



Canon



YOUNG PEOPLE  
PROGRAMME

CANON IMAGING FOR GOOD

# CANON YOUNG PEOPLE PROGRAMME 2024 YEAR IN REVIEW

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# SUMMARY

The mission of the Canon Young People Programme (CYPP) is to inspire, educate and empower the next generation of storytellers. It offers a means and platform for self-expression through skills-building workshops, co-designed in partnership with NGOs and schools across the world. In these, young people tackle the sustainability and societal issues that matter to them, using creativity and critical thinking. All workshops are followed by exhibitions and events showcasing participants' work.

In 2024, the Canon Young People Programme (CYPP) empowered 1,721 young people from over 30 countries across Europe, Middle East, and Africa (EMEA) through visual storytelling and creative education. Many of these participants came from underserved or marginalised communities, gaining an equal opportunity to build creative skills and confidence to share their stories. CYPP workshops provide more than just lessons in photography — they ignite passion and critical thinking, enabling young people to address challenges in their

communities creatively. Armed with cameras, these young storytellers shine a light on issues like climate change and social inequality, becoming ambassadors of change in their communities.

By amplifying youth voices on issues that affect us all, CYPP shows that empowering young people benefits everyone. This impact is the embodiment of Canon's philosophy of 'kyosei' – 'living and working together for the common good' It turns this ideal into action by uniting communities and partners to uplift the next generation for all, regardless of race, religion or culture, harmoniously living and working together into the future. These young changemakers inspire others to view the world through their eyes and work together for a better future. More than just a programme, CYPP stands as a platform for change, inclusion, and youth empowerment across EMEA. By amplifying youth voices on issues that affect us all, using the UN Sustainability Development Goals (SDG), CYPP shows that empowering young people benefits everyone.

**1700+**

Young people supported  
across EMEA

**32**

Countries  
across EMEA

**500+**

Workshops  
across EMEA

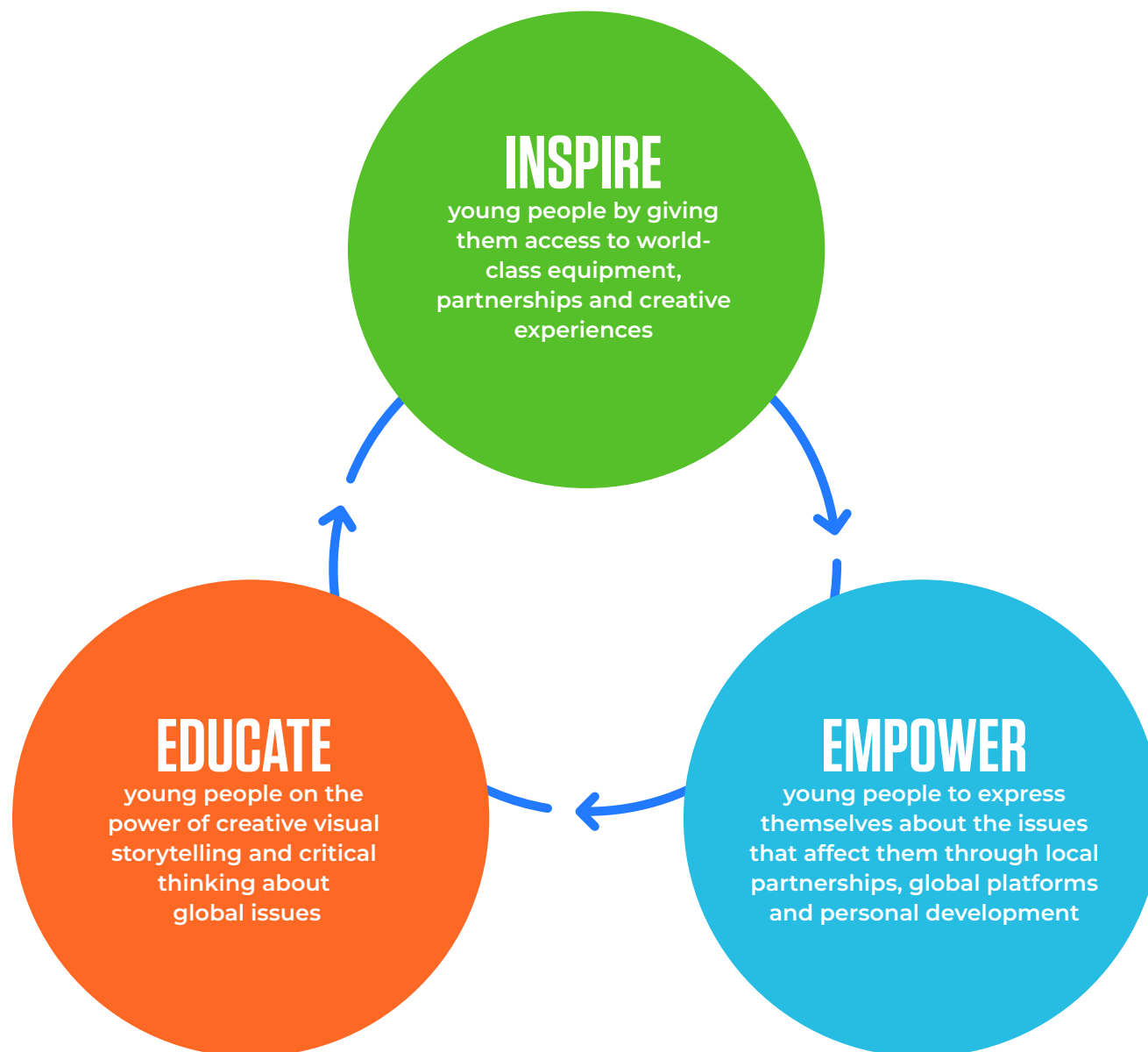
**100+**

Events &  
Exhibitions

# OUR VISION

Give young people the knowledge, skills and confidence to tackle the issues that matter to them using creativity and critical thinking, aligned to the UN SDGs.

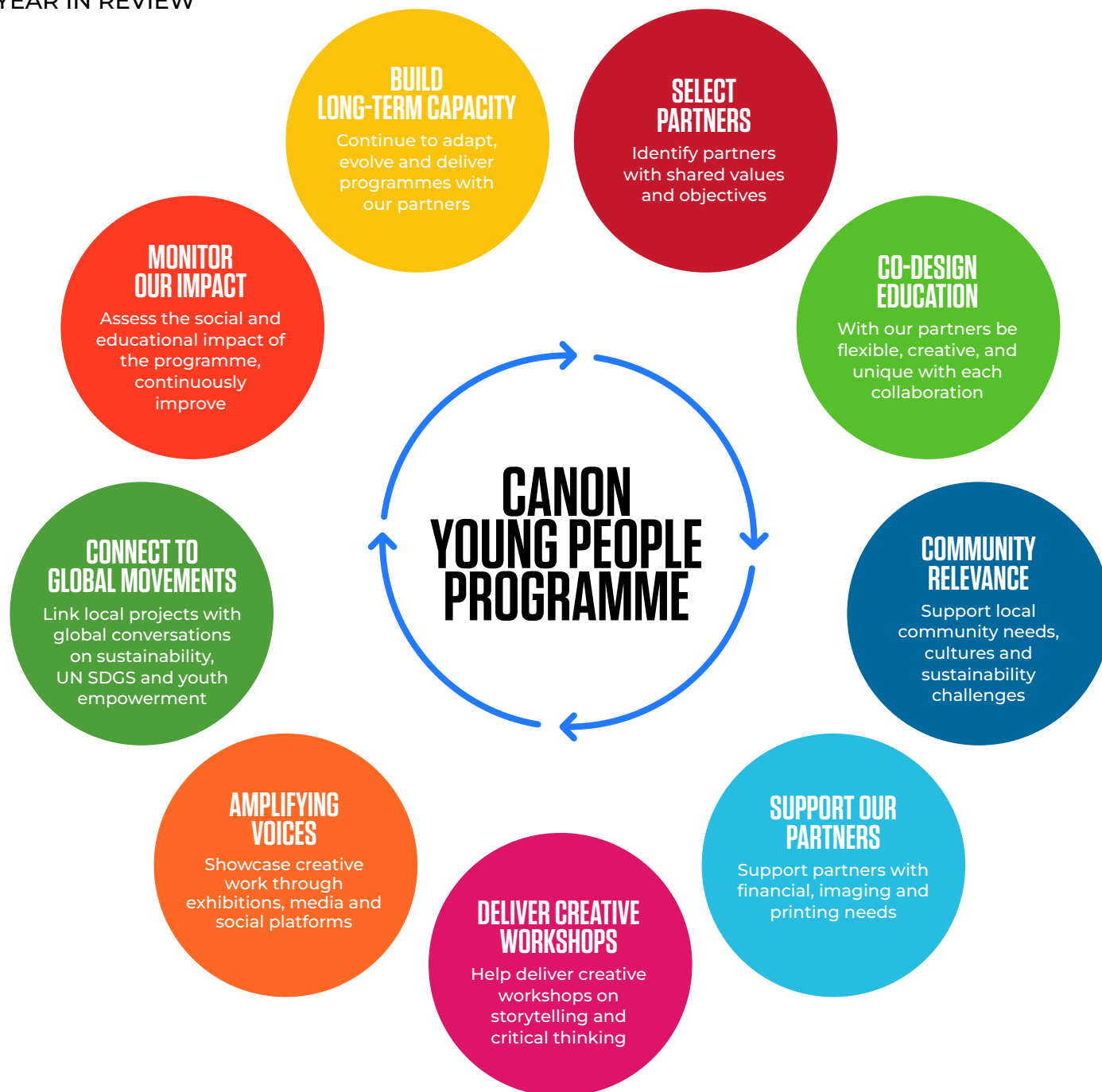
We support our partners to achieve this through. **inspiration**, **education** and **empowerment**.



# OUR PARTNERS

Our partners make our programme come to life. From international organisations like the UN to grassroots NGOs, schools, educators, and community leaders across Europe, the Middle East, and Africa (EMEA), we collaborate in co-creating, delivering, and supporting our young people through workshops and exhibitions, our partners bring energy, expertise, and compassion, ensuring that every young participant is heard and inspired.

With each and every partner we are flexible and creative in our approach creating unique experiences, building for the longer term.



# EMPOWERING THE NEXT GENERATION

In Southern Africa the Canon Young People Programme, in partnership with Wild Shots Outreach (WSO), helped inspire and empower 179 young people. Rifumo Mathebula is the WSO Programme Director. At just 27, Rifumo has already made the remarkable journey from CYPP student to educator, proving how access to creative tools and mentorship can transform lives.

Rifumo first encountered WSO with no photography experience and little knowledge of conservation. But through WSO's immersive workshops—backed by Canon's support—he discovered a passion for storytelling and a deep connection to the natural world. From photographing rhino conservation to leading his own workshops, Rifumo has become a role model for young people across South Africa.

His story is a living example of 'Kyosei'—Canon's corporate philosophy of living and working together for the common good. By passing on his skills to students who live on the edge of Kruger National Park, Rifumo is opening doors to new opportunities for them, just as WSO and CYPP did for him. Whether he's taking students on game drives or sharing their success stories on social media, Rifumo's dedication shows the true impact of empowering youth through imaging: creating changemakers who give back to their communities, and to the planet they call home.



## RIFUMO'S AWARDS

### 2024

SANParks Kudu Award (South Africa's Conservation Oscars), for Youth Leadership.

### 2023

Named one of "30 under 30 Global Environmental Education Leaders", by North American Association for Environmental Education (NAAEE).

### 2022

CIWEM International Young Environmentalist of the Year Award.

# DEALING WITH DISLOCATION

*Anastasiya, 18 years old, originally from Zhovti Vody, Ukraine.*

## BIO

My name is Anastasiya, and until I was 17, I lived in my hometown in Ukraine, the city where I received my music, art, and theater education; the city where my friends and I formed a music band because I was afraid to perform on stage alone, and then fell in love with the stage when we first went on it as actresses, not singers; a city where I took pictures with an old camera of everything I saw because I felt that something was going to change, and maybe not for the better; a city where I collected old photographs, candy wrappers, watches; the city where I fell in love with art; the city where I learned to create art.



At the moment, I divide my home into two countries. After I turned 17, I was forced to move to Britain because of the war in my home country. And even here in Britain, I continue to do what I did in my hometown. I continue to create, but in a different way. I try to speak through my art louder than before. And the same people who taught me the art of cinema and photography in my hometown help me with this. KiNO and CYPP put a camera in my hands, gave me invaluable knowledge and support, and made me realise that what I was doing had meaning. Thanks to this, I am still developing, doing what I really want to do, and I am not afraid that I might be left alone with it.

## ANASTASIYA'S NARRATIVE

### SPIRIT

Our egos are the artisans who create and shape these Spirits through the moments we cherish, the dreams we pursue, and the wounds we carry within us. They are the embodiment of our connections, our love, our losses - all woven together in the graceful dance of existence.

For some people, Spirit becomes an attachment to the past, an anchor that refuses to let go of memories and emotions. The death of a loved one, for example, can bind their Spirit to ours, and they turn into souls, forever imprinted in the depths of our consciousness, wrapped in crimson threads of attachment that we have not learned to see.

Although invisible to the eye, the presence of these Spirits is tangible, felt in the whisper of a breeze, the echo of a familiar voice, or the warmth of a long-forgotten hug.

In this tapestry of intertwined destinies, the Spirits weave a silent symphony, their presence is a comforting reminder that we are never truly alone. They are the echoes of our souls that resonate in the fabric of existence, crossing the boundary between the material and the immaterial, the visible and the invisible.

Just try to hear them, try to see them through the darkness of your rejection!



# CANON YOUNG PEOPLE PROGRAMME 2024

# AUSTRIA



In Austria workshops took place during the country's largest Red Cross event for Red Cross Youth, engaging 1,200 participants aged 10-17 at the Sport Middle School "Braz Bruckner" and other locations in Graz. The event included workshops, lectures, exhibitions, and competitions focused on first aid and social skills. Seventy students participated in CYPP-specific activities, choosing from all 17 UN Sustainable Development Goals (SDGs)

as their themes. The programme ran from July 18-21, 2024, with training provided by Canon employees and professional photographer partners. The event culminated in a winners' ceremony at Stadthalle Graz, with various photography and storytelling outputs produced by students.



**& CANON ÖSTERREICH**

# BELGIUM



In Belgium we partnered with OKAN school "Toren van Babel" in Gent, which supports refugee children. Organised by Canon Belgium, the programme included a photography and storytelling workshop at the end of 2023, led by Canon Ambassador Lieve Blancquaert. Students received cameras to document their personal stories, culminating in a competition and an exhibition in May 2024, showcasing their best work. This was the first

collaboration between Canon Belgium and the school for CYPP, aiming to empower young participants through visual storytelling.



**& CANON BELGIË**



# BELGIUM



In Belgium we also partnered with De Wijnberg school, and engaged 1,200 students, with 100 attending a physical event. The programme ran from September 2023 to March 2024, beginning with an online session broadcast from Canon's studio in Den Bosch, followed by workshops and lectures at Canon Production Printing HQ in Venlo, and concluding with an exhibition at Maaspoort Venlo. As part of the "De Wereld van de Wijnberg"

competition, students explored the theme of the "school of the future," with guidance from Canon Ambassador Ahmet Polat and print specialist Nadine van Eeuwijk, using storytelling and printing techniques to bring their ideas to life.



**& CANON BELGIË**

# BOTSWANA



In Botswana we partnered with Wild Shots Outreach, engaged 24 students across three locations—Thamo Telele Lodge, Meno A Kwena Lodge, and Khwai Village—through workshops, game drives, and an exhibition. The programme, held in March 2024, focused on photography skills and conservation awareness, aligning with SDG 14: Life on Land. Led by educator and photographer Mike Kendrick, students learned about camera

controls, composition, and wildlife photography, capturing images of nature and iconic wildlife. Their work was printed, presented at celebration events attended by local dignitaries, and shared digitally with Canon EMEA and Canon South Africa.



**& CANON SOUTH AFRICA**



# BULGARIA



In June workshops were held in Sofia's Fabrika 126, providing nine young people from transitional housing with an intensive three-day photography workshop. Led by renowned photographer Nikolay Pandev, the workshop, titled "Through the Lens of Diversity," introduced participants to photography fundamentals, studio and outdoor techniques, and the historical significance of iconic images. Beyond technical skills, discussions on tolerance,

ethnic and social equality were integrated, aligning with Canon's Kyosei philosophy of diversity and inclusion. The initiative successfully fostered creativity and confidence among participants.



**& CANON BULGARIA**



# CAMEROON



Through our partnership with Lens on Life, we conducted biweekly photography and storytelling classes from April to September 2024 at the Lens on Life media labs in Yaoundé. Led by professional photojournalist Daniel Belomu and former Lens on Life facilitators, students explored different United Nations Sustainable Development Goals each month, using photography to advocate for positive change in their communities. They

captured impactful images and wrote stories to raise awareness of critical social issues. Their work will be showcased in Yaoundé in March 2025 to highlight their perspectives and advocacy efforts.



**& CANON CENTRAL AND NORTH AFRICA**



# CROATIA



Four intensive workshops were organised at the School of Applied Arts and Design in Zagreb in December 2023. Led by mentor and photographer Tomislav Jeffrey Jemrić, 32 students explored photography, storytelling, and the UN Sustainable Development Goals (SDGs). Following the workshops, students conducted ten indoor and outdoor photo shoots across Zagreb, developing their unique photographic styles to convey messages on SDGs such

as Climate Action, Gender Equality, and Quality Education. Their best works were showcased in the “Sustainable Development Through Youth View” exhibition, displayed on 20 outdoor panels at the Izidor Kršnjavi Showroom in Republic of Croatia Square from March 7 to April 12, 2024.



University of  
Zagreb

**& CANON HRVATSKA**



# CZECH REPUBLIC



Canon Czech Republic collaborated with Czech Photo o.p.s., CEWE, and Fomei to deliver a year-long initiative focused on media and visual literacy. Running all the way through 2024, the programme engaged 320 students through workshops, lectures, and exhibitions held at primary schools in Prague. The “Necvakejte, fotte” workshops encouraged young participants to critically examine the visual world, helping them distinguish

between quality photojournalism, tabloid content, and fake news, guiding students through practical photography skills and creative storytelling. Participants explored themes through portrait, reportage, and macro photography, capturing daily life, outdoor environments, and school-related scenes. Students also submitted their work to a photography competition, deepening their engagement. Since 2021 Canon CZ and CYPP have been inspiring young people to tell authentic stories using visual storytelling.



**& CANON CZECHIA**



# DEMOCRATIC REPUBLIC OF CONGO



Workshops were delivered through our partnership with Lens on Life, with students focusing on the United Nations Sustainable Development Goals (SDGs), using photography as a tool to explore how they can advocate for positive change within their communities. They captured impactful photographs

and wrote stories about the issues that mattered most to them, using these materials to raise awareness and encourage action for social change. The work produced was displayed in an exhibition in Goma and also featured in an exhibition in New York, USA.



**& CANON CENTRAL AND NORTH AFRICA**



# DENMARK



The photography workshop began at Søborg School, where students learned to use cameras and capture great images before heading out to photograph their local area under the theme of “transformation.” A few months later, they visited Canon to present and print their photos, which were later exhibited in Gladsaxe during the spring, allowing more people to enjoy them. The project was planned with the Municipality of Gladsaxe in

October 2023, with the workshop taking place in December, followed by the Canon visit in April and the exhibition in May–June. Instructor Morten guided students on using light effectively to avoid dark, uninteresting shots.



**SØBORG SKOLE**

**& CANON DANMARK**



# FINLAND



Canon Finland partnered with the Deaconess Foundation's Vamos! Programme to empower 10 young participants in Turku through a three-day photography workshop led by Canon Ambassador Meeri Koutaniemi. Taking place in December, the workshop focused on SDGs 3 and 16 selected by the young people themselves - Good Health and Well-being as well as Peace, Justice and Strong Institutions. Participants

captured portrait photographs—paired with personal reflections—exploring their experiences and aspirations and these works were exhibited at Turku's Forum shopping centre from January to February 2025, providing a powerful platform for youth voices. This edition marked the first collaboration with Vamos! and demonstrated how creative storytelling can be a catalyst for dialogue and self-expression. Final materials included photographs and multimedia content documenting both the process and the final exhibition.

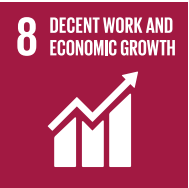


# FRANCE



The programme in France ran in partnership with the NGO "Ça Bouge Grave", engaging 15 students in a series of workshops from June to October focused on accessibility in the arts for those with visual impairment which extended the reach of Canon EMEA's World Unseen initiative. Activities included meeting blind students, participating in a Cécifoot tournament, learning Braille, and visiting a guide dog school, culminating in a public

exhibition at Saint-Ouen sur Seine City Hall. Led by photographer Axelle de RUSSE, the programme emphasised storytelling through photography and supported SDGs 4, 8, 11, and 17. Canon France has worked with these partners since 2022, and students' work was showcased via exhibitions, and other digital channels.



& CANON FRANCE



# GEORGIA



In collaboration with KiNO our workshops focused on SDG 11: Sustainable Cities and Communities, particularly on adaptation in a new environment. Taking place in Batumi from July 19 to 27, the programme brought together young participants from Ukraine, aged 14 to 20, for an intensive documentary photography course. Led by photographer and educator Stanislava Novgorodtseva, the participants explored how to tell visual

stories about individuals and communities. The programme included an immersive two-day photography workshop, followed by guided individual project work, and culminated in a public screening of final projects at Creative Space NARNIA. The participants developed photo series reflecting local life in Batumi, capturing subjects such as the city's dolphinarium, the daily operations of the airport and its staff, a beach soccer championship, and the maritime port. Through this process, they gained technical skills, storytelling expertise, and a deeper connection to their surroundings.



**KiNO**

**& CANON CENTRAL AND EASTERN EUROPE**

# GERMANY



In Germany, our YPP programme was titled "Perspektivendelajunesse" and was a collaborative photography project between Canon and the Universität der Künste (UDK) in Berlin, extending to Marseille, France. Launched in early 2024, it focused on empowering young people from University backgrounds through creative visual storytelling. Canon supported the initiative by providing equipment, training, and funding. A "train-the-trainer" approach

led by freelance photographer Nadja Wehling prepared local leaders to teach photography skills to youth. Workshops and exhibitions took place in both cities, culminating in mutual cultural exchanges and public showcases. Unlike other CYPP editions, this project encouraged participants to capture what personally moved them in daily life. Canon's involvement exemplified its commitment to visual storytelling and social impact.



Universität der Künste Berlin

**& CANON DEUTSCHLAND**



# GERMANY



In December we held the second photography workshop at Brötzingen Schule in Pforzheim, Germany, engaging 12 students. Led by Canon Academy trainer Jens Landmesser, the programme included a one-day photography workshop, a working phase, and concluded with an evaluation and award ceremony. Students applied their new skills to document scenes from their daily lives, with a focus on various

Sustainable Development Goals (SDGs), including health and well-being, climate action, and reduced inequalities. The project emphasised visual storytelling while raising awareness of global challenges through the students' personal perspectives.



**& CANON DEUTSCHLAND**



# GERMANY



In November, our workshops returned for the fourth time to the Kurt-Tucholsky-Gesamtschule in Krefeld, Germany, with 12 students participating in a photography workshop led by Canon Academy trainer Dirk Böttger. The programme included a workshop, a creative working phase, and concluded with an evaluation and award ceremony in early December. Students used photography to explore themes from their everyday lives while addressing

various Sustainable Development Goals (SDGs), including climate action, health and well-being, and reducing inequalities. The project aimed to develop visual storytelling skills while promoting awareness of social and environmental issues.



**& CANON DEUTSCHLAND**



# HUNGARY



During a 9 day media camp in Balatonkenese, Hungary and in partnership with Due Media Camp, a total of 112 students participated, guided by photo group leaders Gergő Lakatos and Zsombor Szabó. Canon Hungaria kicked off the programme with a presentation on the company’s sustainability efforts, followed by a mini photo competition where students were invited to submit images reflecting

UN Sustainable Development Goals (SDGs) such as health and well-being, sustainable cities, and responsible consumption. With 20 submissions, the top three were awarded Canon PhotoCubes. Participants creatively explored themes like energy use, water, and consumption, with highlights shared through media outlets and social platforms.



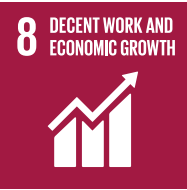
mediahálózat  
**due**  
& CANON HUNGÁRIA

# IRAQ



Canon partnered with nonprofit Lens on Life to deliver a six-month photography workshop for Syrian youth at the Arbat refugee camp in Iraqi Kurdistan. Led by teacher Niga Salam, the programme empowered 12 students to explore and express key Sustainable Development Goals (SDGs) including gender equality, climate action, decent work, and quality education through storytelling and photography. The students’ work culminated in a powerful exhibition

titled “Outside the Square”, symbolising their struggles and aspirations beyond refugee life. The exhibit will be showcased in October at a prominent gallery in Sulaymaniyah. Their stories sparked meaningful dialogue and served as a call to action for social change, with the initiative also gaining recognition at the United Nations in New York.



LENS ON LIFE  
& CANON MIDDLE EAST



# ITALY



In Italy, the 2024–2025 Canon Young People Programme launched a photography course in the marginalised Bastogi area of Rome, in collaboration with Amici dei Bimbi ETS and fashion photographer Erica Fava. Running weekly from October 2024 to April 2025, the course engages youth aged 4-18, teaching them digital photography as a means of self-expression and storytelling. Psychologist Elena Russo supports the project, encouraging

emotional exploration through imagery. The initiative, guided by SDG Goals 4 (Quality Education) and 10 (Reduced Inequality), also featured a special workshop with Canon Ambassador Chiara Negrello. The students' work documents their environment and experiences, culminating in a public exhibition planned for June 2025.



**& CANON ITALIA**



# JORDAN



Lens on Life completed its second edition in Jordan's Zaatari refugee camp, engaging 22 Syrian refugee students. Led by instructors Alaa and Ahmed, the programme combined photography training with exploration of key Sustainable Development Goals (SDGs), including quality education, gender equality, health, climate action, and sustainable communities. Students documented their daily lives and aspirations, producing powerful

images and personal stories that highlighted community resilience and social challenges. Their work culminated in a local exhibition, sparking meaningful dialogue and providing a platform for advocacy. Many students have since begun internships with local NGO.



**& CANON MIDDLE EAST**



# KENYA



Our workshops were delivered in partnership with Mind Me International, engaged 40 students across two schools—Woodcreek School and Kahuho Road Academy. Led by photographers Frederick Ochieng and Joel Lukhovi, the programme introduced students to photography as a storytelling tool to explore selected UN Sustainable Development Goals (SDGs) such as climate action, clean water, poverty, and education. Despite

disruptions due to public demonstrations, both phases of the workshop concluded successfully, culminating in a December exhibition where students showcased powerful images and narratives addressing local social challenges. The event brought together families, educators, and Canon representatives, offering an impactful platform for students to advocate for change through visual storytelling.



**& CANON CENTRAL AND NORTH AFRICA**



# NAMIBIA



In March Canon partnered with Wild Shots Outreach (WSO) to deliver photography and conservation workshops across three locations: Namib Rand National Park, Etosha Heights Reserve, and Hoanib Valley Conservancy. A total of 24 students participated in 5-day programmes that included technical photography training, game drives, and conservation education, all aligned with SDG 15: Life on Land. Led by WSO Programme

Director Rifumo Mathebula, the workshops helped students develop skills in wildlife and portrait photography while deepening their awareness of environmental issues. The initiative culminated in celebration events featuring printed student work, certificates, and community engagement hosted by Natural Selection Lodges.



**& CANON CENTRAL AND NORTH AFRICA**



# NETHERLANDS



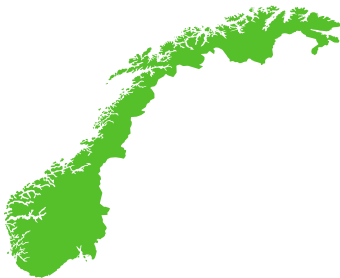
In partnership with CYPP, NAVB supported 40 young participants aged 16–27 across Apeldoorn, Eindhoven, Rotterdam, and Amsterdam. Over eight intensive weeks, students completed courses in either photography or film, each consisting of eight full-day lessons and a final exhibition setup day, plus over 20 additional hours on final projects. The photography course covered studio lighting, portraiture, documentary, and editing, while the film course focused on

storytelling, scripting, production, and sound. Weekly discussions on civic engagement and current affairs were integrated into the creative process, encouraging students to explore topics such as mental health, homelessness, addiction, and social justice. Through workshops supported by Canon, a diverse, inclusive cohort—including accommodations for students with chronic conditions—the programme fostered a strong sense of community and collaboration. The edition concluded with exhibitions in Amsterdam, each drawing over 250 attendees, allowing students to showcase their powerful work and amplify the voices behind their stories.



**& CANON NEDERLAND**

# NORWAY



Canon worked with Dokka High School, the country's only school with a dedicated sustainability study programme, involving 23 students from September to October 2024. Led by award-winning documentary photographer Johnny Haglund, the students received lessons in photography and storytelling, captured images related to their chosen UN Sustainable Development Goals (SDGs), and wrote accompanying

essays. Their work included personal interests and topical events like local floods. The programme concluded with an exhibition at a shopping centre in Gjøvik, where the students' images—printed on aluminum plates—were displayed and praised by the wider community.



**& CANON NORGE**



# POLAND



The project 'To MY Tworzymy Świat' is aimed at young, creative observers of the world—those who want to build a sense of responsibility for the planet and have the courage to share their point of view through visual storytelling, inspiring others to take action. As part of the Canon Young People Programme, this initiative offers multimedia workshops that teach students how to tell impactful stories through images, while also

promoting the UN Sustainable Development Goals. Over 600 students from more than 30 schools and cultural centres across Poland—including cities such as Kraków, Katowice, Poznań, Rzeszów, and Białystok—have already taken part in the programme. Participants also have the opportunity to enter a creative contest, where they can share their personal stories and make their voices heard.



**& CANON POLSKA**

# PORTUGAL



Canon Portugal partnered with Quinta do Marquês Secondary School and the NGO Instituto Marquês de Valle Flôr as part of the Canon Young People Programme, engaging 13 students who submitted 12 creative projects. Led by experienced photographer Ricardo Dias, the programme included weekly workshops and lectures from the People & Planet project, focusing on SDGs 3, 4, 5, 11, and 13. Students

created photo stories identifying social or environmental issues and proposing solutions, which were evaluated by a jury based on impact, creativity, and communication. The top two projects received Canon cameras as prizes, and a public exhibition is planned for May 2025.



**& CANON PORTUGAL**



# ROMANIA



As part of the Canon Young People Programme in Romania, Canon collaborated for the first time with the NGO BookLand to empower nine students through photography and storytelling. Over six workshops in August–September 2024, held at the historic Filipescu-Cesianu House in Bucharest, participants learned the fundamentals of photography, explored studio and outdoor techniques, and developed narratives aligned with the

UN Sustainable Development Goals (SDGs). Led by acclaimed photojournalist Ioana Moldovan, the students created over 40 images, with 18 selected for a 2025 outdoor exhibition. BookLand provided full support to the students, ensuring access to materials, transport, and mentorship. This collaboration combined Canon's creative tools with BookLand's mission to uplift Romanian youth, particularly in rural communities, fostering visual expression and civic engagement through impactful storytelling.



**& CANON ROMANIA**

# SLOVAKIA



In Slovakia, CYPP has been actively supporting youth education since 2022 through a collaboration with the Secondary Industrial School of Electrical Engineering (SPŠE) at Hálova 16 in Bratislava. Focused on students enrolled in the school's Multimedia programme, the initiative blends artistic creativity with technical skill, offering hands-on photography and video workshops led by Canon ambassadors Peter Brichta and Michal Barok. Over two years,

students have participated in a series of workshops covering everything from camera basics to post-production, supported by access to the latest Canon technologies. Educational materials on-site also reinforce learning, helping students understand key concepts in imaging. The project not only fosters practical skills and storytelling through visual media but also nurtures mentorship, inspiration, and career readiness—demonstrating Canon's deep commitment to empowering the next generation of creative professionals.



**& CANON SLOVENSKO**



# SOUTH AFRICA



In South Africa Canon partnered with Beat of Africa to empower 16 learners from the Makuleke community through photography, nature exploration, and environmental education. Since September 2024, students aged 11–14 have participated in five sessions, including classroom lessons and hands-on photography field trips to the Thohoyandou Botanical Gardens and the Makuleke Contractual Park in Kruger National Park. Guided by nature

experts Mr. Alweet Hlungwani and Mr. Thomas Ndobe, the students learned camera basics and wildlife photography while exploring biodiversity. Aligned with SDGs 13 and 15, the project aims to foster conservation awareness and create sustainable opportunities by using student-produced images in a photobook for sale, with proceeds reinvested into the programme. The initiative received strong support from community leaders and local organisations, including accommodation and resources provided by a nearby lodge.



**& CANON SOUTH AFRICA**



# SOUTH AFRICA



As part of our longstanding collaboration with Wild Shots Outreach, WSO launched a photography initiative with eight learners from Tsakane Special School, focusing on inclusion and empowerment through storytelling. The students, mentored by CYPG graduate Rifumo, participated in a series of workshops and game drives, developing photography skills and capturing images of wildlife and nature. The project culminated in a high-profile

exhibition at the British High Commission in Pretoria, attended by dignitaries including the RSA Deputy Minister of Environmental Affairs and the Managing Director of Canon South Africa. Celebrating the International Day for Persons with Disabilities, the initiative highlighted SDG 10: Reduced Inequalities, showcasing the talents of learners with special educational needs and promoting their voices through visual storytelling.



**& CANON SOUTH AFRICA**



# SOUTH AFRICA



2024 was a record year for CYPP and Wild Shots Outreach in South Africa with 30 courses delivered to 243 participants. This means that 243 young people from disadvantaged communities were able to express themselves and tell their stories through photography and, in addition, they were able to visit a game reserve for the very first time. Using the universal appeal of photography CYPP in partnership with Wild Shots

Outreach are engaging young Africans from disadvantaged communities in conservation and wildlife. Through this partnership, the programme builds self-esteem, confidence and transferable skills, as well as inspiring and raising the aspirations of the conservationists of tomorrow.



**& CANON SOUTH AFRICA**



# SPAIN



Workshops were delivered in partnership with NGO Manos Unidas across three schools—IES Julio Caro Baroja, Colegio El Valle, and Colegio La Milagrosa—engaging 43 students who produced 51 impact-driven visual stories. Led by renowned photo-documentary filmmakers Ofelia de Pablo and Javier Zurita, the workshops focused on empowering students to explore the UN Sustainable Development Goals (SDGs) through photography. Students selected

their own SDG topics, with popular choices including goals 1, 5, 10, and 13, and presented their projects, which included 1–5 images and background narratives. Canon Spain awarded the best projects and is organising exhibitions at each school. Participants also visited Canon's offices for the awards ceremony and to learn more about the company, with their stories shared via local social media.



**& CANON ESPAÑA**



# SWEDEN



In collaboration with Mentor Sverige workshops focused on SDG12: Responsible Consumption and Production. Taking place from August to November in Gothenburg, the programme engaged nine young participants in a series of four workshops, including photography training, SDG exploration, storytelling development, and a visit to the Hasselblad Center. Led by photographer Alexander Söderling, the

participants created visual stories that reflected their personal perspectives on sustainability. The resulting work was exhibited at Uni3 by Geely and later at Canon Sweden's office. This marked the third consecutive year of collaboration between Canon Sweden and Mentor Sverige, continuing their shared mission to empower youth through creative expression, mentorship, and sustainability education.



**& CANON SVENSKA**

# SWITZERLAND



In Switzerland workshops took place in November 2024 at Folium, an industrial-style exhibition space in Zürich's Sihlcity mall, in partnership with Kunst Schule. Across two days, 22 students participated in workshops led by Kim Jäggi and Younes Benmansour, receiving training on sustainability, the UN Sustainable Development Goals (SDGs), and photography basics. Each student selected an SDG (from goals 3, 5, 7,

11, 12, and 13) and used Canon cameras to capture symbolic images around the mall and its surroundings. After submitting three photos each, the best five from each group were printed on-site as professional-quality portfolio pieces. This event marked Canon Switzerland's first CYPP edition and served as a pilot for future collaborations.



**& CANON SCHWEIZ**



# TURKEY



In partnership with TOÇEV, we brought photography education to 15 students in the culturally rich city of Mardin. Led by photographer Mesut Şen, the programme combined five days of theory with two days of practical fieldwork in Old Mardin, encouraging students to see their everyday surroundings with fresh eyes. The initiative focused on SDG 11: Sustainable Cities and Communities, with students using photography to

explore and document how human impact shapes urban environments. Their work culminated in a public exhibition at a local shopping mall in May, showcasing the students' powerful visual narratives and deepened awareness of sustainability issues. This marked the second successful CYPP collaboration between Canon Turkey and TOÇEV.



**& CANON TÜRKİYE**



# UK & IRELAND



In September Canon UK&IE partnered with Norwich University of the Arts to deliver a three-day Canon Young People Programme (CYPP) workshop focused on SDG 13: Climate Action. Held at the university's new Bank Plain building, the workshop brought together over 100 students aged 13–18 from four local schools. Led by Canon Ambassador Elisa Iannacone. The sessions explored creative visual storytelling, encouraging students to photograph waste and

recycling materials to express climate-related narratives. The programme emphasised the distinction between real and constructed stories, empowering students to critically engage with environmental issues through photography for the first time.



**& CANON UK & IE**



# UK & IRELAND



In collaboration with Canon, YPP delivery partner KiNO presente a moving photographic exploration of life through the eyes of young Ukrainian refugees. The exhibition featured images that captured themes of displacement, memory, resilience, and hope—offering a deeply personal look at the emotional realities of being uprooted by conflict. Through its partnership, Canon provided creative tools, mentorship, and a platform to

support the project’s development and visibility. This initiative reflects the Canon Young People Programme’s mission to empower young voices through visual storytelling, while promoting inclusion, healing, and awareness of global issues such as conflict and forced migration.



**KINO**  
& CANON UK & IE



# UK & IRELAND



Hundred Heroines – a museum and gallery dedicated to celebrating women in photography—delivered a dynamic series of workshops in 2024 aimed at empowering young people through visual storytelling. Across 35 sessions, 62 young participants explored photography as a tool for activism, storytelling with objects, and creative expression through the Fluxus Project. Inspired by photographer Elina Brotherus, who reimagined the 1960s

Fluxus concept, students responded to a series of photographic instructions, culminating in a public exhibition titled “Based on a true Story”, supported by CYPP. While the exhibition launched in 2024, the accompanying youth programme officially began in January 2025. Additionally, a young mentee continued developing a long-term photography project, which is set for completion in April 2025. These workshops not only built technical skills but also encouraged critical thinking, self-expression, and engagement with broader social and artistic narratives.



Celebrating Women in Photography Today  
**HUNDRED  
HEROINES**  
+

& CANON UK & IE



# UK & IRELAND



As part of the Canon Young People Programme in 2024, students at Graeme school explored themes of identity and their local environment through photography. With Canon's support, access to professional equipment allowed students to enhance their technical skills and improve their exam portfolios. The resources also enabled the school to redirect its budget toward enriching experiences, including workshops and

lectures by renowned photographers such as Brian Sweeney and David Gillanders. This ongoing partnership with CYPP continues to create meaningful opportunities, helping to level the playing field in education and empower young people with confidence and creative expression.



**& CANON UK & IE**

# UKRAINE



In Zaporizhzhia, Ukraine, KiNO conducted a three-month workshop from December 2023 to February 2024. The workshop concluded with an exhibition at the Zaporizhzhia Youth Center on February 17, 2024. During the course, 14 participants aged 15 to 19 learned how to use professional Canon cameras, work in a studio with models, and utilise lighting techniques. Due to constant shelling in Zaporizhzhia, some

sessions had to be held in a bomb shelter for safety. At the exhibition, participants showcased their work, sharing personal stories about their struggles with body acceptance and mental health challenges, addressing Sustainable Development Goal (SDG) 3: Good Health and Well-Being. One participant also explored the issue of responsible consumption and production, addressing SDG 12, by investigating the problem of egg overproduction.



**KiNO**

**& CANON UKRAINE**

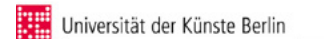




CAPTURE THE  
**FUTURE**

# OUR PARTNERS

KINO



# WE WOULD LIKE TO THANK THE MANY, MANY PARTNERS WHO HELPED US DELIVER THE CANON YOUNG PEOPLE PROGRAMME ACROSS EMEA IN 2024

Austria	<b>Austrian Red Cross</b>	Italy	<b>Amici dei Bimbi</b>
Belgium	<b>OKAN School/De Toren van Babel</b>	Jordan	<b>Lens on Life</b>
Bulgaria	<b>Fabrika 126</b>	Kenya	<b>MindMe International</b>
Cameroon	<b>Lens on Life</b>	Namibia	<b>Wild Shots Outreach</b>
Croatia	<b>School of Applied Arts &amp; Design</b>	Netherlands	<b>NAVB</b>
Czech Republic	<b>Czech Photo</b>	Norway	<b>Dokka High School</b>
Denmark	<b>Soeborg School</b>	Poland	<b>We Create the World</b>
DRC	<b>Lens on Life</b>	Portugal	<b>Instituto Marquêsde Valle Flôr</b>
Finland	<b>Deaconess Foundation</b>	Slovakia	<b>SPŠE</b>
France	<b>Ça Bouge Grave</b>	Switzerland	<b>Kunst Schule</b>
Georgia	<b>KiNO</b>	South Africa	<b>Beat of Africa</b>
Germany	<b>Universität der Künste</b>	South Africa	<b>WSO &amp; Tsakane Special School</b>
Germany	<b>Brötzingen Schule in Pforzheim</b>	South Africa	<b>Wild Shots Outreach</b>
Germany	<b>Kurt-Tucholsky-Gesamtschule in Krefeld</b>	Spain	<b>Manos Unidas</b>
Germany	<b>KiNO</b>	Sweden	<b>Mentor Sverige</b>
Hungary	<b>Due Media Camp</b>	Turkey	<b>TOÇEV</b>
Iraq	<b>Lens on Life</b>	UK&IE	<b>NUA</b>
		UK&IE	<b>KiNO</b>
		UK&IE	<b>Hundred Heroines</b>
		Ukraine	<b>KiNO</b>





**Canon**

**THANK  
YOU**

## **A HEARTFELT THANK YOU TO OUR CYPP PARTNERS & COLLABORATORS**

From international organisations like the UN team to grassroots NGOs, schools, educators, and community leaders across Europe, the Middle East, and Africa (EMEA), we wholeheartedly thank you all. Your collaboration in co-creating, delivering, and supporting our Young People Programme workshops and exhibitions in 2024 has been truly invaluable. You brought energy, expertise, and compassion, ensuring that every young participant felt heard and inspired. We could not have achieved meaningful engagement without your dedication.

## **EMPOWERING YOUNG PEOPLE THROUGH PARTNERSHIP**

Thanks to your support, young people are telling their own stories and engaging with the Sustainable Development Goals (SDGs) in creative, powerful ways. Together we have empowered youth across EMEA to use storytelling and creativity to champion sustainability and positive change. We deeply appreciate your unwavering commitment and countless hours you invested in each workshop's success. Thank you for believing in the potential of every young person and for sharing our passion for youth empowerment and sustainability. Our achievements in 2024 are a testament to what we can accomplish together. We celebrate our shared commitment to youth empowerment and sustainability through storytelling and creativity.