

RESPONSIBLE MEDIA

Among the key values and principles that govern the operations of Agora Group's media are: independence, commitment to content quality and reliability and responsibility for expressed word.

They also strive to help their consumers develop skills of conscious media usage and critical thinking. Agora's journalists and other employees join social campaigns and initiate activities, campaigns and projects that activate local communities and address important social problems.

Among Agora's products are ones that address problems, issues and topics important for the society.

GAZETA WYBORCZA FOR FREEDOM OF THE MEDIA

43
thousand

views of FREE WORLD FREE PRESS video debate
about mass media



What challenges face journalists in contemporary world? Do we need public media? What is democratic journalism? Who is a censor and who is a troll? What is freedom of journalism of today? These questions inspired debates Gazeta Wyborcza and international partners to organize *FREE WORLD FREE PRESS* debates and workshops for representatives of the media industry, accompanying the prestigious European Press

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Prize Award 2019.

FREE WORLD FREE PRESS debate about mass media took place on 22 May 2019 in the head office of *Gazeta Wyborcza* in Warsaw. The discussion about challenges to contemporary journalism was conducted in two panels and accompanied by opening of an exhibition by a renowned photographer Yannis Behrakis, under the auspices of Reuters and European Press Prize. Debates *The future of public media in Poland and Role of journalism and free media in the world - yesterday, today and tomorrow* were attended by journalists, representatives of NGOs and the media. Admission was free and the events were broadcast in the social media and on *Wyborcza.pl*.

On the following day the office of *Gazeta Wyborcza* hosted the gala European Press Prize Award 2019 - a prestigious contest for the best European press material. The event, first of this kind in Poland, was accompanied by workshops for European journalists, publishers and editors from.

Gazeta Wyborcza often writes about free media and journalistic integrity, organizes events and campaigns on these themes. In September 2019 *Gazeta Wyborcza Trójmiasto* organized Reporters' Panel, an opening event of Gdańsk Democracy Week. The discussion on whether engaged journalism can support democracy in contemporary world attracted 300 attendees.

<https://wyborcza.pl/7,154385,24815002,free-world-free-press-debata-o-mediach-and-otwarcie-wystawy.html>

GAZETA WYBORCZA JOINS GOOGLE NEWS INITIATIVE FELLOWSHIP

| 40

news titles from

| 11

countries in Google News Initiative Fellowship



Gazeta Wyborcza became a partner of the Google News Initiative Fellowship organized by the European Journalism Centre. In the project one person is selected from among a number of candidates to receive a 8-week paid summer internship in *Gazeta Wyborcza's* data desk. *Gazeta* was Poland's only media partner of GNI Fellowship. The Google News Initiative Fellowship, organized by the European Journalism Centre in countries of the European Union, is addressed to students who are passionate about journalism, technologies and understanding the increasing role of technologies in media industry. Internships offered in the program are a unique opportunity for young people to learn how the biggest news companies in Europe operate, to work with professional journalists and gain valuable experience. The European Journalism Centre is focused on quality journalism in the digital environment. Through the GNI Fellowship program the EJC aims to educate the next generation of European journalists and develop the skills required by modern media outlets. In 2019 GNI Fellowship operated by the European Journalism Centre included 40 paid summer internships in newsrooms of 11 European countries - Austria, Belgium, Finland, France, Germany, Ireland, the Netherlands, Sweden, Switzerland, UK and, for the first time, Poland. Participants of the programme include *The Guardian* (UK), *Agence France-Presse* (AFP), *YLE* (public service broadcaster in Finland), *TheJournal.ie* (Ireland) as well as local and regional media organizations.

EUROPE TALKS

| 500 osób

participants of European Talks festival in Brussels



Gazeta Wyborcza launched *Europe Talks* platforms to connect people of different political views from all corners of Europe. *Europe Talks* is a joint project of GW and 15 other European media outlets, designed to facilitate debate among people from different backgrounds before the coming elections for the European Parliament.

Between 18 March and 10 April 2019 - *Wyborcza.pl* displayed a special box under selected articles, with one of seven controversial questions that were widely discussed in a number of EU countries at the time, for example, 'Should all European countries reintroduce strict controls on their borders?' or 'Should more affluent European countries support the less wealthy ones?'. *Europe Talks* was the first project that allows people holding different views from different EU countries simultaneously engage in a debate over the borders.

Strangers from Belgium, France, Italy and Poland, etc. could meet their European neighbours, get to know them better and try to understand their viewpoint. On 11 May 2019, during the finale of the project, some participants met their opponent in person in a videoconference. 500 debaters participated *Europe Talks* festival in Brussels. The project's originators and organizers were representatives of 16 European media outlets.

Originators of *Europe Talks* from ZEIT ONLINE were awarded The Jean Monnet Prize '*for the tremendous effort and a large-scale achievement, as well as for the use of the media - their reach and organizational potential to promote understanding and integration*'. The Jean Monnet Prize for European Integration is given to individuals and groups who are successful in the field of European integration through the projects they design and implement. .

GAZETA WYBORCZA STANDS FOR IVAN GOLUNOV

Gazeta Wyborcza joined the international campaign of publishing the articles by Ivan Golunov - a Russian investigative reporter of an independent outlet Meduza. Golunov was arrested in Moscow on 6 June 2019 after police provocation. Charges against Golunov were eventually dropped and he was released on 11 June 2019. As a gesture of journalist solidarity, *Gazeta* published his investigative report *Coffins, graveyards and billions of*

dollars, describing terrifying pathologies in Russian funeral business.

GAZETA WYBORCZA LAUNCHES SONAR EUROPE WITH OTHER EUROPEAN DAILIES



Editors of Gazeta Wyborcza joined forces with the teams of Le Soir, Le Figaro and El País to develop a new media project called Sonar Europe. The cooperation, initiated in March 2019, resulted in attractive multimedia data-based materials on a variety of subjects and presenting diverse points of view from different countries of the European Union. Materials under the brand of Sonar Europe are published in the four languages of the project creators, in both printed and digital editions of the dailies. Sonar Europe is a shared project by the editors of Gazeta Wyborcza, Le Soir (Belgium), Le Figaro (France) and El País (Spain), members of the prestigious European association LENA.

Within the framework of activities planned for two years, the editorial teams of the newspapers develop a variety of journalistic content: in-depth multimedia pan-European studies as well as shorter articles and infographics focused on a country or region. All publications are based on data from areas such as health, the economy, society, politics and education. The main idea behind the project is to use a unique strategy for publishing content in order for articles under the Sonar Europe brand to reach a broad group of readers from all over Europe.

Journalistic materials created within the framework of the project are available through the websites of the four partners, in four languages. In Poland, are published at BiQdata.wyborcza.pl in section SonarEurope. Other LENA newspapers and other interested media can use and publish the content.

Another objective of the Sonar Europe project is to encourage other media across Europe to share their knowledge and experiences. Its creators educate European editors, for example, in using data and creating attractive publications on their basis. The project will include also workshops, online and offline seminars for professionals from various media

interested in working with data about Europe.

Gazeta Wyborcza is the leader of the project and in 2017 it launched a similar project: Sonar.Wyborcza.pl - a modern website that illustrates the world and actions of politicians through news, numbers and diagrams. For the Polish daily, the unit responsible for Sonar Europe is the data department that manages the BiQdata.wyborcza.pl and Sonar.Wyborcza.pl portals.

Activities within the framework of the Sonar Europe project will be carried out until February 2021. The project is co-financed by the Directorate-General for Communications Networks, Content and Technology (DG CONNECT) of the European Commission.

GAZETA WYBORCZA JOINED #VOTE4FRIENDSHIP AND ENCOURAGED VOTING IN ELECTIONS FOR THE EUROPEAN PARLIAMENT



Shortly before elections for the European Parliament, on Friday, 24 May 2019, the entire circulation of printed Gazeta Wyborcza was distributed with a poster of the EU flag with a credo Europa na tak! (Yes for Europe!). On the flip side, the poster featured a drawing symbolizing European friendship, created by young artists in the project #vote4friendship. The project was a joint initiative of 16 EU countries, developed to encourage young people to vote in the coming elections for the European Parliament.

Under the project Pencil Friends, part of #vote4friendship, 19 graphic designers and illustrators from 16 EU member states designed posters on the theme of international friendship - an idea that is crucial to the EU as well as young people who like making friends regardless of the geographic or mental distance.

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Each of the artists whose art was used in the project, created a unique character representing a country. All character were put into pairs and placed on posters where they shake hands and encourage to 'vote for friendship'.

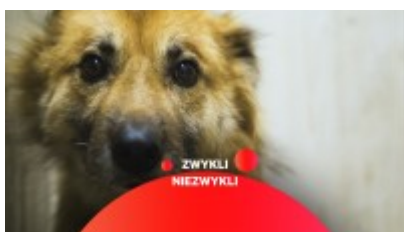
The cartoon on the flip side of the poster added to Gazeta Wyborcza symbolized the friendship between Poland and Portugal. The authors are Tymek Jezierski from Poland and Tiago Galo from Portugal.

Media of Agora Group also express our views on socially valid issues and promote culture through organizing various competitions and projects.

#ZWYKLINIEZWYKLI AND #MICRODOC VIDEO CYCLES BY WIDEO GAZETA.PL

| 13

multimedia microdocs of Gazeta.pl



The subjects of Gazeta.pl microdocs are ordinary yet exemplary people who overcome their limitations, break through stereotypes, inspire, surprise, do good. The idea behind the cycle is to introduce such people to the public and evoke warm, positive emotions, inspire and motivate to take action. The creators deliberately steer clear of hate and sensational content, instead speaking boldly about difficult issues such as homelessness, poverty, illness, disability, etc.; topics that invite reflection in viewers. Microdocs have been published by Gazeta.pl since 2018. Thirteen episodes were produced in 2019, including the portraits of a gay catholic mechanic, disabled racing driver, a vet clinic that

saves the lives of animals or Daj obiad (Share Your Lunch) project.

VIDEO SERIES OF WYBORCZA.PL W POŻYCZONYCH GARNITURACH (IN BORROWED SUITS)



Jakub Hartwich and Adrian Glinka, both wheelchair-bound, are the faces of the two-week protest organized by Parents of People with Disabilities in the Polish Parliament and the hosts of *W pożyczonych garniturach* (In Borrowed Suits) video series published by Wyborcza.pl in 2018 and 2019. The purpose of the series was to raise the awareness about problems faced by people with disabilities and to fill the gap in the media that lack programming of this type. 2019 episodes hosted mothers protesting in Sejm, Justyna Dobrosz-Oracz and Paweł Wroński, as well as Karolina Hamer - Paralympian who fights for the rights of people with disabilities, supports women's and LGBT movements. Jakub Hartwich and Adrian Glinka also visited a refugee centre in Warsaw Targówek, where they were joined by the volunteers of *Fundacja dla Wolności* (Foundation for Freedom) in talking to children residing in the shelter.

ANNA LASZUK AWARD OF RADIO TOK FM



Anna Laszuk Award of Radio TOK FM was founded in 2011 to recognize individuals and organizations for bold, unconventional and unusual initiatives, work or expression that had high impact on public awareness or drove change to Polish reality within the passing year. In 2019 Anna Laszuk Award 'for unique impact on the world' was granted to the

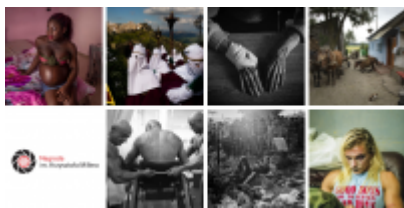
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creators of Free Courts Initiative that fights for the independence of courts and judges against political attacks. Jerzy Owsiak and Great Orchestra of Christmas Charity (WOŚP) received Special Award. Among previous winners of Anna Laszuk Award are: Black Protest / Polish Women on Strike, Col. Krzysztof Olkowicz, Robert Biedroń and Adam Bodnar and NGO Coalition and Defenders of Białowieża Forrest.

NAGRODA FOTOGRAFICZNA GAZETY WYBORCZEJ IM. KRZYSZTOFA MILLERA ZA ODWAGĘ PATRZENIA (KRZYSZTOF MILLER PHOTO AWARD FOR THE COURAGE TO LOOK)

| 300

competitors for Krzysztof Miller Award for the
Courage to Look



Annual Krzysztof Miller Award for the Courage to Look was launched in 2018 to promote photography of special journalistic value, representing a deep, thorough and courageous perspective of difficult subjects – social, political, economic and cultural. The organisers of this 2019, 2nd edition of the competition received over 4.5 thousand photos.

The competition is open to professional and amateur photographers, individuals and collectives. By the jury's decision, the main prize was awarded to Alessio Paduano, for a moving photo reportage depicting victims of human trafficking in Italy. Deutsche Bank #PositiveImpact award and a special distinction were also awarded. The final gala of the Krzysztof Miller Prize took place on Tuesday, 3 December 2019, in Warsaw.

GAZETA WYBORCZA AS ONE OF THE ORGANIZERS OF RYSZARD KAPUŚCIŃSKI AWARD

| 123

nominations to the 9th Ryszard Kapuściński Award



Established in 2010, Ryszard Kapuściński Award is presented by Gazeta Wyborcza and Capital City of Warsaw to the authors of the year's best non-fiction book and the best translation of non-fiction. 123 books from 26 publishers were nominated in the tenth edition of the competition, of this number Jury selected ten finalists.

The winner was Maciej Zaremba Bielawski - for *Dom z dwiema wieżami* (*Huset med de två tornen*) published by Wydawnictwo Karakter. Meanwhile Mariusz Kalinowski, who translated the winning title from Swedish to Polish, was awarded for the best translation. Award-giving ceremony for Poland's top non-fiction awards was held on 24 May 2019. The project includes an educational campaign for the students of Warsaw schools.

AWARD IN THE BEST OF MOTO FOR CSR PROJECT

| 14

awards in the second *The Best of Moto*



In the second The Best of Moto poll organized by Moto.pl, The Best of Moto main prize went to Porsche 911 Carrera S. At the official award-giving gala held in Agora's headquarters in Warsaw on 28 November 2019, as many as 14 statuettes were handed in recognition of technical innovation, design and the most interesting models of cars in a diversity of categories, plus a special award for the leader in e-Moto sales.

In the second The Best of Moto internet users gave 20 thousand votes in 10 categories. The award for CSR project went Ford Driving Skills for Life. Statuette for best design was given to Volvo S60, an business expert of Next.Gazeta.pl selected Carsmile online leasing as the financial product of the year. A special prize in 2019 BoM, leader of e-Moto Sales, went to Toyota.

[Watch on youtube](#)