



# 新华社与联合国机构再联手 推出“关注贫困全球摄影大赛”

在连续两年与联合国机构联合举办全球公益活动之后，新华社27日再次推出与联合国机构合作进行的全球公益活动 - 与联合国开发计划署联合举办的以消除贫困为主题的全球摄影比赛。

大赛评审委员会主席、新华社副总编辑兼摄影部主任王瑶在27日举行的“关注贫困全球摄影大赛”新闻发布会上说，摄影大赛拟在全球范围内，选取近10年时间段内有关消除贫困的照片，经过层层筛选后于10月17日“国际消除贫困日”在北京举行颁奖仪式。

大赛将由主办方联合包括一些世界主流媒体和专业机构共同参与。新华社将调动其在海内外近200个分支机构并动员其合作单位及海内外新闻媒体用户参与；联合国开发计划署将调动其在全球的166家分支机构，并动员其全球的合作单位参与。

2009年11月20日，新华社与联合国儿童基金会联合举办“世界媒体儿童日”24小时环球直播报道活动，2010年10月16日围绕“世界粮食日”，新华社与联合国世界粮食署联手举办全球专题新闻报道活动。两次活动都受到了广泛的关注。

摄影大赛的名誉主席、新华社社长李从军说，“此次摄影大赛的主要目的是通过摄影大赛和图片展示的方式聚焦贫困，将造成贫困的原因、应对办法和消除贫困取得的成果通过摄影方式反映出来，唤起世界各国政府和人民对贫困问题的关注。”

联合国开发计划署驻华代表处副主任森本秋说，“世界贫困问题是当今全球面临的巨大挑战，贫困问题不仅仅是经济问题，还涉及全球社会稳定、人类文明进步和全球和谐发展。与新华社联合举办这次关注贫困摄影大赛必将通过新华社在全球的影响力大力推动全球对贫困的关注。”

组织方称，摄影大赛颁奖典礼拟邀请新华社李从军社长和联合国开发计划署高级官员共同为获奖者颁奖。

李从军说，“作为负责任的媒体，新华社要在消除极端贫困的国际行动中承担应尽的公益使命和责任。这次摄影大赛就是要通过新华社遍布全球的网络，联手全球主流媒体，通过摄影聚焦贫困，促进共同进步。”

此次摄影大赛是新华社社长李从军年初提出的倡议，联合国开发计划署积极响应，经过数月筹备向全球推出。摄影大赛被认为是新华社与联合国机构推动联合国千年目标的一个具体行动。

王瑶说，这次摄影大赛将通过新华社的电讯网络、报刊、杂志、电视网、互联网平台和“新华影廊”等传播手段，以及联合国分支机构的展厅，在全球推出优秀参赛作品，并不断进行新闻报道，使整个活动亮点频出、高潮迭起。

2000年9月，在联合国千年首脑会议上，世界全体191个成员国领导人就消除贫穷、饥饿、疾病、文盲、环境恶化和对妇女的歧视等问题，一致通过了一项旨在将全球贫困水平在2015年之前降低一半（以1990年的水平为标准）的行动计划。

这个被称成为《联合国千年宣言》的文件做出了消灭极端贫穷和饥饿，普及小学教育，降低儿童死亡率并确保环境的可持续能力等八个方面的承诺。八项承诺的首要任务是消除极端贫困，而其他七项承诺也无一不与贫困有关。

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## Xinhua, UNDP Launch Poverty-Themed Global Photo Contest

China's Xinhua News Agency, which sponsored global humanitarian events with UN institutions in the past two years, announced today to unveil yet another UN partnership event, this time a poverty-themed photo contest with UNDP.

The event, entitled "Zoom-in on Poverty", will see Xinhua News Agency(Xinhua)and United Nations Development Programme (UNDP) co-launch and co-host an international photography competition intending to raise public awareness on the need to join hands in eradicating extreme poverty throughout the world.

The contest, which is scheduled to conclude with an awarding ceremony in Beijing on 17 October 2011 - the International Day for the Eradication of Poverty - is open to entries from amateur and professional photographers from around the world, including those at Xinhua's 200 or so domestic and international branches, its media partners and customers, and those at UNDP's 166 Country Offices and its partners.

According to Li Congjun, President of Xinhua News Agency and Honorary Chairman of the photo contest's organizing committee, "This contest aims to focus the world's attention on poverty through photos that portray the causes, solutions and achievements made in global anti-poverty campaigns over the past ten years".

Meanwhile, UNDP Deputy Country Director, Silvia Morimoto noted that "poverty, which poses a serious challenge to the world, is not only an economic problem but also one that has a profound bearing on global social stability, human progress and harmonious development. Xinhua's global influence will definitely attract the world's attention to poverty and offer a great contribution to achieving the Millennium Development Goals."

Organizers of the event said that senior officials from UNDP and Xinhua, including Li, will be invited to present the awards to the competitions winners.

This latest cooperation follows a similar initiative in 2009

between Xinhua and the United Nations Children's Fund (UNICEF), which culminated in a 24-hour worldwide news reporting campaign to mark the Universal Children's Day. On 16 October 2010, Xinhua joined hands with the United Nations World Food Program (WFP) to co-sponsor a special report to coincide with World Food Day.

Proposed by Li, at the start of the year, the international photo contest received active response from UNDP.

"As a responsible media group, Xinhua will shouldering its own responsibility in the international action to eradicate extreme poverty, and through the poverty-themed global photo contest, Xinhua will join hands with UNDP and other major media institutions around the world to make their contribution in promoting the common progress of mankind."

Wang Yao, Chairwoman of the contest's Board of Judges and Deputy Editor-in-Chief at Xinhua, said that outstanding entries in the photo contest will be showcased via Xinhua's telecom network, newspapers, magazines, TV network, website

and "Xinhua Gallery", and hopefully exhibition halls at UN branches around the world.

At the 2000 Millennium Summit, leaders from all 191 UN Member States signed an agreement and committed themselves to combat poverty, hunger, disease, illiteracy, environmental degradation and discrimination against women. They agreed to cut poverty in half from 1990 levels by 2015.

Known as the Millennium Declaration, the agreement set eight goals, such as eradicating extreme poverty and hunger, achieving universal primary school education, reducing child mortality and ensuring environmental sustainability. Enditem

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## “关注贫困全球摄影大赛”征稿启事

### 一、大赛概况

“关注贫困全球摄影大赛”是新华通讯社与联合国开发计划署共同发起主办的一项全球性公益活动，大赛以“关注贫困，促进社会进步和发展”为主题，旨在通过摄影大赛和图片展示的方式聚焦贫困，将贫困现状、造成贫困的原因、应对办法和消除贫困取得的成果通过摄影方式反映出来，唤起世界各国政府和人民对贫困问题的关注。

大赛从2011年6月1日起开始在全球范围征稿，截稿日期为2011年9月1日，并将于10月17日在北京举行颁奖仪式。

大赛将按照国际化、专业化摄影评奖标准，甄选在2001—2011年间拍摄和创作的反映全球贫困现状、扶贫措施、扶贫成就等方面的摄影作品，对用优秀视角、优秀影像表现、优秀传播效果对消除贫困产生积极影响的作品予以奖励，同时还将奖励以摄影为手段在消除贫困方面做出突出贡献的个人。真实、全面、客观的纪实类作品和立意深刻、创意独特的创意类作品均可参评。

### 二、征稿细则

(一) 大赛将为全球关注贫困问题的各界人士提供一个开放式平台，联合全球知名媒体和相关机构，带动职业、非职业摄影人士广泛参与，接受全球各地任何国籍的职业摄影师和非职业摄影师关于贫困主题的各类摄影作品。(职业摄影师为持有记者证或摄影相关岗位证明的摄影行业从业者。)

(二) 参赛作品的拍摄时间必须在2001年1月1日至2011年9月1日范围之内，作品可以是未曾发表过的，也可以是已经发表过的。

(三) 参赛作品须紧密围绕“关注贫困，促进社会进步与发展”主题，提交作品的数量不设上限。

(四) 参赛不收取费用

(五) 比赛共划分为7个组别，分别设置奖项，分别评审：

- 纪实职业单幅作品组  
金奖1名 银奖2名 铜奖3名 优秀奖10名
- 纪实职业组照作品组  
金奖1名 银奖2名 铜奖3名 优秀奖10名
- 纪实非职业单幅作品组  
金奖1名 银奖2名 铜奖3名 优秀奖10名
- 纪实非职业组照作品组  
金奖1名 银奖2名 铜奖3名 优秀奖10名
- 创意作品组  
金奖1名 银奖2名 铜奖3名 优秀奖10名
- “关注贫困贡献者”组  
大奖1名
- 最具网络人气作品组  
1名

(六) 提交参赛作品必须填写相应的投稿表(登录官方网站:www.zoom-inpoverty.org);同一幅图片作品只能在大赛中提交一次。

(七) 提交参赛作品须在投稿表上填写标题及图片说明，图片说明须客观真实。每幅图片作品需要提供的信息包括：摄影者的完整姓名、图片拍摄地点、图片拍摄时间。如果可能还要包含图片中出现人物的完整姓名。

(八) “纪实组别”(组别1,2,3,4)的参赛者分为两个类别：a:职业类;b:非职业类。参赛者参加比赛时，只能选择参加职业类、非职业类中的一类，不能同时参加两个类别的比赛；不能既向职业类组别投稿，也向非职业类组别投稿。

(九) 提交“组照”作品时(组别2,4)，要求每组包含3-12幅作品。

(十) 要求“纪实组别”(组别1,2,3,4)图片作品的数量在500—1000KB之间；“创意组别”图片作品的数量不得超过10MB。

(十一) 参加“纪实组别”(组别1,2,3,4)的参赛作品，不得对原始图像进行任何足以影响其真实性的改动，不得进行任何形式的装裱。

(十二) 大赛设置“关注贫困贡献者奖”(组别6)，旨在奖励通过摄影的方式，长期关心并深刻反映“关注贫困”主题，为消除贫困做出贡献的摄影师。参加评选“关注贫困贡献者奖”(组别6)比赛的作者须提交30幅个人摄影代表作品，并须提供可以证明作品在媒体发表的相关电子文档或纸质复印文档，另附600字以内的供职单位推荐信，如无固定供职单位，请附600字以内的自荐信。

(十三) “最具网络人气作品组”(组别7)的评选程序，大赛组委会将通过官方网站对收到的参赛作品进行展示(请注意：提交时间靠后的作品，展示的时间会少于提交时间靠前的作品)，欢迎社会大众对展示的图片作品进行投票，以表示支持和肯定。以大赛官方网站收到的有效网络投票数为基础，选取前10名参赛作品，由评委确定最终获奖作品1幅(组)。

(十四) 多人合作拍摄的作品只允许以1人名义参赛。

(十五) 大赛只接受电子图片，以在线提交作品为主要参赛方式(登录官方网站www.zoom-inpoverty.org,按要求提交作品);特殊情况可以邮寄光盘(需提前通过电话或电子邮件联系主办方)。投稿截止时间为北京时间2011年9月1日,24:00,以该时间之前收到作品为准。

光盘中需存有摄影作品电子文件、相对应的图片标题和说明以及电子录入并签名的大赛投稿表。

邮寄地址：北京市宣武门西大街57号新华社

“关注贫困全球摄影大赛”组委会

邮编：100803

电话：010-63076532/2054/7770

传真：010-63076532

电子邮件：photocontest@xinhua.org

值班人员：韩敬 王雪 张潇艺

### 三、评审和奖励

(一) 摄影作品的评审以匿名方式进行。

(二) 全部参赛作品由11人评审委员会评判。

(三) 评审委员会将于2011年10月17日(国际消除贫困日)举行的颁奖仪式上正式宣布评审结果和获奖名单。

(四) 金奖、银奖、铜奖对应的奖金分别是5000美元、2000美元和1000美元，以及奖杯和证书；优秀奖得主将获得大赛颁发的奖杯和证书；“最具网络人气作品”得奖者将获得6000美元奖金、摄影器材，以及奖杯和证书；“关注贫困贡献者”的大奖获得者将获得8000美元奖金、摄影器材，以及奖杯和证书。大赛提供的奖金和奖品全部为税前价值。

(五) 大赛组委会将根据情况邀请一定数量的获奖者到北京参加颁奖仪式。获奖者的作品将参加大赛组委会专门主办的展览和媒体展示。新华社主办的新华影廊将在全球范围展示获奖作品。

与大赛有关的其它事项，包括版权、免责、责任等，请登录大赛官方网站查询，或与组委会联系。

“关注贫困全球摄影大赛”组委会

二〇一一年六月十日

## “Zoom-in on Poverty” Global Photo Contest Solicitation Notice

### 1. Contest Introduction

The “Zoom-in on Poverty” Global Photo Contest is a global public welfare campaign initiated by the United Nations Development Programme (UNDP) and the Xinhua News Agency. The contest's theme is to zoom in on poverty and promote social progress and development and its aim is to refocus the world's attention on poverty through photographic media that portrays some of the causes, solutions and achievements made in poverty alleviation to date. It also seeks to generate support from people, governments and businesses all around the world in the global fight against poverty.

As part of this competition, submissions of entries will be solicited from 1 June 2011 to 1 September 2011, with an award ceremony due to be held on 17 October 2011 - the International Day for the Eradication of Poverty - in Beijing.

During which, the Board of Judges will use international standards to review the calibre of each entry and in determining the award selection criteria. This will include the application of conceptual and photographic awareness, and those entries which help contribute to global poverty eradication. The awards are open to both editorial and creative images; all images submitted must have been taken in the past ten years (1 January 2001 to 1 September 2011) and must also reflect the theme of the contest.

### 2.Regulations

a) Date of contest (Beijing time):

i. Start Date: 1 June, 2011

ii. End Date: 1 September, 2011

Please note: We will not be able to accept entries submitted after this deadline.

b) The contest is open to all, regardless of age, gender and nationality. All entries submitted by minors should abide by the law of the PRC.

c) Photographs must have been taken during the period 1 January 2001 to 1 September 2011. Published or unpublished work can be submitted.

d) Entries must be related to the contest theme, which is “to draw attention to poverty and promote social progress and development”.

e) No application fee is required.

f) Participants who fail to follow the application regulations and whose photograph (s) fail to fulfil the following requirements will be disqualified.

### 3.Submission

a) The contest is divided into seven categories, each with individual prizes and review:

	Gold	Silver	Bronze	Merit
1. Editorial Images Best Professional Singles Award	1	2	3	10
2. Editorial Images Best Professional Singles Award	1	2	3	10
3. Editorial Images Best Non- Professional Singles Award	1	2	3	10
4. Editorial Images Best Non- Professional Stories Award	1	2	3	10
5. Creative Images Award	1	2	3	10
6. Netizen's Choice Award	1	-	-	-
7. Anti-Poverty Achievement Award	1	-	-	-

b) Photographs must be submitted with the contest application form attached and photographs may only be submitted once during the contest.

c) Please state the name of the photograph and give a brief description. The description should be objective and gen-

uine. Please also state the venue and time that the photograph was taken and provide the full names any character (s) in each entry.

d) Participants wishing to enter the “Editorial Images” Category (Category 1, 2, 3 and 4) should be aware that this section is divided into Professional and amateur groups and that participants are only permitted to submit entries in one of these two groups.

e) Entries into the “Stories” Category (Category 2 and 4) must contain 3-12 photos.

f) The file size for “Editorial Images” entries (Category 1, 2, 3 and 4) must be between 500-1000KB; the file size for Creative Image photographs must not exceed 10MB.

g) No photo-retouching or modification is allowed in “Editorial Images” entries.

h) The Netizen's Choice Award (Category 6) is to be selected through online polling. The judge committee will then select the best photograph from the top ten entries.

i) The Anti-Poverty Achievement Award (Category 7) is to commend photographers who have persistently worked to reduce poverty through photographic media. Participants in this group must submit 30 of his/her own photograph. Please also provide a copy of the publications in which these photographs have been published. A recommendation letter or self-recommendation should also be attached.

j) Only soft copy of photographs is accepted. Please upload your photograph(s) at www.zoom-inpoverty.org, following the procedure detailed online. A CD or DVD will also be accepted before 24:00 on 1 September 2011. However, please be sure to call or email the organiser in advance of your submission.

When you send your CD By Post:  
Please send CD entries together with their title, caption, etc. and a scanned submission form with the contestant's signature to:

Address: Xinhua News Agency, No. 57 XuanWuMen West Road, Beijing, 100803

Tel: 8610-63076532/2054/7770

Fax: 8610-63076532

Email: photocontest@xinhua.org

Contact Person: Han Jing, Wang Xue, Zhang Xiaoyi

### 4.Review and Award

a) All photographs will be reviewed anonymously.

b) There are to be 11 members on the judging committee.

c) The results of the contest will be announced on 17 October 2011 - The International Day for the Eradication of Poverty. An award ceremony will be held on the same day.

d) The results of this contest shall be final and no consultation will be entertained into after the announcement of the results.

e) The winner of gold, silver and bronze awards will be awarded with US \$5,000, US \$2,000, and US \$1,000 respectively. Merit winners will be awarded with trophies and certificates. The Netizen's Choice Award winner will be awarded with US \$6,000 and a selection of photography apparatus. The Anti-Poverty Achievement Award winner will be awarded with US \$8,000 and a selection of photography apparatus. The organiser will provide the awards before tax.

The organiser will invite the winner to the award ceremony in Beijing. The awarded photographs will be presented through an exhibition and media presentation.