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WORLD SIGHT DAY 2015: THE SUCCESS OF A GLOBAL OPERATION TO RAISE AWARENESS ABOUT GOOD VISION

A huge international mobilization of Essilor teams worldwide on 8 October brought good vision into focus for over 23,000 people. Employees across 49 countries organized a range of initiatives locally to raise awareness of the importance of good visual health and reach out to those most in need.

In line with the Group's mission of improving lives by improving sight, many projects provided screening and vision care education to young people and families, notably in the US and South Africa. Others set out to bring vision correction to some of the most disadvantaged communities. In all, over 23,000 people were screened. The efforts of Essilor's inclusive business division (2.5 New Vision Generation) in particular helped equip many thousands with corrective eyewear in countries including India and Brazil.

Essilor's message for WSD 'raise the flag for better vision' was boosted by a number of international celebrities (actors, models, director) who lent their names and faces to the call for action on social media, drawing significant attention especially on Facebook and Instagram. We'd like to thank all the individuals who dedicated their time, energy and expertise on this important day of awareness building, and in particular to the thousands of eye care professionals who joined forces with Essilor and its partners this year. Make a date to join us next year on 13 October for World Sight Day 2016.

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