

CANON YOUNG PEOPLE PROGRAMME 2025 YEAR IN REVIEW

Canon



CONTENTS

Page 3	INTRODUCTION
Page 4	OVERVIEW
Page 5	OUR VISION
Page 6	OUR PARTNERS
Page 7	TEN YEARS OF THE CANON YOUNG PEOPLE PROGRAMME
Page 8	MEASURING OUR SOCIAL VALUE & IMPACT
Page 9	2025 PROGRAMMES
Page 33	OUR PARTNERSHIPS
Page 34	THANK YOU



CANON YOUNG PEOPLE PROGRAMME INTRODUCTION

Private sector organisations have a powerful role to play in advancing the Sustainable Development Goals (SDGs) by increasing access to vital tools, using their platforms to amplify voices, and engaging meaningfully with the challenges facing society today. At Canon, as the world's leading imaging brand, we believe in the power of visual storytelling to drive awareness, spark dialogue, and inspire action.

Since 2015 the same year the SDGs were adopted we've brought this belief to life through the Canon Young People Programme. Rooted in our corporate philosophy of 'Kyosei' living and working together for the common good, the programme empowers the next generation of changemakers by giving them the skills and platform to tell stories that matter.

Through partnerships with NGOs, schools and grassroots organisations across EMEA, we connect young people with professional photographers, filmmakers and Canon Ambassadors. These mentors help them develop their creative voice and explore the issues affecting their communities. From workshops to exhibitions, participants learn how imaging can be a force for good, shining a light on both urgent problems and hopeful solutions.

Together, we're nurturing a diverse network of young storytellers whose work is raising awareness, encouraging dialogue, and sparking a ripple effect of positive change across the EMEA region and beyond.



OVERVIEW

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 workshops, 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 2025, the Canon Young People Programme (CYPP) empowered 2113 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. 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.

2113+

Young people supported
across EMEA

32

Countries
across EMEA

500+

Workshops
across EMEA

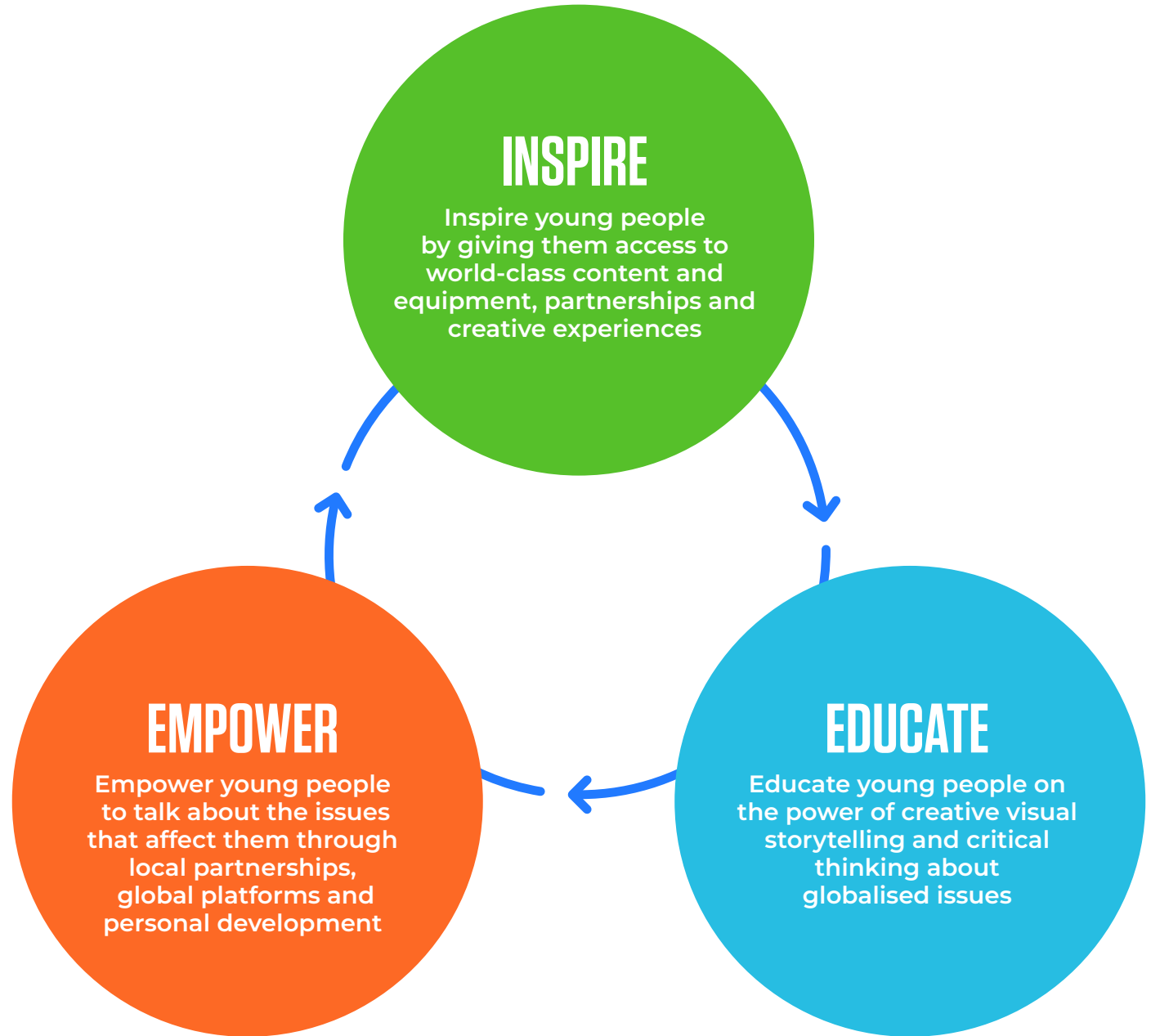
100+

Events &
Exhibitions

OUR VISION

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

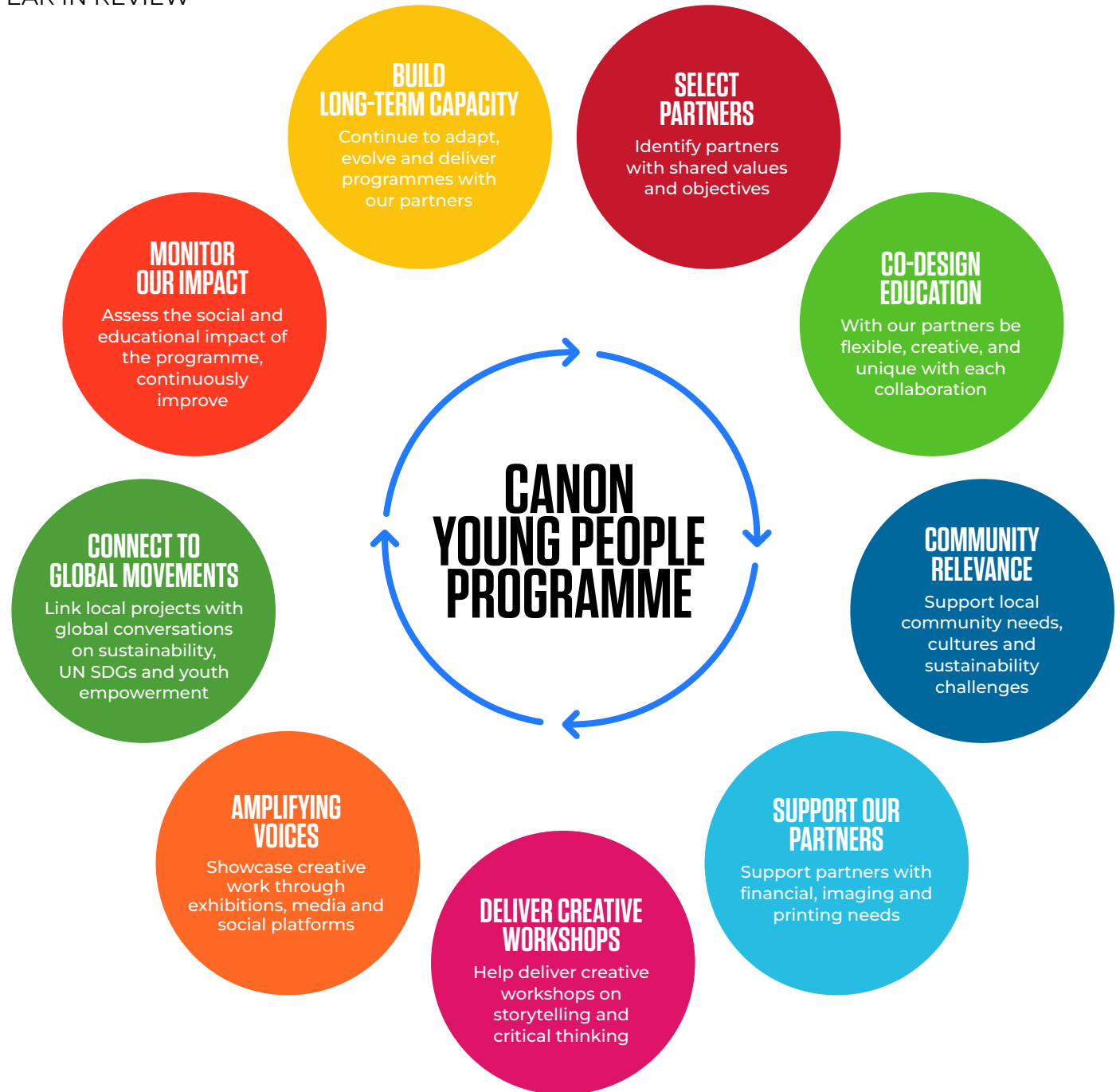
We support our partners to achieve this through **inspiration, education** and **empowerment**.



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.



A COMMUNITY OF POSSIBILITIES: TEN YEARS OF THE CANON YOUNG PEOPLE PROGRAMME



Since its launch in 2015, the Canon Young People Programme has been built on the belief that communities provide a blueprint for belonging and growth. Designed to meet children and young adults where they are, the programme helps them explore concerns about a changing world through visual storytelling. Using the United Nations Sustainable Development Goals as a foundation, CYPP gives young people a new language to express ideas and share experiences beyond words.

Since 2015 the programme's success is rooted in local teams across 46 countries in EMEA, who have built long-term relationships with grassroots initiatives, non-profits, and NGOs. Over the past decade, they have engaged more than 10,000 young people in learning photography from experts and Canon Ambassadors.

CYPP is both far-reaching and adaptable. It has operated on a converted ferry for Ukrainian refugees in Estonia, navigated checkpoints to reach camps in Lebanon, and worked in conflict regions in the Democratic Republic of Congo and Iraq. It is equally present in youth centres, schools, and communities. Rejecting a 'one size fits all' approach, the programme ensures each workshop is tailored to local needs, providing appropriate resources and mentorship.

A key example is the partnership between Canon South Africa and Wild Shots Outreach. Since 2017, the NGO has used photography to introduce wildlife conservation to young people living near game reserves. The initiative has expanded into Botswana, Kenya, and Namibia, inspiring over 1,700 young people to share stories of the natural



world and shift perspectives within their communities. Ten years on, 'partnership' has come to mean shared purpose and trust. From supporting refugees to empowering youth across Europe and Africa, CYPP works with organisations aligned in vision.

Ultimately, CYPP is a commitment to future generations facing barriers to creative education. By helping young people find their voices, Canon is not just teaching a skill it is empowering them to become changemakers and share stories the world needs to see.

MEASURING OUR SOCIAL VALUE & IMPACT

As the **Canon Young People Programme** neared its tenth anniversary in 2025, Canon EMEA commissioned an independent report from the **University of Northampton's Institute for Social Innovation and Impact (ISII)**.

This collaboration led to the development of the **Social Impact Measurement Framework (SIMF)**. Currently in use in South Africa, Finland, Germany, and Italy, the SIMF will be fully implemented across all CYPP countries by late 2026; providing independently **verified metrics and data** which will help guide the programme's next decade of delivering positive social value and impact across EMEA.



Key Findings from the Social Impact Report

Based on feedback from 110 stakeholders, the evaluation identified significant benefits across six main groups:

- **Longevity and Inclusivity:** Impact increases the longer a participant remains in the programme. Results are consistent regardless of gender or education level, proving the programme's universal effectiveness.
- **Empowerment through Photography:** Participants use photography to highlight social and environmental issues, gaining a 'voice' in their communities. Many graduates become mentors, teaching others and extending the programme's reach.
- **Employability and Horizons:** Developing technical skills directly improves employability. Participants have started businesses or found roles in photography, tourism and hospitality, often discovering career paths they previously didn't know existed.
- **Organisational Support:** Providing standardised Canon equipment has stabilised curricula for partner organisations. Moving away from mismatched, donated equipment allows for simplified teaching and the introduction of advanced skills like filmography.
- **Wellbeing and Confidence:** The programme significantly boosts self-efficacy and mental wellbeing. Participants develop stronger peer relationships and often step into leadership roles.
- **Strategic Partnerships:** Canon's clear goals and brand strength allow partner organisations to operate more effectively. Unlike many external corporate partners, Canon provides a defined roadmap that leverages its local presence to create genuine opportunities for youth.

By 2026, these insights and the SIMF will serve as the foundation for the CYPP's next decade of community engagement.



COUNTRY HIGHLIGHTS 2025

AUSTRIA

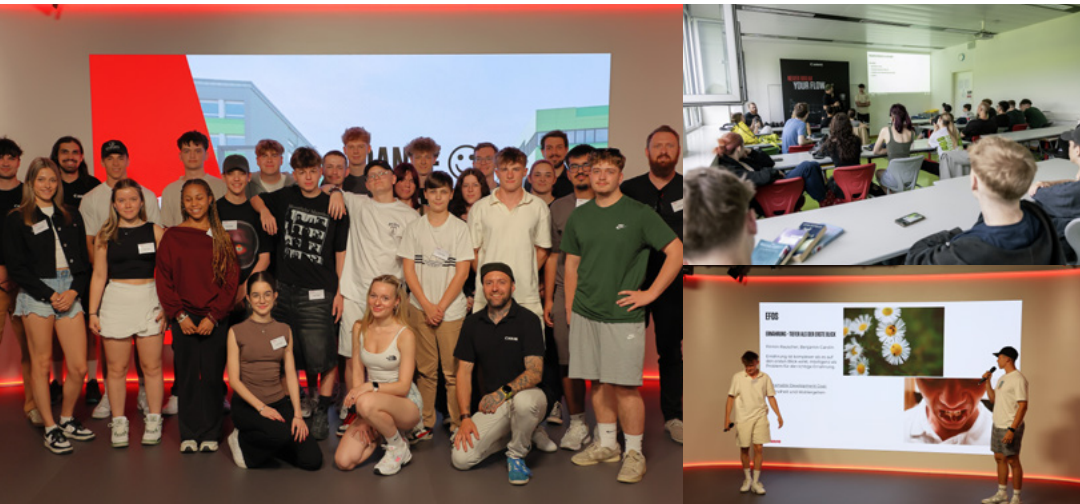


Canon Austria promotes practical media production among young people. Supported by experienced Canon trainers and teachers, and equipped with professional camera equipment, 32 students from HAK St. Pölten were given a practical introduction to the field of photo and video production, while also being made aware of socially relevant topics in line with the Sustainable Development Goals (SDGs). During the three days of the project, the

young people developed their own media projects. The student presented their work at the Canon Experience Centre in Vienna, followed by expert feedback and a professional photo shoot.



& CANON ÖSTERREICH



BELGIUM



A pilot session of the newly developed Creators of Change programme was held at primary school De Parel in Mechelen, to test the educational activities and gather feedback. Students were introduced to the importance of the oceans and the environmental challenges affecting underwater ecosystems, such as plastic pollution, coral reef degradation and climate change. Through the educational book and several interactive activities,

students explored these topics in a creative and collaborative way, joined by marine guide and ocean photographer Ines Goovaerts. The activities encouraged discussion, teamwork and critical thinking, while helping students understand how images and storytelling can raise awareness about environmental issues. The pilot concluded with students developing ideas for a video message for the future, in which they reflected on what should change to better protect the oceans. The session provided valuable insights to further refine the programme before scaling it to more schools.



& CANON BELGIË



BELGIUM



The Canon Young People Programme in Belgium took place at the OKAN school 'Toren van Babel' in Gent, which supports refugee children. Organised by Canon Belgium, the programme included a photography and storytelling workshop led by Canon Ambassador Lieve Blancquaert. Students received cameras to document their personal stories, culminating in an exhibition showcasing their best work. This was

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



& CANON BELGIË



BOTSWANA



The Canon Young People Programme in Botswana, was delivered in partnership with Wild Shots Outreach (WSO) and Natural Selection Safaris. Its aim is to engage young job seekers from rural communities in wildlife conservation, by harnessing the power of photography. The programme delivered photography workshops for 24 Botswanan youth from three locations: Maun, Moreomaoto Village and Khwai Village through workshops,

game drives, and a celebration with students receiving prints of their best images. These events were attended by local dignitaries. The programme focused on photography skills and conservation awareness, aligning with SDG 14: Life on Land. Led by wild Shots Outreach's Programme Leader Karabo Magakane and Assistant Nathi Mdluli (both CYPP/WSO graduates), students learned about camera controls, composition and wildlife photography, capturing images of nature and their country's iconic wildlife. The best images were shared digitally with Canon EMEA and Canon South Africa who showcased them.



& CANON SOUTH AFRICA



BURUNDI



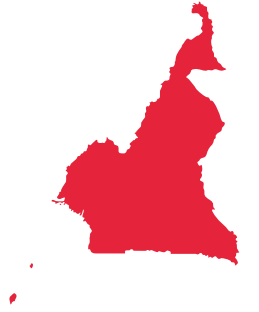
The Canon Young People Programme in Burundi, Bujumbura was ran with Lens on Life, adapted in 2025 following escalating conflict in Eastern DRC, relocating to Bujumbura, Burundi. Programming resumed with 10 conflict-affected youths exploring Sustainable Development Goals addressing poverty, hunger, health, education, gender equality, water access, work, inequality, sustainable

communities, climate action, and environmental protection. Lead instructor Michel Basizi, displaced by the M23 conflict in Goma, teaches Burundi students remotely from New York City while also instructing Lens on Life's New York programme, bridging two continents. This transition highlights the resilience of the Lens on Life–Canon partnership and its commitment to students amid crisis.



& CANON CENTRAL AND NORTH AFRICA

CAMEROON



The Canon Young People Programme in Cameroon Yaoundé was ran with Lens on Life, continued biweekly photography and storytelling classes at the Lens on Life media labs in Yaoundé. Led by professional photojournalist Daniel Belomu and now supported by alumni Preston and Erica as paid assistant instructors, nine students explored United Nations Sustainable

Development Goals including SDG 1: No Poverty, SDG 6: Clean Water and Sanitation, SDG 12: Responsible Consumption and Production, and SDG 13: Climate Action through photography and visual storytelling. Enrollment continues to grow, with students arriving from Nigeria, Chad, and Congo alongside youth displaced by Cameroon's Anglophone crisis. Three alumni were awarded full scholarships to a university in Yaoundé, where they are pursuing studies in journalism, videography and digital marketing. As a result, the young people who arrived displaced and are now building professional futures.



& CANON CENTRAL AND NORTH AFRICA



CROATIA



The Canon Young People Programme in Croatia, organised by Canon Adria, featured four intensive workshops 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 for just over a month.



& CANON HRVATSKA



CZECH REPUBLIC



The Canon Young People Programme in Czech Republic is partnering with the NGO Czech Photo to enhance media and visual literacy among children and youth through long-term school workshops in Prague. The 'Necvakejte, fotte' programme educates students on critical thinking in photography, helping them differentiate quality photojournalism from tabloid content and fake news. Schools could register students for

the workshops, offering them a chance to explore the world of photography. This initiative fosters creativity, confidence and responsible digital citizenship skills.



& CANON CZECHIA



ESTONIA



The Tallinn 2025 CYPP workshop introduced young people to the art of storytelling through photography, giving them the tools to use images as a meaningful form of self-expression. Participants learned how photographs can communicate emotions and ideas, and how visual choices like composition, lighting and timing shape the messages they want to share. During the sessions, the group explored how to identify strong

subjects in their surroundings and how to photograph people with sensitivity and respect. Hands-on exercises helped them practise creating narratives, from capturing powerful single moments to assembling a sequence of images that work together as a story. By the end, participants had developed the confidence and skills to transform their photographs into compelling visual stories they could proudly share with others.



OVERALL . E E
& CANON OY



FINLAND



The Canon Young People Programme in Finland took place in 2025 at Vamos!'s premises in Tampere, where young participants explored water-related themes through photography. Their works were later presented as part of World Unseen, Canon's photography exhibition that brings stories otherwise unseen, within reach through technology and photographic art. The exhibition was shown at the Helsinki Music Hall

alongside works by professional photographers, with the young people's contributions focusing on SDG 14: Life Below Water and accompanied by their personal reflections and creative storytelling insights.



 Deaconess Foundation
& CANON OY



FRANCE



For the 2025 edition of the Canon Young People Programme in France, nine young participants from the association Les Enfants de la Goutte d'Or expressed themselves through images on the theme of biodiversity, focusing on coral reefs. To support them, Canon provided each participant with a camera and invited them on a three-day trip, where they visited Nausicaá in Boulogne-sur-Mer, Europe's largest aquarium, including its coral exhibition area,

explored the biodiversity of the Côte d'Opale, and were welcomed at Canon France's headquarters for a tour of offices, including the Customer Experience Centre. This was followed by a photographic workshop led by Martin Cognoli, photographer and marine biologist specialising in coral reefs. The participants' pictures were exhibited at the FGO-Barbara cultural center in Paris's Goutte d'Or district.



& CANON FRANCE



GEORGIA



The Canon Young People Programme in collaboration with KiNO, organised the Urban Photo Lab, a two-month documentary photography course in Batumi, Georgia, for participants aged 14 to 22. The programme introduced young people to documentary photography to explore the city and reflect on urban life. Through lectures, practical exercises, and independent projects, participants learned photographic skills such as

composition, visual storytelling, and documentary research. Working in small groups, students developed projects on urban life and local communities, supporting SDG 11: Sustainable Cities and Communities. Projects explored transforming historic sites, gender stereotypes, local running communities, and scientists at the Abastumani Observatory, examining how personal stories shape place identity. Led by documentary photographer Stanislava Novgorodtseva, the course concluded with a public exhibition, attended by around 40 guests.



& CANON CENTRAL AND EASTERN EUROPE



GEORGIA



The Canon Young People Programme in collaboration with KiNO, conducted a two-month documentary photography course in Batumi, Georgia. Led by documentary photographer Stanislava Novgorodtseva, the programme introduced 15 students to documentary photography fundamentals, including storytelling, composition, and urban documentation. Participants explored Batumi through photography, reflecting on its identity

as a tourist destination and everyday life. Through lectures and practical assignments, students developed projects focused on the urban landscape and communities, supporting SDG 11. Having experienced war, displacement and instability, many students documented urban contrasts, architecture and daily life. The programme concluded with a public exhibition attended by 40 guests.



KINO

& CANON CENTRAL AND EASTERN EUROPE

GERMANY



The Canon Young People Programme in Berlin, Germany, in collaboration with KiNO, organised a photography workshop for children and young adults living in refugee housing. The project focused on SDG 3: Good Health and Well-being and SDG 11: Sustainable Cities and Communities. Through photography, participants explored life in shared housing, where families often live long-term with communal facilities. The two-week workshop brought

together nine participants aged 11 to 20. They learned documentary photography, composition, and storytelling, and experimented with analogue techniques such as cyanotype. Four participants developed photo series reflecting on loneliness, challenges of co-living, difficult choices, and the importance of friendship and family. The workshop concluded with an exhibition where participants presented their work to the local community.



KINO

& CANON DEUTSCHLAND



GERMANY



The Canon Young People Programme in Germany in December held its 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



The Canon Young People Programme in Germany also 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. 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



GREECE



This collaboration between Canon and the University of the Aegean, and run by Masters student Genesis Daquinan, used photovoice to enable young people on the Island of Lesbos to examine the impact of climate change on their lives. The project visualised imaginaries of a Climate Change Adaptation Strategy for 2050 and looked at all the ways that young people on the island could have a voice in (co)designing that resilience.

The project took a 'mosaic approach' to help foster dialogue with all the students, aged 15 to 16 and based in the region. The work they created included photos, drawings, and written narratives, designed to engage their audiences and culminated in a travelling exhibition. These digital participatory strategies help ensure that the young people on Lesbos have a voice in their future creating and encouraging place-based, inclusive climate-resilience planning.



ΠΑΝΕΠΙΣΤΗΜΙΟ
ΑΙΓΑΙΟΥ
UNIVERSITY OF THE
AEGEAN

& CANON GREECE

HUNGARY



The Canon Young People Programme was run in collaboration with Due Media and their Youth Press Education organisation, taking place at the Due Media Camp, near lake Balaton. The theme aligned with SDG 14 – Life Under Water with looked at the sustainability of fresh waters in the lakes and rivers of Hungary, and specifically lake Balaton. There were 112 students taking part supported by six teachers as well as the employees from Canon Hungary who

loaned cameras and lenses as well as presenting prizes for the winners of the photography competition.



médiahálózat
due

& CANON HUNGÁRIA



IRAQ



The Canon Young People Programme in Iraqi Kurdistan Arbat Refugee Camp in partnership with Lens on Life, delivered a photography programme for 10 Syrian refugee students at the Arbat refugee camp, led by instructor Niga Salam. Through photography, students explored SDG 3, SDG 4, SDG 5, SDG 8, and SDG 11, drawn from lived experience of displacement.

The programme culminated in an exhibition in Sulaymaniyah attended by officials. Students addressed gender rights, child abuse, mental health, and the impact of conflict, prompting an official to invite participants to submit proposals to authorities on improving camp conditions an unplanned outcome reflecting the programme's sustained presence.



& CANON MIDDLE EAST

ITALY



The Canon Young People Programme in Italy 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 for over six months, the course engaged young people aged 4 to 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 4: Quality Education and SDG 10: Reduced Inequality, also featured a special workshop with Canon Ambassador Chiara Negrello. The students' work documented their environment and experiences, and culminated in a public exhibition at the prestigious MAXXI museum in Rome.



& CANON ITALIA



JORDAN



The Canon Young People Programme in Jordan, Zaatari Refugee Camp, in partnership with Lens on Life, ran its latest edition in Zaatari refugee camp, engaging 27 Syrian refugee students. Led by instructors Alaa and Ahmed, the programme used photography to explore SDG 3, 4, 5, 11 and 13. As the camp population has declined and many NGOs have ceased

operations, Lens on Life remains one of few active programmes offering residents a space to process trauma and build skills. Students exhibited their work in the Lens on Life gallery, with families attending. Participants describe it as one of the only opportunities in Zaatari to develop professionally and look beyond displacement.



& CANON MIDDLE EAST

KAZAKHSTAN



Canon Kazakhstan opened its first Young People Programme exhibition and video screening in Almaty. It marked the country's first YPP and included a short film competition. Canon Kazakhstan and Sham School found common ground through shared values, with students introduced to the 17 SDGs and the CYPP framework. Students from grades 8 to 10 selected SDG themes they felt were most important and spent three months

developing photography and film skills, creating moodboards and refining ideas. Production began in April 2025, with teachers Sardar and Saga supervising the creative process. In total, 29 photographs and eight short films were submitted. A jury of photographers, filmmakers, publishers, journalists, and communication professionals praised the quality, enthusiasm and depth of the work.



& CANON CENTRAL AND EASTERN EUROPE



MOROCCO



The Canon Young People Programme in Morocco is delivered in partnership with Concrete Jungle at Centre Fiers et Forts in Tamesloht, near Marrakech. The centre provides a safe, supportive environment for vulnerable children aged 6 to 18, many referred through courts, associations, or families. This year, 20 young participants, 11 girls and nine boys took part, learning photography and visual storytelling as tools for self-expression and confidence

building. Concrete Jungle also runs the Fiers et Forts Skatepark, a community space for local youth in an economically challenged area. Together, the centre and skatepark offer emotional support, structure and creative opportunities that empower young people. Canon's partnership strengthens this mission by equipping participants with skills aligned with the UN Sustainable Development Goals and fostering positive social impact through creativity.



& CANON CENTRAL AND NORTH AFRICA



NETHERLANDS



The Canon Young People Programme partnered with NAVB in four cities in the Netherlands - Eindhoven, Amsterdam, Rotterdam and Apeldoorn - running a total of 22 workshops with 148 young people aged 16 to 27. The students were introduced to photography and film making with lessons and a final exhibition. The photography workshops 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 around SDG 3, 8 and 16 such as mental health, identity, sexual harassment, trauma, racism, political issues, homelessness, addiction, and social justice. The workshops included accommodation for students with chronic conditions, encouraging community and collaboration. The workshops ended with exhibitions featuring students' work, amplifying their voices on these important topics.



& CANON NEDERLAND



NIGERIA



Building on their collaboration in Kenya, Canon Central and North Africa (CCNA) partnered with MED-EL to bring the Canon Young People Programme to Lagos, Nigeria. Guided by 'Kyosei', living and working together for the common good, the initiative empowered 13 young people with cochlear implants to use visual storytelling for self-expression. Led by Canon Certified Trainers, workshops combined photography training with real-world practice at

locations such as Lekki Conservation Park. Using the United Nations Sustainable Development Goals (SDGs), participants developed critical thinking and content creation skills, becoming changemakers. This approach links rehabilitation with creative development, fostering confidence for social reintegration and future opportunities. Canon continues its commitment to empowering underrepresented youth and building an inclusive future.



MED^{EL}

& CANON CENTRAL AND EASTERN EUROPE



NORWAY



The 2025 Canon Young People Programme in Norway engaged 52 students from Hallagerbakken School, a community partner in Oslo. Centred on UN Sustainable Development Goal 14 – Life Below Water and linked to Canon's World Unseen Coral campaign, the programme combined creative training with environmental learning. Across four weeks with four sessions, students received an introduction to visual storytelling with photographer Johnny

Haglund. A field excursion to the Oslo Fjord added a scientific dimension, where marine biologists introduced local species and ecosystems before students practised shoreline and underwater photography at a local beach. In the final workshop, teams selected and presented their strongest images, promoting collaboration and reflective storytelling. The programme concluded with group presentations at the Image Factory, highlighting how young people use photography to explore nature, community, and responsible ocean engagement.



Oslo

& CANON NORGE



POLAND



The Canon Young People Programme in Poland, delivered in partnership with WE Create the World, supports young creatives who want to share their perspectives through visual storytelling and build responsibility for the planet. The programme offers multimedia workshops that teach photography and filmmaking while promoting the UN Sustainable Development Goals. To date, over 600 students from more than 30 schools and cultural centres

across Poland including Krakow, Katowice, Poznań, Rzeszów, and Białystok have participated. Two two-day workshops focused on water conservation, resulting in short films by participants. A further one-day workshop on biodiversity conservation took place at the Łódź Oceanarium as part of the Canon-CSL-NS coral reef project, producing two educational films on coral reef protection.



& CANON POLSKA

PORTUGAL



The Canon Young People Programme returned to Quinta do Marquês Secondary School for the 2025 edition, involving 14 students who developed and presented 12 photography projects. Guided by photographer Ricardo Dias and delivered in collaboration with Instituto Marquês de Valle Flôr – Projeto Human, participants explored themes linked to

Sustainable Development Goals 4, 10, 11, and 15, addressing social and environmental challenges through community approaches. Projects were evaluated by a jury for impact, creativity and visual communication, with Canon cameras awarded to winning projects. A public exhibition showcased work from earlier editions, strengthening visibility at the school.



& CANON PORTUGAL



ROMANIA



The Canon Young People Programme in Romania for the fourth edition continued commitment to fostering creativity and visual storytelling among young people. Led by photojournalist Ioana Moldovan, the workshops empowered 10 young people from disadvantaged backgrounds, supported by The Social Incubator. Over six weeks, participants

learned photography fundamentals, building technical skills and creative confidence. Workshops were held outdoors at Roaba de Cultură in Bucharest, a cultural space for reading, sports, and creative activities in nature. The programme focused on developing the photographer's eye. An exhibition of participants' work will be presented in autumn.



& CANON ROMANIA

SOUTH AFRICA



The Canon Young People Programme in South Africa, contributed to the continuation of the Wild Shots Outreach programme at Tsakane Special School in Mpumalanga. This is the second consecutive year that learners with special educational needs from Tsakane have learnt about photography and experienced their first ever photo safari. The teaching team at WSO are all graduates of WSO/CYPP themselves and benefit greatly from working with the

learners and the staff at Tsakane. The course culminated with a celebration and award ceremony displaying the images from the workshops and the game drive with the learners receiving prints of their best photos. The images were shared with Canon EMEA and Canon South Africa.



& CANON SOUTH AFRICA



SOUTH AFRICA



The Canon Young People Programme in South Africa partnered with Wild Shots Outreach (WSO) to contribute towards the delivery 27 photography programmes in 2025. Targeting young jobseekers and government high school students, the programmes resulted in 214 young people going on their first photo safaris in game reserves. The principal focus is SDG 15: Life on Land with conservation and wildlife issues underpinning the photo

workshops. For the participants this is the first time they have encountered their natural heritage such as elephants, lions and rhinos first hand despite living on the borders of the wildlife areas. Through this partnership, the programme builds self-esteem, confidence and transferrable skills as well as inspiring and raising the aspirations of the conservationists and photographers of tomorrow.



& CANON SOUTH AFRICA

SOUTH AFRICA



The Canon Young People Programme in South Africa partnered with Beat of Africa to empower 16 learners aged 11 to 14 from the Makuleke community through photography and environmental education. Since September 2024, participants have taken part in five sessions combining classroom learning with photography field trips to the Thohoyandou Botanical Gardens and the Makuleke Contractual Park in Kruger National Park. Guided by

nature experts, students learned camera basics, wildlife photography, and biodiversity awareness. Aligned with SDGs 13 and 15, the initiative promotes conservation through a student-produced photobook, with proceeds reinvested into the programme. The project received strong community support and included tree-planting activities at three schools.



BEAT OF AFRICA

& CANON SOUTH AFRICA



SPAIN



In Spain, we focused on amplifying the impact of the 2024 programme by sharing personal testimonial content from our participants. A total of 12 videos were produced in which students reflected on their valuable experience in the programme and the empowering impact of their visual storytelling projects. These videos

were published on the Canon Spain Instagram profile @YPP_Spain to share and reach a wider audience and inspire future young people to be part our programme in Spain.



& CANON ESPAÑA



SWEDEN



The 2025 Canon Young People Programme in Sweden was delivered in collaboration with Mentor Sweden, The Swedish Museum of Natural History and WWF, focusing on SDG 13: Climate Action, SDG 14: Life Below Water, and SDG 15: Life on Land. Held in Stockholm, the programme engaged 11 participants in four workshops covering photography, SDG exploration, storytelling, and a guided visit to the World of Water

exhibition at The Swedish Museum of Natural History. Led by Canon EMEA Ambassador and bird photographer Jonas Classon, participants created visual stories reflecting sustainability perspectives. The work was exhibited at the museum from December 2025 to April 2026. The programme marked the fourth year of collaboration between Canon Sweden and Mentor Sweden and initiated partnerships with WWF and the museum.



& CANON SVENSKA



SWITZERLAND



Canon spent an inspiring day with 35 highly engaged teens aged 14 to 17, most of whom are seeking asylum in Switzerland. The group was attending a summer camp in Oeschseite run by the NGO Caritas.

As part of the Canon Young People Programme, participants were each given a camera often for the first time and introduced to photography and

sustainability, despite language barriers. They were then set the task of capturing an image linked to a chosen SDG. Their results were creative, surprising, and sometimes poetic. Selected images were printed and awarded, while all participants kept their memory cards to continue documenting their stories, dreams, and ideas.



youngCARITAS
& CANON SCHWEIZ



TURKEY



The Canon Young People Programme in Türkiye was held for the third time in partnership with TOÇEV, in Istanbul, engaging 15 students aged 14 to 17. Led by sports photographer Mesut Şen, the programme included three days of theory at Canon's Eurasia's office and two days of practical fieldwork in the city's Old Town, encouraging students to view their surroundings from new perspectives. Focusing on SDG 11: Sustainable Cities

and Communities, students used photography to explore human impact on urban environments. Digital mentoring is ongoing, with a student exhibition planned for April-May this year.



& CANON TÜRKİYE



UK & IRELAND



The Canon Young People Programme in the UK & Ireland in partnership with Hundred Heroines, a museum and gallery dedicated to celebrating women in photography, delivered a dynamic series of workshops aimed at empowering young people through visual storytelling. Through workshops with schools and youth groups, 220 young participants explored photography as a tool for activism, storytelling with objects, and creative

expression through the Fluxus Project. In parallel with Hundred Heroines' exhibition 'Poisoned Futures?', exploring climate change, 30 participants had their work exhibited in the exhibition 'Green'. A further 40 exhibited their work in two outdoor exhibitions (Nailsworth and Cam). Participants benefitted tremendously from talks and practical workshops with international artists Gulshan Khan and Lisl Ponger. These workshops not only built technical skills but also encouraged critical thinking, self-expression, and engagement with broader social and artistic narratives.



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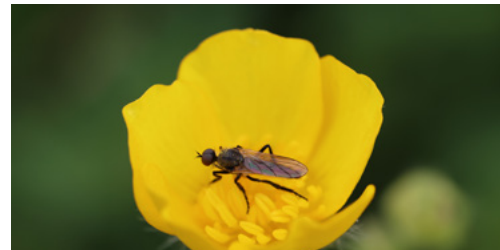


As part of social value commitments to the Redbridge Council, Canon UK & Ireland organised a CYPP workshop at the Forest Academy in Ilford with Canon Ambassador and wildlife photographer Ellie Rothnie. She guided 30 Year 10 students and five A-level mentors in a hands-on biodiversity storytelling workshop, offering expert insight and practical guidance throughout the day. Aligned

with UNSDG 15: Life on Land, students captured the living species and natural world around their school grounds – transforming local nature into meaningful visual narratives and developing a deeper appreciation for the ecosystems they encounter every day.



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As part of social value commitment, Canon UK & Ireland in partnership with the Redbridge Council in Ilford, organised a CYPWP workshop at Caterham High School, focusing on the United Nations Sustainable Development Goals SDG 5: Gender Equality and SDG 10: Reduced Inequalities. Led by Canon Ambassador and visual storyteller Ian Hippolyte. A total of 23 Year 10 students and four A-level mentors created powerful portraiture and symbolic imagery that

championed equality and inclusion. They explored how visual media can be used to challenge stereotypes and amplify underrepresented voices.



London Borough of **Redbridge** 
& CANON UK & IE



UK & IRELAND



Canon UK & Ireland partnered with the Royal Society for Blind Children (RSBC), Dorton College, to deliver a bespoke Canon Young People Programme workshop, empowering visually impaired students to tell their stories through photography. Led by Canon Ambassador and multidisciplinary visual artist Elisa Iannacone, the session encouraged the seven (7) students to create portrait images centred on their favourite activities,

using photography as a tool to communicate identity, emotion and personal narrative beyond traditional visual conventions. This was aligned with SDG 10: Reducing Inequalities.



RSBC
Royal Society for
Blind Children
& CANON UK & IE



UK & IRELAND



Led by Canon Ambassador Elisa Iannacone, the session brought together 30 students from Year 9 and 10 at Oasis Academy Hadley, supported by A-Level Media students from the Academy. But this was no ordinary class. Elisa, a renowned photographer, filmmaker and speaker whose work explores gender equality and inclusion, challenged students to look beyond technique and use photography as a tool for self-reflection and social

awareness. students were encouraged to explore their personal experiences and identities, using the camera not just to capture images, but to tell stories of equality, harmony and inclusion.



& CANON UK & IE

UK & IRELAND



The Canon Young People Programme in collaboration with KiNO and Svitlo School, organised a street photography workshop in London in August 2025 as part of Svitlo School's Summer School for Ukrainian students. The programme offered a free educational experience and a rare opportunity to experience everyday life without war or air raid sirens. Ten participants joined two practical workshops led by photographer and

KiNO co-founder Valya Korabelnikova, focusing on street photography and visual storytelling in support of SDG 4: Quality Education. Activities included a lecture and photowalk in Paddington and Maida Vale, documenting daily life in the city. Participants kept the cameras for a week to photograph in London, Bath, and Oxford. The programme concluded with an online group review.



UKRAINE



The Canon Young People Programme in collaboration with KiNO, ran a two-month documentary photography course, 'As It Is', in Zaporizhzhia, concluding with an exhibition at the Zaporizhzhia Youth Centre. More than ten participants aged 14 to 22 learned documentary photography skills, including composition, light, and visual storytelling. The course aimed to provide creative education and a platform for self-

expression through photography, supporting SDG 4: Quality Education. Through workshops and practical assignments, participants developed personal photographic series reflecting everyday life, emotions, and identity during a time of war and uncertainty. The exhibition showcased projects exploring themes such as emotional support through animals, the human body's connection to nature, fleeting moments, urban solitude, and the energy of music and nightlife, alongside works from street photography and studio lighting workshops.



KINO
 & CANON UKRAINE

UZBEKISTAN



Tashkent was the first city to welcome the Canon Young people Programme to Central Asia. On a sunny day at the Eve of Nauryz Holidays, we welcomed ten young people to the for a photography workshop with Med-El - a medical manufacturer of cochlear implants. Most of the young people who participated had been deaf since birth, but the cochlear implants have returned the world of sounds and voices to them. The photography workshop helped

them learn new skills, creative expression and testing their abilities. By acquiring fine art skills through creativity they gained confidence in themselves. The classes were divided into practical and where the students were joyful and communicative, producing excellent, considered imagery. After the workshops they all received certificates of participation.



MED^oEL
 & CANON CENTRAL
 AND EASTERN EUROPE





OUR PARTNERSHIPS



WE WOULD LIKE TO THANK THE MANY, MANY PARTNERS WHO HELPED US DELIVER THE CANON YOUNG PEOPLE PROGRAMME ACROSS EMEA IN 2025

Austria	HAK St.Pölten	Netherlands	Nederlandse Academie voor Beeldcreatie
Belgium	OKAN School/De Toren van Babel & De Parel Mechelen	Nigeria	MED-EL Medical Electronics
Botswana	Wild Shots Outreach	Norway	Hallagerbakken Elementary School
Cameroon	Lens on Life	Poland	To MY Tworzymy Świat
Croatia	School of Applied Arts & Design Zagreb	Portugal	Instituto Marquês de Valle Flôr
Czech Republic	Czech Photo	Romania	The Social Incubator
DRC/Burundi	Lens on Life	South Africa	Beat of Africa
Estonia	Overall Eesti AS	South Africa	WSO & Tsakane Special School
Finland	Deaconess Foundation & Vamos! Programme	South Africa	Wild Shots Outreach WSO
France	Les Enfants de la Goutte d'Or	Spain	Manos Unidas
Georgia	KiNO	Sweden	Mentor Sverige & The Swedish Museum of Natural History & WWF
Germany	Gesamtschule Jüchen	Switzerland	youngCaritas
Germany	Kurt-Tucholsky-Gesamtschule in Krefeld	Turkey	TOÇEV
Germany	KiNO	UK & IE	London Borough of Redbridge
Greece	University of the Aegean	UK & IE	RSBC - Royal Society for Blind Children
Hungary	DUE Médiahálózat	UK & IE	KiNO & Svitlo School
Iraq	Lens on Life	UK & IE	Oasis Academy Hadley
Italy	Amici dei Bimbi ETS	UK & IE	Hundred Heroines
Jordan	Lens on Life	Ukraine	KiNO
Kazakhstan	Sham School, Almaty	Uzbekistan	MED-EL Medical Electronics
Morocco	Concrete Jungle & Centre Fiers et Forts		







Canon

**THANK
YOU**

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

From international organisations like the UN LDC 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 2025 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 2025 are a testament to what we can accomplish together. We celebrate our shared commitment to youth empowerment and sustainability through storytelling and creativity.