

# PROGRESS PRESENTATION: 3PR (GROUP 7)

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# GROUP STRUCTURE

- Tri-Group System: Team A, B and C
- Global Team Leaders: nominated by each team, to represent them.
- Weekly Skype Calls: with other opportunities for dialogue.
- Whatsapp Groups: both for all of Team 7, and Team Leaders.
- Design Team: Team Portugal and Team Leader Christina Yaffes.

# WORKLOAD DISTRIBUTION

Weekly Skype Meetings:

- Discuss research findings.
- Explore more opportunities for research.
- Raise concerns, or make suggestions.
- Plan according to a timeline.

Four step system:

- **1.** Assignments are formally discussed.
- **2.** Brief Global Team Leaders
- **3.** Brief Team Leaders
- **4.** Brief Local Team Members

Problems	Solutions
<ul style="list-style-type: none"><li>● Breakdown in communication with particular countries.</li></ul>	<ul style="list-style-type: none"><li>● Empathising, understanding, educating.</li></ul>
<ul style="list-style-type: none"><li>● Individual deadlines caused panic.</li></ul>	<ul style="list-style-type: none"><li>● Dialogue with colleagues tutors.</li></ul>
<ul style="list-style-type: none"><li>● Communication was often unproductive, and overall group lacked direction.</li></ul>	<ul style="list-style-type: none"><li>● Implementation of a Tri-Group system, election of Global Leaders.</li></ul>
<ul style="list-style-type: none"><li>● Research wasn't prolific enough.</li></ul>	<ul style="list-style-type: none"><li>● Tighter deadlines for research, more frequent assignments.</li></ul>
<ul style="list-style-type: none"><li>● Uneven workloads for countries.</li></ul>	<ul style="list-style-type: none"><li>● Tri-Group system allowed for a fairer approach.</li></ul>

# WHAT ISSUE NEEDS TO BE TACKLED

- Tackle stigma
- Educate the public (global/local)
- Raise awareness on the vision care crisis
- Address the need for a sustainable initiative
- Improve eye care service
- Lack of trained ophthalmologists

# STAKEHOLDERS

- ZEISS
- Local Communities: those affected, as well as those perpetuating stigma.
- Media: Local and Global.
- Professionals: Ophthalmologists.
- Government: Health Minister/Education Minister.
- Charity Organisations: onedollarglasses, ALOKA, Brian Holden Vision Institute etc.
- Businesses: Suppliers/Distributors, Investors, Partners.
- Ambassadors for the project(s).
- Different Religious Institutions: Tackling Stigma.

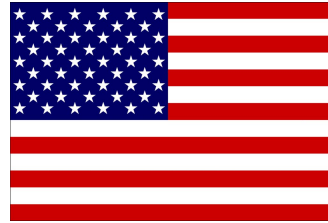
# TARGET AUDIENCE

- Global Public: those with a disposable income.
  - Professionals: Ophthalmologists, Educators.
  - Businesses: Technology, Distributors, Suppliers, Health.
  - Educational institutes: Universities, Colleges, Schools.
  - Global Government: International Aid.
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- Sufferers: Those suffering from vision care problems.
  - Local professionals: Those currently working to alleviate vision care problems.
  - Local Public: Stigma, Education.
  - Local School: Teachers, Students.
  - Local Government: Departments of Health, Education.

# TARGET COUNTRIES

- Global

- UAE
- USA
- Germany
- China
- India



- Local

- China
- Nigeria
- India





## UAE - SWOT/PEST

### Strengths -

- Largest oil deposits
- Wealthy country
- Large number of expatriates
- Focused on health care

### Political -

- Consist of seven states
- Conflicts with neighboring countries
- Shari

### Weaknesses -

- Human rights issues
- Multiple languages
- Seven states

### Economic

- Low unemployment level
- High GDP per capita
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### Opportunities -

- Increasing population
- Large disposable income

### Social

- Muslim - Sharia Law
- High living standards with high wages
- Well educated
- Very religious - Muslim

### Threats -

- War in neighboring countries
- Natural disasters
- No vision problem

### Technology -

- Most UAE citizens are online
- Large government budget
- Developing technology within the country

## USA - SWOT/PEST

<p>Strengths -</p> <ul style="list-style-type: none"> <li>● Largest market in the world, has enormous impact on the global economy.</li> <li>● High value of education. A state university/college in every state, funded by the government.</li> <li>● Large population of diverse backgrounds.</li> </ul>	<p>Political -</p> <ul style="list-style-type: none"> <li>● Country has massive influence over national and global policy-making.</li> <li>● Political instability - cuts are being made to scientific and medical research.</li> </ul>
<p>Weaknesses -</p> <ul style="list-style-type: none"> <li>● Privatised healthcare. Not everyone can afford it.</li> <li>● Mass poverty in some areas of the country.</li> <li>● Focus on vision care is divided between states. Northern territories face far less vision issues than those in the South, most likely due to the local government's promotion of healthy vision.</li> </ul>	<p>Economic</p> <ul style="list-style-type: none"> <li>● Has a "consumer economy" - driven primarily by consumers.</li> <li>● Biggest market in the world, with a huge impact on the global economy.</li> </ul>
<p>Opportunities -</p> <ul style="list-style-type: none"> <li>● An estimated 50% of Americans have poor vision.</li> <li>● 23 current optometry schools in the US, with other schools planning optometry based programs for the future.</li> </ul>	<p>Social</p> <ul style="list-style-type: none"> <li>● Racial and class segregation is still a massive issue in the US.</li> <li>● Education is a strong focus for America. Specialised schools for most career paths/fields.</li> <li>● No huge stigma toward glasses.</li> </ul>
<p>Threats -</p> <ul style="list-style-type: none"> <li>● Introducing charitable schemes into a privatised system.</li> <li>● Those living in areas with high poverty/rural areas suffer from a lack of knowledge on the issue.</li> </ul>	<p>Technology -</p> <ul style="list-style-type: none"> <li>● One of the biggest adopters of new technology in the world.</li> <li>● Leader in corrective surgery (laser).</li> </ul>

## GERMANY - SWOT/PEST

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● Glasses are widely used in Germany.</li> <li>● Has the strongest economy in Europe.</li> <li>● Glasses are seen as fashionable accessories.</li> </ul>	<p><b>Political</b></p> <ul style="list-style-type: none"> <li>● Germany has very high political stability.</li> <li>● Well protected property rights.</li> <li>● Corruption is not an obstacle for businesses in Germany, and companies are unlikely to encounter bribery or any other corrupt practises.</li> <li>● Germany is a large power in the European Union, so would be considered an influencer.</li> </ul>
<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● High costs</li> <li>● Lack of awareness among the public</li> </ul>	<p><b>Economic</b></p> <ul style="list-style-type: none"> <li>● Europe's largest economy, and one of the world's most dynamic economy.</li> <li>● Business is characterised by openness to global commerce, investment in this field are high.</li> <li>● Opportunities for grants to fund initiatives.</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Open market with many opportunities to find some investors (One Dollar Glasses)</li> <li>● Very little competition</li> <li>● Economy is well developed</li> <li>● Most people in the country understand the benefits of a clear vision and have no problems wearing glasses</li> </ul>	<p><b>Social</b></p> <ul style="list-style-type: none"> <li>● A mature market, where contact lenses and spectacles are widely available and spread among people.</li> <li>● High number of opticians, optometrists and eye doctors.</li> <li>● However, some people still opt to use contact lenses.</li> <li>● Germany is a country with ethno cultural diversity, as well as a variety of lifestyles - a lot of different people to target.</li> </ul>
<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Vision care is a relatively 'new' social project</li> <li>● The costs of technology are very high</li> <li>● The German market is fairly saturated, and requires innovation.</li> </ul>	<p><b>Technology</b></p> <ul style="list-style-type: none"> <li>● 88% of Germany uses the internet</li> <li>● 74% of Germans have made a purchase in the last 12 months</li> <li>● Internet industry is set to grow by 12 percent in 2015–2019</li> </ul>

## NIGERIA - SWOT/PEST

<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>● Seeing a new wave of entrepreneurs due to an increase in Government funding</li> <li>● 20th largest economy in the world.</li> <li>● Large population.</li> </ul>	<p><b>Political</b></p> <ul style="list-style-type: none"> <li>● There is a tendency for the existing projects to be discontinued if there is a change in government, so if we need to set up a campaign in Nigeria we should be careful that next election is expected in 2018.</li> <li>● Nigeria Corruption Perception Index puts Nigeria at No. 136 least corrupt nation out of 175 countries.</li> </ul>
<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>● Has active terror groups and the government is experiencing a corruption scandal.</li> <li>● Lack of knowledge (rural)</li> <li>● Lack of Ophthalmologists and medical professionals.</li> <li>● Education is poor in rural areas.</li> </ul>	<p><b>Economics</b></p> <ul style="list-style-type: none"> <li>● Economy in Nigeria is heavily based on oil revenue.</li> <li>● Lack of disposable income for the citizenry.</li> <li>● Youth unemployment rate is 21.5%.</li> <li>● Entrepreneurs can have access to cheap labour and it will be cost effective for any labour intensive business to be located in Nigeria.</li> <li>● Lack of Infrastructure</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● Large vision issues.</li> <li>● Evolving infrastructure around large cities.</li> <li>● Increase in R&amp;D</li> </ul>	<p><b>Social</b></p> <ul style="list-style-type: none"> <li>● Starting to embrace the internet and social media.</li> <li>● Stigma towards wearing glasses.</li> </ul>
<p><b>Threat</b></p> <ul style="list-style-type: none"> <li>● Lots of rural areas and has a high level of extreme poverty.</li> <li>● Active terror groups</li> <li>● Few optical companies</li> <li>● Large division between rural and urban areas.</li> </ul>	<p><b>Technology</b></p> <ul style="list-style-type: none"> <li>● Increasing use of the computer among young people. Although, laptops and personal computers still remain a luxury to some people, the use of smartphones seems to be bridging this gap.</li> <li>● 46% (86 million people) of the population are active users of the internet and many of them use social media (15 million people).</li> </ul>

# INDIA SWOT/PEST

- STRENGTHS: Nation Programme for Control for Blindness already exists
- WEAKNESSES: ophthalmologists too busy to perform blindness preventing surgeries
- OPPORTUNITIES: renown for quality products, overseas investment
- THREATS: competition from China
- POLITICAL: more prone to corruption
- ECONOMICAL: the economy is on the rise
- TECHNOLOGICAL: India has the largest film industry in the world

## CHINA - SWOT/PEST

<p>Strength</p> <ul style="list-style-type: none"><li>● Large economy</li><li>● Large population</li><li>● Efficient government</li></ul>	<p>Political</p> <ul style="list-style-type: none"><li>● Opening up borders and relations</li><li>● Communist country</li><li>● Encourages international platforms</li></ul>
<p>Weakness</p> <ul style="list-style-type: none"><li>● Lack of knowledge (rural)</li><li>● Insufficient vision care treatment (rural)</li><li>● Lack of infrastructure</li><li>● Eyewear stigma</li></ul>	<p>Economics</p> <ul style="list-style-type: none"><li>● Consistent economic growth</li><li>● Second largest economy</li><li>● GDP per capita rising</li></ul>
<p>Opportunities</p> <ul style="list-style-type: none"><li>● Large vision issues</li><li>● Increase urbanisation and infrastructure</li><li>● Increase in R&amp;D</li></ul>	<p>Social</p> <ul style="list-style-type: none"><li>● Increase in eyewear wearer</li><li>● Collectivist</li><li>● Large internet users</li></ul>
<p>Threat</p> <ul style="list-style-type: none"><li>● Few optical companies</li><li>● Prefer China based companies</li><li>● Hard to access rural areas</li><li>● Rural and urban division</li></ul>	<p>Technology</p> <ul style="list-style-type: none"><li>● Development in vision care tech</li><li>● Large investment in R&amp;D</li><li>● Technologically advanced (urban)</li></ul>

# OBJECTIVES

## Local:

- Increase awareness of the benefits of wearing glasses.
- Tackle the stereotype and stigma around the issue.
- Educate eye clinics and help improve their services.
- Reduce the vision care problem.
- Create a sustainable, long-term initiative.

## Global:

- Raise awareness.
- Raise a certain amount of dollars to donate.
- Increase the numbers of professionals helping

# GLOBAL TACTICS

- GoFundMe Campaign, with onedollerglasses.org: personalised glasses, sent to somebody in need.
- Pop up booths and movie theatres: to create an understanding on of the issue.
- Mission trips to local areas: Influencers will document the issue through their platforms, and highlight ways to resolve the crisis.
- Lobbying for scholarships to promote the vision care industry, in order to alleviate the crisis.
- Social Media Campaign
  - Hashtag campaign.
  - Snapchat filter - in celebration of World Vision Day, as well as ongoing.



# LOCAL TACTICS

- Zeiss officials take government around rural areas to see the conditions. And then they sit down and Zeiss speak to them about what kind of policy changes they can make to help alleviate the problem.
- Petition to lobby government support in global countries for increase in international aid.
- Local government give out scholarship to encourage people to study ophthalmology.
- Caravans - sponsored by businesses, works with vision care app, travels for 365 days.
- Vision Festival - airs documentary, speeches from influencers/celebs, booths from Aloka vision etc to promote them, free eye checks, fundraiser.