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Press Release

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**EVEN
NATURE SAYS
"WOW!"**

The Biggest
Ever Prize Money!
30000 USD

Submissions open on 1 September 2023. ***Stay tuned!***





World's most prestigious photography competition opens in September

- *The 15th Greenstorm Global Photography Festival will award the highest-ever cash prize of 10,000 USD for the winning picture in a photography competition.*
- *There are several cash awards worth 30,000 USD to be won for photographs of beautiful landscapes taken either with a regular DSLR/Mirrorless camera or a mobile phone.*
- *The competition opens on 1 September 2023, with a submission deadline of 30 September 2023.*
- *Charlie Waite (UK), Emily Garthwaite (Iraq), Latika Nath (India) and Len Metcalf (Australia) are the esteemed Jury members.*

Bonn & Kochi, 01 September 2023 - The highly anticipated Greenstorm Global Photography Festival opens Friday, 1 September 2023, and will run until 22 April 2024. Its unprecedented total prize pool of 30,000 US dollars raises the Greenstorm Award to the pinnacle of nature photography competitions.

The top two awards for photos taken with a mirrorless camera (DSLR) and with a mobile phone will receive cash prizes of 10,000 and 3,000 United States dollars (USD), respectively.

Under the theme of "Beautiful Landscapes", this year's festival celebrates the beauty of the land around us to foster dialogue and inspire action in landscape restoration. Photographers can submit their entries via the competition portal www.greenstorm.green from 1 – 30 September 2023.

Greenstorm Foundation and the G20 Global Land Initiative Coordination Office of the United Nations Convention to Combat Desertification (UNCCD) have joined forces to organise the 15th Edition of the Greenstorm Global Photography Festival.

The photography festival is part of a series of activities undertaken by the G20 Global Land Initiative to raise global awareness about and interest in land restoration.

Dr Muralee Thummarukudy, Director of the Global Land Initiative Coordination Office, emphasised the significance of the theme, stating: "By focusing on the beauty of the landscapes around us, the theme calls us to reflect on how people and nature are connected and the pivotal role we must play going forward to safeguard, restore and preserve our beautiful landscapes for benefit and that of future generations."

The ambition of the G20 Global Land Initiative is to reduce land degradation by 50 per cent by 2040. The leaders of the G20 countries established the Initiative in 2020 under Saudi Arabia's Presidency.

Dileep Narayanan, Managing Trustee of the Greenstorm Foundation, expressed great pleasure in the partnership and said: "We are honoured to partner with the G20 Global Land Initiative for this edition, which recognises the power of visual storytelling to raise environmental consciousness among youth effectively."



"This partnership signifies our commitment to raising awareness about the importance of land and nature conservation. We firmly believe that through the power of photography, we can foster a deeper appreciation and inspire positive change for our natural world," he added.

During its 15 years of existence, Greenstorm Photography Festival has evolved into a prestigious platform that showcases photographers' ingenuity and artistic prowess while igniting awareness and passion for environmental conservation through the persuasive language of visual storytelling.

This year, the festival will feature two distinct competition categories to include photography enthusiasts of all ages, professionals, amateurs and students alike.

Category One is for professional and amateur photographers who submit pictures taken with DSLR/Mirrorless cameras.

Category Two will feature photographs taken using mobile phones. Photographers of all age groups can participate. Youngsters are especially encouraged to participate and will receive special consideration.

The winners of Category One will be rewarded with a cash prize of USD 10,000, making this one of the most prestigious photography awards. Additionally, Category One will honour the first runner-up with a prize of USD 5,000 and the second runner-up with USD 3,000.

The jury will also recognise three exceptional entries with special mentions, each accompanied by a cash award of USD 1,000.

In Category Two, the winner will be awarded a cash prize of USD 3,000. The first runner-up will receive USD 2,000, and the second runner-up USD 1,000.

These prizes aim to recognise the exceptional talent and dedication of photographers and to inspire them to continue their creative journey.

A distinguished panel of four internationally acclaimed photographers will serve as the jury. They will review the submissions and nominate the shortlist of finalists. Charlie Waite (UK), Emily Garthwaite (Iraq), Latika Nath (India) and Len Metcalf (Australia) make up the jury for this year.

Shortlisted entries will be showcased in an engaging online photography exhibition at www.greenstorm.green, where the public will be invited to see and vote for their favourite photograph.

The winners will be selected based on the combined outcome of the jury nominations and the public poll. The awards will be presented in a grand ceremony on 22 April 2024.

Participation in the contest is free and open to all. Interested contestants can visit the website www.greenstorm.green for detailed information and to submit their entries.



"Winning photograph of the Greenstorm Global Photography Award 2022 by Phan Thi Khanh from Ho Chi Minh City, Vietnam."

About the G20 Global Land Initiative

The G20 Global Land Initiative was set up in 2020 by the leaders of the Group of Twenty of the largest economies in the world (G20), under the Presidency of Saudi Arabia. The ambition of the leaders is to achieve a 50 per cent reduction in degraded land by 2040. The G20 Global Land Initiative is hosted by United Nations Convention to Combat Desertification.

About Greenstorm Foundation

Greenstorm Foundation is a Global Creative Conservancy formed to impact an appropriate attitudinal shift toward environment conservation among the youth. Using the remarkable power of creativity, this green initiative from Kerala, India, has reached 75 nations worldwide and has inspired over 12 million young minds since its inception in 2009. The Greenstorm initiative began as a CSR initiative of Organic BPS, a brand-purpose consultancy.

Greenstorm Foundation is a registered (not-for-profit) public trust in India. Anil K Menon, Dileep Narayanan and George Korah are the trustees of the Foundation. Over these years, Greenstorm has also won many major national and international recognitions, including the prestigious IAA Olive Crown Award.



**G20 GLOBAL
LAND INITIATIVE**

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Social Media Handles

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