



POWERED BY COLLECTIVE ACTION

A GLOBAL MOVEMENT CHANGING HOW THE WORLD SEES

Public health challenges, as large as sight loss, that affect over 1.1 billion of us, require collective action by governments, private sector, civil society and the public.

With the need for eye care set to rapidly increase by 2030, we must act now to ensure people are able to stay in education and work longer.

We are the global voice of eye health – we represent over 200 organisations who, like us, are fighting to ensure that eye care is **accessible, available and affordable** to everyone, everywhere.

Through our advocacy and campaigning we aim to see a world where nobody's potential is hindered due to a lack of access to the eye care they require.



Photo by: Ulrich Eigner

A GLOBAL CAMPAIGN

A GLOBAL CALL TO ARMS FOR EVERYONE, EVERYWHERE TO LOVE YOUR EYES.

Our Love Your Eyes campaign is calling on governments and businesses to make eye health **accessible, available and affordable** for everyone, everywhere by 2030.

The Love Your Eyes campaign is making the case loudly, and repeatedly that eye health is not an optional extra. It is vital to ensuring people reach their full potential both at school, at work and beyond. The campaign: Engages the public; mobilises the corporate sector and empowers the non-for-profit sector.

Through raising the profile of vision and increasing demand, decision makers the world over have no option but to listen and prioritise eye health.

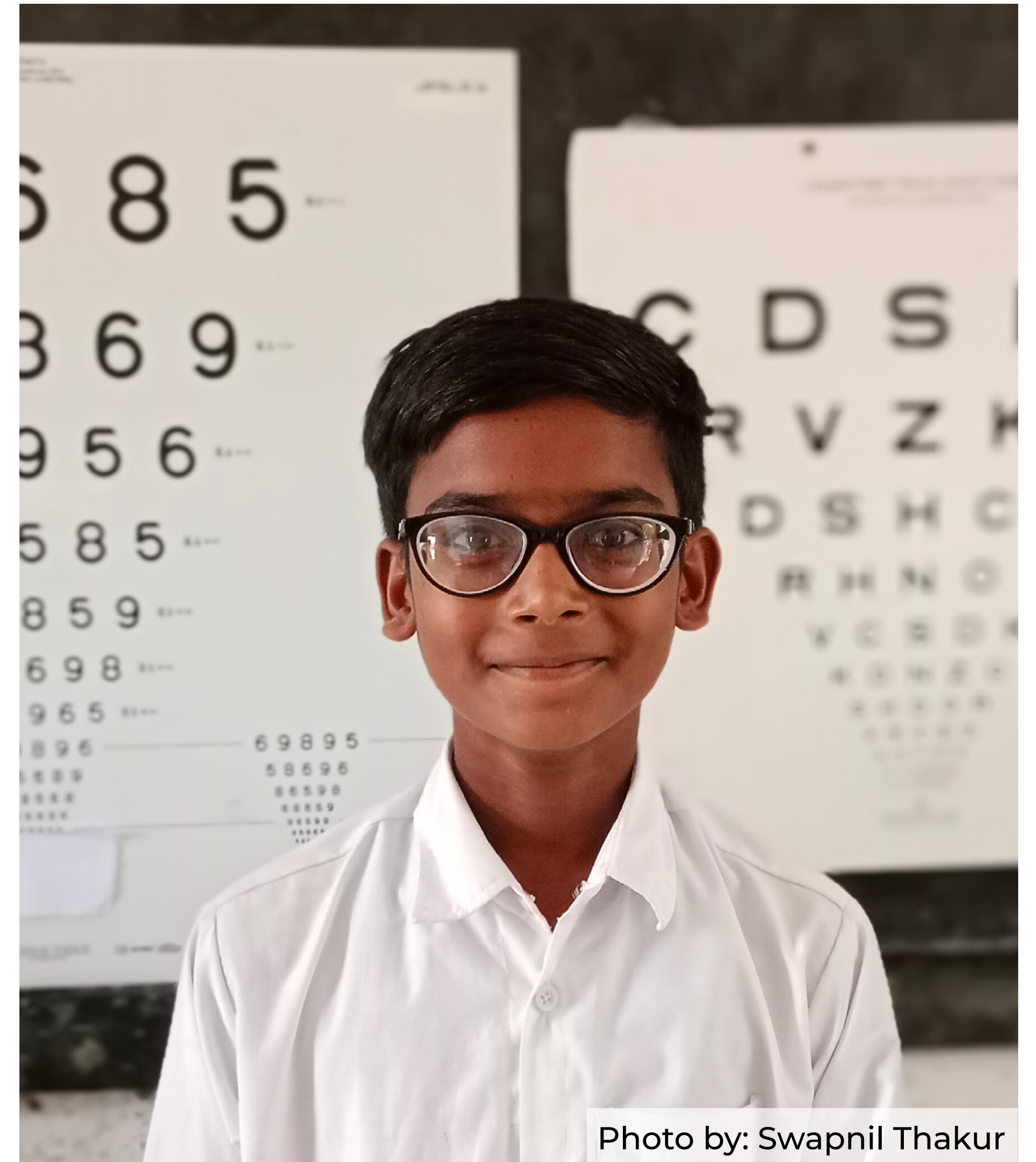


Photo by: Swapnil Thakur

WORLD SIGHT DAY

#LoveYourEyes is a global campaign culminating in a day of awareness, World Sight Day. This year, World Sight Day is Thursday, 12 October 2023.

World Sight Day is the largest public facing campaign moment to encourage everyone to #LoveYourEyes and to take action to look after them now and into the future.



VISION SCREENINGS
taken to leaders
around the world



STORIES of impact told
by the World Sight Day
Photo Competition



VIRAL heart shaped
glasses filled social
media feeds



ICONIC locations
from the Pyramids
to the Brooklyn
Bridge saw people
love their eyes.



PLEDGES to
Love Your Eyes



AWARENESS shared
through the Love
Your Eyes Quiz

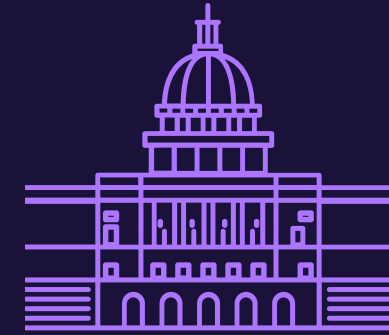


BRAND AWARENESS
through custom
toolkits and resources

A GLOBAL CAMPAIGN



6,821,902 pledges to Love Your Eyes (passing our target by over 1.8 million pledges)



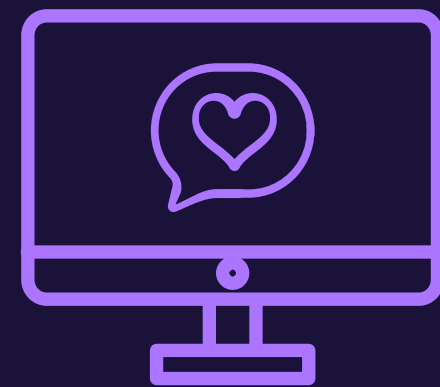
20 vision screenings at parliaments with the world's most influential leaders



362 organisations around the world sharing the same Love Your Eyes message



59,000 people tested their eye health knowledge with the Love Your Eyes Quiz



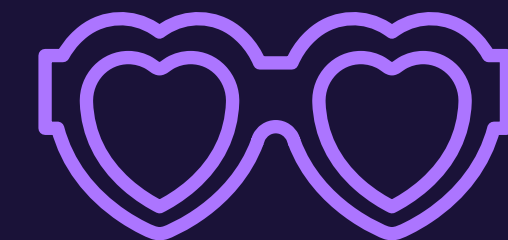
542 million media and social media impressions



11,344 pieces of media covered World Sight Day



US\$57.4 million Advertising Value Equivalency. Calculated by the advertising rate of the print & web (does not include broadcast media)



78,500 pairs of heart shaped glasses appeared on smiling faces from rural communities in Tanzania to the busy streets of New York



Forbes



The New York Times

CORRIERE DELLA SERA



HELLO!



The Washington Post

The Daily Telegraph

LA VANGUARDIA

People

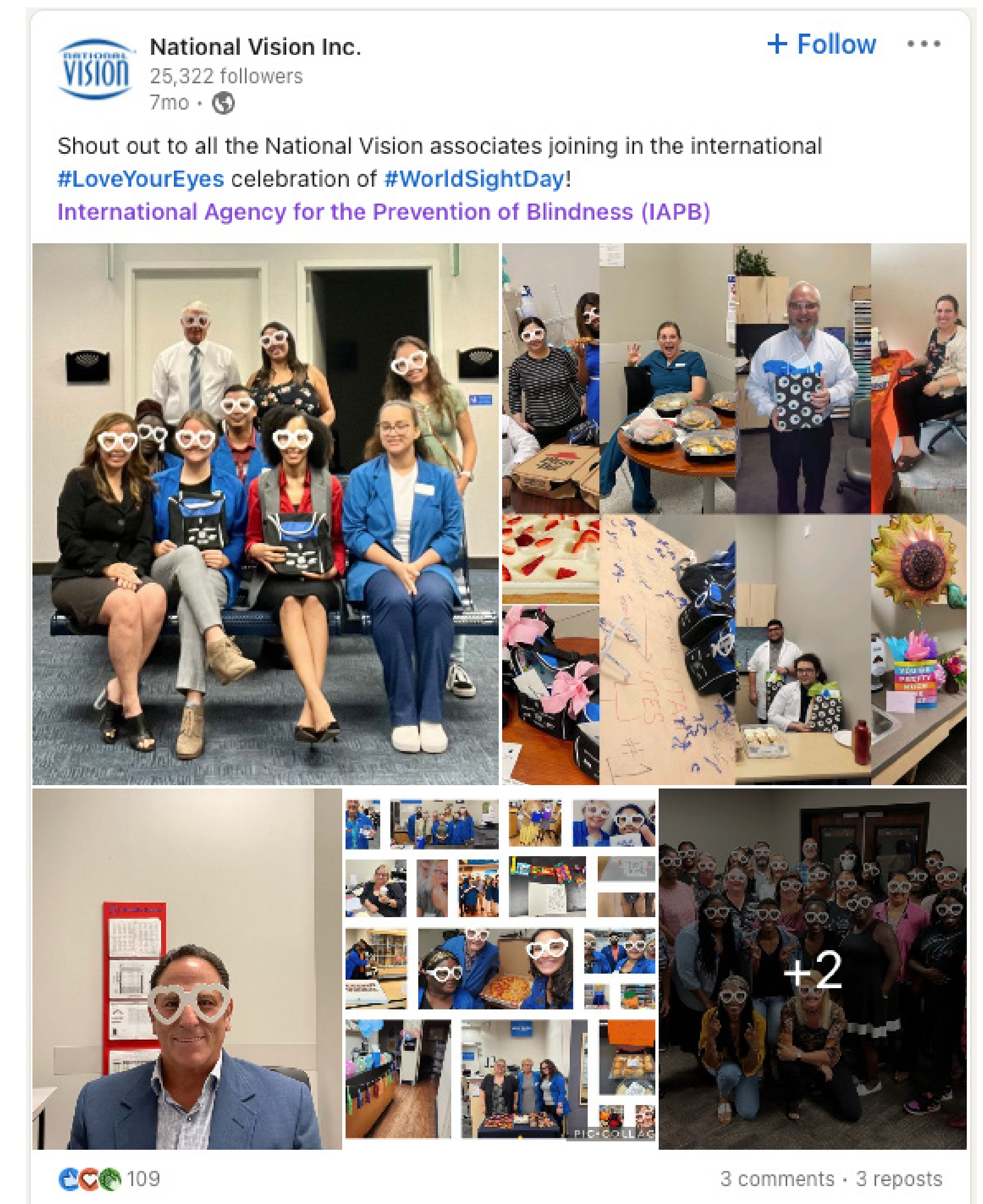
SPOTLIGHT ON: NATIONAL VISION

National Vision is the second largest optical retail company in the U.S. with over 1,300 stores in 44 states and Puerto Rico.

“The World Sight Day campaign was a great way to get our customers and field teams involved in achieving our goal of 350,000 vision screenings in one month. World Sight Day has been truly valuable in bringing purpose to our work, for our 15,000 staff and show that we indeed do put our customers first”.

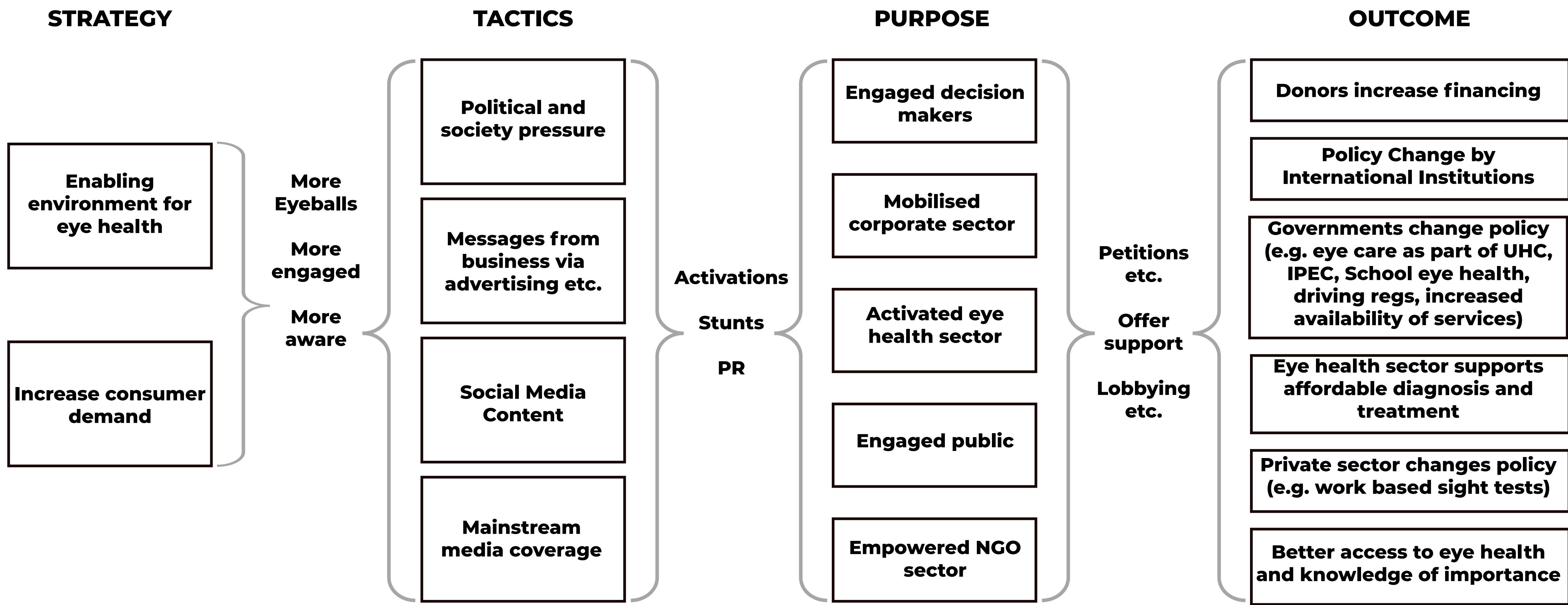
Tracy Scott, Director of Culture, Diversity Equity Inclusion, Philanthropy at National Vision Inc.

Nation Vision’s objective was to invest in a better future. Love Your Eyes and World Sight Day provided the perfect campaign to engage staff and customers to help communities in need while amplifying critical messages for a better future for vision.



OUR THEORY OF CHANGE

Through a high profile, high impact campaign we are seeking to increase funding and support for the eye health sector, support advocacy towards policy change and lobby the private sector for work-based sight tests.



WORLD SIGHT DAY 2023

 **YOUR EYES**
AT WORK

PRIORITISING THE WORLD'S WORKFORCE

HELPING THE WORLD TO LOVE YOUR EYES AT WORK

Good sight increases workforce participation and productivity and provides greater economic opportunities for individuals. Sight loss is responsible for a global economic productivity loss of US\$410 billion annually.

Addressing vision loss can increase relative workforce productivity by 22%. This year's World Sight Day campaigning will focus on the world of work. Highlighting the importance of prioritising eye care in the workplace for the good of workers, the bottom line and the global economy.

World Sight Day is a culmination moment for focused activity that:

- Builds awareness of the importance of prioritising eye care in the workplace
- Engages workers with the issue
- Provides multiple touchpoints for the public, the sector and partners to engage in



Photo by: IAPB

ACTIVATIONS

10 MILLION SIGHT TEST PLEDGES

- 100 days to go until World Sight Day, we will announce the 10 million sight test pledge target for 2023.
- Communications will focus on obtaining pledges and inspiring our membership network and workplaces to pledge the eye care of workers everywhere.

GLOBAL CHALLENGE TO TEST THE WORLD'S WORKFORCE

- From truckers stops to taxi ranks, from factory floors to farms, we will see screenings taking place in workplaces worldwide for this year's global challenge.

10 TESTS 10 TRANSFORMATIONS

- In the 10 days to World Sight Day, we will be releasing stories to help us communicate the importance of prioritising eye care.
- We will have CEO's and leaders who have been challenged to spend the day without their glasses and workers who have experienced the benefits of eye care, told in their own words.



Photo by: IAPB

ACTIVATIONS

WORLD SIGHT DAY WORKPLACE PACK

- We will new a refreshed version of the World Sight Day Workplace Pack with an associated social media campaign targeted at keeping workers and employers informed on: Ways to care for your eyes at work. Measures to take to protect your employees.

LOVE YOUR EYES HEART GLASSES

- The World Sight Day campaign in 2022 proved that the Love Your Eyes glasses were a simple, visual representation that everyone wanted to use.
- Building on the success of this fun engagement tool, the Love Your Eyes glasses are returning, with downloadable and virtual versions available.
- From LinkedIn profile pictures to school classrooms , Love Your Eyes glass will fill social media feeds.



Photo by: IAPB

CONNECTED BY SIGHT

We are building Love Your Eyes to be a global campaign that is sustainable and adaptable, allowing space for innovative ideas that address the most pressing needs. A campaign that is recognisable as a call to action, but encourages individuals, partners and organisations to make it their own.

The opportunities for your organisation and Love Your Eyes are limited only by our collective imaginations.

The #LoveYourEyes campaign has unified an entire sector like never before and attracted the attention of global health bodies, government officials, celebrities and major media conglomerates.

It is one of the most creative campaigns in the health and development space today and threatens to break through to become much more.

Together, we can be more innovative and create disruptive activations that reach mass audiences, draw global media interest, drive consumer awareness and celebrate the importance of good vision.



PARTNER WITH US

As a leader in vision, we know that you are striving for high impact partnerships and outcomes. Partnering with IAPB, a highly respected global not for profit leader, will help take your own work to new heights.

We'll showcase the role you and your partners are playing in driving impactful innovation, action and outcomes in vision health throughout the campaign.

Lend your brand as a powerful partner for good.

Partner with us to deliver this year's impactful activations – testing the world's workforce, 10 tests 10 transformations and a new World Sight Day Workplace Pack , Love Your Eyes Heart Glasses and much more!

We thank you in advance for your kind consideration of our proposal.

To discuss a partnership, please contact:

Nick Parker, Head of Business Development and Partnerships, IAPB.

nparker@iapb.org