

# Europe's environment 2025 | Illustrating your communication posts with impactful photos

Thank you for your support in promoting our Europe's environment 2025. This how-to guide is part of our toolkit providing practical tips for combining our efforts to spread the findings of our assessment and build more environmental awareness. It provides guidance on how to find compelling photos to enhance your communication materials.

## 1 Why the right image matters?

A strong visual is often the first thing people notice in a social media post, newsletter, or online article. In today's fast-paced digital space, a well-chosen photo can turn a casual glance into meaningful engagement.

In addition to drawing attention, a photo can spark emotion, tell a story, and reinforce your message. To help you find powerful photos that resonate with environmental themes, we invite you to use the incredible catalogue available through the EEA Photo Competition.

## 2 EEA photo competitions: A valuable resource

Each year, the European Environment Agency (EEA) organizes a **photo competition** that invites citizens across Europe to capture the environment through their lens. These competitions yield a collection of compelling, high-quality photos on a wide range of environmental topics. These pictures are freely available for you to use in your communication and awareness-raising activities, provided that the terms of use are respected (cfr. point 4). You can find more information on the competitions at this link:

👉 [EEA Photo Competitions](#).

This year, we launched a **special edition** of the EEA photo competition, themed around our flagship report "Europe's environment 2025". "**Environment&Me 2025**" focused on the relationship between people and the environment, emphasizing themes such as well-being, climate action, and sustainability. Three categories were open under this overarching theme: Blue (Water&Me), Green (Nature&Me) and Orange (Everyday life &Me). Entries to this competition were numerous and provided a wide geographical and thematic perspective on our progress and setbacks towards a sustainable future. You can find more information on this competition at this link: 👉 [Environment&Me 2025](#).

## 3 Access high-quality photos in our catalogue

All photos are saved in our **Flickr account**. They are organised by competition and grouped into clearly labelled albums. You will be able to browse, preview, and download the photos in various resolutions directly from this platform. Detailed copyrights are available under each picture. Please access the photo catalogue via this link: 👉 [Flickr account](#).

## 4 Photo usage guidelines

To ensure consistent and legal use of the competition images, please follow these requirements:

- Always credit the photographer and the EEA when using a photo. **Copyrights** are provided with each image and follow this format: © (NAME), (photo competition name)/EEA.
- **Do not alter the images** in a way that distorts their meaning or misrepresents the competition's context. Minor cropping is allowed.
- Include a **reference** or link to the competition or the EEA website.

### Links and resources

#### EEA Photo competition website

<https://www.eea.europa.eu/en/newsroom/photo-competitions>

#### EEA Photo competition catalogue

<https://www.flickr.com/photos/144495477@N03/albums>

#### Environment&Me 2025 Photos

<https://www.flickr.com/photos/144495477@N03/albums/72177720327048907>

For any enquiries, please reach out to us at

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