

Canon

Canon Young Champion of the Year 2025

PROMOTIONAL TOOLKIT

Do you know the next Young
Champion for change?



**GLOBAL
GOOD
AWARDS**
REWARDING WITH PURPOSE

CELEBRATING
10
YEARS
2015-2024





“

I am not just a climate activist. I am not just a Philanthropist or student. I am not just a daughter, dancer, poet, or avid nature freak. I am a representation of my natural world and my ancestors that once inhabited it. I truly believe in the power of youth, because I have seen with my own eyes the change I have been able to make through my story and the stories of those I have helped.

”

Amara Nwuneli

Canon Young Champion of the Year 2024
(Under 16s)

Are you a social or environmental change champion?

We are looking for the next young person who has campaigned for a good cause around a social or environmental issue. If you're passionate about supporting a local or global issue and are between 9-21 years old (at the point of the entry deadline: 9 May 2025), then you can submit an entry to this free-to-enter category (with the support of an adult if under 18), sponsored by Canon EMEA. Judges will award winners from two different age groups (9-16 and 17-21 years old) and will consider applications from more than one person per entry, e.g. where siblings, friends or groups have worked together to champion change.

To enter, you will need to submit up to 1,250 words, up to six images and a video of yourself to tell your story with a stronger emphasis on the story and video over the images. Images must be actual photos (not of slides, diagrams, screenshots of video calls, etc.) and will be either taken by or of the Young Champion.

Take a look at these icons below – you're probably supporting one of these Global Goals without even realising it – these are the United Nations Sustainability Development Goals (SDGs).



Whether it be mental health, cyber-bullying, well-being, environmental sustainability, education, charity activism, animal welfare, diversity and inclusion or any subject linked to the above SDGs, we want to hear how you are making people aware of the issue you are championing.

If you are under 18, an adult will need to submit the entry on your behalf, however, we want the story to be told as best as possible from the Young Champion themselves. So, if you are too young to write the entry, feel free to use as innovative ways to achieve this as possible (such as Q&As, short video and voice recordings, drawings etc). Submissions can be made by a parent, guardian, company or the charity/organisation in which they are championing/aligning to.

The judges will be looking for a heart-felt story, with supporting photos, showing how you have drawn attention to the issue you are championing. You may submit weblinks to published work or images, social media, or a video to demonstrate the reach you have gained so far.



To qualify, you must still be actively championing the work associated with your submission and you must be 21 or less at the time of the entry deadline of 9 May 2024.

All finalist entries will be invited to join a virtual gathering with all other finalists and Canon representatives in June – this is not part of the application process – just an opportunity to meet the other finalists.

The two age group winners will each be invited to win either a one-to-one Storytelling Master Class with a Canon Ambassador – world-class storytellers – challenging them to explore and improve their own storytelling skills, or a Canon R50 Content Creator Kit (worth nearly £1,000!). Eight further finalists will receive a certificate and a sustainably made medal.

For some ideas and inspiration, see some examples of previous Canon Young Champion winners [here](#) and [here](#).

* Any video submitted should not exceed three minutes long (unless it supplied with a note to guide the judges on what section to watch). A supporting video is not a requirement, and you will not be judged on the quality of the video, however, if a third party has submitted your application, a video of yourself will help the judges with their evaluation.

** Judges reserve the right to change the age categories based on the number of entries received across the age groups.

Global Good Awards 2025 • Canon Young Champion of the Year Award



**Win a great prize
from Canon!**

**ENTRIES
CLOSE
9 MAY**

Rules and additional information

You must be under 21 at the point of the entry deadline: 9 May 2024. Anyone over 21 will be withdrawn.

Your submitted photos must support your 1,250 words. Judges will be scoring higher for the strength of your initiative or campaign; with less emphasis on the photos themselves. (The main application questions and how your answers are scored is below.)

Photos can either be taken by you, recording visuals of your chosen subject, or taken of you, as the subject being involved within it. They must be photos, not screenshots, PowerPoint slides or diagrams etc.

Any video submitted should not exceed three minutes long (unless it supplied with a note to guide the judges on what section to watch). You will not be judged on the quality of the video.

If you submit any social media posts, please ensure you adhere to social media age restrictions.

Your photos do not need to have been taken on a Canon camera.

Any young person enrolled on the Canon Young People Programme in any country is eligible. No relatives of Canon employees are eligible to enter.

Applications must be in English (if you wish to send an application in any other language, please email us prior to submission).

You are not being judged on the quality of photos or videos submitted – you will be judged on their ability to help tell your story.

Judges reserve the right to change the age categories based on the number of entries received across the age groups.

Criteria

The following questions form part of the online application form (available when you register to enter [here](#) after 3 February 2025) and are shown with the percentage value of the overall score available to you. So, please ensure you put more effort into the ones with the higher available scores. This is not the full application; just the questions that carry a scoring opportunity.

Tell us more about the work you do and why (20%)

Include the following information: what you do, with who (other people or a charity), why is it different (or are you being influenced by another campaigner doing something similar), where did you get your ideas from, WHY are you doing it, how much time per month do you spend doing it.

Tell us more about the positive impact your activities have had (35%)

Include the following information: social media reach/hits, have you sold any products, delivered talks or workshops (and how many), been recognised by an organisations or charities, received awards, who and how many have been influenced, what countries have you reached.

Tell us about the future for your activities and ideas (15%)

Include the following information: What is your vision for the future? How do you think your work will make an impact in the future? Do you allow others to copy your ideas, and do you support them to do so? Has anyone already copied what you're doing and how do you work together?

Provide a video of you telling your story to camera (15%)

This is to be no more than three minutes long, giving a short overview of your activity so the judges can see and hear your passion coming through. This section is particularly important if written English is a challenge for you and/or your entry is being submitted by an adult.

Provide no more than six photos (not screenshots or graphics/slides) of you in action or photos you have taken of your work (15%)

Please ensure you include a caption for each one to explain what the photo is about.

We request a total word count of 1,250 words +/-10% excluding supporting documents.



“

The blossoming of shy children into confident and compassionate members of society is a transition we get to see in \$ocialCred\$. Children are finding joy in helping another person. Everyone’s constant efforts have allowed us to clock in over 125,000 hours through 100 programs. In just 2.5 years of operation, we have spread to over 20 schools and communities throughout Bangalore via our lead project, 1 MillionMeals, already crossing the half million meals mark.

”

Jahaan Arora

Canon Young Champion of the Year 2024
(Joint Winner Under 25s)

Instagram



COMPETITION ALERT!

Do you, or someone you know, champion social issues such as mental health, cyber-bullying, well-being, environmental sustainability, education, charity activism, animal welfare, diversity and inclusion or something else? Our winners can choose from a #Canon R50 Content Creator Kit or a Storytelling Master Class to help them capture their work and continue to tell their story.

To enter the #GlobalGood Award #CanonYoungChampion of the Year category, sponsored by @canonemeapro, head over to @globalgoodaward.

Read about our 2024 winners here <https://buff.ly/4alCN47>

#sustainability #environment #mentalhealth
#cyberbullying #wellbeing #education #charity #activism
#blm #diversity #inclusive #awards #youngactivist
#photography #photo #canonphotography #storytelling
[@CanonEMEA](#)

WIN A CANON R50 CONTENT CREATOR KIT OR A STORYTELLING MASTER CLASS!

Young people today care about making a difference in the world. Fortunately @globalgoodaward and #Canon want to reward these people for their positive action! That's why the winners of the #CanonYoungChampion of the Year award at the #GlobalGood Awards will win either a #Canon R50 Content Creator Kit or a Storytelling Master Class!

To enter yourself or someone you know for free, check out the entry criteria on the @globalgoodaward website - good luck!

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Please download an image from the website to accompany your posts



Facebook



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Do you, or someone you know, champion social issues such as mental health, cyber-bullying, well-being, environmental sustainability, education, charity activism, animal welfare, diversity and inclusion or something else? Our winners can choose from a #Canon R50 Content Creator Kit or a Storytelling Master Class to help them capture their work and continue to tell their story. To enter the #GlobalGood Award #CanonYoungChampion of the Year category, head over to their website:

<http://ow.ly/U5Gk30ryR0m>

Entries close 9 May 2025.

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Page Tags:

Global Good Awards: <https://www.facebook.com/GlobalGoodAwards>

Canon EMEA: <https://www.facebook.com/CanonEMEApro>

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Please download an image from the website to accompany your posts



Linked In



LET'S FIND THE NEXT YOUNG CHAMPION FOR CHANGE!
Do you know someone who is championing change within a social or environmental issue such as #mentalhealth, #cyberbullying, #well-being, #environmental #sustainability, #fastfashion, #education, #charityactivism, #animalwelfare, #diversity and #inclusion or something else?
Are they a #Youth #Ambassador for your charity or organisation?
Are they a student at your school, college or university?
Are they your own children?
Then enter them for FREE in the [Global Good Awards](#) and give them a chance at becoming the 2025 #CanonYoungChampion of the Year and winning either a #Canon R50 Content Creator Kit or a Storytelling Master Class!

[@CanonEMEA](#)

<http://ow.ly/U5Gk30ryR0m>

Page Tags:

Global Good Awards: <https://www.linkedin.com/company/global-good-awards>

Canon EMEA: <https://www.linkedin.com/company/canon-emea>

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Canon Young People Programme

Canon EMEA are empowering the next generation through social initiatives and storytelling programmes giving thousands of young people the opportunity to share their stories and drive sustainable change. We help to prepare people from a wide range of backgrounds across EMEA for the future, by sharing our storytelling expertise, partnerships and products to inspire, educate and empower, helping them grow.

We are working together with charities and through our collaboration with United Nations, and our direct partnership with UN SDG Action Campaign Team, elevate diversity in storytelling and create life-changing educational and employment opportunities for young people through our social impact programmes. We work with organisations including UN SDG, UN LDC, UN Women, as well as NGOs large and small – Red Cross and Lens on Life.

[Find out more here.](#)



Global Good Awards 2025 • Canon Young Champion of the Year Award



Our 2024 Canon Young Champion winners



JOINT WINNER (Under 25s)

Jahaan Arora

I am keen to help kids like myself to give back to society by creating passion projects. SocialCred\$, a kiddie time bank for children to launch 100+ projects, has clocked in over 125,000 goodwill hours. I co-founded Trash Mafia Kids that has upcycled 20 tonnes of dry waste. I also launched the 1 Million meals programs across 20 schools, donating half a million meals to 1,000 orphans.



JOINT WINNER (Under 25s)

Shri Lakshmikumar

HERAglobal is an international 501(c)(3) nonprofit that is dedicated to destigmatizing women's health on an international scale. We focus primarily on cervical cancer prevention and screening through educational awareness campaigns with major hospitals, access to free screening in rural communities and free HPV vaccination for young girls.



WINNER (Under 16s)

Amara Nwuneli

I am the founder of a by-youth, for-youth NGO and social movement, Preserve Our Roots, engaging everyone involved in climate education and action, from producing award-winning documentaries and drafting climate policies in Enugu to rebuilding flood-damaged schools and building sustainable parks. We foster resilience and environmental stewardship.

Read the full details about our 2024 winners on our [website](#).

How to enter

Register your interest or intention to enter by emailing karen@globalgoodawards.co.uk so you can be kept informed of the entry updates.

Go to globalgoodawards.awardstage.com and register on the system.

Charities and Businesses – register as per your company size.

Individuals – register by selecting ‘Canon Young Champion of the Year, entering ‘Young Champion only’.

Once you’ve confirmed your registration via the authorisation email, click on the create entry (green button) on the dashboard. You can then download the PDF of questions to compile your submission answers offline before returning to submit. All applications must be completed within the entry system.



“

Witnessing the disparities in healthcare access, knowledge and the cultural stigma towards cervical health screening made me deeply interested in breaking down these barriers. HERAglobal, collaborating with over 10 hospitals and rural communities in Uganda, has so far managed to offer free screening to over 1,000 women; potentially saving the lives of 50 through early medical intervention. Our aim is to reach the top 10 affected countries within the next year.

”

Shri Lakshmikumar

Canon Young Champion of the Year 2024
(Joint Winner Under 25s)





Thank you for helping us find the

Canon Young Champion of the Year

ENTRIES CLOSE 9 MAY 2025



**GLOBAL
GOOD
AWARDS**
REWARDING WITH PURPOSE



@GlobalGoodAward #GlobalGood www.GlobalGoodAwards.co.uk