

# BECOME AN **ECOO AFFILIATED MEMBER** TODAY



European  
Council of  
Optometry  
and Optics

## A changing industry in a changing world

- An ageing population
- Varying standards
- Emergence of new technologies changing how eye care is managed
- Challenges with the rise of the internet and cross-border e-commerce
- The role of opticians and optometrists in the broader health care sphere

These and many more factors contribute to a challenging and fast moving environment in which opticians and optometrists operate on a daily basis. In the spirit of cooperation, ECOO unites the voice of these two professions to ensure their voice is heard.

## ECOO: your voice in Europe

With 40 member associations from 25 countries, ECOO's members together represent more than 150,000 opticians and optometrists across Europe. ECOO is the **only European umbrella association** that brings together the interests of the professions to speak with **one voice**. With its Europe-wide reach and representation in Brussels, ECOO is the **most influential optical and optometric body in Europe**.



Left to right:  
Paul Folkesson, Peter Gumpelmayer,  
Cindy Tromans

## A shared vision

To improve vision and eye health by providing high-quality, cost-effective optometric and optical services and appliances across Europe.

## A vital mission

- To improve eye health and vision for all and eliminate avoidable blindness and visual impairment in Europe.
- To create a harmonised professional and educational system for optometry and optics based on the European Diploma in Optometry, and the Qualification in Optics.
- To develop the scope of practice for optometrists and opticians to the degree that the same high standards apply and are mutually recognised in all European countries

"ECOO greatly values its affiliated members as they bring in an external perspective and at the same time they can benefit from ECOO's network of members across Europe, professional experience from the ground and professional EU representation. This way we ensure the sector's voice is heard and speaks with one voice across Europe."

*Peter Gumpelmayer, ECOO Past-President*

## How you can benefit from ECOO

- Benefit from the collective strength of a truly European network of experts in the field of optics and optometry to influence decision-makers, shape the agenda and access information.
- Share and exchange ideas and best practices with your peers through ECOO's network and General Assembly meetings to further develop the professions and their practice across Europe.
- Help shape the future of our industry by contributing to the development of the educational standards such as the European Diploma in Optometry and the Qualifications in Optics.
- Increase your visibility at the EU-level that could directly impact the professions or the sector and access ECOO's professional lobbying activities to be present in the debate early and shape outcomes.
- Enhance knowledge on this sector in Europe through access to studies, surveys and data to allow for an evidence based communication and representation of your interests.

## Activities and achievements

ECOO continues to be actively engaged representing its members and affiliated members on key issues, including:

- Influencing various EU-level legislations such as ensuring plano-contact lenses fall within the medical devices directive and advocating for appropriate vision tests in the driving licence directive.
- Responding to public consultations launched by the European Commission ensuring the interests of the industry are reflected in VAT matters or the recognition of professional qualifications.
- Establishing an accreditation process for the European Diploma in Optometry and Qualifications in Optics with educational institutions being accredited on an ongoing basis.
- Continuous monitoring of technical issues such as the classification of Fluorescein ophthalmic strips as medical devices.
- Cooperation with other stakeholders in the vision field to promote vision related matters at the EU-level with a common voice in the sector, for instance on the occasion of World Sight Day.



“Being an affiliate member allows for an even closer cooperation with ECOO to advance common issues across Europe and in individual member states.”

*Helmer Schweizer, Professional Affairs Distributor Markets, Alcon Vision Care Europe, Middle East & Africa.*

<b>Membership packages:</b>		
	<b>Full package</b>	<b>Light package</b>
Attend annual General Assemblies (2 times/year) and occasionally present	✓	
Take part in workshops, brainstorming sessions and specialized Committee meetings	✓	
Shape and comment on positions taken by ECOO	✓	
Be regularly in touch for an informal exchange on issues and priorities	✓	✓
Be included in ECOO's mailing list	✓	✓
Receive studies, information and take part in surveys	✓	✓
<i>Note: the above packages do not include the registration fees for the General Assembly meetings.</i>	<b>5 000 EUR year</b>	<b>2 500 EUR year</b>

### **Become an ECOO affiliated member today**

Contact us to learn more about how ECOO can help you to pursue your interests in this sector.

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