

**Canon**



# CANON YOUNG PEOPLE PROGRAMME 2023 YEAR IN REVIEW



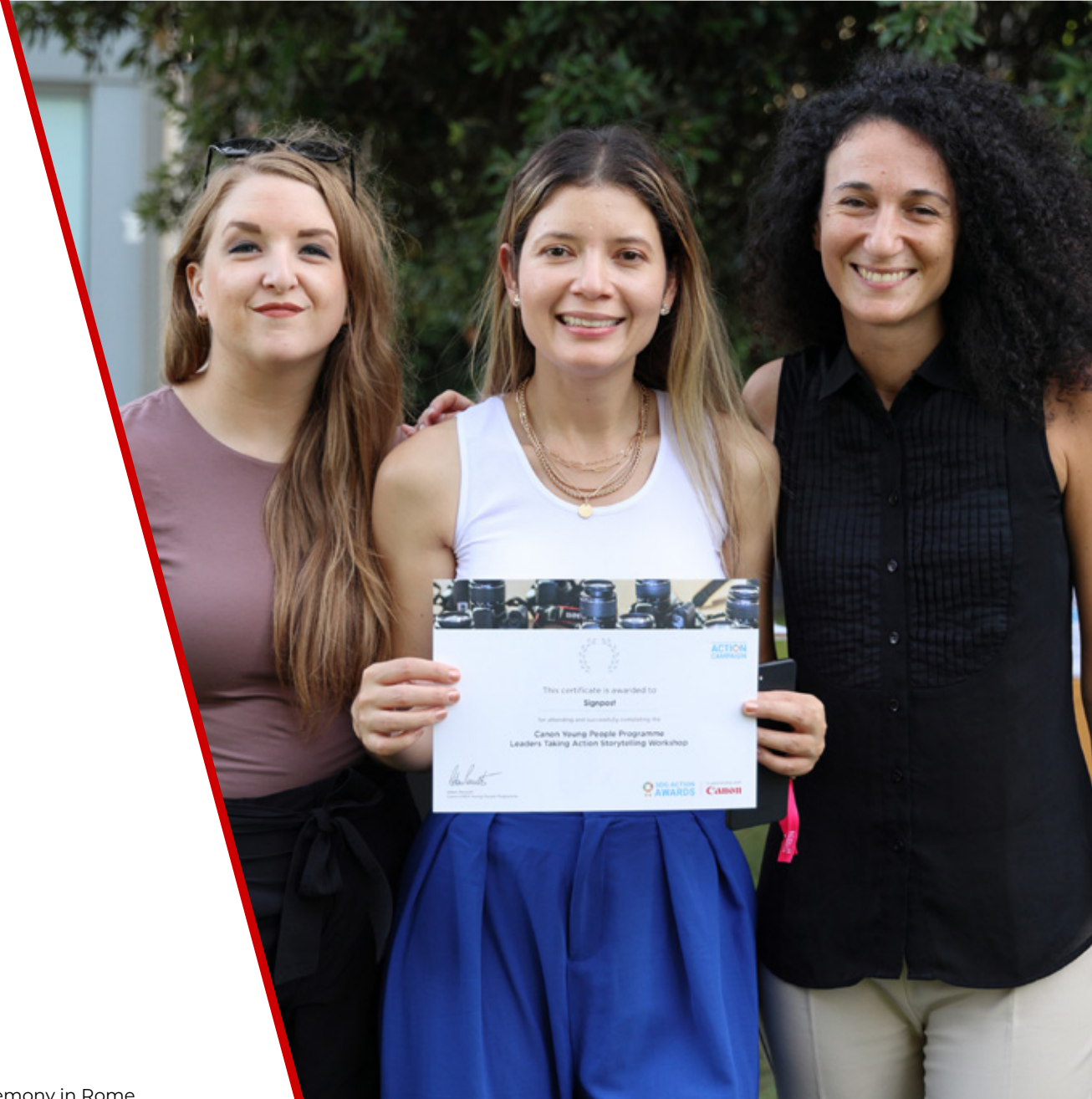
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Participants of Canon YPP Leadership workshop at the SDG Action Awards ceremony in Rome.



# SDGs AND STORYTELLING



Private sector organisations have a significant opportunity to advance SDG progress by providing access to products, leveraging brand expertise, and engaging with societal issues.

As the world's leading imaging company, Canon understands and champions the storytellers, empowering them to share their views, offer insights and drive change.

Recognising our influence in photography, we support purpose-driven photographers and NGOs to communicate key issues and solutions, spreading messages of hope and significance globally.

With this commitment, we launched the Canon Young People Programme in 2015, the same year the SDGs were established. This programme aligns with our vision of Kyosei—living and working together for the common good—aiming to empower the next generation of changemakers.

The programme connects a diverse network of young people, artists, and NGOs to raise awareness of community and youth issues. Young storytellers are often introduced to and work with Canon Ambassadors, successful professional photographers, filmmakers and content creators who not only exemplify our brand at the highest level but are both inspirational and aspirational.

Through workshops, lectures, and exhibitions, we educate on the crucial role of imaging in driving action towards the SDGs. Our goal is to inspire young people to share meaningful stories and initiate a domino effect of positive change.



Students take part in Canon Young People Programme with NGO Lens on Life.



UN Youth representative and Canon YPP educator Michel Lunanga discussing the power of photography during an interview with Marina Ponti, Global Director of the UN SDG Action Campaign.

# CANON YOUNG PEOPLE PROGRAMME

## INTRODUCTION

The mission of the Canon Young People Programme (YPP) is to inspire, educate and empower the next generation of storytellers. It offers a means and platform for self-expression through skills-building workshops, which we co-design in partnership with NGOs and schools. In these, young people tackle the sustainability and societal issues that matter to them, using creativity and critical thinking. Most workshops are followed by an exhibition or an event to showcase the participant's work.

This year, in Europe, the Middle East and Africa, we have worked with over 1,500 young people across 33 countries delivering more than 400 workshops. This has ranged from spending six-months in Za'atari refugee camp in Jordan, to a one-day creative workshop for leading changemakers at the United Nations SDG Action Awards in Rome. And so and many in-between.

We truly believe in the power of imaging as a means to communicate, document and share a story. Being able to empower young people in this way is the very embodiment of kyosei, our corporate philosophy, which means 'living and working together for the common good'.

We are proud to be using our products and expertise to support young people and demonstrate the role and importance of storytelling onto a global stage. This report shares so many examples of just that and plenty of programme highlights from 2023.

## YEAR IN NUMBERS:

**33**

Countries  
across EMEA

**1500+**

Young people  
supported  
through the  
programme

**400+**

Workshop days

**50**

Exhibitions &  
Events



# ALIGNMENT WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

## PRIMARY FOCUS ON SDG 4

The Canon Young People Programme enables creative education in community settings and schools, with a primary focus on SDG 4: Quality Education. In addition, we've supported the mission of over 50 NGOs, creating awareness and encouraging discussion across SDG topics.



## SUPPORTING THE WIDER SDGs THROUGH OUR PARTNERS



Wild Shots Outreach is an NGO working across Africa, contributing to SDG 15: Life on Land. Despite living in close proximity to Africa's national parks, many young people have never visited these protected areas or seen their wildlife first-hand. Wild Shots Outreach connects these young Africans to the parks, using photography as a means to understand the local wildlife and key conservation issues.



Lens on Life is an NGO supporting photography and computer literacy training for youth around the world. Lens on Life contributes to SDG 10: Reduced Inequalities, by providing youth with the tools, training, and platform to share their stories, amplifying voices that are often unheard. They provide access to opportunities that can break the cycle of poverty and marginalisation.

## WE WOULD LIKE TO THANK THE MANY PARTNERS WHO HELP US DELIVER THE YOUNG PEOPLE PROGRAMME

**Austria** – BORG school, Wiener Neustadt (Vienna Surrounding)

**Belgium** – Plan International Belgium + De Toren van Babel

**Croatia** – Local schools

**Estonia + Georgia** – KiNO

**Greece** – Astronomical Association of Western Macedonia + Solidarity Organization of the Municipality of Vrilissia

**Hungary** – DUE Media Network

**Italy** – UNSDG Action campaign + AF06 project

**Netherlands** – Sparkel NAVB

**Norway** – Youth Centre at Holmlia and Canon Norway HQ

**Poland** – Port of Gdansk

**Romania** – World Vision and Grigore Moisil high school

**Slovakia** – Local Secondary School and AQT s.r.o

**Slovenia** – Local highschools, Diversity Charter Slovenia, the Third Age University in Žalec, the School of Horticulture

**Spain** – ONG Manos Unidas

**Sweden** – Mentor Sverige (HM Queen Silvia's foundation Mentor Sweden)

**Turkey** – TOÇEV

**UK** – VCCP + Graeme High School + Hundred Heroines + Ideas Foundation

**Botswana** – Wild Shots Outreach

**Ghana** – Dikan Centre

**Kenya** – Wild Shots Outreach

**Nambia** – Wild Shots Outreach

**South Africa** – Wild Shots Outreach

**Iraq** – lens on life

**Jordan** – lens on life

**Saudi arabia** – RCU – Royal Commission for AIUla

**Qatar** – United Nations UN-OHRLS

# PROGRAMME ACTIVITY MAP

This map shows the countries where edition have taken place since the programme began in 2015.

## YOUNG PEOPLE PROGAMME

### Europe

- Austria
- Croatia
- Belgium
- Czech Republic
- Denmark
- Estonia
- France
- Georgia
- Germany
- Greece
- Finland

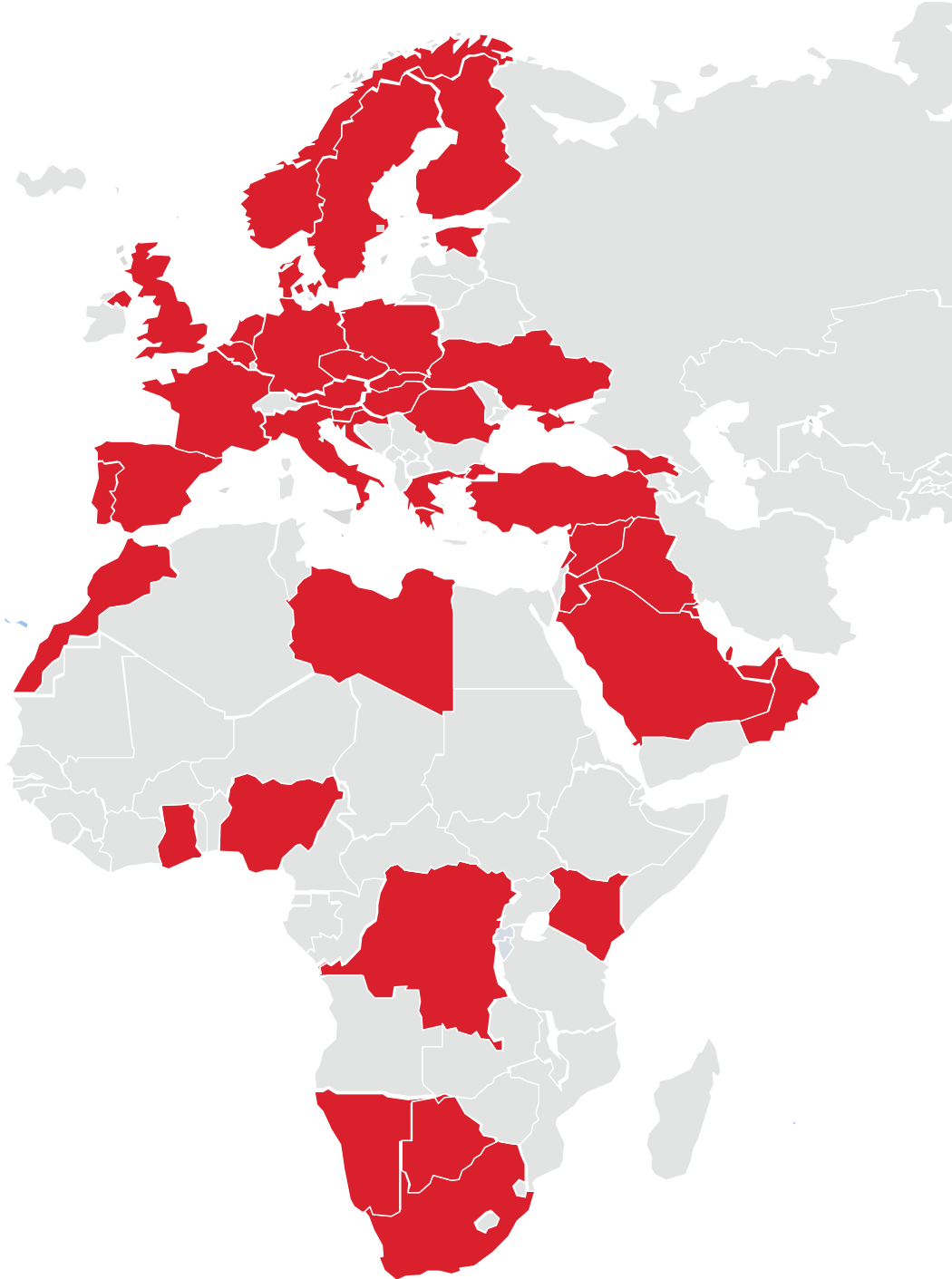
- Hungary
- Italy
- Netherlands
- Norway
- Poland
- Romania
- Slovakia
- Slovenia
- Spain
- Sweden
- Turkey
- United Kingdom

### Africa

- Botswana
- Ghana
- Kenya
- Namibia
- South Africa

### Middle East

- Iraq
- Jordan
- Saudi Arabia
- Qatar





# LEADERSHIP FROM WORLD-CLASS STORYTELLERS

Education provided through the Canon Young People Programme extends far beyond teaching camera techniques. The workshops introduce soft skills, coaching, and mentoring to students, working with our exceptional partners and creative network.

This network includes the world-class photographers, videographers, filmmakers and content creators which make up the Canon EMEA Ambassador programme. This crème de la crème of creative industry titans shares our passion for visual storytelling and help us to support young people in discovering new ways of exploring, seeing, understanding, and telling stories about the world around them.

These industry experts work with our partner NGOs and Canon offices around the world and are well-versed in leading change driven initiatives. This means they are ideally placed to work with young people as they use imaging to address the challenges and opportunities brought about by the rapid evolution of technology and society. For example, Canon Ambassador Guia Besana joined the Canon Young People Programme workshops at the United Nations Least Developed Countries Conference (LDC5) in Doha. Working with an audience of Young Delegates, who are leading change in the worlds least developed countries, Guia, focused on issues of gender identity and discussed the role of imaging in raising awareness of important issues.

Canon Ambassador Guia Besana provided a storytelling workshop at the United Nations LDC5 conference.



## CANON AMBASSADORS WHO SUPPORTED THE PROGRAMME IN 2023:

**Belgium** – Lieve Blancquaert

**Estonia** – Katya Mukhina

**Italy** – Muhammed Muheisen, Fabio Mirulla

**Qatar** – Guia Besana

**Slovenia** – Matic Borkovic

**Turkey** – Cem Talu

**UK** – Clive Booth, Laura El Tantawy



## CASE STUDY: LENS ON LIFE

# PEACE ACROSS BORDERS: NIGA ADDRESSES THE UNITED NATIONS GENERAL ASSEMBLY

Niga Salam works as a teacher with Lens on Life who, as our partner NGO, are instrumental in helping us to deliver the Canon Young People Programme in Jordan and the Democratic Republic of Congo.

In 2023, to mark International Day of Peace, we supported Niga to tell her story at the United Nations General Assembly. She also held a workshop on Transformative Education Through Photography during the UN International Day of Peace Youth Observance.

This was the same space in which peace was recognised as a fundamental human right seven years ago through the adoption of the Declaration on the Right to Peace, making it a truly significant place for Niga to make her powerful visual observations.

Niga Salam at the United Nations General Assembly during the International Day of Peace Youth Observance in New York.



# RIFUMO'S VISION: LEADING INCLUSIVITY IN AFRICAN NATIONAL PARKS

Rifumo Mathebula was one of Wild Shots Outreach (WSO) first students in 2016 when he took an Advanced Course as part of the Canon Young People Programme. From there he was quickly able to take on photographic assignments, internships and work experience. He has since become WSO's first Programme Director and been named one of the 30 under 30 Global Environmental Education leaders by the North American Association for Environmental Education. He is also a former winner of the international Young Environmentalist of the Year Award (by the London based CIWEM), amongst others.

With our continued support, Wild Shots Outreach delivered 26 programmes for 229 young people in 2023. Of these, approximately 25% are high school students, 75% are young unemployed and more than 50% are young women. All live adjacent to Africa's National Parks, but many have never experienced these famous areas of natural beauty and wildlife. So, for Rifumo and many others, the opportunity to capture the realities of elephant collarings and rhino conservation operations in Kruger National Park was as much about gaining a new understanding of their immediate environment as they were about exercising freshly learnt photography skills.

Taking and presenting these stories brought him closer to the safari industry, as well as giving him the chance to share his experiences with the world, which he did when he appeared in the award-winning short film *Beyond the Fence*. The film documents Rifumo and fellow WSO graduates Queen Manyike and Wisani Ngwenya as they strive to inspire their local community to protect their precious local natural heritage.



Rifumo on a safari tour with students.



## CASE STUDY: WILD SHOTS OUTREACH

# SAFARI GUIDES INSPIRING THEIR COMMUNITIES: MEET MUKATEKI AND QUEEN

Mukateki Ubisi took part in the Canon Young People Programme through Wild Shots Outreach in 2021. Like many students of WSO, she has developed a real passion for African wildlife and working with people. It was with WSO that she saw her first ever lion, while on a field trip – her first ever game drive.

Wild Shots Outreach saw great potential in Mukateki during the programme and she received support under their bursary programme. This funded her tuition and driving license, which is a requirement to become a safari guide.

The programme has inspired in her a great passion for conservation, which ripples out amongst her friends and her community. She has also found a great role model in Queen Manyike, one of the very few Black female guides in the Greater Kruger Area, who is also a former WSO student.

“I needed to see another black African woman doing it in order for me to see it’s possible,” Mukateki explains. “To any Black woman out there - I’m inviting you to join us in conservation.”

Mukateki on a game drive with Wild Shots Outreach.





**EUROPE**





# Austria

Timing: **December**

Delivery partner: **BORG school, Wiener Neustadt (Vienna Surrounding)**

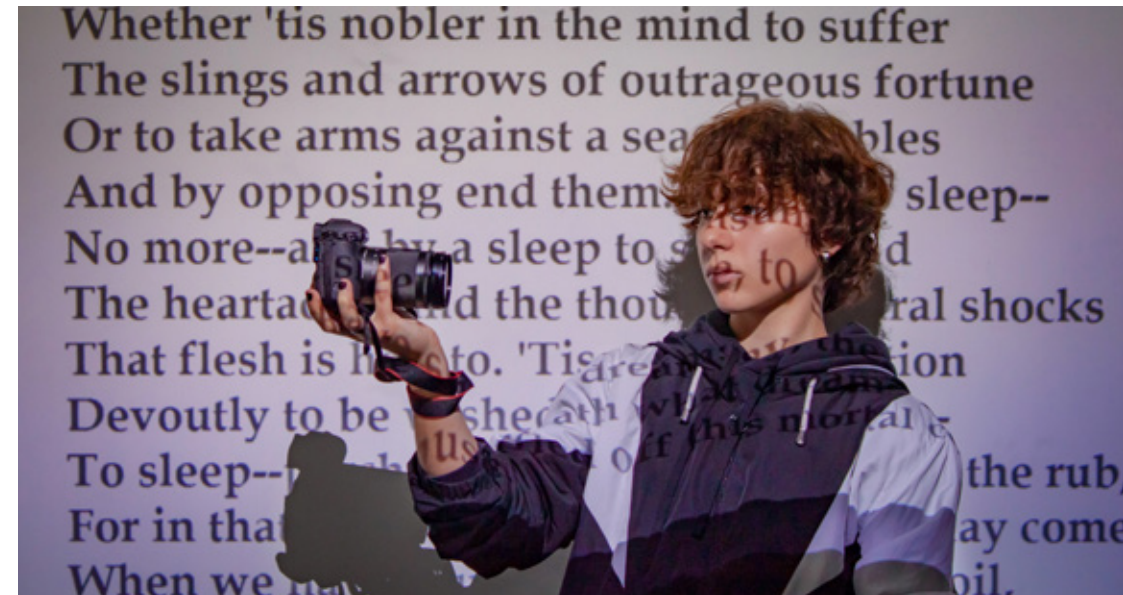
Number of students: **18**

Number of days: **5**

The BORG Wiener Neustadt High School offers specialisations in music, sports and natural sciences to over 900 students. The Canon Young People Programme took place as part of a thinktank for exchanging information about sustainability, providing hints and tips for upcycling and recycling. The workshops were inspired by a documentary called *Tomorrow – take concrete steps to a sustainable future* by documentary filmmakers Mélanie Laurent and Cyril Dion. Students were inspired by their investigations into solutions to environmental and social challenges.



Students from BORG School taking part in an outdoor workshop.



Student taking a selfie during the Croatia YPP workshop.

# Croatia



Timing: **December**

Delivery partner: **Local Schools**

Number of students: **32**

Number of days: **35**

Canon Adria and local schools organised an outdoor photo exhibition called *Sustainable Development Through Youth View* in the centre of Zagreb, Croatia. It shared the unique perspectives of the region's young people. The event followed workshops, led by mentor Tomislav Jeffrey Jemrić, where students captured images around themes from the United Nations SDGs, using Canon cameras and lenses. The result was eighteen superb photographs which creatively showcase the challenges society is facing, such as climate protection, gender equality, sustainable consumption, environmental protection and one particularly close to the student's hearts – better education.





# Belgium

Timing: **February**

Delivery partner: **Plan International (Oscar Romero College)**

Number of students: **200**

The first of two workshops delivered by Canon and Plan International was attended by students from Oscar Romero College in Dendermonde. These, plus speaking sessions and a competition focused around gender equality, were designed to observe the annual International Day of the Girl.

An inspiring lecture on visual storytelling and gender equality, delivered by Canon Ambassador, Lieve Blancquaert, was a highlight of the day. Lieve is a highly acclaimed Belgian photographer, television producer and author, known for her documentary-style photography focusing on themes of identity, culture and gender.

She shared some of her most memorable experiences and stories from her career, with a special focus on the topic of gender equality. She talked about the struggles and achievements of women in different cultures and societies that she has captured with her camera. Her stories were poignant and inspiring, and around 200 students in the lecture theatre were clearly captivated and touched by her words.

In the afternoon, a smaller group of students participated in a workshop covering the basics of photography and storytelling. This was a great opportunity for them to develop their skills and learn from experienced professionals.



Canon Ambassador Live Blancquaert delivering a lecture on visual storytelling.



# Belgium

Timing: **December**

Delivery partner: **De Toren van Babel**

Number of students: **38**

Lieve Blancquaert once again captivated an audience of young students, many of whom are refugees or come from challenging domestic backgrounds.

Using her thought-provoking images, she demonstrated how photography transcends linguistic barriers, serving as a universal language that evokes deep emotional responses.

Skilfully demonstrated how photography transcends linguistic barriers, serving as a universal language that evokes deep emotional responses.

After the inspiring presentation, the students were organised into smaller, focused groups. Each group received sets of cards with various images, and, under the guidance of their teachers, embarked on an exploration of emotional and interpretive storytelling through these visuals. This interactive session not only encouraged the students to share their unique perspectives but also introduced them to the basics of photography.

This enriching day of learning set the stage for an upcoming exhibition that took place later in the year, where the images taken by the students were showcased.





2023 country breakdown **Europe**

# Czech Republic

Timing: **November**

Number of students: **409**

Number of days: **17**

In 2023 Canon Czech organised 17 educational workshops for primary and secondary school students in various towns across the Czech Republic. These workshops were conducted in collaboration with the Czech Press Centre and partners specialising in print and printing equipment such as Fomei and CEWE.

The workshops began with an introductory lecture by a professional photographer, where students learned the basic principles of good photography and how to identify fake news. This was followed by a commented slideshow featuring awarded photographs from the Czech Press Photo and Czech Nature competitions.

After the introduction, the students were divided into smaller groups and tasked with shooting on a given topic under the guidance of professional photographers, using professional photo equipment provided by Canon.

During the photography element of the workshops, students were encouraged to document causes they were passionate about or issues they wanted to address in their communities. The most inspiring and compelling projects were awarded prizes and promoted through Canon's local brand campaign hub, social media, and press coverage.



Students worked in groups to reflect on the topic of community action.





# Denmark

Timing: **August**

Number of students: **7**

Number of days: **2**

Canon Denmark worked with Canon Ambassador Morten Nordstrom, to deliver workshops to students from a local school. Morten Nordstrøm is a Danish photographer who views himself as a storyteller, influenced by cinematic films and the look and feel of analogue film. Studying techniques from old masters helps Morten achieve a timeless quality to his work.

Within the workshops, the students were introduced to photography and taught how to story-tell. Morten, and Canon Denmark's Marketing Director, Thomas Kronbo, decided that 'child friendly city' was an appropriate theme, as it gave an opportunity to reflect on the student's perception of what such a concept would mean to them, specifically in their own municipality of Gladsaxe.

The youngsters spent a few hours outside in the local area, learning technical photography skills. Morten chose one photo from each student to be printed and used for an exhibition at the Town Hall Square of Gladsaxe. They then visited Canon Søborg a week after their workshop, where they told the story behind their photos, used the printers in the showroom and joined the Canon Denmark marketing team for lunch. The students were very excited about their participation in the Young People Programme, with one mentioning they would like to pursue a career in photography.



Images taken by students were displayed at the Town Hall Square of Gladsaxe.





# Estonia

Timing: **June**

Delivery partner: **KiNO**

Number of students: **20**

Number of days: **12**

Canon Finland worked with Vera Pirogova, a photographer, filmmaker and student based in Tallinn, Estonia and Canon Ambassador Katya Mukhina for this unusual, but very important Young People Programme on a passenger ferry called Isabelle. It had been functioning as a temporary 'home' to hundreds of Ukrainian refugees and their children since 2022.

Tallinn is a small city, and so to find residences, jobs and school places for this relatively huge number of arrivals in a short space of time was an enormous challenge. So, the ship's many communal spaces became hubs of activity and children engaged in online learning there when they were not able to study in the schools in Tallinn.

In their free time, Vera and Katya showed them how to use Canon cameras and gave them a number of fun tasks that gave these children and young people an opportunity to explore and make sense of their surroundings in new ways.

It was one of the most complex and sensitive programmes that the Young People Programme has had the privilege to undertake and it was all made possible by the voluntary organisations KiNO and OGOGO. While we may never know the full impact that the war is having on these children and young people, their teachers feel comforted by the knowledge that the work they are doing is helping – giving them a new language through which to talk about their world, as well as a distraction from a war that has absorbed their lives.



Images from the KiNO Course exhibition.



## 2023 country breakdown **Europe**

# France

Timing: **December**

Number of students: **20**

Number of days: **5**

Social impact organisation Ça Bouge GRAVE 93 partnered with Canon France and photographer Axelle de Russé to run a series of Young People Programme workshops, creating an exhibition that showcased equality between men and women in Saint-Ouen-sur-Seine, France, launching on International Women's Day.

24 young people aged 12 to 18 took part, learning the basics of photography and visual storytelling from photojournalist Axelle de Russé, using the United Nations SDG 5: Gender Equality as their theme.

Their exhibition was attended by over 180 people, including the mayor, the president of Canon France and key figures from partner organisations.



Students on stage during a celebratory event.



## 2023 country breakdown **Europe**



# Georgia

Timing: **September**  
Delivery partner: **KiNO**  
Number of students: **10**  
Number of days: **14**

KiNO organised a photography workshop in Tbilisi, Georgia, partnering with the Canon Young People Programme and Reforme Space. The programme included on-site photography sessions and storytelling workshops, culminating in exhibitions in the Tbilisi Reforme Space, where Ukrainian children and teenagers shared narratives exploring themes such as emigration, bureaucratic hurdles, loneliness, bullying at school and personal well-being.



Students took images exploring the topic of self reflection.



Students holding images taken during workshops.

# Germany



Timing: **September**  
Delivery partner: **Three local schools**  
Number of students: **52**  
Number of days: **3**

Canon Germany worked with young people aged 12 to 17 from three local schools, who took photographs in their local community. At the end of their workshops, they held exhibitions, welcoming their families and members of the public to enjoy their images.

## 2023 country breakdown **Europe**

# Greece



Timing: **July**

Delivery partner: **Astronomical Association of Western Macedonia**

Number of students: **16**

Number of days: **6**

Timing: **July**

Delivery partner: **Solidarity Organization of the Municipality of Vrillissia**

Number of students: **12**

Number of days: **6**

Timing: **September**

Delivery partner: **Dadia National Forest Management Agency**

Number of students: **16**

Number of days: **6**

Canon Greece undertook three separate Young People Programme activities in 2023, with Dadia National Forest Management Agency, the Solidarity Organisation of the Municipality of Vrillissia and the Astronomical Association of Western Macedonia.

Note: 'editions' is a fine word to use internally, but it's not really an appropriate term for an external audience, as it suggests that newer 'editions' may be of an updated standard or that you have different kinds of YPP.

Dadia–Lefkimi–Soufli Forest National Park Management Agency is a centre of excellence for biodiversity, management and conservation and the park itself is a protected area filled with flora and fauna species found in the Balkan Peninsula, Europe and Asia. It is home to many birds of prey, including the Griffon Vulture and the Egyptian Vulture, as well as the only breeding population of Black Vultures in the Balkans.

It was the perfect location and partner to inspire the sixteen students who took part in the Young People Programme with Canon Greece, who partnered with the Astronomical Association of Western Macedonia, an organisation uniquely equipped to use their expertise in photography of the sky and constellations. Their experience in working with schools and universities, as well as organising events such as the Messier Marathon and 'Astroparties' demonstrates their commitment to promoting astronomical knowledge and fostering a sense of wonder among enthusiasts.

The workshops were led by photographer Aristides Voulgaris, who has dedicated his work to the fields of astronomy, geometry, and applied optics and showcases his expertise in constructing various astronomical and optical equipment. Following a series of workshops, an exhibition of the incredible images captured by the students during the programme was held at a nearby library in Kozani.



Image of night sky.



## 2023 country breakdown **Europe**

# Finland

Timing: **September**  
Number of students: **12**  
Number of days: **8**



Our expert Canon team on the ground in Sweden were joined by professional photographer Harri Tarvainen and photojournalist Meeri Koutaniemi, and welcomed by the illustration course students of Laanila Upper Secondary School in Oulu. During the programme, the young people learnt about the impact of storytelling, the role of photography in communication and how to shoot with Canon SLR cameras in different environments. Their images were exhibited displayed at the *Identity* photography exhibition at Huuti in Helsinki last October.



Students took part in a photography contest focused on the United Nation's SDGs.

# Hungary



Partnership start Date: **15 – 23 July 2023**  
Timing: **July**  
Delivery partner: **DUE Media Network**  
Number of students: **100**  
Number of days: **7**

The founders of DUE Media Network are media professionals who work at radio, press and TV networks. Every summer, they hold the DUE Media Camp for young people between the ages of 14 – 18, to educate the journalists of the future. Here they are able to attend classic photography sessions, as well as specialist courses, such as video creation and documentary journalism.

Many attending did not have their own digital cameras, so Canon Hungary partnered with DUE Media Network and loaned them various cameras and lenses to try, test and use. We held a contest for the students, challenging them to create images that reflect five of the UN SDGs. The winner was thrilled to receive a new EOS R10 kit.



Students explored their surroundings.



# Italy

Timing: **July**

Ambassador: **Muhammed Muheisen**

Delivery partner: **UNSDG Action campaign**

Number of students: **20**

Number of days: **2**



As part of the UN SDG Action Awards Finalist Induction Programme, organised by the United Nations SDG Action Campaign in the run up to the UN SDG Action Awards Ceremony in Rome, we ran a special Leadership in Storytelling focused Canon Young People Programme.

During the workshop, Canon Ambassador and UN SDG Action Awards Judge Muhammed Muheisen shared his journey and societal impact achievements. He welcomed finalists from changemaking organisations, including Brazilian Youth Parliament, World Cleanup Day and ImpactHER. Then he worked with them to learn how they might deepen their engagement with other young people by sharing their journeys, showcasing their achievements, and inspiring others to take action. Later, as a UN SDG Action Awards Judge, he presented the Inspire Award during the UN SDG Action Awards Ceremony.

The participating finalists travelled from Nigeria, Ghana, Kenya, Tanzania, Argentina, Brazil, United States, Estonia, Italy and Columbia to take part in the finalist engagement and awards programme. Each worked with a Canon EOS R6 camera to create images inspired by the four award categories: mobilise, changemaker, inspire and connect. A selection of images will be used to highlight the journeys of the finalists and their leading initiatives, which have a focus on youth engagement and environmental sustainability.



Canon Ambassador Muhammed Muheisen leading workshops at the UN SDG Action Awards Finalist Induction Programme.

## 2023 country breakdown **Europe**

# Italy

Timing: **September**

Delivery partner: **AF06 project**

Number of students: **24**

Number of days: **12 + 3 outdoor workshops + travelling exhibit**

Canon Italy, in collaboration with AFO6 Association of Taranto, launched the "F.A.T." project (*Fango Acqua Terra*, which translates to *Mud, Water, Earth*). 24 students from four local high schools, including Milan and Taranto, took part and documented the daily lives of artisans, shining a light on the tradition and passion of local crafts.

The project focused on three elements: 'Mud' for the ceramists of Grottaglie, 'Water' for the mussel farmers of Taranto, and 'Earth' for the olive growers. Through a training programme with Canon professionals, each student produced a photographic reportage, telling the stories of life and biodiversity in Puglia.

The project culminated in a short film and a photographic exhibition at Spazioporto and the participating institutes. *Fango Acqua Terra* was a superb opportunity to produce an incredibly valuable representation of local territory in line with the United Nations SDG 8: Decent Work and Economic Growth, SDG 9: Industry, Innovation and Infrastructure and SDG 12: Responsible Consumption and Production.



Students took images focused on life and biodiversity.



# Netherlands



Timing: **March**

Partner: **Sparkel2Doen, NAVB**

Number of students: **44**

Number of days: **8**

Canon Netherlands worked with Sparkle2Doen and Nederlandse Academie voor Beeldcreatie (NAVB) in Amsterdam to host eight creative photography and video workshops.

Both organisations work with disabled young people and their families to ensure they are able to participate in valuable childhood experiences while fully supported and with access to a range of opportunities, life experiences, activities and services.

Sparkel2Doen is a project of the National Association ReumaZorg Nederland, operating within the Social Service Time Programme, which provides young people aged 14 to 27 with opportunities to develop themselves socially, societally, and creatively through various free courses and workshops.

An exhibition was held displaying creative storytelling – both photos and videos – from 44 young people who had participated across the workshops. The overarching theme for the young people’s societal commentary was the UN SDG 3: Good Health and Well-Being.



Young people attended courses and workshops as part of a photo and video series addressing themes related to SDG 3: Good Health and Well-Being.



## 2023 country breakdown **Europe**

# Norway

Timing: **October**

Delivery partner: **Youth Centre at Holmlia and Canon Norway HQ**

Number of students: **21**

Number of days: **3**

In 2023, Canon Norway held Young People Programme workshops in their own neighbourhood of Holmlia, Oslo – near to the company Headquarters. They were held as part of ‘entrepreneur’s week’, which is enjoyed by the local community as a real source of creativity and optimism.

Writer and Canon photographer, Johnny Haglund was the mentor for the group. An adventurer and great storyteller, he really connects well with young people, and over three lectures, he inspired them both as future photographers, as well as storytellers.

This small, but dedicated group of 12 young people, submitted great stories, each linked to one or more of the United Nations Sustainable Development Goals. They were then invited to the Canon showroom, where their photos were printed and turned into an impressive outdoor exhibition in the town square.



Photography by a programme participant.



# Poland

Timing: **December**

Delivery partner: **Port of Gdansk**

Number of students: **17**

Number of days: **3**

In Poland, the Young People Programme theme was 'We Create the World'. It was aimed at young people who want to unleash their creativity, share stories that are important to them, and inspire action through their work. Local cultural centres were invited to collaborate, and a group of enthusiastic young people gathered to explore their passions. A photography and film competition formed part of the programme and the participating young people submitted their works to showcase how they see the positive aspects of sustainable development.



During 'We Create The World' students came together to uncover the stories that matter the most to them.



Students brainstormed creative ideas during a workshop with Canon and World Vision at Grigore Moisil high school.

# Romania



Timing: **April**

Delivery partner: **World Vision and Grigore Moisil High School**

Number of students: **20**

Number of days: **11**

World Vision has a long history of taking action to transform the world. Their focus is on helping the most vulnerable children, from the most difficult places, overcome poverty and experience life to the full. They've helped millions of children and families out of poverty and are often among the first to help when a crisis strikes. Canon Romania worked with World Vision and Ioana Moldovan, a mentor and photographer, at a high school in Bucharest, where young people took part in workshops focused around creating content for the high school's social media channels.



2023 country breakdown **Europe**



# Slovakia

Timing: **March**

Delivery partner: **Local Secondary School and AQT s.r.o**

Number of students: **25**

Number of days: **4**

Secondary school multimedia students experienced truly enriching photography workshops with Canon Ambassadors, plus other professional photographers and filmmakers. Students enjoyed workshops on topics such as portrait photography, post-production and the basics of video creation.

It was an excellent opportunity to gain experience in journalistic techniques and principles, using professional equipment from Canon. The workshops culminated in a press conference, where the educators and students were interviewed by journalists.

Students took images across schools.





# Slovenia

Timing: **October**

Delivery partner: **Slovenian Association for Technical Culture, Helping Paws, Ivan Cankar Library, Public institution Turizem Ljubljana, Scout Association of Slovenia, Slovenian Professional Firefighters Association, Administration for Civil Protection and Disaster Relief**

Number of students: **10**

Number of days: **18**

Canon Adria organised hybrid courses for ten children, led by Canon Ambassador Matic Borkovic. This included one-to-one workshops, photo shooting and learning about the different aspects of photography. The young people were also encouraged to perform good deeds, aligned with a chosen theme, to demonstrate that both stories and actions are needed to create a better world for all. The programme closed with a large outdoor exhibition in centre of Ljubljana and a video story on Canon Europe YouTube.



Canon Ambassador Matic Borkovic on the other side of the camera, as he presents certificates to the Young People Programme participants.



Students explored the topic of diversity, inclusion and equal treatment of all people.

# Slovenia

Timing: **June**

Delivery partner: **Digitalna Kamera, Diversity Charter Slovenia, the Third Age University in Žalec, the School of Horticulture and Visual Arts Celje, the Žalec Municipality**

Number of students: **19**

Number of days: **11**

The Bridging Generations Programme in Slovenia encourages cooperation between the younger and older generation of photographers, and promotes diversity, inclusion and equal treatment for all. A large, outdoor photographic exhibition in Zalec Park served as a reminder of the tolerance, respect and consideration of all people and was attended by journalists, members of the community, the local Mayor, the CEO of Diversity Charter Slovenia and a national television crew. 400,000 people visited the exhibition over a three and a half month period.



## 2023 country breakdown **Europe**



# Spain

Timing: **October**

Delivery partner: **ONG Manos Unidas**

Number of students: **27**

Number of days: **10**

Award-winning photojournalists and documentary filmmakers Ofelia de Pablo and Javier Zurita are known for their work on human rights and social change. So, they were the perfect mentors for students from the Community of Madrid during their Young People Programme workshops. It's a long-standing partnership between the community and Canon Spain that began in 2016.

The pair not only taught practical skills and sessions on theory, but they talked about their experience at Hakawatifilm, a production company that is focused on telling and disseminating stories that raise awareness and advocate for positive social change.

With the chance to win Canon kit, students were then tasked with creating a visual piece that addresses a social concern of their own, using the United Nations Sustainable Development Goals as their guidance. The judges were looking for ambitious, creative projects that demonstrated the application of all the lessons learnt in the workshops. The winners were thrilled to receive training with a Canon professional specialist, as well as an EOS R10 with RF-S 18-150 IS STM lens (first prize) and an EOS R100 with RF-S 18 – 45mm IS STM lens (second prize).



Students received certificates on completing the workshops.

# Sweden



Timing: **November**

Delivery partner: **Mentor Sverige**

(**HM Queen Silvia's foundation Mentor Sweden**)

Number of students: **9**

Number of days: **9**

Participants of this Young People Programme workshop with Canon Sweden were given the opportunity to work with and learn from the acclaimed social entrepreneur and photographer Felicia Margineanu, H.M. Queen Silvia's Foundation Mentor in Sweden.

The photographs produced by the young people were then featured at an impressive photo exhibition which took place at the Gallerian shopping centre in Stockholm, Sweden. The exhibition that challenged the viewer to see the world through the perspective of young storytellers and United Nations SDG 5: Gender Equality was one of the key themes explored – a fundamental right and at the heart of a fair and inclusive world.

An image titled 'Handshake for equality' was shared by student Shanya Amoa. "We are all so different yet the same Whether you're a guy or a girl, black or white, whether you live in the city or the suburbs, we all have the same value And that starts with us respecting each other," she explains. "The picture I have chosen to show, I want to symbolize that everyone is equally valuable, regardless of who you are and that it doesn't matter where you come from or what you look like. For me, these handshakes in the picture symbolize that it should be even and fair between us all."



Student photography exhibition displayed at Gallerian shopping centre in Stockholm.



2023 country breakdown **Europe**



# Turkey

Timing: **December**

Delivery partner: **TOÇEV**

Number of students: **5**

Number of days: **15**

TOÇEV offers children financial and emotional support throughout their school lives, providing everything from stationery and school uniforms to summer and winter clothing and hygiene products.





# United Kingdom



Timing: **December**

Delivery partner: **VCCP**

Number of students combined: **90**

Number of days combined: **3**

We worked with VCCP Stoke Academy in support of their ambition to tackle the three major recruitment barriers faced by the creative industries in the UK: lack of awareness of potential career options, a dearth of pathways into entry level jobs around the country and the extremely high cost of moving to and living in London, where most early job opportunities are to be found.

Over 100 students pursuing courses in photography and the creative arts took part in Young People Programme workshops, which were led by Canon Ambassador Clive Booth, who was supported by senior creative experts from VCCP, one of the UK's largest creative agencies.

Over four days, students were taught essential skills such as lighting and framing, whilst working to a one-day creative brief, giving the students a flavour of a typical project they might work on in a creative industry environment.

Teams of sixth form students conceived, shot and edited the images with guidance and support from their industry facilitators and the resulting images were all related to the United Nations Sustainable Development Goals. Choosing just five winning entries was an exceptionally difficult task, given the high standard of work produced in just a few hours. These images will be featured on billboards in Stoke on Trent and seen by thousands of people across the city everyday thanks to the generous donation of media space by Alight Media.

"The winning ideas stood out because they were distinct, memorable and brilliantly crafted," said Jim Thornton, Executive Creative Director at VCCP.



Students attended creative workshops delivered by professionals including award-winning fashion photographer Ben Farr and Canon Ambassador Clive Booth.

"The partnership we delivered with the Canon Young People Programme is great proof of how we can transform the confidence and progress of creative students even in the space of one day."



# United Kingdom



Timing: **Monthly**

Delivery partner: **Graeme High School, Falkirk, Scotland**

Number of students combined: **10**

Number of days combined: **5**

We held two important Young People Programme workshops with Peter J Scott, an art teacher working in Linlithgow, Scotland. The first welcomed ten students to a project celebrating neurodiversity in collaboration with the Ideas Foundation, an NGO that specialises in creative learning experiences. Together, they worked with miniature photographer Dave Gilliver, both on location and taking photographs of each other's journeys.

The photos were used to create a catalogue and brochure about the student's experiences, which was sold at an exhibition of their work. Funds raised from selling the brochures, as well as prints and t-shirts were then given to two local educational charities (Donaldsons School and Diversified).

The second project involved fifteen students from the Higher photography class at Graeme High School. Several of the students come from areas of social deprivation, and therefore are without access to the necessary equipment for their course.

Photographer Brian Sweeney, who has worked with Eminem, Idris Elba, Ewan McGregor and Afrika Bambaataa to name but a few, delivered a portraiture workshop. After which, the students delivered their own set of images and left feeling inspired by Brian's career and teaching.

"The collaboration with Canon has been a game changer for these kids," said Peter J. Scott. "And the experience has given them a sense of confidence and self-belief that you only get when you feel that level of support and recognition, the feeling that your valued and seen. They've learned to love photography and it's because they've been allowed to."



# United Kingdom

Timing: **September**

Delivery partner: **Hundred Heroines**

Number of students combined: **36**

Number of days combined: **20**

The 'Art & Activism' project was designed to introduce teenage girls to the way art was and is used by women in the act of protest, and in particular how photography has been used in this way.

This was a Young People Programme workshop that encouraged self-confidence and social bonds and the students took part in discussions about concerns they had as teenagers, such as feeling unsafe at school, bullying and racism. They then explored how art and photography could be used to protest against these issues, referencing other photographers and how they actualised their ideas. They were also introduced to studio camera equipment and shown how to edit photos and create GIFS.

The collaboration also arranged for open access and screenings, where participants explored the works of photo-montage artists (including Hannah Höch and Lorna Simpson), contemporary photographers who challenge societal norms (such as Laura El-Tantawy and Paola Paredes), as well as historical pioneers (Marie Høeg and Claude Cahun among them).

"In Heroines I feel really safe," said one young participant. "I can share my opinions, things that happen at school that I cannot share anywhere else but home".



Canon Ambassador Clive Booth working with Young People Programme students on the Art & Activism project.



2023 country breakdown **Europe**

# United Kingdom



Timing: **Monthly**

Delivery partner: **Ideas Foundation.**

Number of students combined: **185**

Number of days combined: **22**

Across the year, UK-based NGO the Ideas Foundation joined us for two special Young People Programme projects, both demonstrating the value of creativity across the curriculum.

The first was part of the 'Coronation Generation' project, where schools, colleges and educators from across the UK were invited to take part in a challenge, funded by the UK Department of Culture, Media and Sport (DCMS). Young people were encouraged to celebrate the Coronation of King Charles III by creating posters using photography, copywriting, typography and graphic design to reflect one or more of the event's key themes.

A second project, 'Lens into Wellbeing', saw students take images that help to prompt discussions and creative activities around wellbeing. These have since been turned into a series of postcards, demonstrating how the camera can be used as a creative tool that sparks conversations.



A silhouette of an elephant and a tree against a blue sky, with a red diagonal overlay on the right side.

**AFRICA**



# Botswana



Timing: **March**

Delivery partner: **Wild Shots Outreach**

Number of students: **29**

Number of days: **18**

For the third year, Wild Shots Outreach worked in Botswana in partnership with Canon and the Natural Selection portfolio of lodges. Workshops were attended by unemployed youth in three rural communities bordering protected areas – as well as training guides from the Khwai Private Reserve in photography.

In total 29 participants took part, including a day's Advanced Masterclass was held for students who had taken part in the course in the previous year. The programmes were delivered by Wild Shots Outreach Programme Director Rifumo Mathebula. One student described it as the best experience of their entire life. Celebrating Rifumo as exceptional tutor with a generous, wholehearted spirit, Shabba, a WSO student, said "Rifumo changed my mindset about wildlife – why we must protect it now and for future generations. The brotherhood bond he had with us was amazing.

Understanding photography will really help me in my job – often guests arrive with a new camera that they don't know how to use and now I can help them".



Student smiles as she shares a photograph of a lion.



Students worked in classrooms and on location to explore the sustainability topics that relate to their community.



# Ghana



Timing: **December**

Delivery partner: **Dikan Centre**

Number of students: **15**

Number of days: **10**

Ghana's Young People Programme workshops were held in collaboration with Paul Ninson, the founder and executive director of Dikan Centre based in Accra, Ghana. Dikan Centre is a visionary non-profit institution dedicated to shaping the next generation of Africa's creative leaders.

He held immersive storytelling workshops every weekend for two months, with local trainers from the Dikan Centre working with partners from Canon Ghana, who provided resources and essential equipment. A professionally curated exhibition of the student's work was held in December 2023 to showcase the remarkable narratives and perspectives captured by the participants.

## 2023 country breakdown **Africa**

# Kenya

Timing: **Monthly**

Delivery partner: **Wild Shots Outreach**

Number of students: **7**

Number of days: **4**

Canon's continued collaboration with Wild Shots Outreach extended to the Loisaba Conservancy in Kenya, where the subject of wildlife conservation was studied through photography workshops. The course comprised five interactive photography workshops and four game drives, culminating with an awards ceremony and presentation of printed images, printed portraits and course completion certificates.

The workshops took place on the central Laikipia Plateau, hosted by the Elewana Collection of lodges and their Land and Life Foundation. Whilst learning new technical camera skills across this beautiful landscape, students felt a deeper appreciation for their cultural and natural heritage and found the workshops to be transformative experiences, learning skills far beyond photography. Taking some time to reflect on natural surroundings ignited a newfound enthusiasm for capturing the beauty of their surroundings.

By empowering safari guides with photography skills, Canon and Wild Shots Outreach are not only enhancing their professional capabilities but also fostering a sense of stewardship towards Kenya's rich biodiversity.



Workshop participants work together to explore tradition and learn new skills.



Photograph of a leopard taken by a student at Loisaba Conservancy, Kenya.



2023 country breakdown **Africa**

# Namibia

Timing: **February**

Delivery partner: **Wild Shots Outreach**

Number of students: **26**

Number of days: **18**

Wild Shots Outreach were invited by Natural Selection travel to run a Canon Young People Programme workshop with young people from three local communities in Namibia. They stayed in Natural Selection's lodges, gaining valuable insights into the local tourism industry and wildlife economy. Natural Selection puts conservation first, meeting the goals of Wild Shots Outreach, who educate young people and communities about the wildlife in their local community. Many of whom may otherwise never meet the beautiful animals in their surrounding community.



Students work together to take and review photographs.

# South Africa

Timing: **Monthly**

Delivery partner: **Wild Shots Outreach**

Number of students: **40**

Number of days: **30**



Student with Canon 4000D camera.

Over the last five years the Canon Young People Programme and Canon South Africa have supported and collaborated with Wild Shots Outreach, an NGO based on the edge of the Kruger National Park in South Africa. In 2023 Mike Kendrick, who founded the programme, visited Canon Europe Headquarters to share his story with colleagues. Mike spoke about the inspirational and extraordinary work that he and his wife Harriet have dedicated their life to in rural South Africa, using photography as a way to link the disadvantaged local community into the unique ecosystem and wildlife in Kruger.

Through Wild Shots Outreach, Mike and Harriet make a difference to the lives of the young people they work with in this remote, rural location, enabling employment, championing gender equality, driving deep and lasting change in the community.

A silhouette of an owl perched on a thin, vertical branch. The owl is facing right. The background is a warm, orange-hued sky, suggesting a sunset or sunrise. Several other bare, vertical branches are visible in the foreground and midground, creating a stark, minimalist scene. The right side of the image is partially obscured by a solid red diagonal shape.

**MIDDLE EAST**



## 2023 country breakdown **Middle East**

# Iraq

Timing: **October**

Delivery partner: **Lens on Life**

Number of students: **16**

Number of days: **24**

Canon Middle East and Lens on Life delivered workshops in the Lens on Life Media Lab in the Arbat Refugee camp. It is located close to the city of Sulaymaniyah and home to roughly 6,000 Kurdish-Syrian refugees who have escaped violence within Kurdish territory in Syria.

The lab opened in 2022, in partnership with local NGO Kurdistan Save the Children and hosts ongoing digital workshops. It is outfitted with the latest equipment for digital photography, filmmaking, and editing. Local photographer and teacher Niga Salam (who is profiled on page 9) holds in-person classes here all year round.



Students took images across schools.

# Jordan

Timing: **March**

Delivery partner: **Lens on Life, Zaatari Refugee Camp**

Number of students: **38**

Number of days: **24**



Our partnership with Lens on Life continued at Zaatari Refugee Camp, which is currently home to around 80,000 Syrian refugees and the world's largest camp of its kind. The young participants here could choose from the following UN SDGs: 3: Good Health and Wellbeing, 4: Quality Education, 5: Gender Equality, 11: Sustainable Cities and Communities, and 13: Climate Action. After six months of workshops, the young people of Jordan had learnt new skills and engaged in a cultural and artistic experience, while also strengthening their relationship with their surroundings through engaging in a visual narrative.

# Saudi Arabia



Timing: **February**

Delivery partner: **RCU – Royal Commission for AIUla**

Number of students: **20**

Number of days: **10**

Canon Middle East partnered with the Royal Commission for ALUla (RCU) in the Kingdom of Saudi Arabia to run creative storytelling workshops for young people. The workshops were designed to inspire, educate and empower the young people to tell their stories and to tackle the sustainability issues that matter to them using creativity and critical thinking.

The RCU was established to support the continued development of AIUla and the rural population with education, culture and the arts. From more than 100 applications submitted for the programme, 15 participants were chosen by a judging panel in collaboration with Canon.

The workshops were taught by photography experts from Canon, with assistance from prior programme alumni from the AIUla community. They ran during January 2023 at the Madrasat Addeera, with students making site visits to capture the splendour of AIUla in line with the United Nations Sustainable Development Goals. Locations included the UNESCO World Heritage Site at Hegra, AIUla Old Town, the AIUla oasis, the Maraya multi-purpose venue, as well as different local-community based locations.

An exhibition of their photographs then took place in February in AIUla's arts district, Al Jadidah, during AIUla Arts Festival.



Students at Young People Programme workshops at AIUla.



# Qatar

Timing: **December**

Delivery partner: **United Nations UN-OHRLLS**

Number of students: **30**

Number of days: **3**



We presented world-class storytelling at the United Nations Least Developed Countries conference (LDC5), which brought changemakers, government, private sector and others together to support development plans for LDC countries.

Ahead of the conference, and in the lead up to the three-part workshop, we sent Canon EOS 4000D cameras and lenses to over thirty Youth Delegates to help them document their lives and the situation in their local communities. The young delegates' stories and films were featured in the United Nations HQ exhibition as well as used in promotional material for the conference.

Canon representatives were present at LDC5, providing a series of educational storytelling workshops and discussing the important role of imaging in advocacy. The Young People Programme workshops at LDC5 featured Canon Ambassador Guia Besana and Michel Lunanga, a Youth Representative from the Democratic Republic of Congo, who is also a mentor and teacher who advocates for social justice in the region.

Michel explains, "Art and technology are powerful tools that can promote solutions to global challenges such as human rights protections, gender equality, education, and supporting disadvantaged and marginalized groups, which can lead to sustainable and critically endogenous development."



Photography by Youth Representative Michel Lunanga.



Youth Delegate exhibition at the United Nations headquarters.

# OUR THANKS

Our Canon Young People Programme is indebted to a huge number of delivery partners, Canon Ambassadors, and our dedicated colleagues across Europe, Middle East and Africa, who come together to make this important initiative possible year after year.

Together, we celebrate a community of skilled photographers and creators, who never fail to amaze and inspire us through their creative use of storytelling to express views on issues and topics that matter to them.

Next year is particularly important for our Canon Young People Programme, as we celebrate its ten-year anniversary. Approaching this significant milestone, we remain confident in our commitment to nurturing the next generation of storytellers and empowering young people to explore their passions and unleash their creativity. They not only inspire us, but everyone around them and remind us of the power of photography and filmmaking as a form of self-expression.

We also extend huge thanks to the additional supporters, listed on this page, who have also provided their expertise to bring the Canon Young People Programme to life.

## OUR EXTENDED NETWORK OF COLLABORATORS

<b>Croatia</b>	Mentor Tomislav Jeffrey Jemrić
<b>Denmark</b>	Canon Photographer Morten Nordstrom
<b>Estonia</b>	Vera Pirogova, an Estonian photographer + OGOGO
<b>Finland</b>	Professional photographer Harri Tarvainen and photojournalist Meeri Koutaniemi
<b>France</b>	Ça Bouge Grave
<b>Greece</b>	Dadia national forest management agency + Aristides Voulgaris, an esteemed photographer
<b>Kenya</b>	Mike Kendrick
<b>Norway</b>	Canon photographer and writer Johnny Haglund
<b>Qatar</b>	Michel Lunanga, Youth Representative from the Democratic Republic of Congo, a mentor and teacher who advocates for social justice in DRC
<b>Romania</b>	Loana Moldovan, mentor and photographer
<b>Spain</b>	Ofelia de Pablo and Javier Zurita, winners on multiple occasions for their projects on human rights and social change
<b>Sweden</b>	Photographer Felicia Margineanu



**Canon**

**THANK YOU**

Image taken during YPP Germany workshop.