

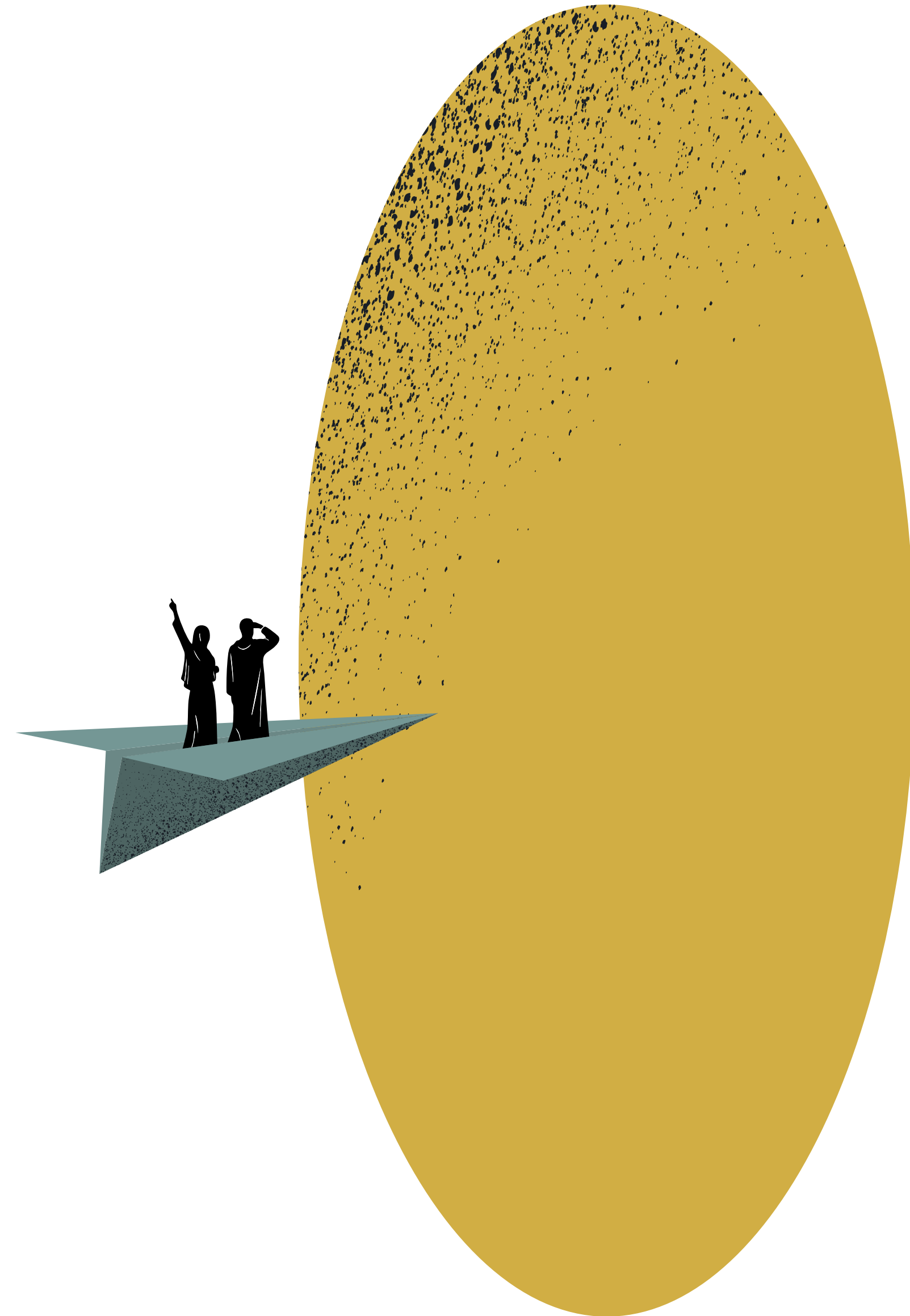
STRATEGIC PLAN 2026-2030

# THE PATH TO THE FUTURE



With 25 years of experience, the Eyes of the world Foundation is a key player in the struggle to reduce avoidable blindness and ensure quality eye care for the most vulnerable populations.

# AND NOW A NEW STAGE BEGINS



The Strategic Plan 2026–2030 is a clear commitment to consolidating and extending the reach of our eye health intervention model, with an approach based on:



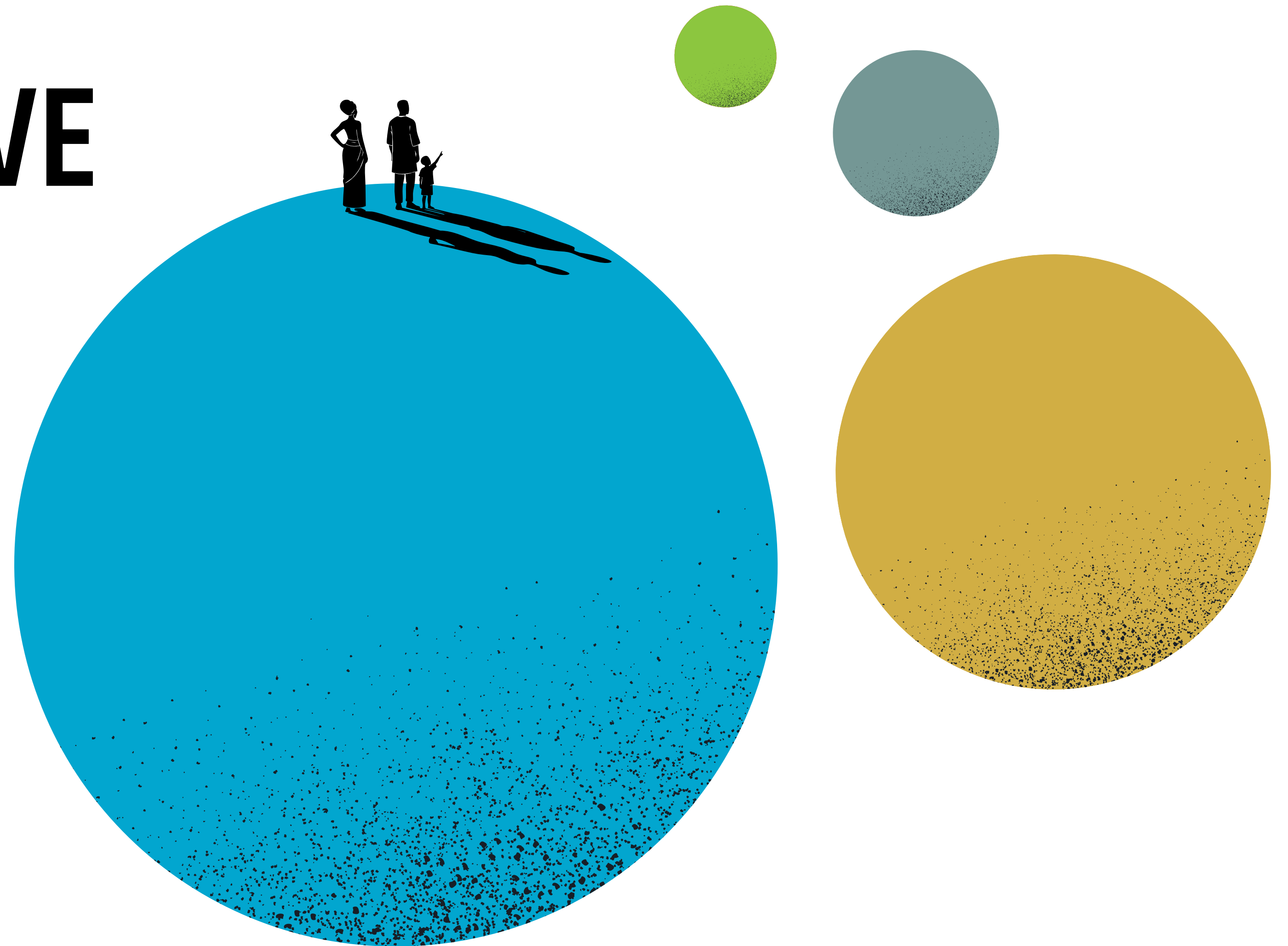
**RIGHTS**

**SHARED RESPONSIBILITY**

**EQUITY**

# A NEW, TRANSFORMATIVE MODEL

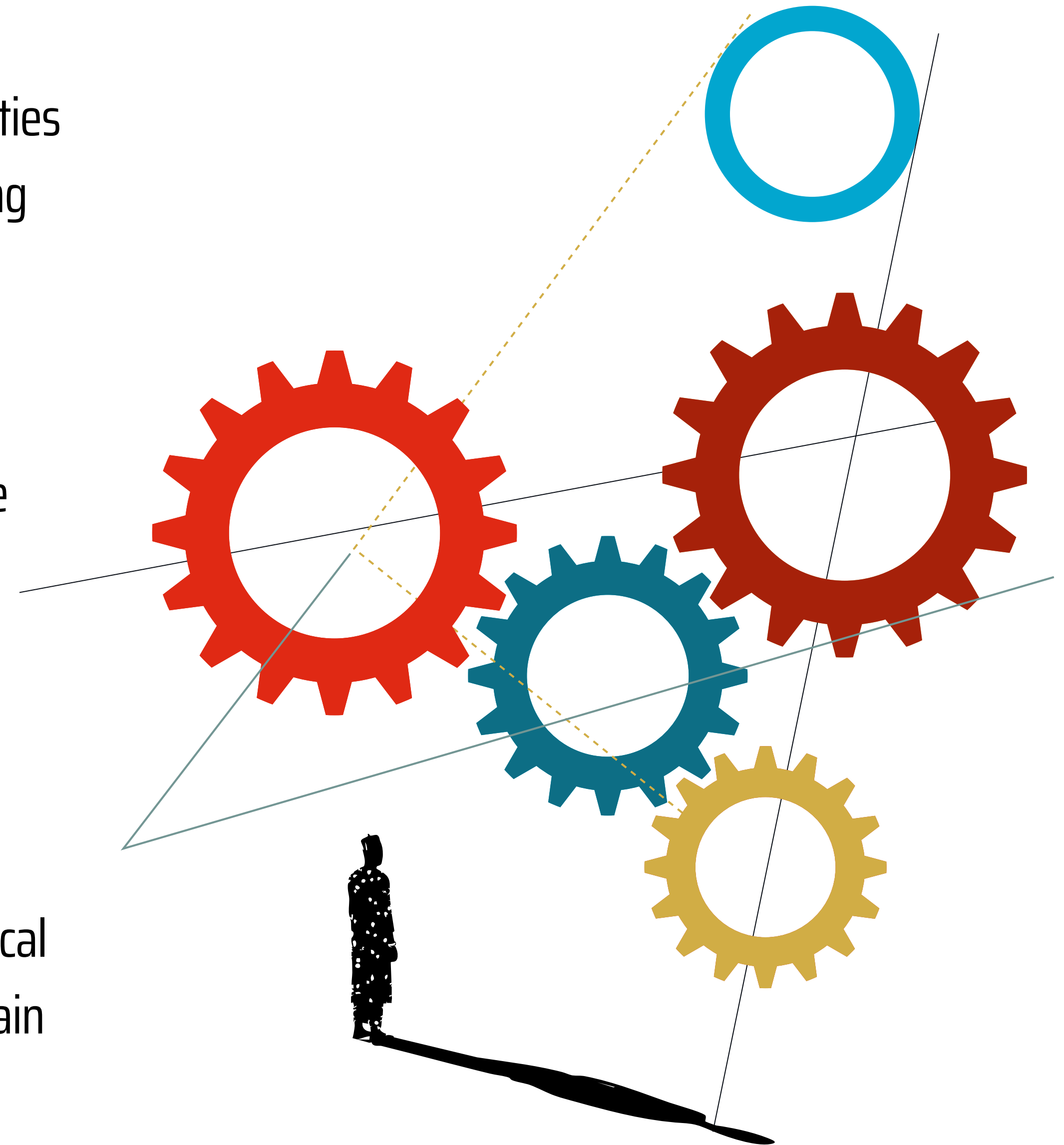
that encompasses multiple areas  
grouped into four main categories...



# NEW ACTIONS

TO ENSURE THE  
PROJECTS HAVE A  
LASTING IMPACT

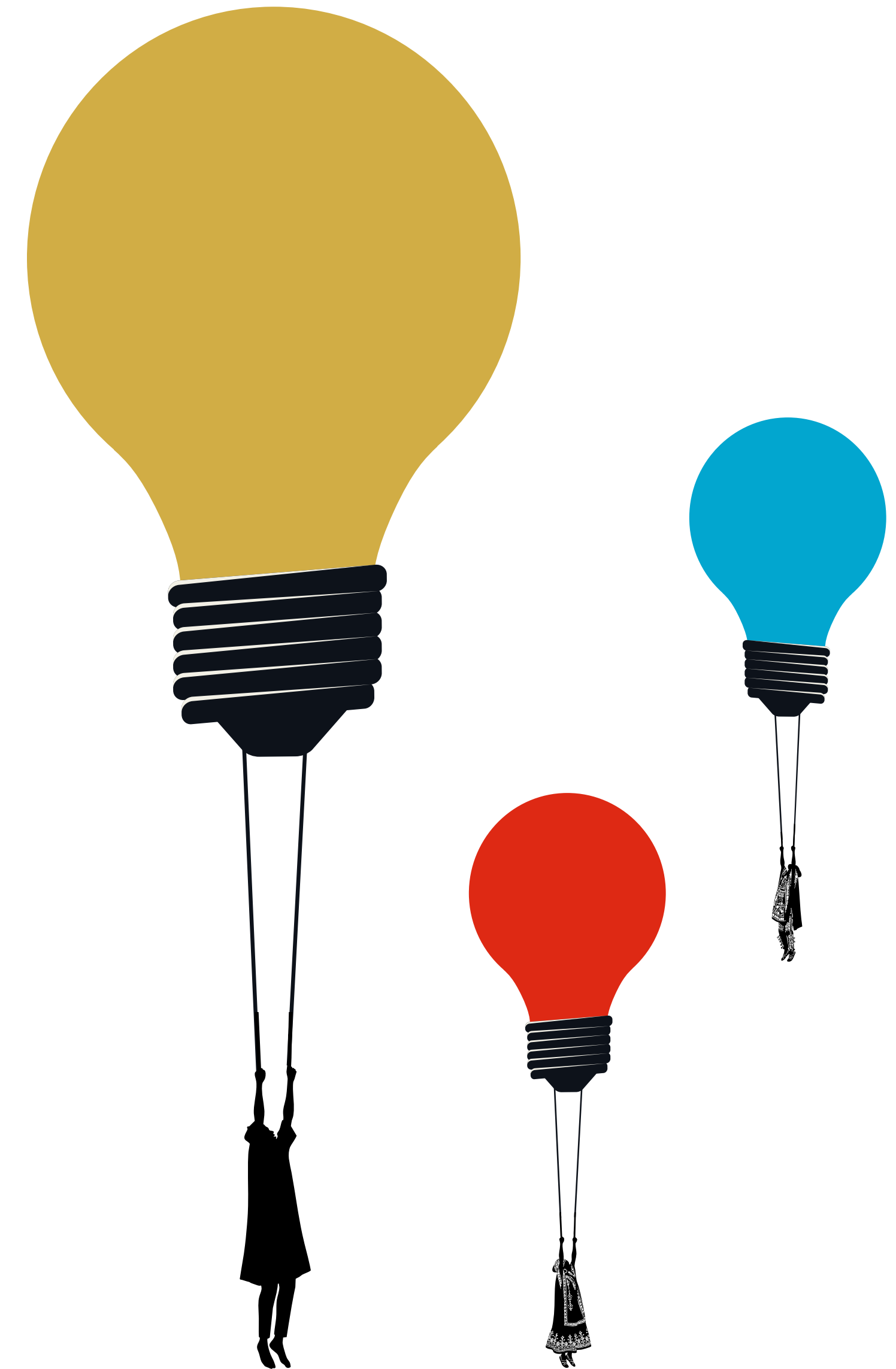
- Strengthening local capacities and public systems, making them more accessible and resilient
- Adopting a comprehensive approach to health and its determinants
- Treating new pathologies
- Broadening our geographical scope, including within Spain



# MORE INNOVATION

TO IMPROVE QUALITY  
AND EFFICIENCY

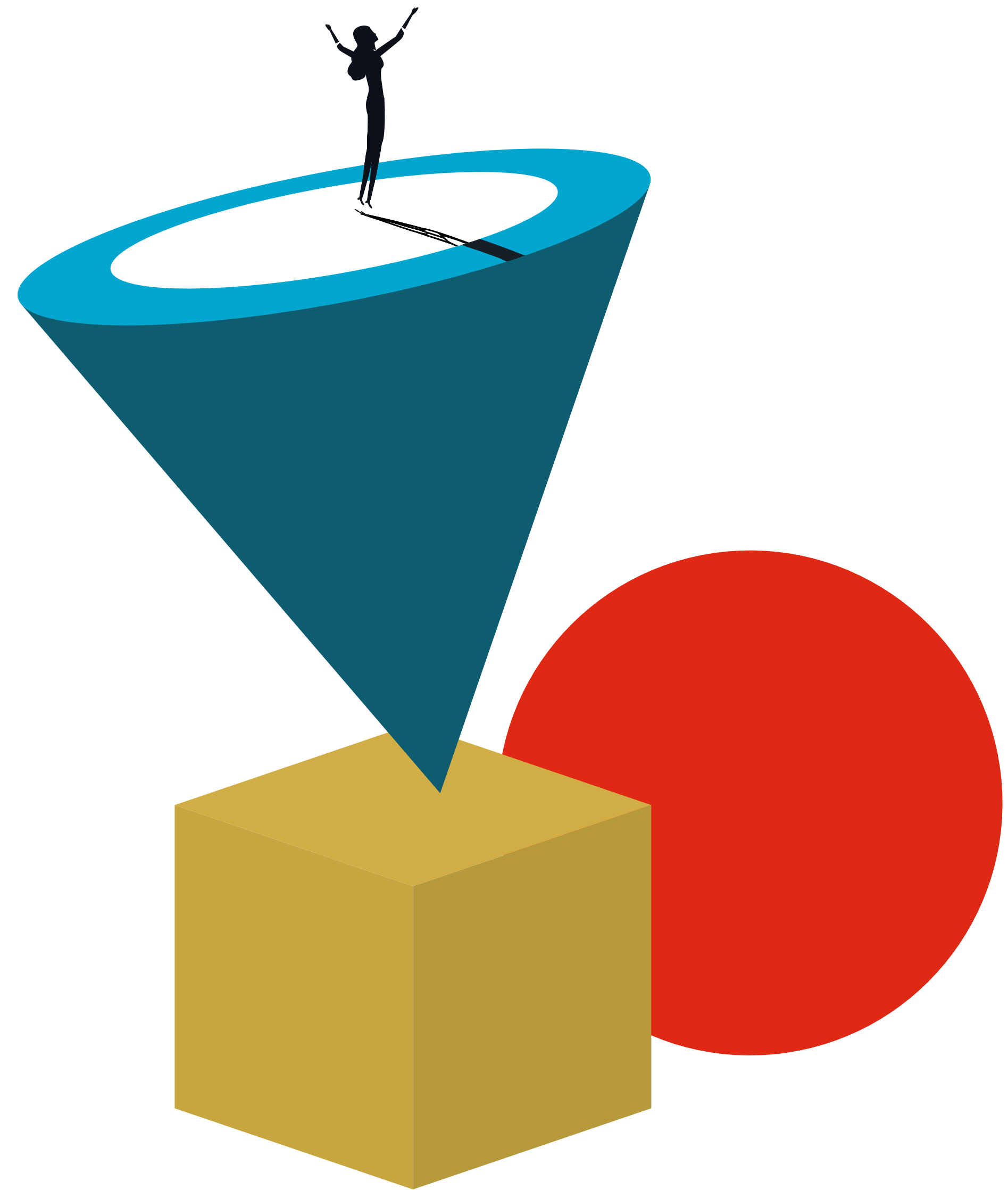
- Prioritising digitalisation and the use of new technologies
- Simplifying and standardising processes
- Leveraging data analysis and the continuous measurement of results to further capitalise on knowledge and experience



# INCREASED RESOURCES

TO ENSURE  
SUSTAINABILITY

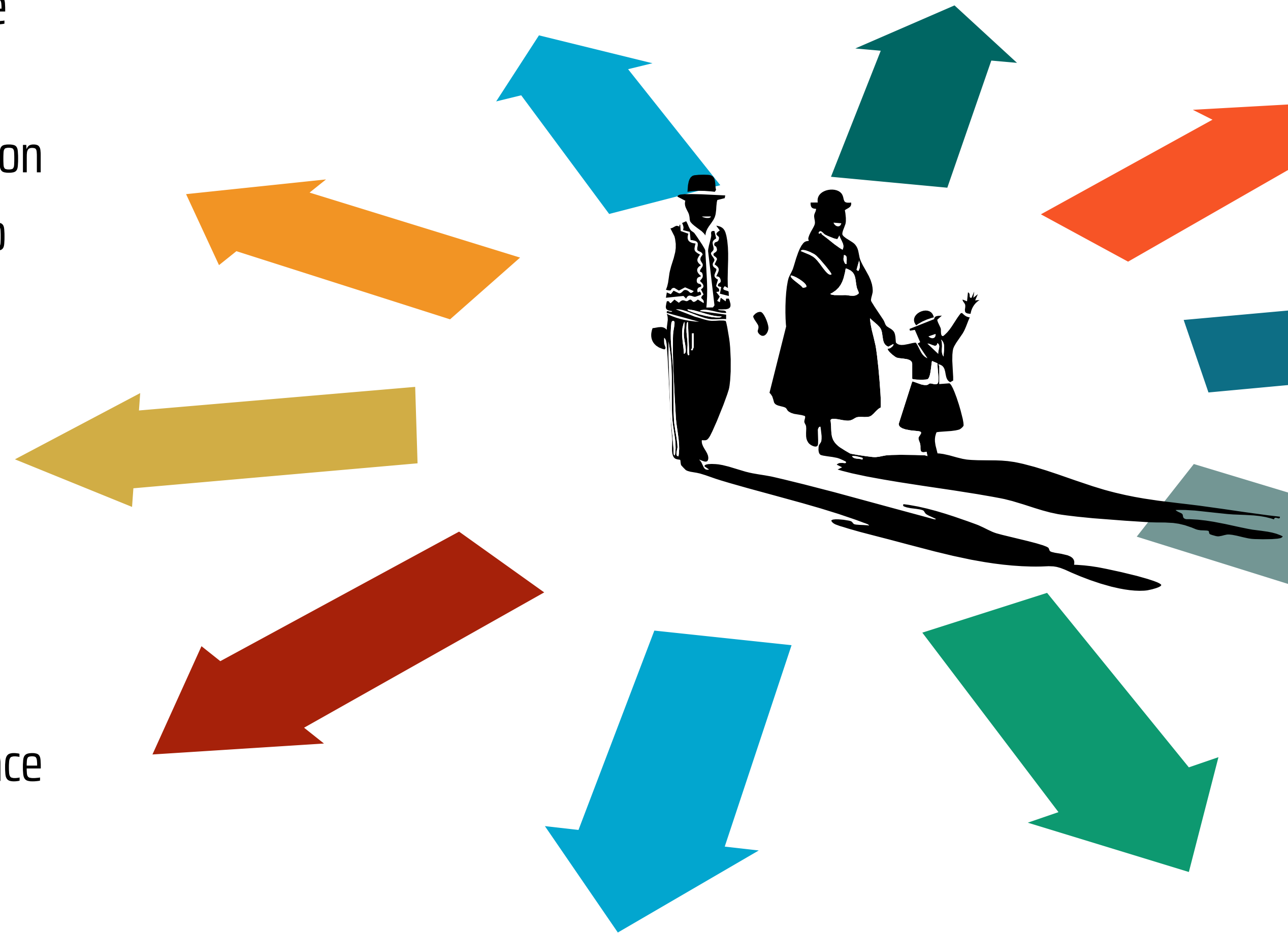
- Diversifying sources of funding
- Innovating in the way we secure resources
- Establishing strategic alliances
- Pursuing financial independence



# BROADER REACH

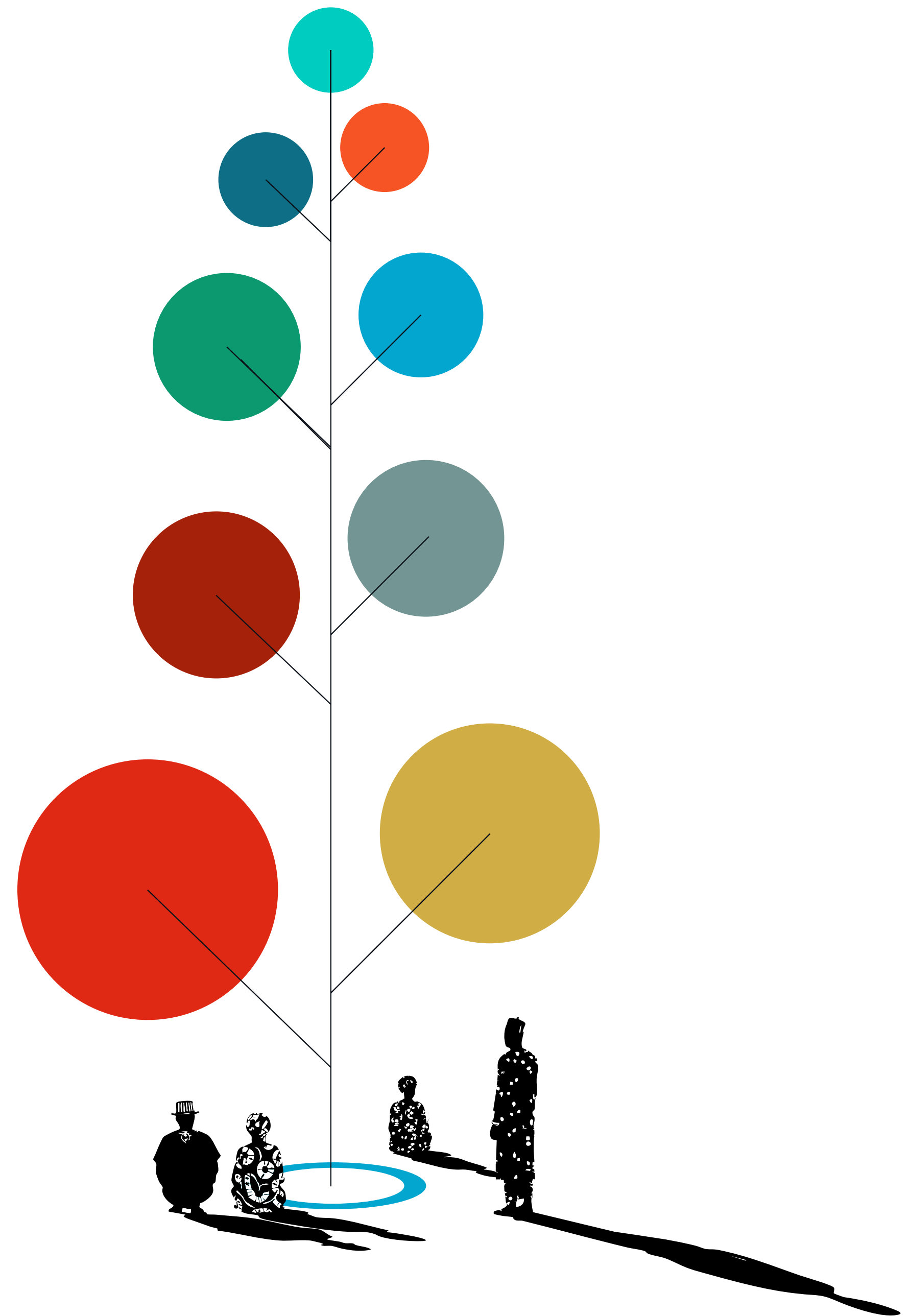
TO CEMENT OUR  
POSITION AS LEADERS  
IN EYE HEALTH

- Strengthening the organisation's social base
- Reinforcing communication and seeking new ways to connect
- Increasing our presence in working groups and advocacy platforms
- Securing eye health a place in the public agenda



THE SUCCESS OF THIS NEW PLAN WILL  
HINGE ON THE IMPLEMENTATION OF  
THE FOLLOWING

# NINE STRATEGIC PILLARS



1

## **REDUCTION OF AVOIDABLE BLINDNESS**

To defend the universal right to eye health through prevention, treatment and equitable access to services: everyone should have the opportunity to realise their full potential.



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



## **EXCELLENCE AND QUALITY**

To become a leading organisation by ensuring the efficiency and quality of our activities through quantifiable indicators and international standards.



**1**  
**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**2**  
**EXCELLENCE  
AND QUALITY**



## **SUSTAINABILITY AND SHARED RESPONSIBILITY**

To guarantee the continuity and effectiveness of our projects by strengthening local capacities, reinforcing public health systems and fostering shared responsibility among beneficiaries and local partners.



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**EXCELLENCE  
AND QUALITY**



**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**



## **EXPANSION AND IMPACT IN NEW AREAS AND PATHOLOGIES**

To maintain current intervention areas while extending our activities to new territories (including within Spain) and pathologies, providing comprehensive and sustainable care.



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**EXCELLENCE  
AND QUALITY**



**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**



**EXPANSION AND IMPACT  
IN NEW AREAS AND  
PATHOLOGIES**



## **DIGITAL TRANSFORMATION TO INCREASE IMPACT**

To integrate new technologies to optimise our capacity for action, improve operational efficiency and effectiveness and broaden our reach.



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**EXCELLENCE  
AND QUALITY**



**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**



**EXPANSION AND IMPACT  
IN NEW AREAS AND  
PATHOLOGIES**



## **STRATEGIC ALLIANCES AND COLLABORATIVE INNOVATION**

To strengthen and establish new key alliances that support and amplify our work through co-creation and the exchange of knowledge.



**DIGITAL  
TRANSFORMATION  
TO INCREASE IMPACT**



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**EXCELLENCE  
AND QUALITY**



**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**



**EXPANSION AND IMPACT  
IN NEW AREAS AND  
PATHOLOGIES**



## **FINANCIAL SUSTAINABILITY AND OPERATIONAL INDEPENDENCE**

To implement an economic model that ensures programme sustainability, diversifying sources of funding and strengthening our autonomy.



**DIGITAL  
TRANSFORMATION  
TO INCREASE IMPACT**



**STRATEGIC ALLIANCES  
AND COLLABORATIVE  
INNOVATION**



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**EXCELLENCE  
AND QUALITY**



**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**



**EXPANSION AND IMPACT  
IN NEW AREAS AND  
PATHOLOGIES**



## **BRAND POSITIONING AND RECOGNITION**

To cement our position as a leader in eye health by raising awareness of the inequalities in the access to ophthalmological care and showcasing our transformative solutions.



**DIGITAL  
TRANSFORMATION  
TO INCREASE IMPACT**



**STRATEGIC ALLIANCES  
AND COLLABORATIVE  
INNOVATION**



**FINANCIAL  
SUSTAINABILITY  
AND OPERATIONAL  
INDEPENDENCE**



**REDUCTION  
OF AVOIDABLE  
BLINDNESS**



**EXCELLENCE  
AND QUALITY**



**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**



**EXPANSION AND IMPACT  
IN NEW AREAS AND  
PATHOLOGIES**



## **STRONGER GOVERNANCE AND ORGANISATIONAL LEADERSHIP**

To improve internal management processes by enhancing team leadership skills and fostering the involvement of the governing bodies.



**DIGITAL  
TRANSFORMATION  
TO INCREASE IMPACT**



**STRATEGIC ALLIANCES  
AND COLLABORATIVE  
INNOVATION**



**FINANCIAL  
SUSTAINABILITY  
AND OPERATIONAL  
INDEPENDENCE**



**BRAND  
POSITIONING AND  
RECOGNITION**

**1**

**REDUCTION OF  
AVOIDABLE BLINDNESS**

**2**

**EXCELLENCE  
AND QUALITY**

**3**

**SUSTAINABILITY  
AND SHARED  
RESPONSIBILITY**

**4**

**EXPANSION AND IMPACT  
IN NEW AREAS AND  
PATHOLOGIES**

**5**

**DIGITAL  
TRANSFORMATION  
TO INCREASE IMPACT**

**6**

**STRATEGIC ALLIANCES  
AND COLLABORATIVE  
INNOVATION**

**7**

**FINANCIAL  
SUSTAINABILITY  
AND OPERATIONAL  
INDEPENDENCE**

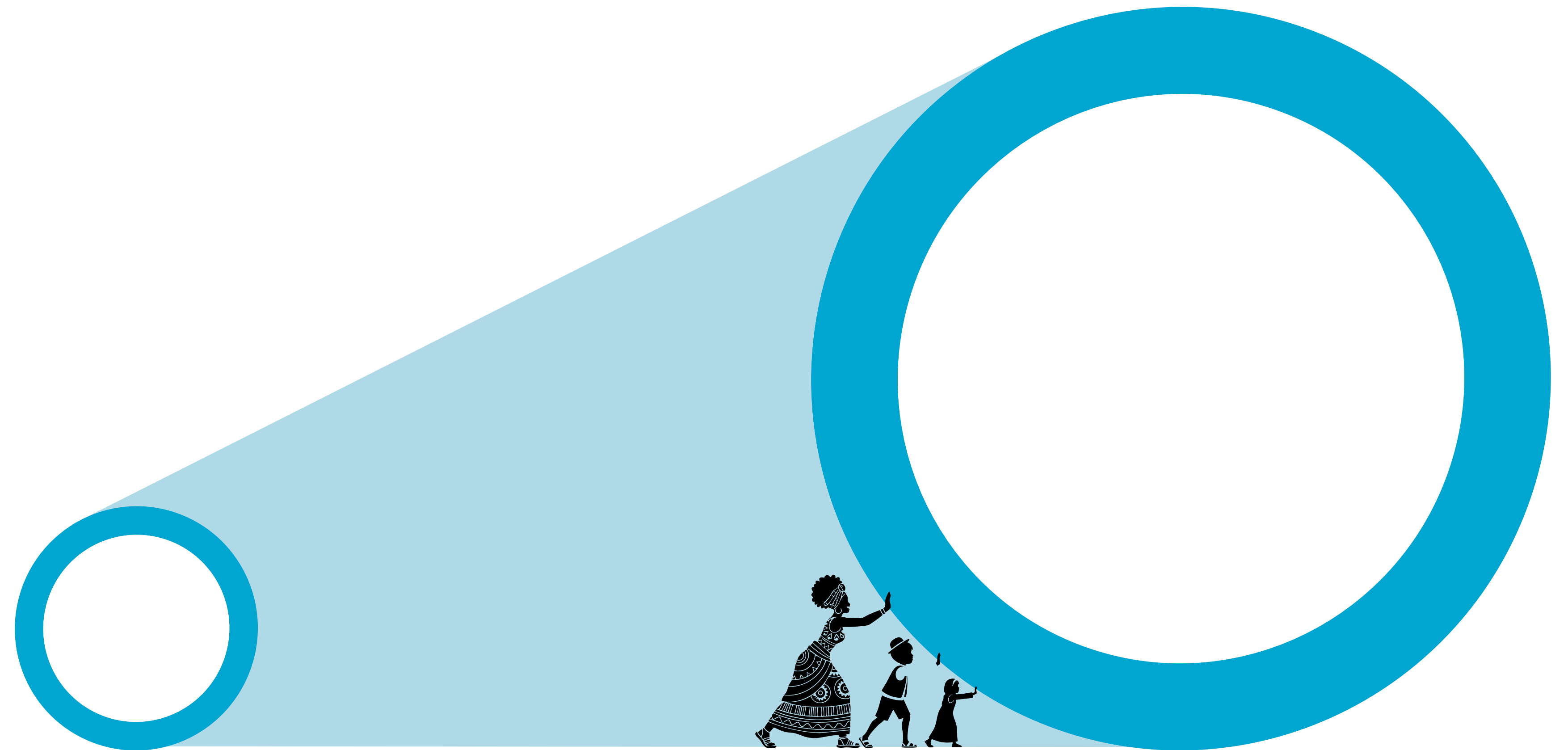
**8**

**BRAND  
POSITIONING AND  
RECOGNITION**

**9**

**STRONGER GOVERNANCE  
AND ORGANISATIONAL  
LEADERSHIP**

In short, our Strategic Plan represents a new **phase of innovative expansion**, centred around sustainability and the strengthening of local capacities.



In short, our Strategic Plan represents a new **phase of innovative expansion**, centred around sustainability and the strengthening of local capacities.

With a transformative model designed to **amplify the impact and reach of Eyes of the world**, ensuring a **stronger and more recognised presence** both domestically and internationally.

