

Photography contest to refocus the world's attention toward poverty

By [Carole Kimutai](#)

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Chinese news agency Xinhua in partnership with the United Nations Development Programme (UNDP), have launched a photography contest with the objective of refocusing the world's attention towards poverty. According to Global Issues, almost half the world - over three billion people - live on less than US\$2.50 a day.

The competition - "Zoom-in on Poverty" Global Photo Contest is expected to refocus the world's attention towards poverty through photographic media that portrays some of the causes, solutions and achievements made in poverty alleviation to date. The competition also seeks to generate support from people, governments and businesses all around the world in the global fight against poverty. The project is a global public welfare campaign initiated by Li Congjun, the president of Xinhua News Agency and in partnership with the UNDP.

Entry requirements

The competition is open to entries from members of world-renowned news media, professional organisations and both professional and amateur photographers. It is also open to all associated institutions. Distinguished entries will be presented to the public via Xinhua's newswire network, newspapers, magazines, TV network, website, Xinhua photo galleries, and showrooms at UN agencies throughout the world. Entries should reflect the theme of the contest and must have been taken during the past 10 years (1 January 2001 to 1 September 2011) in order to be eligible to consideration.

Award categories

Entries should be submitted according to the competition's seven categories and will be assessed and rewarded in accordance with the following:

- Editorial Images Best Professional Singles Award
- Editorial Images Best Professional Stories Award
- Editorial Images Best Non-Professional Singles Award
- Editorial Images Best Non-Professional Stories Award
- Creative Images Award
- Netizen's Choice Award - 1 Piece from All Categories
- Anti-Poverty Achievement Award

Board of judges

The board of judges will comprise 11 members and will be chaired by Wang Yao, deputy editor-in-chief and director-general of the photography department at Xinhua News Agency.

The winner's list will be officially published by the board of judges following the awards ceremony (17 October 2011 - International Day for the Eradication of Poverty).

Short-listed entries will be showcased on the contest's official website, as well as Xinhuanet.com, UN websites and other portals.

For additional information, contact Wang Xue (Leonie Wang) on tel: +86 (0)10 6307 2054.

ABOUT CAROLE KIMUTAI

Carole Kimutai is a writer and editor based in Nairobi, Kenya. She is currently an MA student in New Media at the University of Leicester, UK. Follow her on Twitter at @CaroleKimutai.

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