

Press Release

GoodVision receives Best Practice Award at the World Expo 2025 in Osaka

The Expo 2025 in Osaka, Kansai, Japan, is held under the theme "Designing Future Society for Our Lives" and promises to be a global showcase for innovative solutions while serving as a catalyst for social change worldwide. From April 13 to October 13, 2025, outstanding projects from around the world will be presented, that address pressing global challenges such as climate change, health, and social equality. The Expo provides a platform for the exchange of ideas and fosters collaboration between nations to shape a sustainable and liveable future.

Osaka, November 18, 2024 – The 'Japan Association for the 2025 World Exposition' has announced the projects that will be presented at next year's world exposition as part of the renowned best practices program and will receive the Best Practices Award. Among the initiatives selected is GoodVision.

The selected projects are meant to embody the very spirit of the Expo, harmonizing with its core themes: **Saving Lives, Empowering Lives, and Connecting Lives**. With the overarching theme "Shaping society today for our tomorrow" – the Expo organizers want to highlight initiatives that offer sustainable and scalable solutions. GoodVision fits perfectly into this concept and will be presented in the Best Practices Pavilion for the entire duration of the world exhibition.

GoodVision convinced the jury in the following criteria, in which it demonstrably contributes to achieving the Sustainable Development Goals (SDGs):

Good vision as an important factor for a better life

The GoodVision has set itself the task of providing people in structurally and economically weak regions with reliable access to optical care, further eye treatments and affordable, high-quality glasses, which is encapsulated in the slogan 'Good vision for all people'. The glasses, with their intelligently minimalist and robust design, are crafted to be manufactured, distributed, and repaired with ease in each country.

Mobile eye care as the key to success

A central component are mobile examination units, and now also mobile clinics, as in the South American program countries of the organisation. These converted trucks are equipped with the latest technology and enable the GoodVision teams to serve even the most remote and difficult-to-reach areas. Comprehensive eye examinations can be carried out effectively on site, and glasses can be produced and dispensed directly. This flexibility ensures that people in remote regions also receive high-quality care that makes a positive difference to their lives.

Creating local capacity through education and training

Another approach of GoodVision is to build local organizations with trained personnel. By empowering local professionals to conduct basic eye exams and adjust glasses, the project not only ensures sustainability, but also strengthens local healthcare. This training also promotes communities' trust in their own abilities and resources.

Scalability with the involvement of communities and local institutions

The organization places high value on partnering with local authorities and communities. Through

EinDollarBrille e.V. GoodVision

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awareness campaigns to educate the population about eye health, the importance of regular eye exams is emphasized. The cultural adaptation of the solutions ensures that they are well received and can be effective in the long term. A strict quality management system, the establishment of practical methods, centralized functions across country organizations, and a transparent, learning-oriented, cooperative system form the backbone for scaling the project into additional, pre-qualified countries.

A Growing International Influence of the GoodVision association

As an active member of the **IAPB (International Agency for the Prevention of Blindness)** and a co-founding member of the **WHO SPECS2030 Initiative**, GoodVision is steadily emerging as an important international partner in the fight against preventable blindness and vision impairment. The project contributes significantly to improving the quality of life of many people around the world. Better vision enables those affected to participate more actively in education and take advantage of economic opportunities. This not only has individual benefits, but also strengthens entire communities and local economies.

For further information, please visit the official Expo 2025 Osaka website at <https://www.expo2025.or.jp/en/> as well as www.eindollarbrille.de.

About GoodVision (EinDollarBrille e.V. in Germany)

According to a WHO study, over 950 million people worldwide suffer from correctable defective vision but do not have the means to buy conventional glasses. Against this backdrop, GoodVision (EinDollarBrille e.V. in Germany) aims to provide high-quality, affordable, robust and customized glasses worldwide. The organization was founded in 2012 by Martin Aufmuth, the inventor of the GoodVision Glasses (EinDollarBrille), and is recognized by the tax office as a non-profit organization. The GoodVision Glasses can be manufactured and sold by local people. The material costs for a pair of glasses are around one US dollar. The selling price is two to three local daily wages. The training of the producers and the development of the project in the target countries are financed by donations. The project is sustainable: the proceeds from the sale of the glasses help to cover salaries in the country and the materials for new glasses. The aim is to establish basic optical care for people in developing countries.

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