



IAPB

ANNUAL

REPORT

2024



Photo submitted by Junaid Mehboob to the IAPB World Sight Day Photo Competition

IAPB 2024 HIGHLIGHTS

IAPB research reveals that children with **poor vision learn half** as much in school as those with good or corrected vision.

An IAPB study uncovers that every year, **6.3 million years of schooling** are lost globally, with a future economic productivity **loss of \$173 billion/year.**

Dr Earle Courtenay, UN Chef De Cabinet, shows his support for eye health at the United Nations HQ.

Artie, the Love Your Eyes mascot, teaches children around the world to **love their eyes.**

Millions watch **CBeebies Bedtime Story** featuring World Sight Day & HRH The Duchess of Edinburgh.

UN Friends of Vision mark World Sight Day by screening the vision of hundreds of UN staff members in New York.

2030 IN SIGHT LIVE MEXICO

Nearly **600 delegates** from over **40 countries** joined us for 2030 IN SIGHT LIVE.

2030 IN SIGHT LIVE showcased **169 speakers with 50% women** representation.

29
NEW MEMBER ORGANISATIONS join IAPB.

9 YOUNG LEADERS recognised for their exceptional work & commitment to eye health.

IAPB launches the **European Advocacy Network.**

7 Member states include eye health in their **Voluntary National Reviews.**

Commonwealth Health Ministers reaffirm commitments to eye health at CHOGM, Samoa.

More comprehensive **School Eye Health Guidelines** released.

UN Women form cross-sector partnership with **UN Friends of Vision.**

256% INCREASE in eye health commitments made in 2024 by governments, intergovernmental organisations and funders.

CONTENTS

A MESSAGE FROM THE PRESIDENT	4
LETTER FROM THE VICE-PRESIDENT AND BOARD CHAIR	5
REFLECTIONS FROM THE CHIEF EXECUTIVE OFFICER	6
WHAT WE DO	8
2030 IN SIGHT STRATEGY	9
ADVOCATE	10
ELEVATE	11
CONNECT	14
CAMPAIGN	17
ACTIVATE	19
INFORM	21
INTEGRATE	22
REGIONAL SPOTLIGHTS	23
LOOKING AHEAD TO A GLOBAL SUMMIT FOR EYE HEALTH	27



Photo by IAPB

A MESSAGE FROM THE PRESIDENT

As we step into 2025, I find myself reflecting on the extraordinary moments of the past year – moments that have reaffirmed our mission, strengthened our resolve, and reminded us why we do what we do.

One of the most powerful experiences of my year was visiting Papua New Guinea, in my role as IAPB President. It is one thing to speak about the impact of eye care, but it is another to witness firsthand, to meet the people whose lives have been transformed by access to eye health. In Papua New Guinea, I saw how training eye health professionals, dispensing glasses, and performing surgery can open doors to education, employment, and a future filled with possibilities. I met a young woman who, thanks to a simple pair of glasses, could continue her studies. I spoke with community leaders who are fighting to make eye care a priority. And I saw the dedication of our incredible members and partners, who are working to turn the tide of preventable blindness.

Standing at UNICEF and the United Nations Headquarters, for World Sight Day, surrounded by the UN Friends of Vision and other champions of eye health, I felt the power of our collective efforts. Meeting with Member States, I could feel how eye health is taking up more space on the global agenda. But recognition is just the beginning, and thanks to groundbreaking research released by IAPB in partnership with the SEVA Foundation, we now have undeniable evidence that eye health is the key to unlocking better education, employment, and equality.

Embracing creativity and innovation through the Glasses of the Future competition, was a powerful reminder that when we empower children, they don't just see better; they dream bigger! We invited young minds to reimagine eyewear, challenging them to think boldly about what glasses could look like and how they could be made more fun, inclusive, and accessible. Injecting a new creative energy to how we think about eye care solutions.

In Mexico City, at 2030 IN SIGHT LIVE we gathered as a sector to chart the path forward, sharing ideas, challenges and commitments to accelerate progress. While there, I had the privilege of meeting some of the brightest emerging leaders in the sector through our Young Systems Leaders initiative. Their drive was infectious and they demonstrated an inspiring commitment to tackling complex challenges with creativity and systems thinking. These young leaders represent a new wave of energy, reminding me of the urgent need for fresh perspectives and the power that comes when we blend their voices with the wisdom of decades of achievement.

Thank you for being a part of IAPB. I eagerly anticipate our shared successes and continued collaboration. I am excited about the plans in store and am confident that together, we will continue to strive for excellence, driven by heart.



Caroline Casey
IAPB President



LETTER FROM THE VICE-PRESIDENT AND BOARD CHAIR

The statistic is frequently cited, yet it remains deeply concerning; over one billion people worldwide lack access to essential eye care. The scale of this challenge, as outlined in the World Health Organization’s World Report on Vision and The Lancet Global Health Commission on Global Eye Health, is undeniable. With an ageing population and evolving lifestyles, this figure is projected to rise to 1.8 billion by 2050 unless we act decisively to establish inclusive, accessible, and affordable eye care services for all.

Over the past year, IAPB and its members have made remarkable strides in elevating eye health on the global stage. Through raising awareness, prioritizing eye health, and embedding it within global health and development agendas, we have emphasized the vital role of vision in enhancing quality of life, improving educational outcomes, driving economic productivity, and advancing universal health coverage and the Sustainable Development Goals.

A key highlight for the year was the 2030 IN SIGHT LIVE that was held in June 2024 in Mexico City. The IAPB brought together over 600 delegates, in person and online, for 2030 IN SIGHT LIVE. The event underscored the urgency of confronting the global eye health crisis and showcased the transformative power of collaboration in tackling one of the world’s most pressing health challenges. The key message from this event was that by working together, we can overcome the barriers that hinder progress and ensure that everyone, regardless of their location or circumstances, has access to the eye care that they need.

As part of IAPB’s Love Your Eyes Campaign, the focus of World Sight Day was child eye health which drove a powerful and far-reaching movement, helping to ensure that children across the globe receive the eye care they need to succeed in school, in life, and in the future. The significance of eye health, especially in children, cannot be understated. With research showing the profound impact that poor vision can have on a child’s ability to learn, it is clear that addressing eye health issues is essential to unlocking the full potential of our younger generation.

As we reflect on last year’s achievements, it is essential to remember that these successes belong to all of us—the IAPB members, Global partners, supporters, and eye health advocates around the world. Together, we are driving lasting change and creating a future with inclusive, accessible, and affordable eye care services for all. Let us continue pushing forward with our collective efforts to make eye care a global priority for all, while leaving no one behind.



Babar Qureshi
IAPB Vice-President &
Board Chair



REFLECTIONS FROM THE CHIEF EXECUTIVE OFFICER

During our annual event in Mexico, I was pleased to announce our intention to hold the first ever Global Summit for Eye Health in 2026. This pivotal event, five years after the UN Resolution on Vision, will translate high-level commitments into tangible action, bringing together world leaders, policymakers, and eye health professionals to drive accountability and create concrete, measurable plans for achieving universal access to quality vision care. Just as COP has galvanised global action on climate change, I believe this Summit promises to elevate eye health on the global agenda and accelerate our collective progress towards a world where everyone can see.

This Summit will be crucial for solidifying global commitments towards the 2030 In Sight strategy. It will provide a platform for collaboration, knowledge sharing, resource mobilisation and an opportunity to champion eye health. It will be a turning point, accelerating progress towards our shared goals and leaving a legacy for improved eye health globally. The Summit will build on the important work that has been done by so many across the sector in recent years, including the great progress we made in 2024.

ADVOCATE

Throughout 2024 IAPB and its members significantly strengthened our advocacy efforts through already established strategic partnerships with key organisations like the World Health Organization (WHO), the United Nations (UN), the International Labour Organization (ILO), and numerous other influential stakeholders, including for the first time UNICEF. IAPB’s close collaboration with the UN Friends of Vision Group yielded significant results, with seven Member States, representing 20% of all reporting countries, integrating eye health or vision-related issues into their 2024 Voluntary National Reviews (VNRs). This demonstrates the increasing recognition of eye health as a crucial component of sustainable development.

Once again IAPB actively championed the integration of eye health into health and development agendas at the Commonwealth Heads of Government Meeting, and for the first time have launched a European Advocacy Network, further strengthening our capacity to promote eye health at both regional and global levels. Together our advocacy efforts are continuing to raise the profile of eye health on the international stage and created new avenues for influencing policy and practice, which will continue to build as we reach the Summit in 2026.

CAMPAIGN

Celebrating its fourth year, the Love Your Eyes campaign continue to engage hundreds of millions worldwide, focusing in 2024 on building crucial child eye health awareness. As well as the fun engaging activities we have got used to in recent years, this year we highlighted the significant social and economic benefits of correcting vision in children. These findings underscore the urgent need for accessible and affordable eye care for all children and provide compelling evidence for investment in child eye health.

The campaign’s impact was further amplified by high-profile eye health screenings at the United Nations Headquarters and the release of groundbreaking research demonstrating the profound impact of poor vision on a child’s ability to learn. As our efforts to champion and raise awareness of eye health has grown, we have seen how this alongside our traditional advocacy work has encouraged leaders around the world to prioritise eye health, this work will only increase as we work towards the 2026 and the Global Summit for Eye Health.

CONNECT

Together we welcomed 29 new members to the IAPB family in 2024, including six valued suppliers to our Valued Supplier Scheme, bringing our vibrant and diverse network to 256 organisations strong. This growing membership community remains the key driving force behind our mission, uniting diverse stakeholders – from NGOs and academia to healthcare providers and industry leaders – to amplify the global voice for eye health. I express my sincere gratitude to all our partners for their unwavering commitment, creativity, and collaborative spirit, which are at the heart of everything we achieve.

Last year we celebrated numerous achievements across all the regions where we work. These include the establishment of National Advocacy Networks in Zambia and Ghana, significant advancements in data generation across the South-East Asia region, and impactful momentum-building workshops in the Western Pacific and Latin America, where stakeholders came together to drive progress and foster vital collaboration. These connections are vital for sharing best practices and driving local action, which will be a central theme to the Global Summit for Eye Health in 2026.



Photo submitted by (L-R) Bernard Li Recido, Michael Amendolia, Seema Sharma, Kwame Yeboah to the IAPB World Sight Day Photo Competition

INFORM

Knowledge generation and dissemination remained central to our progress in 2024. The IAPB Knowledge Hub continues to be an invaluable platform for sharing best practices, innovative solutions, and critical data that shape policy and advocacy efforts globally. Ahead of World Sight Day, our Knowledge team released groundbreaking research on children’s eye health, further underscoring the pressing global need for accessible eye care for all children. IAPB also laid the foundations for a new and significantly improved version of the Vision Atlas. Scheduled for launch in 2025, this latest edition will feature even more comprehensive country-specific data, an enhanced user experience, a dedicated data insights section, and real-time updates, making it an even more powerful tool for informing action.

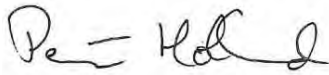
A key new focus area for IAPB is capability building, supporting our members in developing the next generation of leaders in eye health. To advance this crucial goal, we launched the Young Systems Leader Awards, recognising nine exceptional young leaders across the eye sector who have demonstrated an aptitude and motivation in applying a systems-thinking approach to their work. This flagship programme is a vital step toward ensuring that the sector continues to cultivate visionary leaders who will champion the 2030 In Sight Strategy – both now and in the years to come, including at the Global Summit.

LOOKING FORWARD

Our sector knows that with global populations continuing to grow and age, and with conditions such as diabetes and myopia becoming increasingly prevalent, the need for a coordinated and comprehensive global response to eye care has never been more urgent. The year 2025 represents a pivotal moment for strengthening our collective efforts in alignment with the 2030 In Sight Strategy and advancing preparations for the Global Summit for Eye Health. In the year to come IAPB and our members will lay the groundwork and raising the funds for this significant event, ensuring that our campaigns, advocacy efforts, and knowledge-sharing activities are strategically aligned with the Summit’s overarching goals.

IAPB will continue to engage a broad range of stakeholders in the summit planning process, ensuring that it reflects the needs and priorities of the global eye health community. I look forward to sharing more details about our plans in the months to come to ensure the Summit delivers the transformative impact we all envision.

Our achievements this year would not have been possible without the dedication and hard work of our members, trustees, staff, and extended network. I recognise that for many of our members, their work with IAPB complements the vital services they provide to those without access to eye care. I extend my sincere thanks to every one of you. It is through our collective efforts that we are striving to ensure that everyone, everywhere, can see.



Peter Holland
Chief Executive Officer, IAPB



WHAT WE DO

A public health challenge as large as sight loss, which affects over 1.1 billion of us, requires collective action by governments, private sector, civil society, professionals and the wider public.

Representing a unique and unparalleled global membership working in more than 100 countries, IAPB is a not-for-profit charity, solely focused on delivering the collective goal to end avoidable sight loss and driving awareness of eye health around the world.

IAPB members range from international charities, eye hospitals and academic institutes through to professional bodies and corporates. On behalf of this diverse and unique mix of organisations, IAPB provides a powerful, unified and trusted voice on an issue that affects everyone.

We work tirelessly to ensure our sector gets the political, health and development priority it needs and deserves.

We work through collective action at the intersection of public health, development and markets.

We ensure that our members’ voices are heard at the highest levels and fight to unlock political will and financing while also changing perceptions and policy.



Photo submitted by Atif Khan to the IAPB World Sight Day Photo Competition

THE KEY PILLARS OF OUR WORK

IAPB is the overarching alliance for the global eye health sector, with more than 250 organisations working in over 100 countries, working together for a world where everyone has universal access to eye care.

The priorities that will help realise our ambition include:



ADVOCATE: We influence and shape policy at country, regional and international level.



CAMPAIGN: We fight for greater awareness, investment and action.



CONNECT: We lead and convene events, networking in a range of different forums for the sector.



INFORM: We share the latest insights, data, news and knowledge.

OUR MISSION

To elevate the issue of eye health, fight to integrate it into wider health systems and help activate demand from the ground up.

2030 IN SIGHT STRATEGY

IAPB’s work is deeply embedded within the 2030 In Sight Strategy, ensuring that every initiative contributes to the global effort to end avoidable sight loss. Significant progress has been made over the past decade in eliminating avoidable blindness, but the challenge continues to grow. While we are close to eliminating some transmissible diseases, the rise of non-communicable diseases, lifestyle changes, and ageing populations are creating new challenges and barriers to eye care for all. Today, 1.1 billion people live with sight loss simply because they lack access to basic eye care services. If urgent action is not taken, this number is projected to increase to 1.8 billion by 2050.

The 2030 In Sight Strategy is a global action plan to eliminate avoidable sight loss by 2030 by making eye care a fundamental economic, social and development priority. The Strategy focuses on integrating eye health into wider health systems and empowering people to demand accessible and affordable care. Through this approach, the strategy aims to create lasting change and ensure eye care for all.

IAPBs work threads through the 2030 In Sight Strategy’s three focus areas;

- ELEVATE:** Embed vision as a fundamental, economic, social and development issue.
- INTEGRATE:** Incorporate eye health into wider health care systems.
- ACTIVATE:** Drive consumer and market change.

BY 2030, WE WANT A WORLD WHERE:



No one experiences unnecessary preventable sight loss, and everyone can achieve their full potential.



Eye care and rehabilitation services are accessible, inclusive and affordable to everyone, everywhere, whenever they are needed.



People understand the importance of caring for their own eye health and demand access to services, free from the weight of any social stigma.



Photo submitted by Rayhan Ahmed to the IAPB World Sight Day Photo Competition

ADVOCATE

Influencing and shaping policy.

HIGH LEVEL ADVOCACY OF SMALL ISLAND DEVELOPING STATES

The Friends of Vision Group hosted a high-level side event on “Delivering Universal Eye Care” at the 4th Small Island Developing State Conference (SIDS4) in Antigua and Barbuda. The conference, attended by over 3,000 participants including 22 Heads of State, highlighted the significant challenges faced by Small Island Developing States in providing comprehensive eye care, such as limited infrastructure and climate change impacts. The outcome was a bold new 10-year plan of action, including a commitment to an integrated, whole-of-government approach to address vision impairment, particularly myopia.

VOLUNTARY NATIONAL REVIEWS AND HIGH-LEVEL POLITICAL FORUM LAB ON ASSISTIVE TECHNOLOGY

With an aim to continue building relationships and partnerships with UN, advancing our work with UN Friends of Vision and strengthening our strategic relationship with the International Labour Organisation and UNICEF. The WHO and UN Friends of Vision Group co-hosted a Voluntary National Review Lab at the UN Secretariat in New York, emphasizing the vital role of assistive technology in achieving the 2030 Agenda for Sustainable Development. The focus was on robust reporting and data collection. Notably, seven Member States reported on eye health in their 2024 Voluntary National Reviews, marking a significant advocacy win.

ADVOCACY AND NETWORK FORMATION

At Commonwealth Heads of Government Meeting (CHOGM) 2024, IAPB advocated for eye health as a core component of health and development agendas across the Commonwealth, linking it to economic development and workforce productivity. The European Advocacy Network was officially launched in 2024, aiming to elevate eye health within EU and regional health discussions. Looking ahead to 2025, the UN Friends of Vision group will focus on global policy changes, national action plans, and financial commitments to end avoidable sight loss by 2030.



Photo Submitted by Harry Wood to the IAPB World Sight Day Photo Competition

PROGRESS ON 2030 IN SIGHT

ELEVATE

The 2030 In Sight Strategy calls vision to be embedded as a fundamental, economic, social and development issue. IAPB is working towards that goal by initiatives that are helping unlock necessary commitments.

POLITICAL MOMENTUM

IAPB continued to put pressure on global decision-makers by holding a series of high-level meetings with UN missions and agencies, including WHO, International Labour Organization, UN-OHRLLS, and UNICEF, to advance the Friends of Vision Group’s eye health agenda. These discussions focused on mobilising political leadership and strengthening collaboration ahead of the Global Summit for Eye Health. A key outcome was the commitment to integrating eye health into international policies, increasing Member State reporting, and enhancing partnerships on initiatives like community health screening. Notably, seven Member States included significant references to eye health in their Voluntary National Reviews—nearly double the number from 2023—highlighting growing political momentum for prioritising eye care in global health and development.

ALIGNING WITH THE SUSTAINABLE DEVELOPMENT GOALS

With support from WHO and IAPB, the Friends of Vision Group gathered national data from over 70 countries and submitted a proposal to the Inter-Agency and Expert Group on Sustainable Development Goal Indicators (IAEG-SDGs) 2025 Comprehensive Review. The proposal calls for the inclusion of the two existing global eye health targets within the Universal Health Coverage and Sustainable Development framework, as outlined in the UN Resolution on Vision.

A NEW STRATEGY MONITORING FRAMEWORK

Introduced in 2024, the strategy monitoring framework provides a comprehensive way to track progress toward the 2030 In Sight goals. A key focus is the elevate component, which measures global, regional and national commitments to prioritizing eye health. By assessing policy changes, financial investments, and government action, the framework ensures that eye care remains a priority. This framework holds stakeholders accountable to integrate eye health amongst other public health agendas.

Eye health is an agenda that is so positive, it’s so achievable, so doable across the globe. Yes, today is about eye health, but it’s also about education, sustainable development, gender, but above all it’s about unleashing the potential of so many people.



Ambassador Fergal Mythen
Permanent Representative of Ireland to the United Nations & Co-chair of the UN Friends of Vision Group.



INCREASED COMMITMENTS TO
ELEVATE EYE HEALTH

The IAPB Commitment Tracker records promises made by governments, intergovernmental organisations and funders to elevate eye health.



GLOBAL – 12
(a **50% increase** on 2023 commitments)



REGIONAL – 17
(a **466% increase** on 2023 commitments)



NATIONAL – 52
(a **333% increase** on 2023 commitments)



TOTAL – 82
(a **256% increase** on 2023 commitments)

HOW 2030 IN SIGHT IS HELPING TACKLE THE GLOBAL GOALS

In 2024, IAPB continued to accelerated progress across the 2030 Agenda by placing eye health at the centre of global development conversations—driving policy change, strengthening partnerships, and raising awareness.



UN International conference on Small Island Developing States: The Antigua and Barbuda Agenda for SIDS

WHO SPECS 2030

UNICEF partners with IAPB for World Sight Day screenings

UN Friends of Vision Global Policy Round Table



Better Education in Sight highlights critical links between child eye health and education.



UN Women join Friends of Vision Group as Official Observers



WHO 14TH Global Programme of Work



WHO Voluntary National Review Lab on Assistive Technology



UNICEF Assistive Technology Consortium

UN Technology Bank & UNDP Discussions



UN Global Policy Roundtable

2030 is a day away. We cannot underestimate the urgency of this moment. We cannot afford to waste it.

Honorable Kirk Humphrey
Minister of People Empowerment and Elder Affairs,
Barbados at 2030 IN SIGHT LIVE



Photo Submitted by Christiana Botic to the IAPB World Sight Day Photo Competition



**REVEALING THE DIRECT IMPACT ON
SOCIAL & ECONOMIC ISSUES**

‘Better Education in Sight’, a research report co-led with the SEVA Foundation, highlights the impact of uncorrected refractive error on a child’s learning and future earning potential. The report fills a crucial evidence gap by estimating the future economic losses due to learning deficits caused by uncorrected poor vision in schools. To contextualize these global findings, IAPB included case studies in Kenya, Brazil, and India which quantify the economic losses in local currencies and translates directly into lifetime earnings for an individual. For example, if a five-year-old is provided eyeglasses in primary school and continues to wear them until they are 18, they will earn on average, 78% more over their lifetime than if they never had their vision corrected.

With this very first global estimate of actual learning losses associated with poor vision, we see just how important it is to get glasses when you need them. Most often, we are talking about simple refractive errors, which are easy to correct- but which, if uncorrected, have a detrimental effect on both the individual child and society as a whole.

Brad Wong
Chief Economist, SEVA Foundation



Photo submitted by Zainab Mohsin to the IAPB World Sight Day Photo Competition

CONNECT

Global partnerships are at the heart of what we do.

As we celebrate the continued progress of IAPB and our growing network of passionate members, we extend a warm welcome to the organisations who have joined IAPB this calendar year. These organisations from diverse regions and expertise share our commitment to eliminating avoidable sight loss and promoting eye health awareness. Their dedication helps strengthen our global mission, and we are excited to collaborate with them as we work toward a world where very one has access to quality eye care.

The energy and enthusiasm our members bring to the table are key to the success of our events, campaigns, research projects, learning opportunities and other initiatives. We are deeply grateful for their ongoing support and together we are making great strides driving action around the globe.

As we look toward 2025, we are excited about the opportunities that lie ahead. We invite all our members and their extended networks to engage in upcoming IAPB initiatives, as we continue to prove that our collective action is incredibly powerful.

 **256 IAPB Members**
from more than 100 countries.

 **66% growth**
in members over the last ten years.

NEW MEMBERS IN 2024

GROUP A



GROUP B



GROUP C



IAPB VALUED SUPPLIER SCHEME

The IAPB Valued Supplier Scheme is a vital extension of the IAPB membership, bridging the gap between eye care providers and high-quality suppliers who offer products specifically suited for eye care delivery in public health settings. Whether it is diagnostic equipment or optical solutions, the scheme has provided members with direct access to products that can make a tangible difference in improving eye health services worldwide. The Scheme effectively addresses the challenge of accessing high-quality products and services for members working in low- and middle-income countries, supporting both suppliers and members in reaching underserved populations.

In 2024, we were delighted to increase our suppliers to 44 trusted companies and attend conferences from the European Society of Cataract and Refractive Surgeons in Barcelona to the All-India Ophthalmology Society in Kolkata.

NEW SUPPLIERS IN 2024









2030 IN SIGHT LIVE



Eye care leaders, innovators, and changemakers from around the world gathered in Mexico City—reigniting global momentum for the 2030 In Sight Strategy. Hosted in partnership with Asociación para Evitar la Ceguera, this milestone event marked IAPB’s return to the region after more than a two decades, reinforcing Latin America’s leadership in advancing eye health within the broader public health agenda.

Over the course of the event, hundreds of colleagues exchanged insights, shared experiences, and forged new partnerships—all

with the shared goal of accelerating action towards integrated, sustainable, and people-centered eye care. From groundbreaking innovations to policy-driven discussions, 2030 IN SIGHT LIVE showcased the power of collaboration in shaping a future where eye health is a global priority.

At the event, the Young Systems Leader Awards were recognized for their innovation to drive systems change. Nine awardees received professional development opportunities, including a featured role on the podium at 2030 IN SIGHT LIVE as well as opportunities to meet with leaders in the sector.

Recognized by the Association of Association Executives as the Best Development of an Existing Event, 2030 IN SIGHT LIVE served as a catalyst in for the sector in 2024—mobilizing key decision-makers, inspiring new commitments, and driving the sector forward toward 2030.

EVENT HIGHLIGHTS



IAPB Latin America member organisations sign **Memorandum of Understanding** as a commitment to work together more closely.



IAPBs first-ever **bilingual global event** and additional sessions being shared in five languages—including Spanish, English, Portuguese, French and Korean.



Over **90 presentations** selected from abstracts with **69 posters** and **24 rapid fire presentations**.



Inspiring sessions from **Ambassador Webson, Barbados Minister, The Hon. Kirk Humphries, Epsy Campbell Barr, Eduardo Avila Sanchez and Joel López Ramos**.



Private screening of motion picture, **My Eyes written by Tsu Shan Chambers**.



All IAPB regions represented on the podium.



Representatives from over 14 countries shared their **advocacy progress** in translating their commitments into tangible outcomes.

Truly, you have to experience it to understand the magnitude and significance of this event that united visual health leaders from around the world. A global event that allowed us to share knowledge, promote debate and discuss concrete preventable actions to eliminate vision loss by 2030.

Isabel Hinojosa Muñoz de Cote
Jefe de Procuración de Fondos Asociación para Evitar la Ceguera

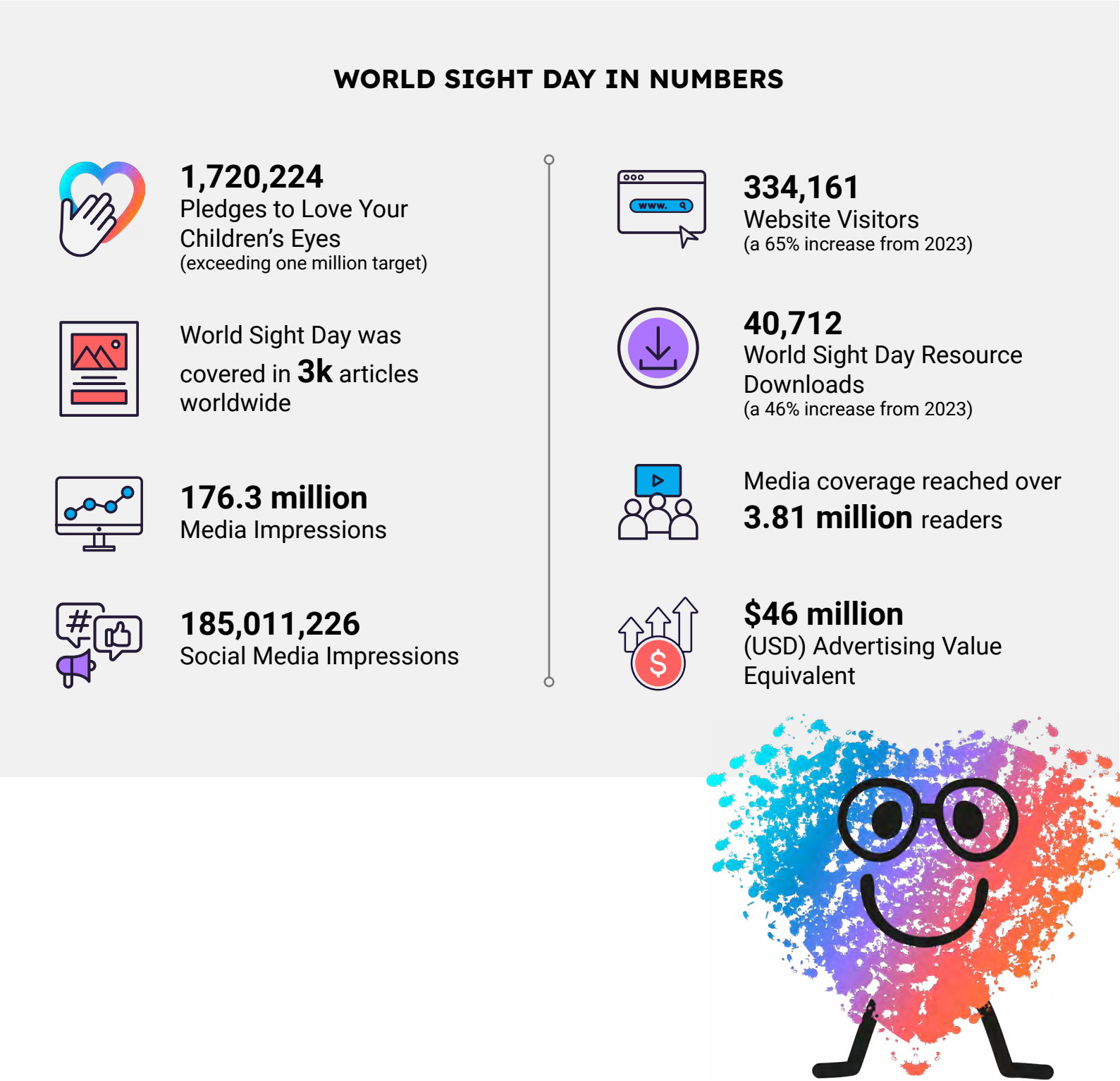




Photo by IAPB

CAMPAIGN

Campaigning for greater awareness, investment and action.



FOCUSING GLOBAL ATTENTION

World Sight Day 2024 focused on child eye health, amplifying the urgency of investing in eye health from an early age and reinforcing the Love Your Eyes commitment to make eye care accessible, available, and affordable for everyone by 2030.

World Sight Day made headlines globally, with thousands of publications covering the campaign. Educators, child entertainers and influencers helped amplify the message, while HRH The Duchess of Edinburgh brought the campaign to even more young audiences by recording a special World Sight Day episode of CBeebies Bedtime Stories, watched by millions.

The UN Friends of Vision hosted vision screenings at the United Nations Headquarters and UNICEF offices in New York, which reinforced the campaign’s presence at the highest levels and demonstrated the critical role of eye health in sustainable development.

A campaign standout was the introduction of Artie, a playful character based on the Love Your Eyes heart. Artie became an effective and engaging way to connect with children and families, making eye care concepts, presented in various child eye health resources and activity pages, fun and memorable.

The Glasses of the Future Competition invited children to rethink eyewear and design the glasses of tomorrow. Hundreds of creative submissions showcased children’s imaginations, cultural influences, and personal experiences with eye care. The winning designs were celebrated on International Day of the Child, reinforcing the importance of eye care in shaping brighter futures.

These achievements are a testament to the dedication of IAPB members, partners, and advocates. Their relentless efforts continue to push this campaign to greater heights, ensuring eye health continues to gain momentum as a global priority. With that in mind, we thank IAPB members and their incredible teams for championing the campaign. The 2030 In Sight Strategy calls on us to campaign on a new level. Together, through Love Your Eyes and World Sight Day we are achieving that ambition.



GLASSES OF THE FUTURE



This whole experience has given her a new passion. IAPB just birthed a new ambassador in the promotion of eye health in Africa.

Natalie
Kenya National Winner’s, Mum

Early intervention, regular eye checks and access to good quality eye care and glasses are critical to unlocking education opportunities and children’s future economic potential. Eye health in young people is not an optional extra - it is vital to their and our future.

Peter Holland
Chief Executive Officer, IAPB



Photo by IAPB

PROGRESS ON 2030 IN SIGHT

ACTIVATE

The 2030 In Sight Strategy outlines how to drive consumer and market change by campaigning on a new level, tackling negative stereotyping, building public-private partnerships, and creating the right regulatory environment. The strategy calls for a collective effort to raise awareness about the importance of eye health and to create a demand for eye care services. IAPB is activating the strategy through the Love Your Eyes campaign.

ENTHUSIASM FOR LOVE YOUR EYES

Almost every person will need help with their vision at some point in their lifetime. It is a universal issue and through the Love Your Eyes campaign, over the last four years, we are activating demand, interest and awareness on an unprecedented level.

In 2024, the demand for campaign materials surged, reflecting a growing global recognition of the importance of eye health. From child-focused educational games to resources for caregivers, and workplaces, Love Your Eyes provided the tools to make eye health a global conversation. The increase in downloads over the last four years demonstrates a clear trend in rising enthusiasm for Love Your Eyes, with more people actively engaging and spreading campaign messages, fueling a global movement for eye health awareness and action.

The campaign in 2024 inspired over 2,000 new people to join the IAPBs network. The growing number of database members reflects the expanding enthusiasm for Love Your Eyes, demonstrating audience activation and the global shift in how we collectively appreciate eye health.

Love Your Eyes at Work continued to play an important role in prioritising and protecting eye health in the workplace. IAPB continues to work with the International Labour Organization to develop comprehensive guidelines and resources that will help employees, human resources, occupational health and safety officers, and importantly employers understand that prioritising eye health benefits everyone.

4 years of campaigning has generated

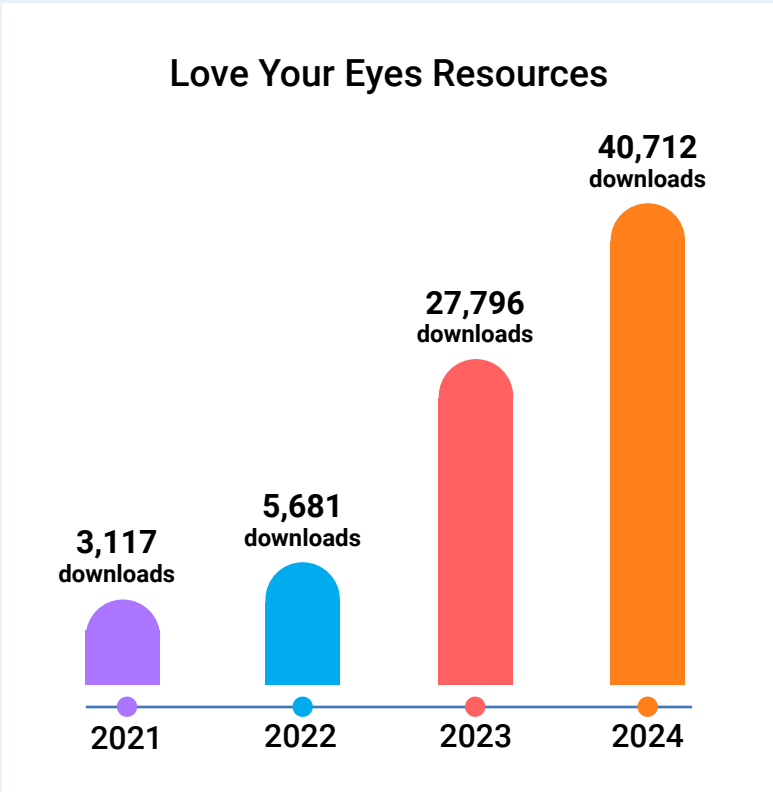
- 

25,377,385
Pledges to Love Your Eyes
- 

\$249 million
Advertising Value Equivalent (USD)
- 

World Sight Day has been covered in almost **60k** articles worldwide
- 

1.28 billion
Media Impressions



THE WORLD SIGHT DAY GLOBAL CHALLENGE

Each year, IAPB challenges its global network of members to activate the Love Your Eyes campaign in a specific context. The challenge encourages participants to engage their communities, amplify the campaign’s message, and take concrete steps toward improving eye care for all, especially underserved communities. Through this collective effort, Love Your Eyes has reached dozens of landmarks and government buildings, and hundreds of workplaces and schools.



2021 – From locations like the pyramids of Egypt to Bondi Beach in Australia, hundreds of vision screenings and events were held at famous landmarks across the globe.



2022 – IAPBs network took eye health to over 20 parliaments, influential spaces and corridors of power around the world.



2023 – The eye health of the world’s workforce took centre stage with millions of members of the global workforces having their vision checked for World Sight Day.



2024 – Together, we shouted from the playgrounds, classrooms and youth clubs that child eye health matters. Millions of children had their eye health prioritized.

At IAPB, partnerships are central to our work, emphasizing the importance of building long-term, strategic relationships. We are deeply grateful for the unwavering support of some of the world’s leading companies, who champion the Love Your Eyes campaign. Their dedication to advancing eye health is truly valued by everyone at IAPB.

We thank this year’s Love Your Eyes Global Partners: Abbvie, Amgen, Bayer Ophthalmology, CBM, CooperVision, HOYA, Johnson & Johnson, National Vision, Roche, Safilo, SEVA Foundation, and Sightsavers.

It is essential to remember that these successes belong to all of us—our Love Your Eyes Global Partners, members, supporters, and advocates around the world. Together, we are driving lasting change and creating a future where everyone can see clearly, learn fully, and reach their greatest potential.

Caroline Casey
IAPB President



Photo submitted by Abdullah Almajed to the IAPB World Sight Day Photo Competition

INFORM

Sharing the latest insights, data, news and knowledge to inform better policies and programmes.

GUIDELINES TO INTEGRATE EYE HEALTH

The IAPB School Eye Health Work Group released updated Standard Guidelines for Comprehensive School Eye Health Programmes. Designed for policymakers, health authorities and professionals, the guidelines provide a framework for integrating eye health into school programmes. They focus on implementing effective, sustainable initiatives, particularly in low-and middle-income countries, to ensure best practices in school-based eye care.

MAGNITUDE & PROJECTIONS

The IAPB Vision Atlas remains one of the most comprehensive resources for global eye health data, offering vital insights into scale, impact and trends of vision loss worldwide. In 2024, the Vision Atlas continued to support policymakers, researchers, and those in the field with evidence to drive better policies and programmes. Looking ahead to 2025, the Vision Atlas will become an even more powerful tool, providing deeper insights, and enhanced analytics.

INFORMING LEADERSHIP: BUILDING CAPACITY FOR CHANGE

IAPB took significant steps to support members in strengthening systems leadership. Through member engagement and pilot initiatives, IAPB launched a three-year program to build critical leadership skills across the sector.

To guide leadership development, IAPB published Leadership for 2030 In Sight, outlining key challenges and competencies needed to advance the 2030 In Sight Strategy. IAPB also hosted a systems leadership workshop in partnership with The Ophthalmology Foundation, fostering a regional leadership network among ophthalmologists in sub-Saharan Africa.

Additionally, we piloted a cohort-based learning model with Wasafiri, engaging participants from eight organizations across eight countries to apply systems leadership principles and enhance policy and programmatic impact.



Photo submitted by Nazim Rajani to the IAPB World Sight Day Photo Competition

PROGRESS ON 2030 IN SIGHT

INTEGRATE

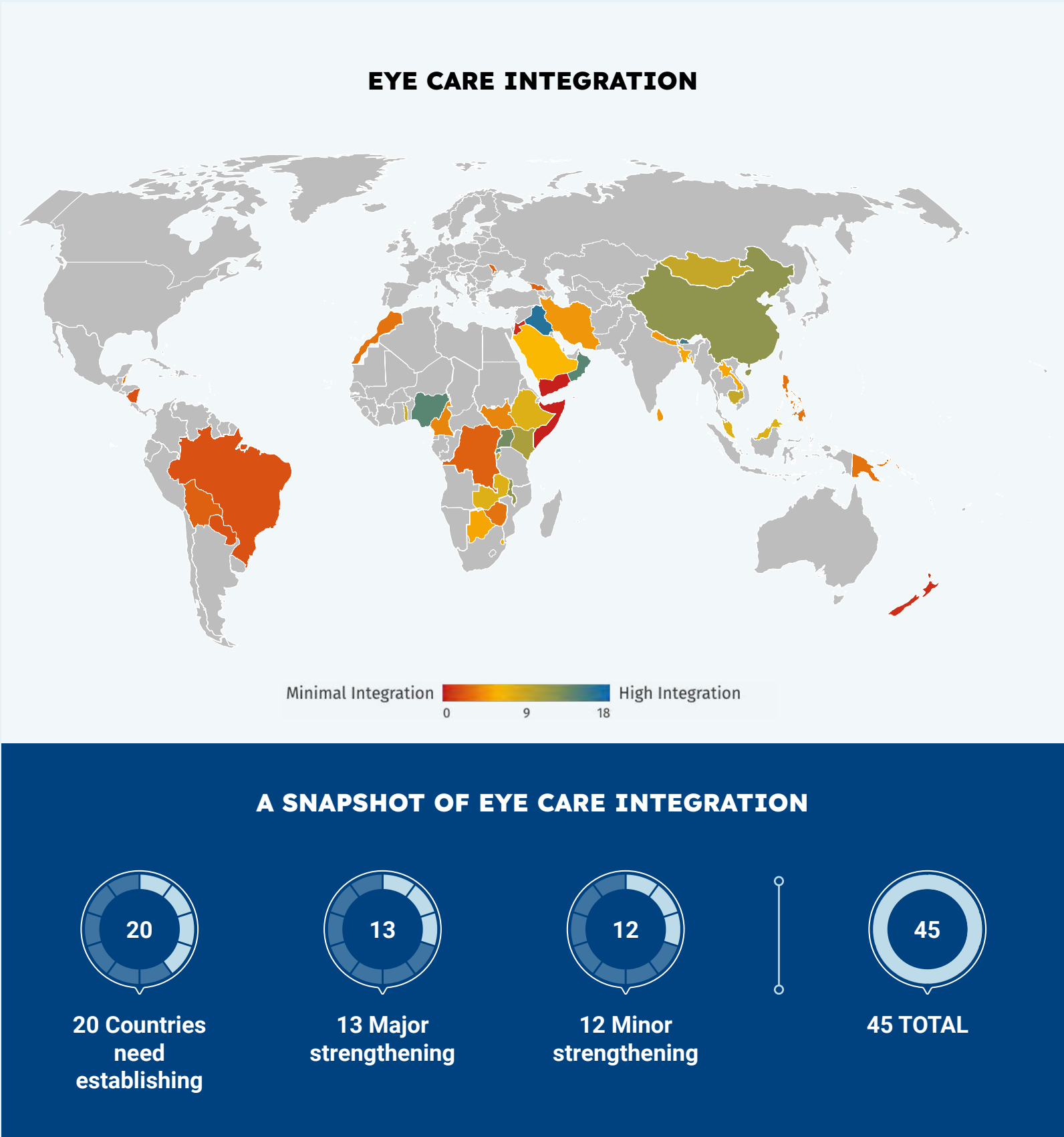
Incorporating eye health into broader health care systems is a priority at IAPB. This includes pushing for inclusion in Universal Health Coverage, delivering integrated people-centered eye care, and developing a diverse and resilient workforce. Embrace technological solutions and ensure that eye care services are accessible, inclusive, and affordable to everyone, everywhere.

IAPB identified focus countries in each WHO region to further embed Intergrated People-Centred Eye Care (IPEC) as a critical element of the integrate strategy pillar. Systems leadership activities, which focus on how to make IPEC-related change were undertaken in Guatemala, Paraguay, Ghana, Zambia, Nepal, Indonesia, Laos and PNG.

At the close of 2024, an ECSAT workshop had taken place in Papua New Guinea, and another was underway in Laos, paving the way for a new National Eye Plan. Indonesia made significant progress in integrating IPEC at the national level, while workshops in Paraguay and Ghana focused on strengthening local engagement. These efforts brought together IAPB members,

key stakeholders from Ministries of Health and WHO, as well as representatives from sectors like Education and Transport, ensuring a broader and more lasting impact.

To monitor the progress of the INTEGRATE objective, IAPB developed the 2030 In Sight ‘Country Progress’ Survey. Data collected from the survey provides an indication of the level of integration of eye health into broader national health systems. In 2024, data was collected from 45 countries. Almost double the amount of data provided in 2023. IAPB Regional Coordinators work closely with IAPB members to obtain data which will be made available on the Vision Atlas in 2025.



REGIONAL SPOTLIGHTS

SPOTLIGHT ON SOUTH EAST ASIA

IAPB focused on integrating the 2030 In Sight Strategy into national eye health policies and plans across Southeast Asia. A regional meeting brought together representatives from Nepal, Bhutan, India, Bangladesh, Sri Lanka, Indonesia, and Thailand to accelerate implementation efforts in collaboration with WHO and IAPB members. Additionally, key discussions took place during the All-India Ophthalmology Society Conclave and the Asia-Pacific Academy of Ophthalmology Congress in Indonesia, further advancing regional alignment on eye health priorities.

Progress in policy integration was evident across multiple countries:

- Nepal included eye health in its Voluntary National Review at the UN SDG meeting, reinforcing its commitment to global development goals.
- India established baseline estimates for effective cataract surgery coverage, setting measurable targets for 2030.
- Bhutan’s National Health Survey provided crucial baseline data on retina screening for people with diabetes.
- Indonesia launched its 2025–2030 Vision Health Roadmap, outlining national priorities for the next five years.
- Side meetings on refractive error were convened during the 77th World Health Assembly, ensuring global advocacy remained at the forefront.
- These milestones mark significant progress in embedding eye health within national frameworks, strengthening long-term commitments to achieving the 2030 In Sight goals.



Photo submitted by Daniel Jesus Vignolli to the IAPB World Sight Day Photo Competition

SPOTLIGHT ON AFRICA

NATIONAL ADVOCACY NETWORKS IN ZAMBIA AND GHANA

IAPB supported the establishment of National Advocacy Networks in Zambia and Ghana to strengthen eye health systems through collaboration and knowledge sharing. These networks unite government bodies, NGOs, and healthcare providers to align advocacy efforts with respective national policies. These networks have conducted situation analyses, identified key priorities, and developed advocacy strategies towards addressing gaps in the eye care sector.

IAPB continues to provide strategic guidance, technical expertise, and capacity-building support to ensure these networks effectively address local challenges and contribute to the 2030 In Sight goals.

2030 IN SIGHT FRANCOPHONE WORKSHOP

IAPB, with support from the Islamic Development Bank, hosted the 2030 In Sight Francophone workshop in Abidjan, Cote d'Ivoire. The workshop aimed at enlightening participants on the 2030 In Sight Strategy and providing practical tools for its implementation. Delegates from six countries developed action plans to address avoidable vision loss as per local context of the respective country and the strategy's pillars: Elevate, Integrate, and Activate.

HUMAN RESOURCES FOR EYE HEALTH STRATEGY

Building on the success of the previous strategy, IAPB, in collaboration with COECSA and The Fred Hollows Foundation, developed the Human Resources for Eye Health Strategy for Central, Southern, and Eastern Africa (2025–2030). Launched at the August 2024 COECSA Conference in Zimbabwe, this strategy aims to address workforce gaps, enhance training capacity, and foster regional collaboration.



Photo submitted by Christiana Botic to the IAPB World Sight Day Photo Competition



Photo submitted by Ulrich Eigner to the IAPB World Sight Day Photo Competition

SPOTLIGHT ON LATIN AMERICA

Members in Latin America have been instrumental in accelerating global progress toward eliminating vision loss. In 2024, IAPB introduced a new regional engagement strategy, leading to stronger adoption of the 2030 In Sight Strategy and a significant rise in membership—from X in 2021 to Y in 2024. By the end of the year, IAPB’s membership in the region had tripled, reflecting a growing commitment to collective action.

Collaboration extended across continents with the China–Latin America Eye Health Institutions Development Forum, held on the sidelines of a key meeting. This forum facilitated the exchange of best practices and challenges, resulting in several Latin American members visiting He University in China. The initiative exemplifies how IAPB continues to Elevate, Integrate, and Activate partnerships to drive meaningful change.

Engagement with governments and eye health leaders in Bolivia, Peru, and Colombia reinforced the importance of integrating services and advancing refractive error targets. These efforts lay critical groundwork as the region prepares for the Global Summit for Eye Health in 2026.

Additionally, members in the region have been embedding advocacy into education and healthcare systems. Fundación Visión in Paraguay incorporated advocacy strategies into its Community Eye Health course, while Brazilian members championed the integration of eye health into indigenous health services. These initiatives demonstrate the power of regional leadership in achieving the 2030 In Sight goals.



SPOTLIGHT ON WESTERN PACIFIC

Papua New Guinea launched its National Eye Health Plan (2024–2029), a milestone initiative supported by the Australian Government and The Fred Hollows Foundation New Zealand. This plan marks a significant step forward in expanding access to eye care services across the country.

IAPB co-hosted several key regional events to drive policy and collaboration. A regional meeting on Myopia Control Strategies, held with the Singapore National Eye Centre, brought together experts to advance solutions for the growing myopia crisis. At the Asia-Pacific Academy of Ophthalmology Conference in Bali, IAPB and the International Diabetes Federation launched a joint policy brief on Diabetic Retinopathy, reinforcing the urgent need for integrated care. Meanwhile, in Manila, a regional meeting on eye health and ageing, co-hosted with The Fred Hollows Foundation, addressed the challenges of an ageing population.

Children’s eye health took centre stage at the 2024 Commonwealth Heads of Government Meeting in Samoa, emphasizing the need for stronger commitments to early intervention. In Singapore, the International Myopia Summit convened stakeholders to realign priorities post-COVID, calling for unified global advocacy and the development of international myopia prevention and treatment guidelines.

IAPB also strengthened member support through targeted workshops and capacity-building initiatives. The Systems Leadership Workshop in Adelaide, Australia, fostered leadership skills to drive sector-wide change. In November, a two-day workshop in Beijing focused on evidence-based planning for China’s 15th Five-Year National Eye Health Plan (2026–2030), equipping participants with tools to assess national eye health systems using the WHO’s Eye Care Situational Analysis Tool.



Photo by Australian High Commission, Papua New Guinea



Photo submitted by [Name] to the IAPB World Sight Day Photo Competition

LOOKING AHEAD TO A GLOBAL SUMMIT FOR EYE HEALTH

The first ever Global Summit for Eye Health will be the biggest and most prestigious campaign for the sector with thousands of leaders from across the world coming together to help solve one of the biggest healthcare issues facing the world.

Poor eye care is a global emergency with 1.1 billion people living with avoidable sight loss – a number that will only increase without intervention. Coordinated and concerted action to tackle the issue will unlock huge economic and social benefits and support national productivity and global growth.

We need the world to recognise that this is a critical moment of jeopardy. Five years on from the UN Resolution on Vision and five years before the delivery of the Sustainable Development Goals, this is the time to push even harder than before. We have the commitment from leaders, but now is the time for action.

The Summit and its campaign will create a unifying platform to organise global efforts and drive action. Leaders from government, public policy and health care will come together and join forces with the private and eye health sectors to

assess progress in dealing with preventable sight loss, agree action plans to deliver on global and national commitments, and set the roadmap to track progress and ensure accountability.

The Summit, and the movement we build around the event, is vital for international cooperation on eye health and will be attended and followed by governments, scientists and activists worldwide.

The coming year serves as an opportunity for us to come together and take action to develop a Summit that will ultimately unlock the potential of over a billion people globally.

The Global Summit for Eye Health is about turning words on paper to action for people – from paper to people.

Ambassador Aubrey Webson
Chair of UN Friends of Vision & Permanent Representative of Antigua and Barbuda to the United Nations

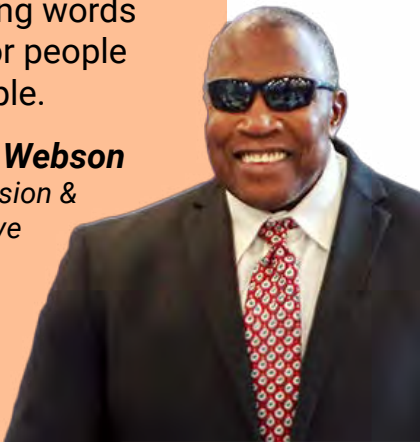


Photo by IAPB



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