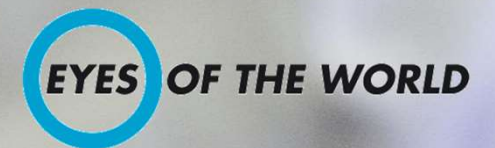




Strategic plan 2022-2024

Extended until 2026



A transformative vision

Eyes of the world understands eye health as the maximization of people's vision and their functional capacity, but not exclusively. The Foundation, through its projects and activities, also aims to impact their general health and well-being, their quality of life and their individual development.

Eye health is essential to achieve many of the Sustainable Development Goals and leave no one behind; however, poor eye health and impaired vision have a negative effect on people's autonomy and limit their equitable access to education, work, participation, etc. Vision loss directly affects people's life goals, their full participation and inclusion in society, and the progress of their families and communities. In addition, it has important economic consequences for humanity.

Working for the universal right to sight, Eyes of the world transforms people's lives, empowering them to reach their full potential. And it transforms their environments, contributing to the reduction of inequalities. The Eyes of the world Strategic Plan 2022-2024 is based on this transformative vision: an ambitious but at the same time achievable proposal.

Our identity

Mission

The Foundation is a non-profit organization that helps to ensure that visually impaired people without economic resources in countries with a medium or low development index can **receive quality eye care** from their local health services and to create the conditions to reduce the incidence of ocular pathologies in each territory. It also **raises public awareness** of the deficiencies in basic health in those areas.

Vision

Eyes of the world aspires to a world in which there are no unnecessarily blind people, where the right to sight is effective and everyone has the opportunity to develop their human potential.

Fundamental principles

- . Humanity
- . Independence
- . Equal opportunities and gender equity
- . Altruism
- . Professionalism
- . Transparency



The global challenge

Over 2 billion

visually impaired people

1.1 billion

people living with the consequences of vision loss because they do not have access to eye care services

1.8 billion

people who will experience vision loss by 2050 if we don't take action



almost everyone will need access to eye care services throughout their lives

90%

of vision loss is preventable or treatable

90%

of people coping with vision loss are concentrated in low- and middle-income territories



vision loss disproportionately affects the poorest and most marginalized people in society

411 billion dollars

is the annual global productivity loss due to visual impairment

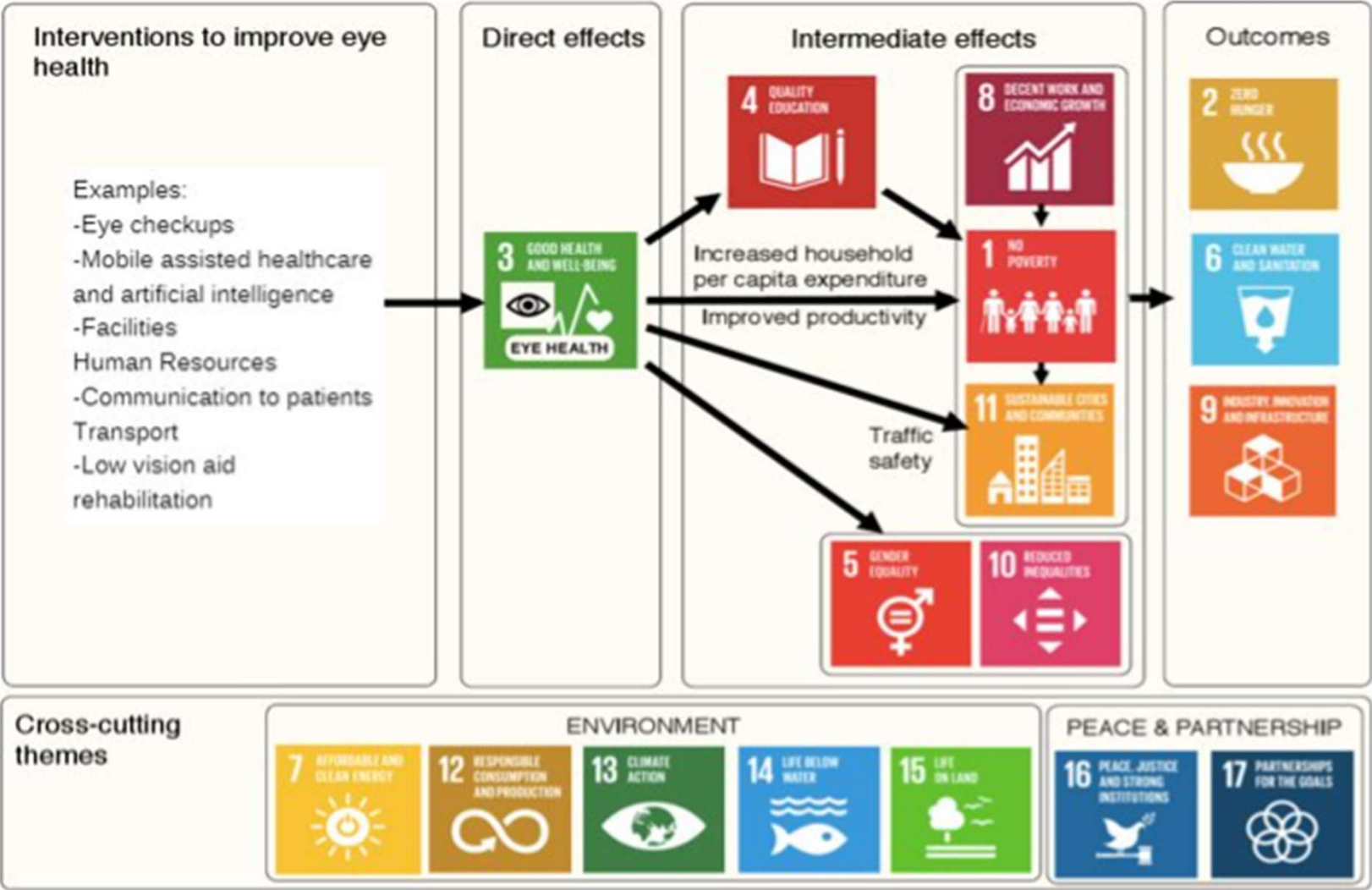
20-30%

is productivity increased with good vision

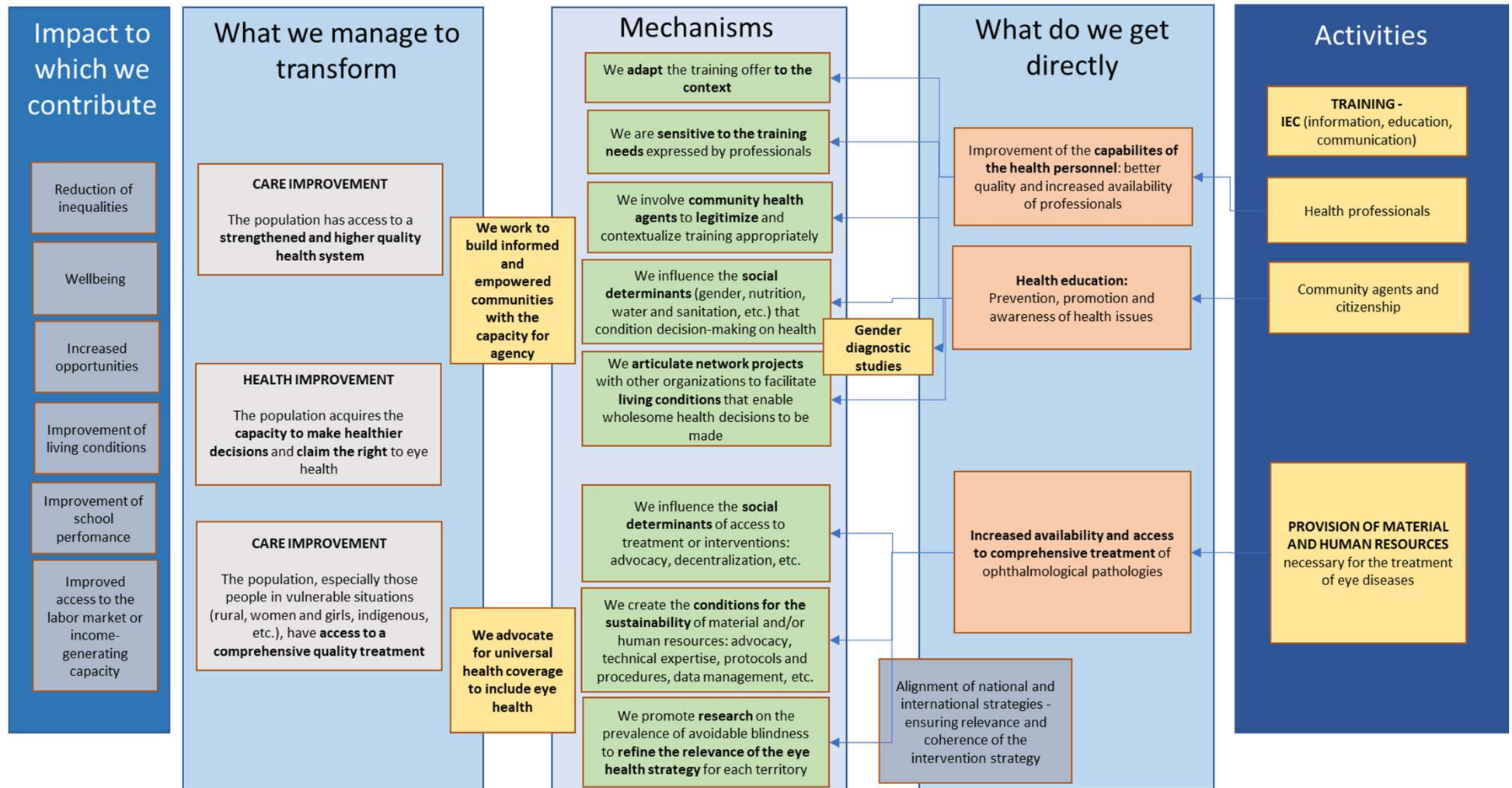


eye health interventions (cataract surgery and provision of glasses) are very cost effective

Our contribution to the SDGs through the improvement of eye health



Our theory of change

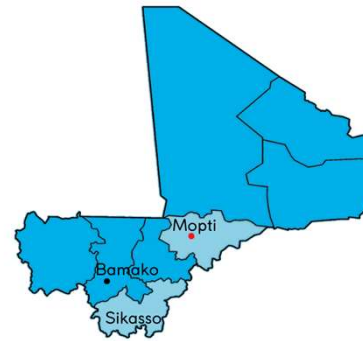


In the process of defining this plan, we began the construction of our theory of change. We live it as a process of learning that implies continuous reflection, which allows us to build our story while defining the impact we want to achieve with our action.

Geographical framework – where we work



Sahrawi refugee camps in Tindouf (Algeria)



Mali



Spain



Mozambique



Bolivia



Approaches and cross-cutting axes – how we are going to work



Approaches

- . Gender and human rights-based approach
- . Equal opportunities approach
- . Capabilities approach
- . Environmental approach

Cross-cutting axes

- . Sustainability of the public health system
- . Community approach, participation and agency capacity of the population
- . Networking
- . Attention to the most vulnerable population
- . Priority pathologies: cataracts and refractive defects
- . Innovation and digital transformation
- . Territorial growth of the intervention

Strategic lines and objectives – what we want to achieve

Programmatic

Lines	Objectives
Prevent the causes of blindness, promoting early detection and working on the determinants of eye health, especially gender inequality	Reduce the incidence of eye pathologies through prevention with the support of community agents
	Influence the social determinants of health (gender, income, nutrition, water and sanitation) that condition decision-making and the ability to improve health supported by the conclusions of gender diagnoses
Promote the treatment of avoidable blindness to achieve comprehensive health coverage	Improve access to integrated, comprehensive, quality and equitable eye health (ophthalmology and optics) focused primarily on the treatment of cataract and refractive errors
	Promote the training of health personnel in eye health considering their training needs to achieve the results of the project
Advocate for eye health by strengthening public health structures	Strengthen the public health system through support in the development of effective plans, information systems and intervention/referral protocols
	Promote research and baselines on the prevalence of avoidable blindness to refine the relevance of the intervention in each territory

Strategic lines and objectives – what we want to achieve

Communication and fundraising

Lines	Objectives
<p>Search for new ways of sustainable funding that lead to the economic growth of the Foundation.</p>	<p>Expand the channels of private funding from new non-earmarked donations and strategic partnerships</p>
	<p>Promote public funding, mainly from multi-year calls</p>
	<p>Increase funding from south-south fundraising in Bolivia and Mozambique</p>
<p>Gain notoriety among groups close to the brand and the cause of Eyes of the world</p>	<p>Increase proximity and visibility between the priority groups (health environments and people from the territories where Eyes of the world is present)</p>
	<p>Focusing content on the major global eye care issues and challenges linked to the IAPB (In Sight 2030) and the SDGs (Agenda 2030)</p>

Strategic lines and objectives – what we want to achieve

Organizational

Lines	Objectives
Have a clear and shared strategy	Implement the 2022-2024 Strategic Plan that includes programmatic, organizational and communication aspects, as well as the Country Plan for each territory
Be able to count on a stable, autonomous and collaborative work team	Work efficiently, autonomously and collaboratively, with a clear definition of roles and responsibilities throughout the entire organization
Improve the efficiency of operational and support processes	Review and standardize the map of operational and support processes with the aim of improving efficiency and decision making
	Improve the digitization of the organization in terms of documentation and internal processes (management and communication)
Mainstream international policies and standards	Implement a gender strategy
	Develop actions aligned with environmental sustainability
	Review and update the code of ethics and transparency
	Develop a child protection policy

