STRATEGIC PLAN 2026–2030

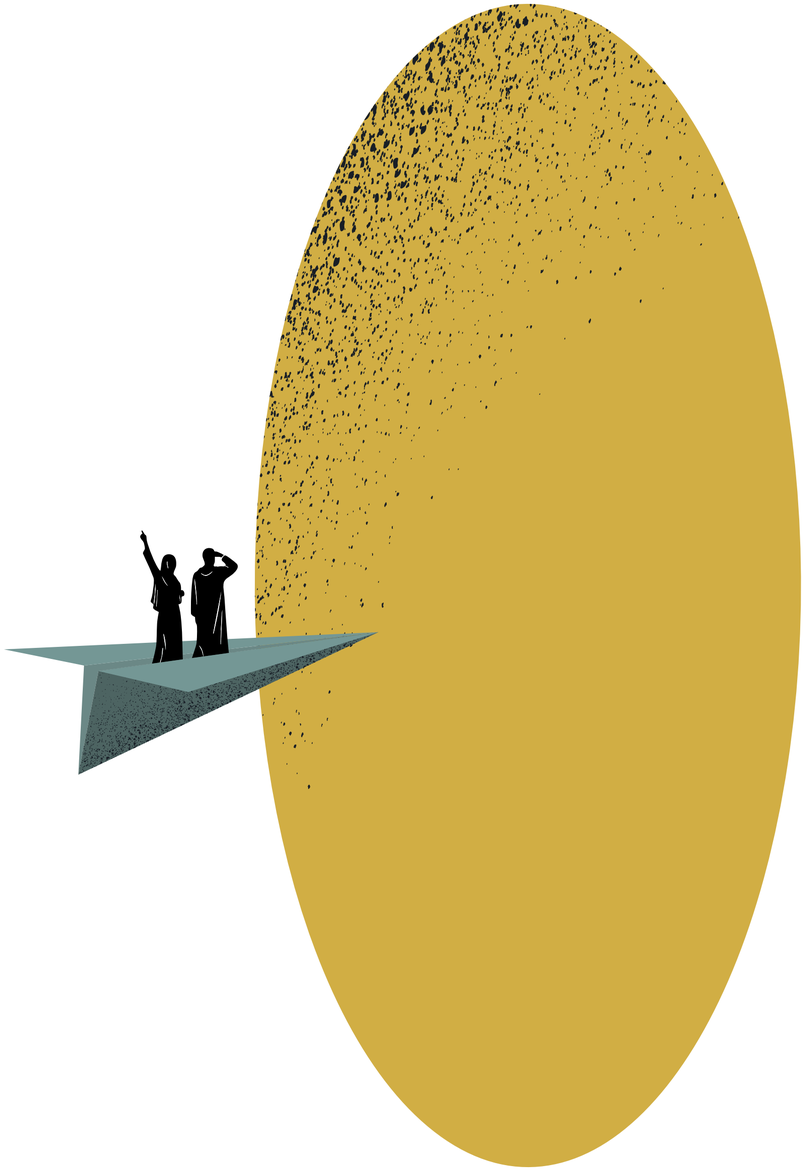
THE PATH TO THE FUTURE

EYES OF THE WORLD



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

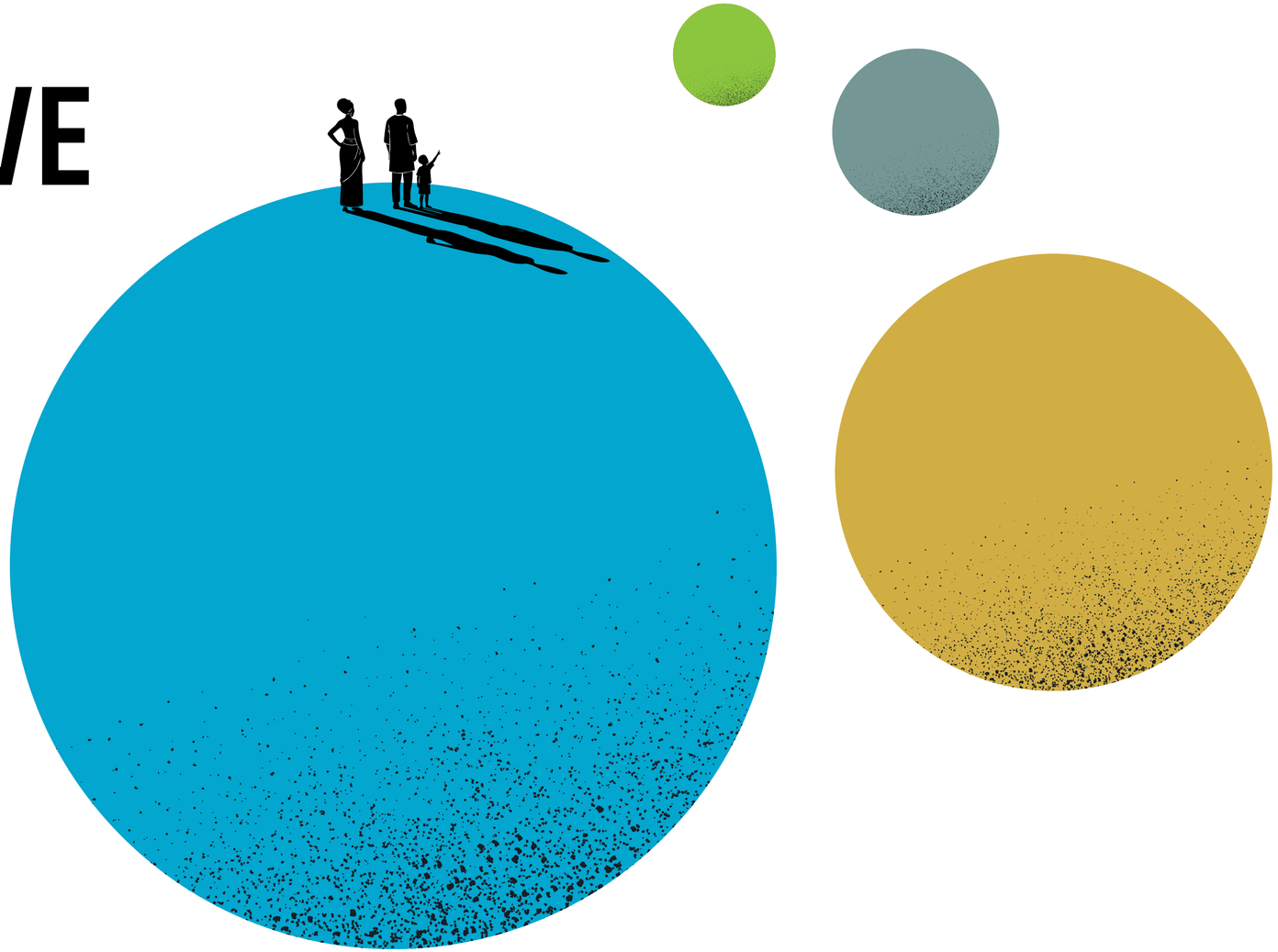


The Strategic Plan 2026–2030 is a clear commitment to consolidating and extending the reach of our eye health intervention model, with an approach based on:



A NEW, TRANSFORMATIVE MODEL

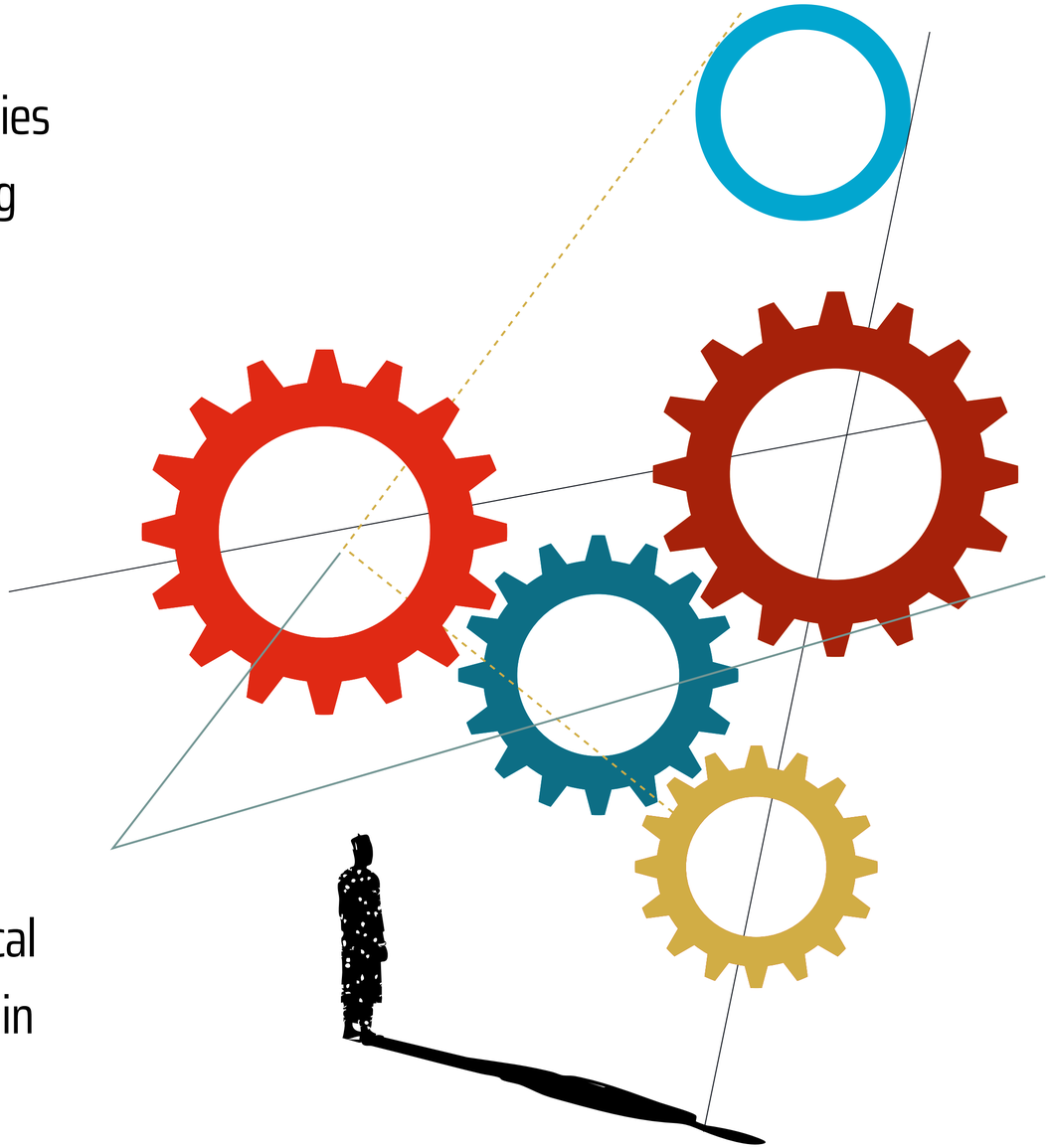
that encompasses multiple areas
grouped into four main categories...



NEW ACTIONS

TO ENSURE THE PROJECTS HAVE A LASTING IMPACT

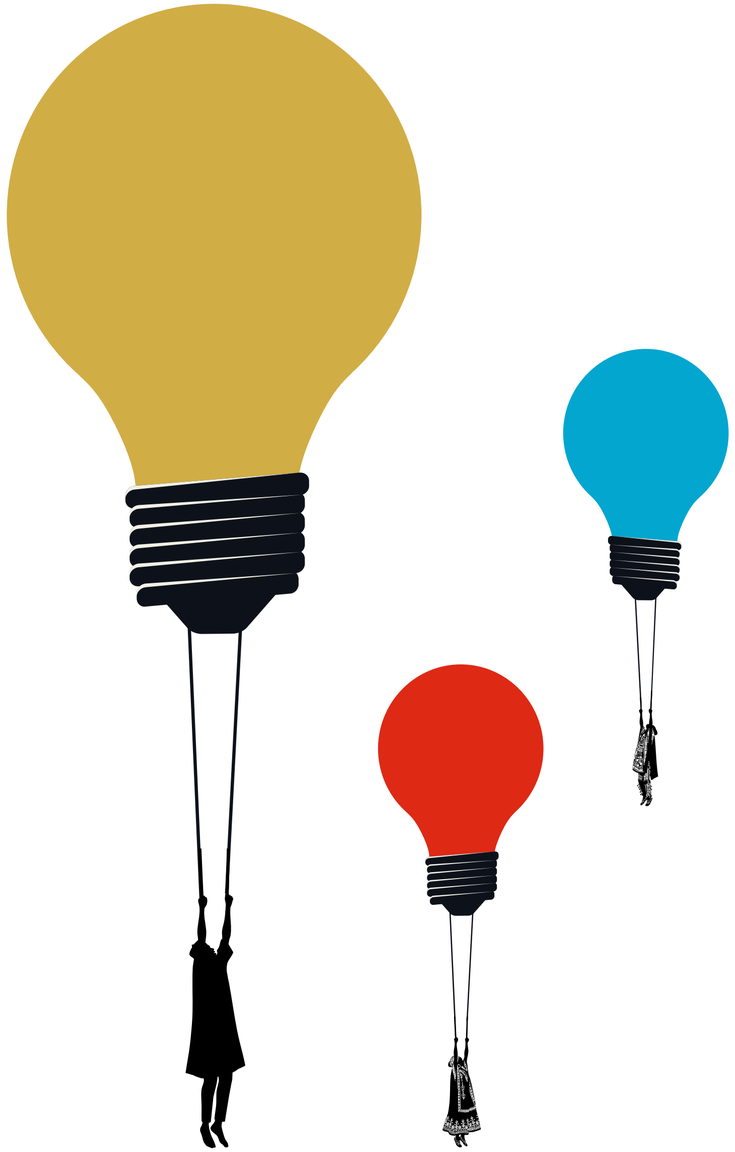
- Strengthening local capacities and public systems, making them more accessible and resilient
- Adopting a comprehensive approach to health and its determinants
- Treating new pathologies
- Broadening our geographical scope, including within Spain



MORE INNOVATION

TO IMPROVE QUALITY AND EFFICIENCY

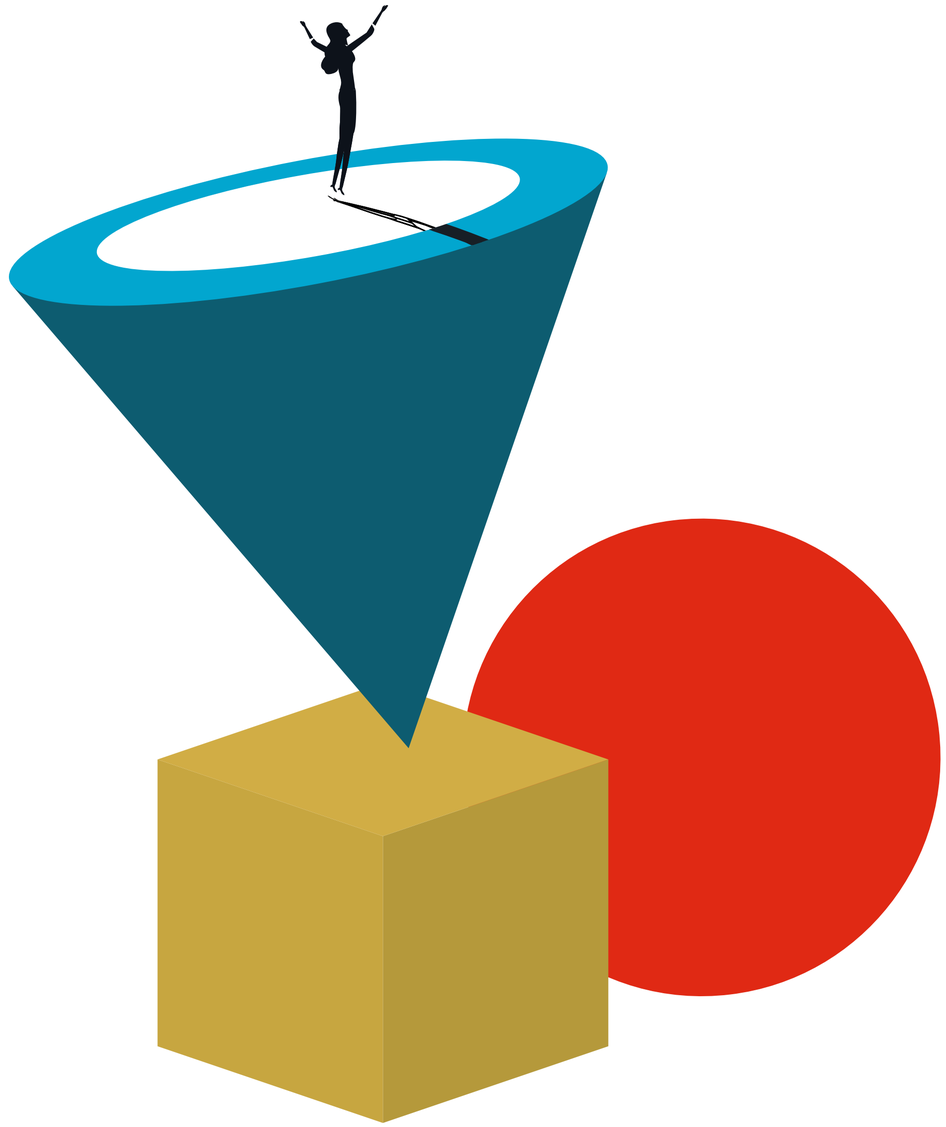
- Prioritising digitalisation and the use of new technologies
- Simplifying and standardising processes
- Leveraging data analysis and the continuous measurement of results to further capitalise on knowledge and experience



INCREASED RESOURCES

TO ENSURE SUSTAINABILITY

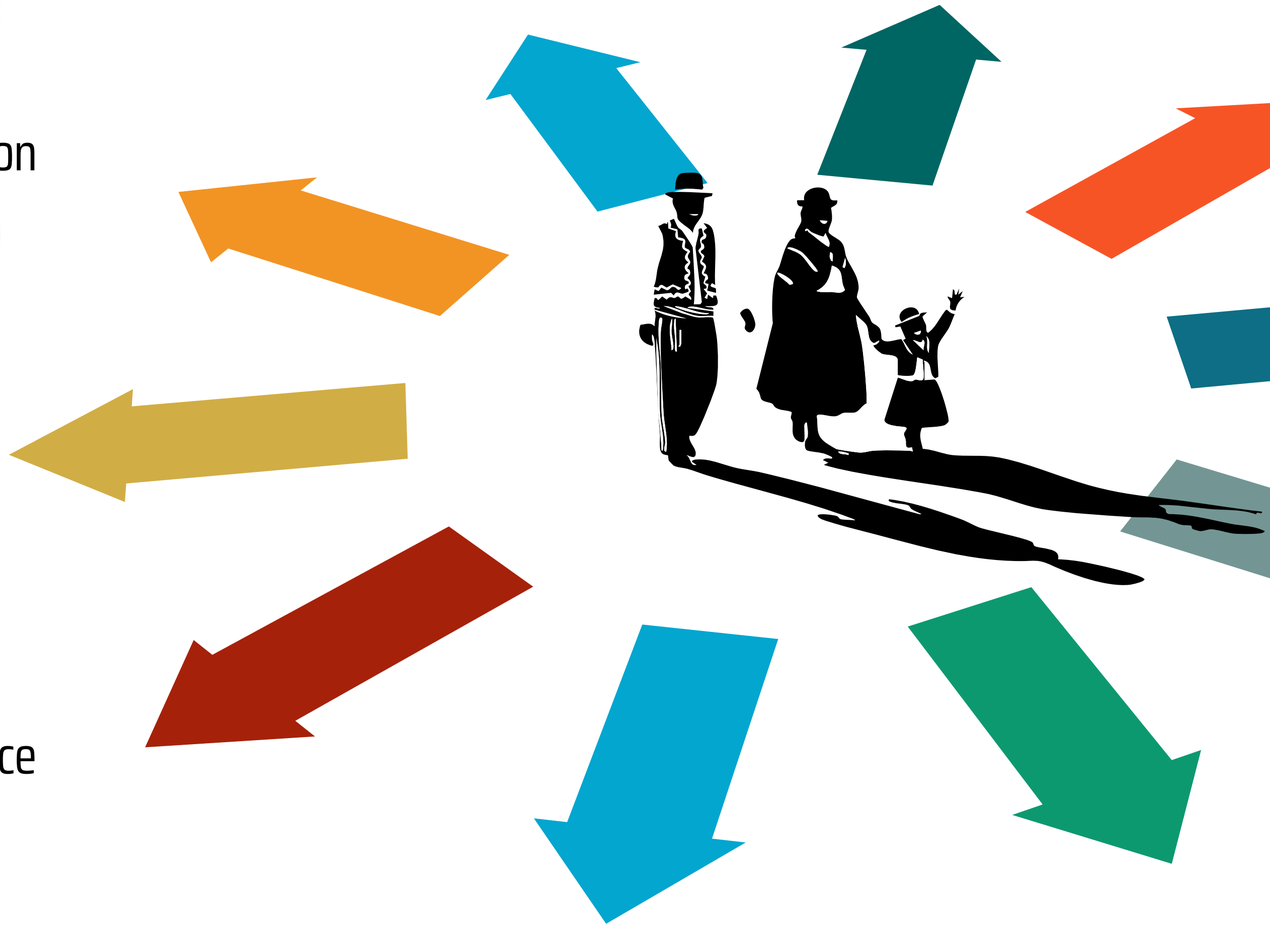
- Diversifying sources of funding
- Innovating in the way we secure resources
- Establishing strategic alliances
- Pursuing financial independence



BROADER REACH

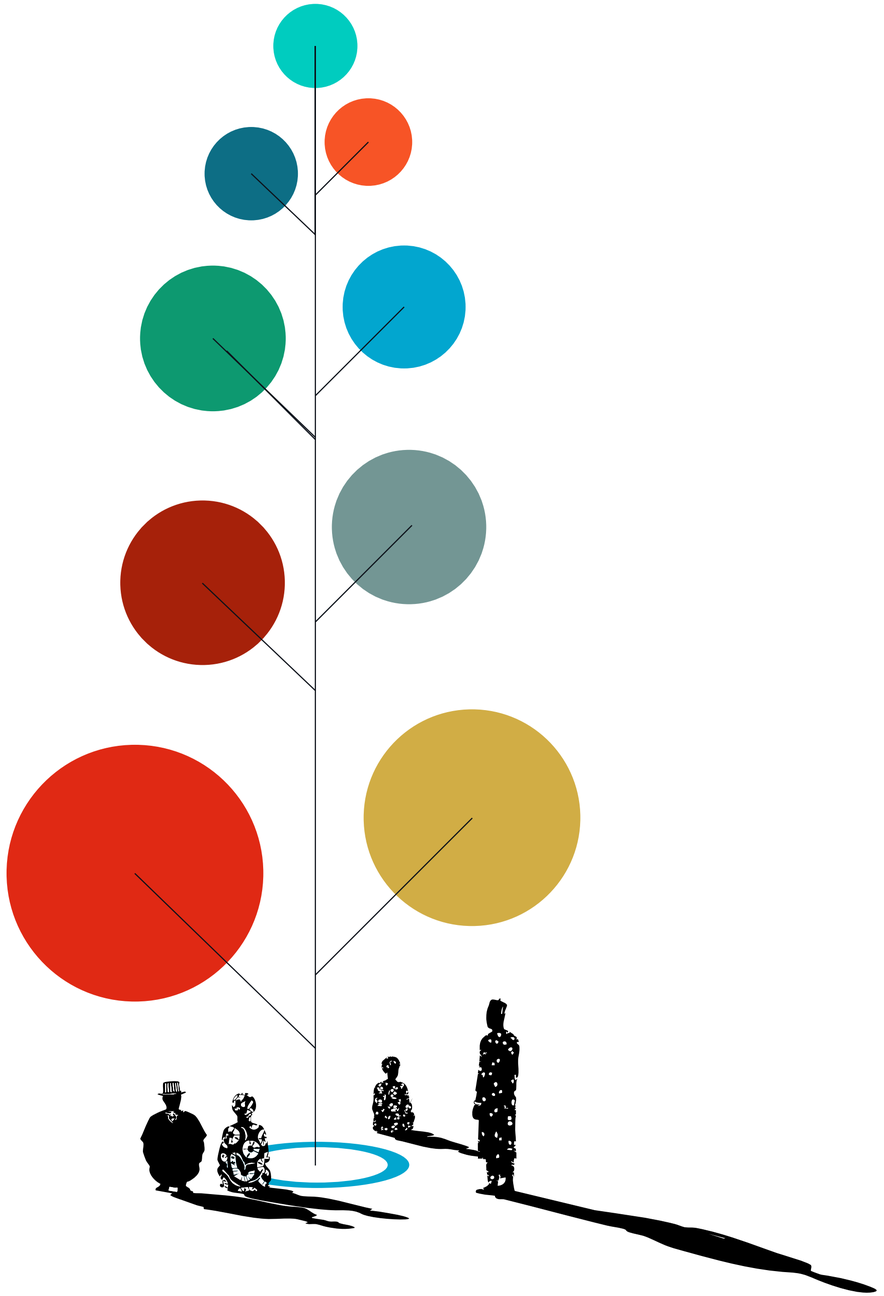
TO CEMENT OUR POSITION AS LEADERS IN EYE HEALTH

- 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.

1

REDUCTION OF AVOIDABLE BLINDNESS

2

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**

3

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.

1 REDUCTION OF AVOIDABLE BLINDNESS

2 EXCELLENCE AND QUALITY

3 SUSTAINABILITY AND SHARED RESPONSIBILITY

4

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.

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

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

1 REDUCTION OF AVOIDABLE BLINDNESS

2 EXCELLENCE AND QUALITY

3 SUSTAINABILITY AND SHARED RESPONSIBILITY

4 EXPANSION AND IMPACT IN NEW AREAS AND PATHOLOGIES

6

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.

5 DIGITAL TRANSFORMATION TO INCREASE IMPACT

1 REDUCTION OF AVOIDABLE BLINDNESS

2 EXCELLENCE AND QUALITY

3 SUSTAINABILITY AND SHARED RESPONSIBILITY

4 EXPANSION AND IMPACT IN NEW AREAS AND PATHOLOGIES

7

FINANCIAL SUSTAINABILITY AND OPERATIONAL INDEPENDENCE

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

5 DIGITAL TRANSFORMATION TO INCREASE IMPACT

6 STRATEGIC ALLIANCES AND COLLABORATIVE INNOVATION

1 REDUCTION OF AVOIDABLE BLINDNESS

2 EXCELLENCE AND QUALITY

3 SUSTAINABILITY AND SHARED RESPONSIBILITY

4 EXPANSION AND IMPACT IN NEW AREAS AND PATHOLOGIES

8

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.

5 DIGITAL TRANSFORMATION TO INCREASE IMPACT

6 STRATEGIC ALLIANCES AND COLLABORATIVE INNOVATION

7 FINANCIAL SUSTAINABILITY AND OPERATIONAL INDEPENDENCE

1 REDUCTION OF AVOIDABLE BLINDNESS

2 EXCELLENCE AND QUALITY

3 SUSTAINABILITY AND SHARED RESPONSIBILITY

4 EXPANSION AND IMPACT IN NEW AREAS AND PATHOLOGIES

9

STRONGER GOVERNANCE AND ORGANISATIONAL LEADERSHIP

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

5 DIGITAL TRANSFORMATION TO INCREASE IMPACT

6 STRATEGIC ALLIANCES AND COLLABORATIVE INNOVATION

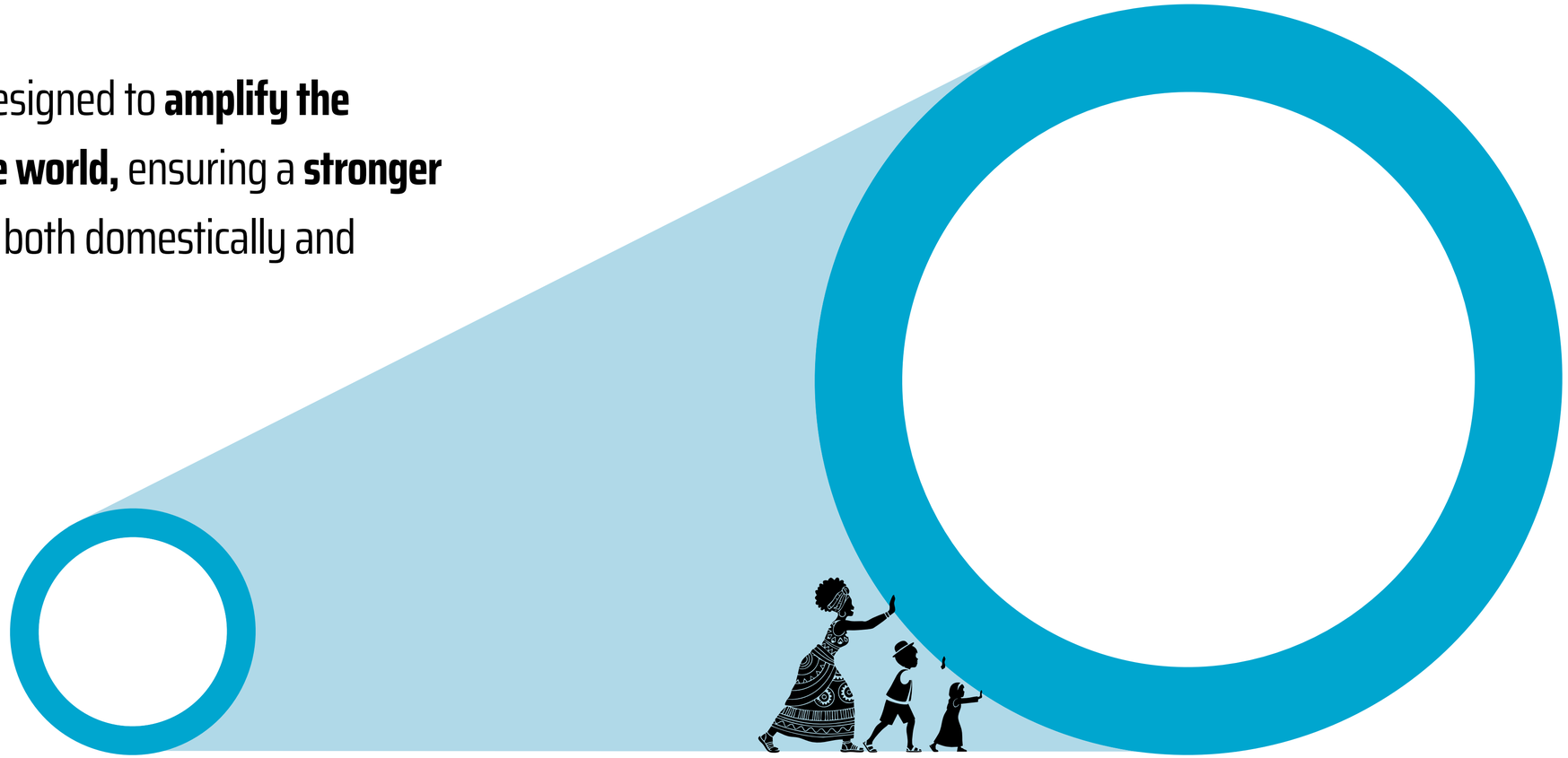
7 FINANCIAL SUSTAINABILITY AND OPERATIONAL INDEPENDENCE

8 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.

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.




EYES OF THE WORLD