedom, which has led to an environment in which independent quality journalism had become increasingly difficult to maintain.

The aim established at the very beginning of the Prize, remains. The concerns at the heart of our establishment are, after all, more topical than ever.



Our mission

Celebrating and encouraging European journalism of the highest quality to help counter the effects of a transforming, pressured market and fragile press freedom — and to stimulate journalists to keep contributing to the quality of European journalism.

Strategic Plan 2024-2026

| Focus

Focus is at the heart of our strategic plan: concentrating on the concerns that were at the heart of our foundation in 2012 and which form the soul of our organisation. These concerns are, after all, more topical than ever. Therefore, the task of the European Press Prize has become tougher and more acute. In order to remain a resilient organisation that is equipped to continue offering journalists all over Europe a source of legitimacy in a time where trust in journalism is declining, we need to focus on becoming more future-proof and professionalising further, to then be able to continue to grow.

We have distinguished three focus areas within our strategic plan, along with a main objective per area. For all three objectives, strategies and measures are in place. The objectives per focus area can be found on the next page, more details on main results accomplished this season on pages [25](#) and [26](#).

Our focus areas:

Prizes
Brand
Community

Strategic Plan 2024-2026



Prizes



Brand



Community

Objectives

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

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

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

Strategies

1. Build on current governance structure;
2. Work towards a stable inflow of qualitative entries;
3. Focus on engaged and diverse judging bodies;
4. Stabilise (core) funding.

1. Establish thought leadership;
2. Increase our offline visibility;
3. Stabilise and improve owned media channels;
4. Increase our presence in earned media;
5. Adjust PR strategy;

1. Create settings for peer-to-peer exchange;
2. Connecting journalists and funders;
3. Build on the Community Platform;
4. Community managing and listening.

Milestones of our 2024 season

Our 2024 season was one we look back on with a lot of fond memories. Here are some important milestones and partnerships that marked the year.

We started this season with Jennifer as new Director, and three contracted Bureau members.

Our 2024 Innovation Award had a Data Journalism focus, thanks to to the collaboration with the European Data Journalism Network — to give data journalism the attention it has claimed and deserved.

Our PrepCom Shortlist meeting in Rome was our biggest ever with 18 out of 21 PrepCom members present! We took this opportunity to hold an event at Sapienza University for the local journalism students of Rome. Read more about this event on [page 10](#).

We officially partnered up with [kompreno](#) for all judging procedure translations, which was a very fruitful partnership that made it possible for us to outsource all translations to the same partner, making the coordination of all translations more efficient. We are already in talks about continuing this partnership for next season.

We are by now a fixed presence at the YF in Perugia. This year, with networking drinks at Brufani, sponsored by our Partner Vereniging Veronica and a panel where we announced the [2024 Shortlist](#) formally as an official part of the YF programme.

We successfully organised a guest lectures series with the Central Saint Martins University in London with three of our Laureates, within our project [European Press Future](#).

Our 2024 Ceremony at CAMP in Prague saw a record number of Nominees and attendees and was a great success overall — a lot of which is thanks to MDIF, our local partner for this year's Ceremony. Their support was truly invaluable.

We repeated last year's collaboration with the Embassy of The Netherlands for our exclusive Networking Soiree and welcomed over 60 Nominees and Funding Partners at the Ambassador's Residence in Prague.

We continue our republishing project, this time also with our collaborator [kompreno](#), which will translate the Winning 2024 pieces into up to 5 languages, and help us distribute them. Read more about it on [page 21](#).



Kingdom of the Netherlands



CAMP

kompreno



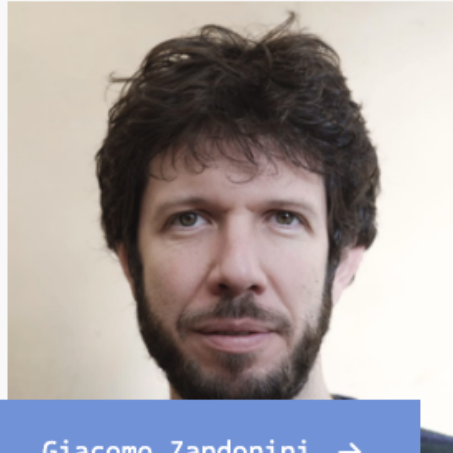
media
development
investment
fund



Our Community Platform



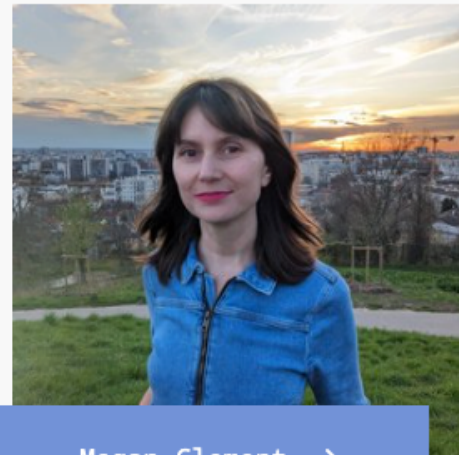
Léa Polverini →



Giacomo Zandonini →



Oleksandr Magula →



Megan Clement →

Some new faces on the Community Platform with our 2024 Laureates

Our Community Platform is a database that can be a starting point for our Community to collaborate, network and share knowledge. In collaboration with our Partner iMED, we launched the platform during our 2023 season.

From our 2024 Laureates, already over 30 have signed up for the platform only a few days after the Ceremony. Given the increase of cross-border collaborations and freelancers among the 2024 Shortlistees, we are hopeful that the platform can offer them exactly what it is intended for:

A space where they can safely connect and get each other's contacts, to then talk about new collaborations, projects, investigations, to ask questions and share their ideas.

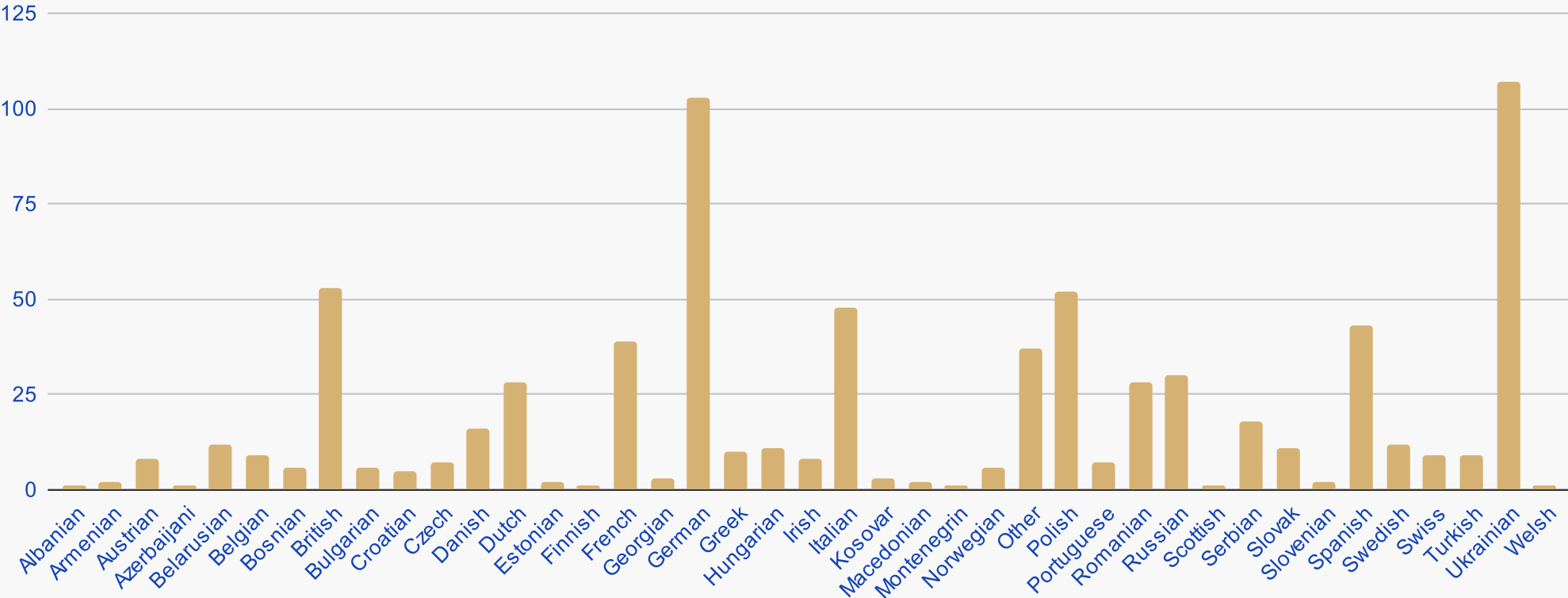
About 145 Community members have already joined the Community Platform.

Scan the QR code to get access to the platform.



European Press Prize 2024 in numbers

Nationalities of submitting journalists

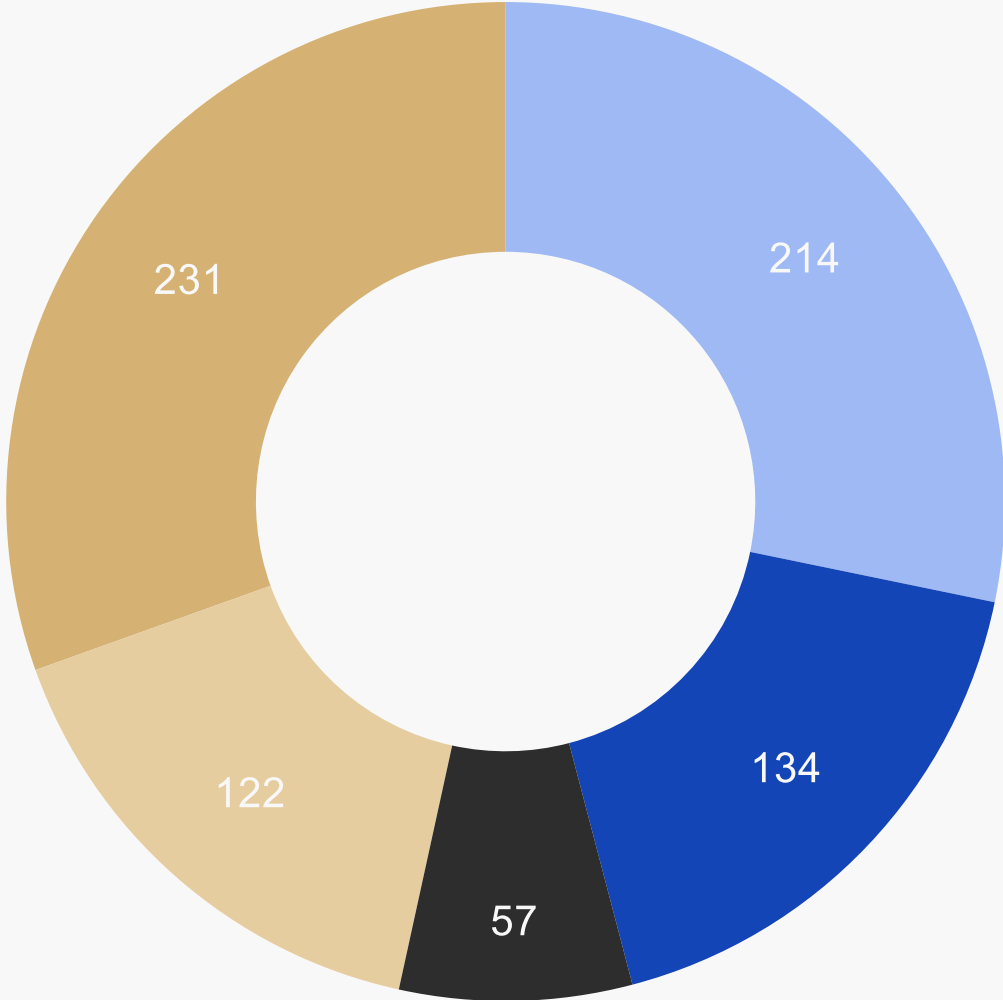


The graph above illustrates an overview of the diversity in nationalities of our 2024 submitters.

European Press Prize 2024 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 2024 entries per Award Category.

2024 Preparatory Committee



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

Cristian Lupşa (Chair) (RO), Anna Kiedrzynek (PL), Beata Balogová (SK), Bert Lanting (NL), Daniele Grasso (IT), Daria Bador (UA), Denis Džidić (BA), Dimitris Theodoropoulos (GR), Ewa Wołkanowska-Kołodziej (PL), Gaby Khazalová (CZ), Hendrik Lehmann (DE), Jacopo Ottaviani (IT), Lucas Menget (FR), Lucila Rodríguez-Alarcón (ES), Mathias Friis (DK), Oleg Khomenok (UA), Sandrine Treiner (FR), Şebnem Arsu (TR), Sérgio B. Gomes (PT), Wafaa Albadry (EG), and Winny de Jong (NL).

Shortlist Meeting and Lightning Talks in Rome

With a **record number** of attendees for our 2024 Shortlist meeting in Rome, we knew this was going to be a good one.

18 out of 21 of our PrepCom members came together to discuss this year's best entries. Despite being such a big group, discussion were fruitful and respectful, which again underlines how the PrepCom truly is the **secret sauce of the European Press Prize**. Anyone could learn from the way cultural sensitivity is ingrained in these meetings, which makes for discussion without friction that focusses on solutions. Truly inspiring!

The day after, journalism students at Sapienza University were impressed by three of our PrepCom members who each held a Lightning Talk on topics relevant for the Radio and Broadcasting Journalism class we took over:

- **Şebnem Arsu** illustrated Challenges of video reporting for an international audience;
- **Mathias Friis** presented Putin's Shadow War: Amplifying impact through cross-border collaboration;
- **Winy de Jong** discussed How the best Data Journalism for TV Goes Undercover.

The students were engaging in a Q&A afterwards and even recorded interviews with all three presenters for their university radio.

Both events proved Rome to be a great success!



“What would my best reporter — from a smaller outlet or country — produce with the same resources? How would it compare?”

— **Beata Balogová** during the Shortlist meeting

Shortlist Announcement at the IJF Perugia



Jennifer and Cristian announcing the 2024 Shortlist during our panel

The YF falls right in the period of our **Shortlist Announcement**, so we decided, together with the Festival organisers, to make the Announcement an official part of the festival programme in the form of a panel.

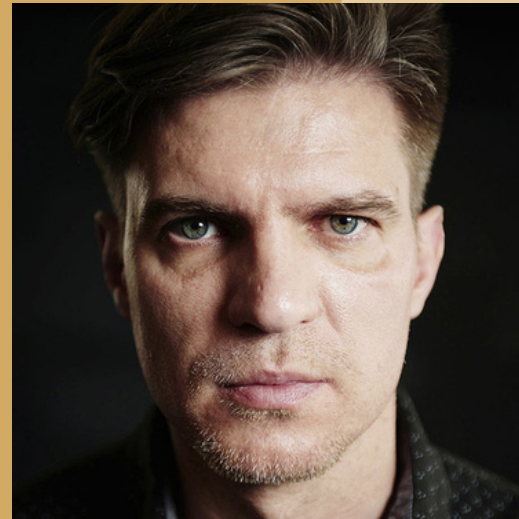
In addition to that, with the support of our Partner **Vereniging Veronica**, we held a successful **networking event** that brought together almost 100 media professionals, journalists, activists and festival speakers, in one of the main reception halls of the Brufani Hotel.

The panel we hosted was titled “**European Press Prize in Conversation: Lightning Talks and Shortlist Announcement.**” Opening the conversation to a broader public as part of the official programme of the YF, was important to us, to reach a bigger audience and increase our visibility.

During the first part of the session, our **Laureates** Olga Rudenko (The Kyiv Independent), Daniel Howden and Bashar Deeb (Lighthouse Reports), and Anna Górnicka and Jakub Górnicki (Outriders), held short presentations on their work and talked about their connection to the Prize. Then, Jennifer and Cristian announced the **2024 Shortlist**. Many of our 2024 Nominees were present at the session.



2024 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).

Judges Meeting in Perugia

For the third year in a row, our days in Perugia were ended with the most important event of the trip: the **Judges' Meeting**. This year, all Judges managed to meet — four of them in person and Clara via video call.

All shortlisted projects were discussed in detail, and after quite some initial disagreements, the Judges were in agreement about the Winners for all categories. They also agreed with the PrepCom's recommendation for the Special Award.

The **two new Judges** of this season, Natalia Antelava and Paul Radu proved why they were the right choice for the job: both participated intensively and brought in their experiences: Natalia was an esteemed member of the PrepCom until she joined the Panel of Judges, and Paul is a member of a few other juries such as the Sigma Awards. This resulted in both Judges having valuable input on how we set up our judging procedure — as well as inspiring ideas for the future.

The Panel of Judges closed the meeting with a discussion on things to improve in the future, such as some category descriptions and a potential scoring sheet for the next seasons.

“You can spend all year being depressed about the state of journalism and then you come here and read so much great journalism that it fills you with optimism and makes you believe in journalism again. All the stories about journalism are so depressing. Young journalists especially must read this stuff and think: this is why I should be a journalist.”

— Alan Rusbridger in the Judges meeting



The 2024 Award Ceremony in Prague



The 2024 Award Ceremony in Prague

The 12th edition of the European Press Prize was hosted in Prague. While the city is known for its Baroque architecture, we had the honour of using one of the few Brutalist buildings for our Ceremony — the Center for Architecture and Metropolitan Planning (CAMP). CAMP's trademark is its huge screen covering the entire height and width of the main room.

This made for a fantastic location for the Ceremony, especially since the screen was filled with beautiful illustrations from Klára Míčková, a talented Czech animator.

This year's Ceremony would not have been possible without the tremendous help of MDIF, who proved indispensable as a local partner. As a founding Partner of the Prize, MDIF was able to offer plenty of support to a slightly understaffed Bureau which resulted in a great Ceremony.

It was a great joy to see the Press Prize Community together again, and have a record number of 60 Nominees join us in Prague. The event was well attended overall, with over 150 guests present — another record!

A certain highlight of this emotional and joyous evening was the incredible Keynote speech held by PrepCom member Beata Balogová. She captivated the audience by sharing the horrible experiences journalists currently have to endure in Slovakia, and at the same time moved many to tears with her messages of hope. A truly unforgettable moment.

One thing that we did for the first time in Tbilisi in 2023, but have repeated because of its great success: hosting a networking event for Nominees, PrepCom members and funding Partners the evening prior to the Ceremony. A closed event specifically meant for those Community members present to get to know one another in a more intimate setting prior to the Ceremony.

These drinks were generously hosted by the Ambassador of the Netherlands to Prague, Daan Huisinga, in his residence. The turnout was large, with about 65 people in attendance — our Nominees' Czech counterparts were also invited.



“Despite all the political efforts to redefine and weaken the essence of journalism, the European Press Prize remains the guardian of journalistic standards ensuring that in five years or even in a decade, generations of journalists will have reference points. Your stories. These are the golden standards of journalism.”

Beata Balogová during her Keynote speech in Prague

The European Press Prize 2024 Winners



For our 2024 edition, we received almost 800 entries. The shortlist of this year was made up of projects from 23 different countries. Finalists reported on a range of topics: exposing influential lobby groups meddling in EU legislation negotiations, confronting EU authorities on migration issues and reflecting on the hypocrisy of right wing ruling.

Our Judges selected projects that are clear examples of holding power to account and show the many facets of European policies and their effect on the public. As Alan Rusbridger put it: “This is what hope looks like. Here are brilliant journalists finding things out; behaving with bravery and ingenuity; shining a bright light on the powerful and the corrupt.”

What stood out especially this year was the number of collaborations: the 2024 Shortlist features 7 big cross-border collaborations. Most of these collaborations that were led by freelancing journalists, underlining once again how the media landscape is changing. It also shows how support such as ours is needed more than ever, as many freelance journalists find themselves in fickle financial situations due to the nature of their often underpaid work.

The full 2024 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

This past season, we have been working on **redesigning** the Prize's Partners meetings. The way these meetings were organised in the past was a bit of an empty shell – leaving both us as the Bureau as well as our (funding) Partner representatives unsatisfied afterwards.

For this reason, we have revamped our in person Partners & Peers Meeting that takes place on the day of our Ceremony – and we will continue developing the Partners & Peers Meeting for the upcoming season. For our **2025** season, we are planning on hosting **two Partners Meetings**, one digital meeting in the fall – and the well-known in person meeting prior to the Award Ceremony.

The reason: we want to **formalise the role of the Partners 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 into account in its decision-making. The Partner Meeting also serves as a space for questions and open discussion.

Our Board therefore has decided to start convening two Partner Meetings from our 2025 season onwards:

- **One (digital) meeting in the fall**, at the beginning of the Prize's season. In this meeting the Board may solicit Partners' input and advice on the general direction and development of the Prize; and
- **One (in person) meeting prior to the Award Ceremony**, in which our Partners will be provided with an update on the Prize's development and progress of the running season – and where connection, exchange and meaningful conversation between Partners will be facilitated.



For our 2024 Partners & Peers Meeting, the Chair of our PrepCom **Cristian Lupşa** joined us for an open conversation with **Patricia Torres-Burd** about, amongst others, tough decisions he has made, the state of journalism and our joint future. Topics like mental health and management roles in media being hard to fill were discussed, as well as the need for strategic thinking, product thinking and fundraising. We spoke about AE (actual experiences) instead of AI as well as people's need to connection.

Our Partners also thought along with us about the evolution of the Prize: not only next steps but also how to help and support the Bureau – which we value greatly.

Community Event: looking back & 2024 save the date

After our first Community Event in 2022, we were happy and honoured that iMEDD hosted our Community Event again at their International Journalism Forum which, for its 2023 edition, was called “Today’s Topics. Tomorrow’s Stories.”

On 29 September 2023, our Community had a space to come together; a space designed for knowledge sharing, and where ideas could be shared to spark important discussions.

The programme we curated, dedicated to our Community, was threefold:

- Our attendees listened to a series of lightning talks, with the aim of inspiring one another, by PrepCom member Şebnem Arsu and Laureates Omer Benjakob, César Dezfuli and José Bautista;
- We had a two-part workshop by The Self-Investigation, focusing on sustainability of the self and the collective;
- We closed our activities with a panel around the theme of leadership in journalism, with Winny de Jong, Iliana Papangeli, Lucila Rodríguez-Alarcón, Besa Luci and Jakub Górnicki.

iMEDD has very generously offered us a space for our Community to get together again, during their 2024 Forum on 27 September. We are inquiring who of our Community is planning on joining us. More info will follow shortly.



During our last Community Event, we asked our Laureates a simple question: **What is the European Press Prize Community to you?**

Here are just some of their answers:

- *It is the sharing of ideas, visions, concerns, fears, celebrations, miseries.*
- *A community is a place where you are accepted, beloved and respected for what you are, and where you accept, share and love the others, like in a family. The European Press Prize is that.*
- *It is a place where I feel safe, inspired and valued. Where I can fail and learn.*

A new approach to visual content across platforms

The social media landscape is rapidly shifting.

Not only Twitter became X, with all the consequences that this had for its quality and reliability, but video and visual content are more and more dominant on every platform.

This is why — also after receiving valuable feedback from some of our Partners — we worked on giving more visual energy to our content. We updated our brand book, and started using more images and more videos on social media.

The result is a higher engagement across platforms, and a raise in the number of followers on most of our profiles.

We also continue to run campaigns, still on X, because it is, for now, the place where we can find the highest number of journalists and the CpC (Cost per Click) of the campaigns is remarkably lower than on other platforms.

Owned and paid media overview:







Our X campaigns for 2023/24

- 3 campaigns
- 2,814,546 impressions
- €708.41 spent (coming from an X grant of €5,000)



18 newsletters sent
4,554 subscribers
41% average open rate

Social media followers

	2022	2023	2024
	11,656	12,175	12,300
	5,154	5,666	5,849
	891	1,303	1,725
	3,180	3,580	3,804

Website traffic

As it was in 2023, our website and our newsletters are our main vectors to reach our Community in a targeted and granular way.

We produce roughly one blog per month, trying to give attention to our Laureates and our Partners, and covering all aspects of the life of the Prize.

Thanks to our social media communications and our blog we were able to generate a steady flow of traffic on our website, and direct users to the articles of our Laureates. For that, a pop-up was implemented, to suggest the users to visit the Stories page, which collects all the Nominated pieces of every season of the Prize.

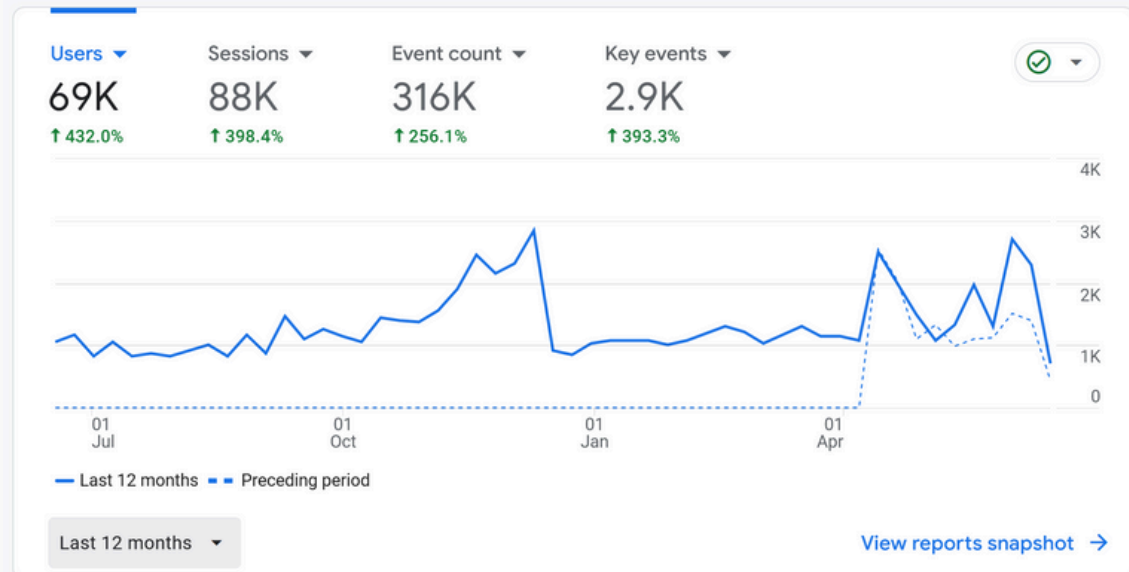
With our stylistic revision of our social media channels, we hope that the website traffic coming from X, Instagram and LinkedIn in particular will steadily increase. There, users can find our newsletter and subscribe to it, for an optimised retention.

Organic Search	43K
Direct	17K
Organic Social	4.7K
Referral	4K
Email	237
Unassigned	6

During the 2024 season of the Prize, we continued to use our blog as one of the vectors of traffic to the website. We published and distributed (via newsletter and social) 16 articles.

The most visited page remains the landing page for the Shortlisted pieces, in this case the 2024 one. It reached 1,963 views.

The biggest part of our website's traffic comes from search engines queries, which means that the content we produce responds to the user's needs. Direct traffic and traffic coming from social media are generated by our posting activity and our newsletters, instead.



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 2024, we featured in several news articles and editorials realised by members of our Community.

Republishing

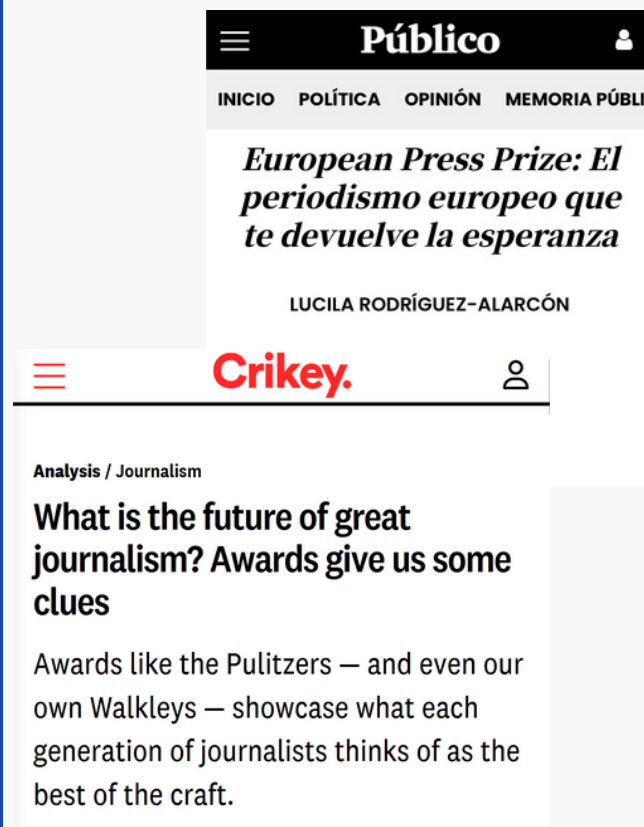
Republishing gives new life to the pieces of our Winners and Nominees, bringing them to the attention of different European audiences.

Thanks to our collaboration with [kompreno](#), who also translated part of our 2024 Shortlist, we will be able to translate the Winners' pieces into up to five languages, and make them available to a wide public via the [kompreno](#) platform.

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 regularly.

This is a collection of all the relevant articles about the European Press Prize, the members of our community, and the republishing of our Nominees and Winners' pieces

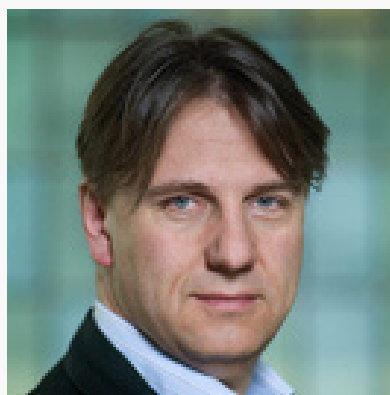
Title	Publication	Country	Date	Type
European Press Prize: El periodismo europeo que te devuelve la esperanza	Publico	Spain	11/06/2024	Prize news
European Press Prize 2024: Winners focus on migration, impunity of oil companies and more	Media Development Investment Fund	Czech Republic	10/06/2024	Prize news



We realised two ads for our 2024 Shortlist in magazines — one ran in 360 Magazine and the other in the European Review of Books

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.



From left to right: Nienke Venema (Chair) (NL), Yoeri Albrecht (NL), Majka Nemcova (CZ), Jens Bruun (DK) and Lars Munch (DK).

As per 1 January 2024 our Board consists of Nienke Venema (Chair), Yoeri Albrecht, Majka Nemcova and Jens Bruun. Lars Munch stepped down from the Board in December 2023 – we thank Lars for his hard work and indispensable contributions to the organisation.

What comes in

Previous 2023 season marked the last year of committed core funding from Luminare and Fondation Puech, meaning that we have lost approximately €100,000.

Our total budget for 2024 was **€325,988**, consisting of core funding from the Democracy and Media Foundation, Vereniging Veronica, Politiken Fonden, Jyllands-Posten Fonden, iMEdD, The Scott Trust and The Irish Times Trust Ltd. Additional financial support came from MDIF, iMEdD and Vereniging Veronica. We received earmarked funding for the Migration Journalism Award from the Robert Bosch Stiftung. We also received one-off earmarked funding from the European Data Journalism Network.

Additional and in-kind support

A special thank you to the **Democracy and Media Foundation** for the additional funding for organisational development as well as their invaluable grantee support, and in particular the coaching of our Bureau, to **Vereniging Veronica** for generously offering us an office space in De Balie and for sponsoring our networking event in Perugia – and to **iMEdD** for their additional Community Event support.

We would also like to thank **MDIF**, for the contribution to our Community Event 2023, but especially for their extensive in-kind support for our 2024 Award Ceremony, on a conceptual, organisational, operational and financial level.

Funding season 2023/24	Amount
Democracy and Media Foundation *	€100,000
Vereniging 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 Stiftung (earmarked)	€20,000
Additional support: Community Event & PR **	€10,988
EDJNet (earmarked, one-off)	€15,000
Reserve balance	€5,000
Total	€325,988

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

** Additional support received: **€5,000** from MDIF and **€3,488** from iMEdD for Community travel fund for our 2023 Community Event, **€2,500** from Veronica for PR / Visibility through our YF Perugia networking lunch

What goes out

Our financial book year runs from 1 July to 30 June. During the 2024 season, we employed three Bureau members. Total personnel costs amounted to €97,562. These costs have been classified under miscellaneous budget categories as illustrated in the realisation for 2023/24. The biggest costs in our organisation, in order of the amounts realised per budget category, are:

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

Our Ceremony, where we invite all Nominees, present the Winners and Runners-up, and most importantly: host our Press Prize family. Combined with the Partners & Peers Meeting. Costs for our 2023 Community Event were also part of this budget category's realisation.

Supporting all Press Prize bodies (Board, Partners, Panel of Judges, PrepCom): these are the bodies that make the important decisions and are important for the Prize's future — we try to support all of them as much and well as we can. Part of the travel costs for our PrepCom and Judges were also allocated here.

Communications: communicating is a big part of what we do. During the 2024 season, extra hours have been made by our Bureau to work on the new approach to visual content.

Travel and lodging: travel for both our 2023 Community event as well as travel costs for our 2024 Award Ceremony form part of this. We have received additional earmarked funding for the travel costs of our 2023 Community Event.

Translations: a vital part of our operation. Proper translations make it possible for our PrepCom and Jury to assess the quality of entries, and make it possible for us to share nominated work with a wider audience.

The year ahead does not look good. We have a **hugely tight budget** since we haven't been able to replace Luminare and Puech yet. In order to further grow and professionalise, we should be striving for an annual budget of around €500,000.

This increase is needed in the short term. In order to take the Prize to the next step, we need additional funding from new funders.

Budget category	Realisation 2023/24
Supporting bodies	€51,450
Overhead	€29,889
Communications	€49,610
Prizes	€60,000
Translations	€15,369
Ceremony *	€51,581
Travel and lodging *	€30,477
Website and design	€1,858
Office	€8,159
PR	€11,086
Development	€6,660
Fundraising	€7,638
Total	€323,777

* The realisation for both Ceremony as well as Travel and lodging is higher than other years because expenses for the 2023 Community Event were also realised under these budget categories.

Developing the organisation

Our focus areas from 2024 to 2026 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. Additionally, attracting more influential figures from the media industry, will foster trust and increase the prestige and value of the Prize.

We aim to develop even further into an organisation that stimulates collaborative spaces where ideas and best practices can be shared, bridging

the gap between journalists, funders and other relevant stakeholders. Further, addressing the needs and concerns from our Community will also solidify our role as **true connector**.

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

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

Results flowing from our Strategic Plan 2024 - 2026

Prizes

Governance framework:

- The **ethics code and judging procedure** has been updated. Together with Judges and PrepCom, we are **evaluating the judging procedure** in order to improve;
- Our **bylaws** have been reviewed to identifying (potential) risks to the independence of the foundation. **Additional regulations** have been proposed by our Board to **streamline governance and to allow for more versatility in decision-making**;
- Three **Bureau members** are now employed, therefore a **system of personal development** has been established for the Bureau.

Judging bodies:

- The **judging bodies** are very engaged, with high turnouts for the meetings, and fruitful and in-depth discussions that allow us to **identify trends in journalism**.

Fundraising:

- **Relevant documents and information for outreach** have been updated and reviewed, we are doing a first big round of outreach after the holidays.

Brand

Increase offline visibility:

- Our **networking lunch and panel during YF Perugia** were a success and had a high turnout;
- We are **actively promoting our Community** to participate in journalism events and **serve as consultants to organisers**, helping to engage our Community in their programmes;
- We will be at **iMedD's International Journalism Forum**, **porCausa's International Migration Journalism Congress**, and potentially at the **Bonn Institute's B Future Festival**.

Stabilise & improve owned media channels:

- **Social media** brought **4,700 visits** in the last 12 months;
- **Website**: We have reached **69,000 users** on our website in the last 12 months.

Increase our presence in earned media:

- Our **partnership with kompreno** allows us to translate winning articles into up to five languages;
- The **republishing project continues**, so far the Times of Malta and The Guardian have reached out to us for republications.

Community

Settings for peer-to-peer exchange:

- The AI panel debate in Prague was a good example of a **peer-to-peer exchange setting**. We are also exploring possibilities for the curation of our **Community Event programme** in light of peer-to-peer exchange.

Connecting journalists to funders:

- All our networking moments have an aspect of **connecting journalists and funders**, but we are also thinking along with Laureates that are looking for funding, as well as playing a **consulting role** for funders to discuss areas of Europe that they are not very familiar with.

Building on Community Platform:

- **A lot of 2024 Nominees** have already registered for the **Platform**. In order for the Community to actively make use of it, we need **more community managing and listening**.

Community managing and listening:

- This is where a **new hire** comes in – dedicating time to actively work on community managing and listening since we lack the resources for this now.

What did we learn this season?

Bureau:

The past season has been quite overwhelming and we should dedicate more time to personal development and a healthy workload instead of operational milestones only.

Entries:

Have a more focused strategy for outreach, engaging judging bodies and Partners more – partnering up with mission partners to spread the word.

PrepCom:

Professionalise and streamline entry system, making it as easy as possible to use and navigate for PrepCom.

Ceremony:

A solid local partner is incredibly important and should always be a priority. A partner that knows the local journalistic field well is a must, and helps with organising a prestigious event.

Offline visibility:

We should be invited to more events, and start working on thought leadership. We are being invited to the same events – it is important to maintain a stable presence at conferences like YF Perugia and iMED's Forum, but we also need to increase our visibility in live events and start being considered a credible voice that adds value.

Social media:

We need to start using other formats for communicating and engaging audiences – our communications are too static now.

PR:

This needs improvement, especially on a European level – there should be a solid PR strategy in place. We need to attract more influential figures from the media industry and our press releases and Winners should be shared in national and international media.

Funds:

We need an increase of funding ASAP, in order to be able to work on all improvements mentioned here – this a bit of a chicken and the egg story: we need a bigger team to focus better on funding, but need money to hire another team member.

Community travel:

Funding specifically dedicated for travel purposes is needed – this now takes up a big chunk of our annual budget because of the exponential 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. 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 2024 season possible.

To our Board, thank you to [Nienke Venema](#) for being an outstanding Chairperson, and for your unwavering support to our Bureau in particular. To [Yoeri Albrecht](#) for skilfully navigating sensitive topics and tirelessly fighting for the principles upon which we were established. Thank you [Majka Nemcova](#) for asking the tough questions whenever needed to improve decision making processes. To [Jens Bruun](#), for always listening and for thinking along on enhancing our visibility.

A special thank you goes out to [Lars Munch](#), whom we said goodbye to in December. Thank you Lars for being there from the very beginning, for your relentless efforts in establishing a genuine Press Prize alumni Community, and for being the Bureau's biggest cheerleader.

To our Preparatory Committee, thank you to [Cristian Lupşa](#) for his excellent job in chairing the PrepCom — the Press Prize would not be possible without you.

[Jacopo Ottaviani](#) for being a brilliant host during the Shortlist meeting in Rome. [Beata Balogová](#) for your invaluable contributions and your wonderful Keynote speech. [Şebnem Arsu](#), [Mathias Friis](#) and [Winy de Jong](#) for your brilliant presentations about your work at Sapienza University. [Wafaa Albadry](#), [Gaby Khazalová](#) and [Denis Džidić](#) for not shying away from uncomfortable topics that need to be discussed. [Sérgio B. Gomes](#) for being so passionate about the wonderful work you read. [Oleg Khomenok](#) and [Lucila Rodríguez-Alarcón](#) for being present and enthusiastic at all Press Prize events. [Dimitris Theodoropoulos](#) for bringing the important Greek perspective to the PrepCom meetings. [Anna Kiedrzynek](#) and [Ewa Wołkanowska-Kołodziej](#) for doing a brilliant job as a first-year member. To [Bert Lanting](#) for bringing your invaluable experience as a longtime journalist. [Daniele Grasso](#) for all your data journalism expertise and coming up with a great ideas for future panels. [Daria Bador](#) for pushing through despite all the heavy topics you had to read. [Hendrik Lehmann](#) for your important critical voice in judging the entries and [Lucas Menget](#) and [Sandrine Treiner](#) for bringing enthusiasm and joy to each meeting.

To our Judges, thank you to [Alan Rusbridger](#) for being a flawless Chair and making the Judges' meeting a great success;

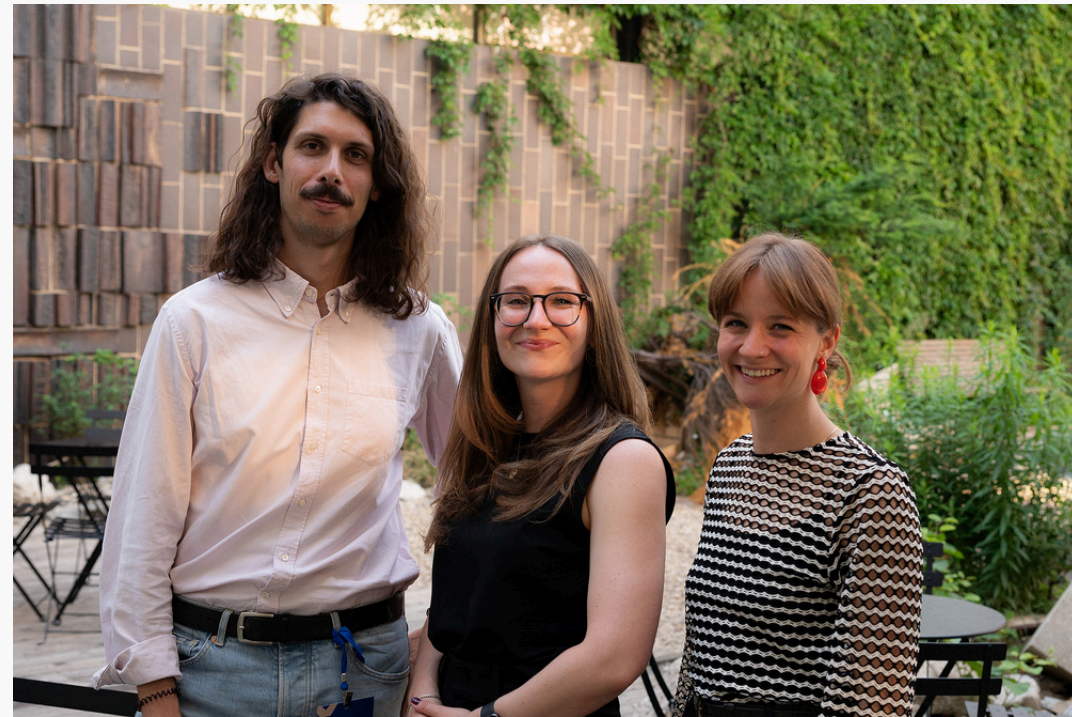
Thank you

Clara Jiménez Cruz for joining online and being prepared despite being on maternity leave. Can Dündar for bringing refreshing perspectives. To Paul Radu for being a great addition to the Panel and bringing expertise from other judging works. And to Natalia Antelava for always being outspoken and not afraid to open up a whole new discussion in order to arrive at the best conclusion possible.

Our biggest thank you this year goes out to the ladies at MDIF who have been paramount for making the Ceremony a success: Majka Nemcova for steering the way and making sure everything runs as smooth as possible, Kristyna Machova for making us feel at home in Prague and spreading joy in all our meetings and Jana Havrdova for being an organisational genius and taking care of us brilliantly.

Thank you to Kateřina Procházková for moderating the Ceremony wonderfully. Thanks to CAMP for offering their stunning location to host us and to Ambassador Huisinga for welcoming our Community.

A special thank you is also in place for our Partner iMEDD: for hosting our Community Event in Athens last year, and for hosting us again for our third Community Event this fall.



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 celebrating 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 year,
Jennifer, Emanuele & Ella



European Press Prize

SAVE THE DATES

Community Event Athens	27 September 2024
Digital Partners Meeting	TBD
Deadline for entries	13 December 2024
Shortlist Announcement	9-13 April 2025 (at YF Perugia)
Award Ceremony 2025	28 May 2025 *

* Still subject to change

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