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ESSILOR JOINS PROJECT AGORA TO IMPROVE VISUAL HEALTH IN COTE D'IVOIRE

As the world's leading ophthalmic optics company, Essilor supports the opening of the first access point to vision care in Cote d'Ivoire as part of project Agora. This was jointly inaugurated by the Vice President of the Republic of Cote d'Ivoire, Daniel Kablan Duncan, and President of the French Republic, Emmanuel Macron, on December 21.

Project Agora aims to improve the lives of disadvantaged populations by facilitating their access to health and sports. As part of this project, Essilor has partnered with local optician-optometrist and contactologist, David Diakite, to create a visual health access point, within a centrally-located store for the highly populated Koumassi district of Abidjan. This will allow local residents to benefit from eye tests and prescription glasses made by the Essilor Group.

Commenting on the initiative, David Diakite said: “Sight is a precious commodity that is essential to protect. Sight is life, it is essential in all activities, both in education and in sport. This is why I launched this new store, with the support of Essilor and its “My Vision Shop” concept, which will hopefully improve the daily lives of inhabitants from the Koumassi district.”

Just like in many African countries, the optical sector is dynamic by creating disruptive initiatives developing access to professional vision care and preventing many from having good vision and protecting their eyes.

“We are proud to be able to contribute to improving access to visual health in Cote d’Ivoire with our support for the Agora economic and social project. Along with opticians who support this initiative, we want to facilitate better learning in children, and help adults be more productive and to be safe whenever they are on the move,” said Morgan Taffaneau, Managing Director for West and Central Africa, Essilor International.

In line with its mission of ‘improving lives by improving sight’, Essilor has been supporting initiatives all over the world to improve access to visual health and provide solutions for people who do not have access to vision care, underserved populations and rural communities.

In Africa, Essilor has created Africa Retail Solutions, a dedicated division which designs and deploys innovative solutions to address infrastructural issues and the lack of eye care professionals in order to meet all visual needs and at all price points. The ‘My Vision Shop’ concept, which has already been deployed by Essilor in Mozambique, Ethiopia and the Democratic Republic of the Congo, allows aspiring entrepreneurs to set-up their own optical stores by benefitting from the Group’s turnkey support. This includes an installation kit with necessary tools to open a store, as well as frames, lenses, instruments, software, training, etc.







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The Group created new subsidiaries in four African countries in 2016 to help bring vision care to the estimated 500 million people on the continent who today lack visual correction.



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