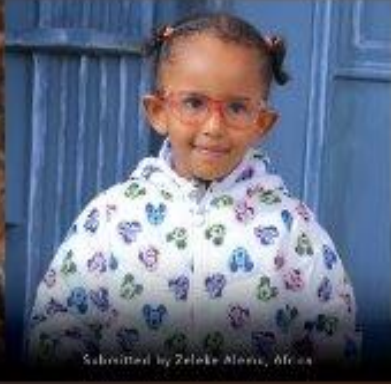
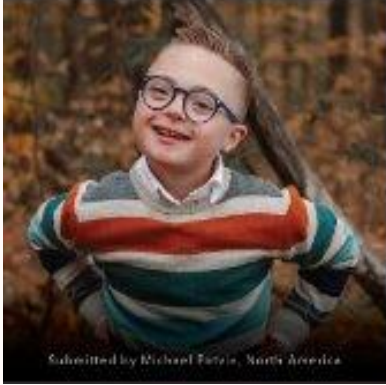


# THE RIGHT TO SEE

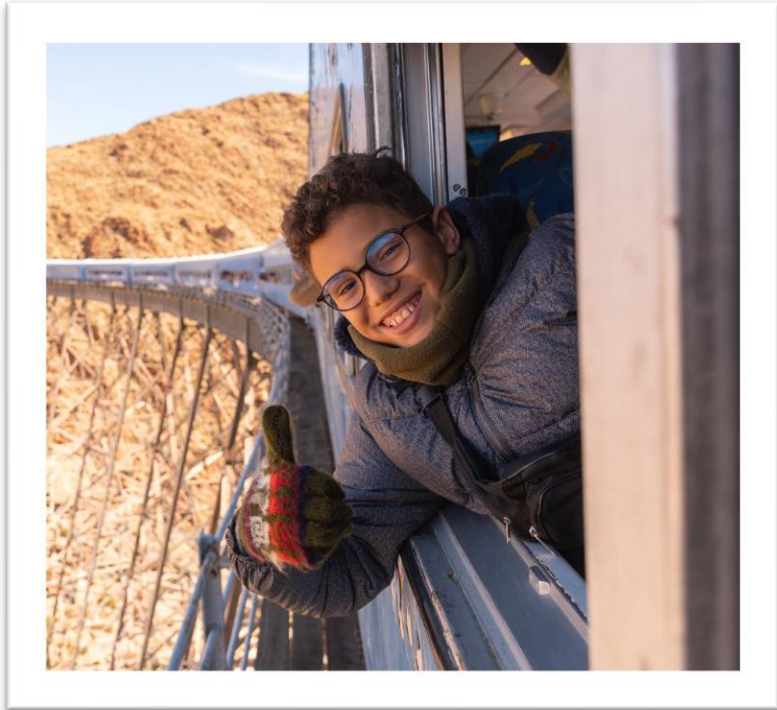
## PHOTO CONTEST 2024



# We see a bright future.

A world where everyone **can see more and be more.**  
Good vision has the power to unleash our full potential to help us learn better, keep us safe and promote a more inclusive society.

## THE ASK



Submitted by Gabriela  
2023 Winner, Latin America

We believe that **The Right To See** is a fundamental human right.

And **great photos** can help tell the story of what it means to see clearly.



Show us what **The Right To See** means to you by taking a picture of **yourself, friends, family, colleagues and people we help around the world** who are benefitting from the gift of good vision.



Submitted by Shenbagarajan  
2023 Winner, India



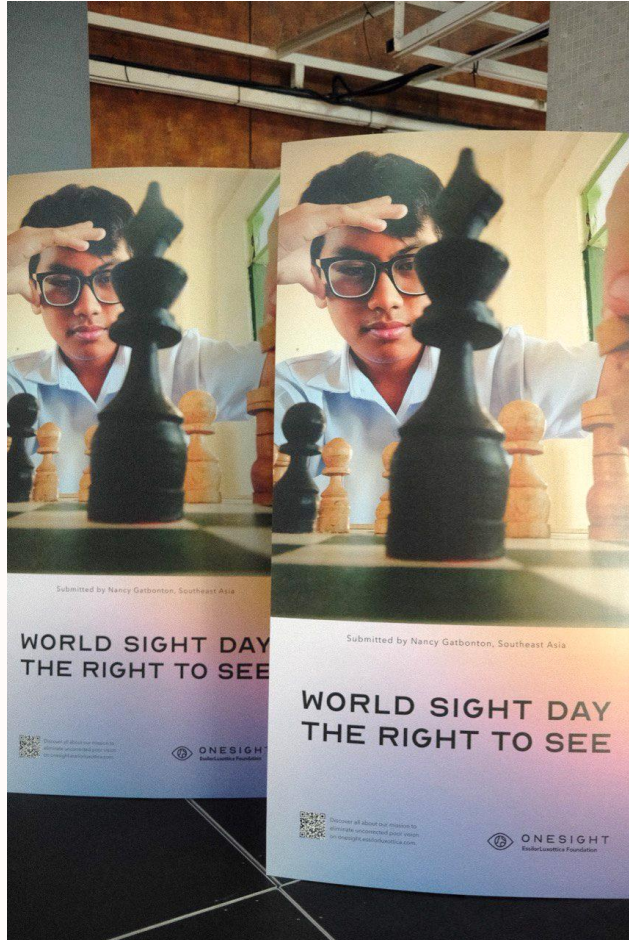
Submitted by Crizelle  
2023 Runner Up, Southeast Asia



Submitted by Fabrizio  
2023 Winner, Italy



Submitted by Brookie  
2023 Runner Up, North America



Showcased at the Virtual  
Experiential Zone, Singapore



## THE WINNING PHOTO

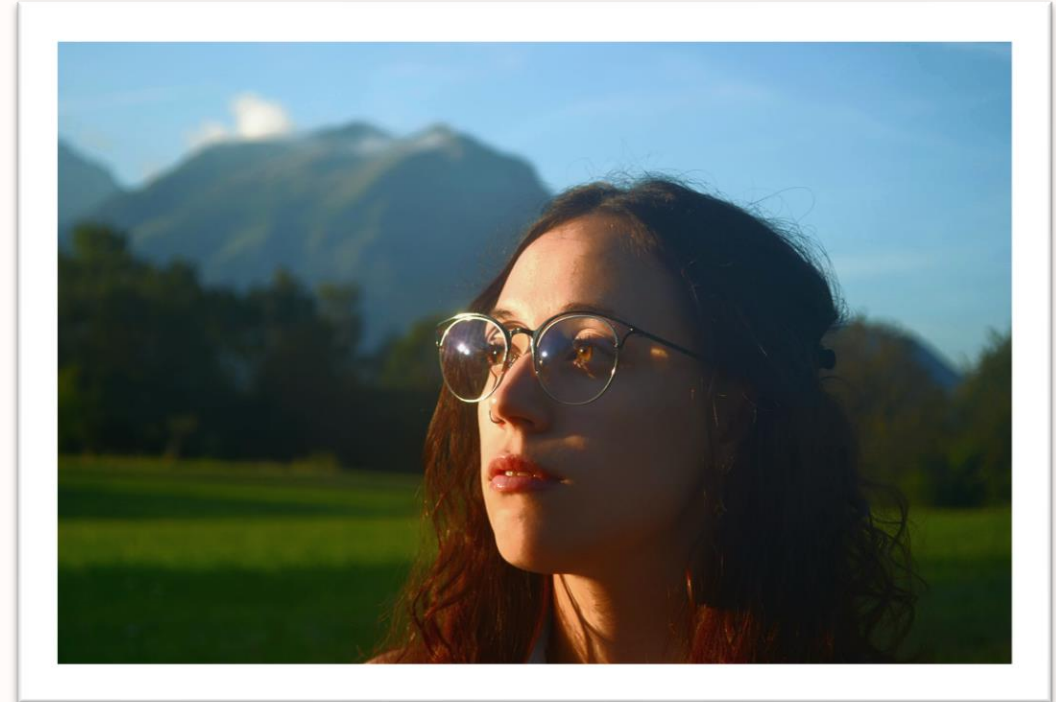
The winning photo will be featured as a part of EssilorLuxottica's 2024 internal World Sight Day communications - newsletters, posters, digital windows, etc.

Post your entries on LinkedIn, Instagram, Twitter with the hashtag **#TheRightToSee** and stand the chance to win OneSight EssilorLuxottica Foundation merchandise.

## HOW TO CAPTURE A WINNING SHOT



- ✓ Subjects should be wearing glasses or sunglasses
- ✓ Avoid the use of any photo filters and be sure your subject is well lit and in focus
- ✓ Export the final image at the best quality resolution your mobile device or camera allows. If posting on social media, save the original, high-quality photo for future use
- ✓ If taking a photo of your subject using their glasses in context (working, reading, watching, driving, clinic, retail location, etc.) include some elements of the environment



Submitted by Amedeo  
2023 Runner Up, Italy



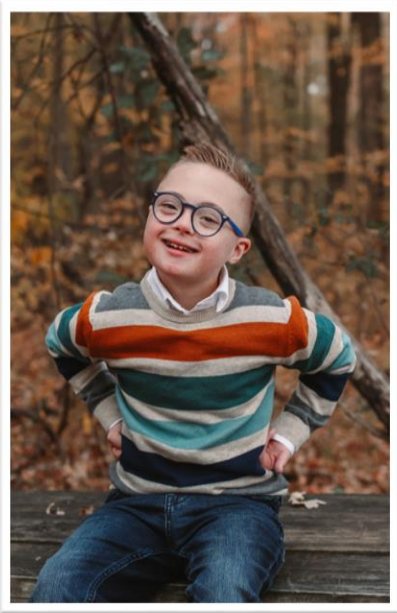
# SAMPLE PHOTOS FOR INSPIRATION



Submitted by Edwin  
2023 Runner Up, North America



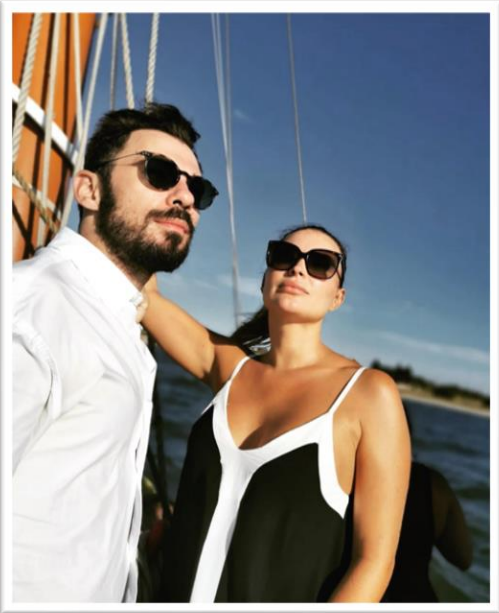
Submitted by Lily  
2023 Winner, China



Submitted by Michael  
2023 Winner, North America



Submitted by Marcelo  
2023 Runner Up, Latin America



Submitted by Andre  
2023 Runner Up, Europe

# SAMPLE PHOTOS FOR INSPIRATION



Submitted by Sandra  
2023 Winner, Europe



Submitted by Sylvine  
2023 Runner Up, Africa



Submitted by Rekha  
2023 Runner Up, India



Submitted by Zeleke  
2023 Winner, Africa



Submitted by Nancy  
2023 Winner, Southeast Asia



# TIPS AND TRICKS

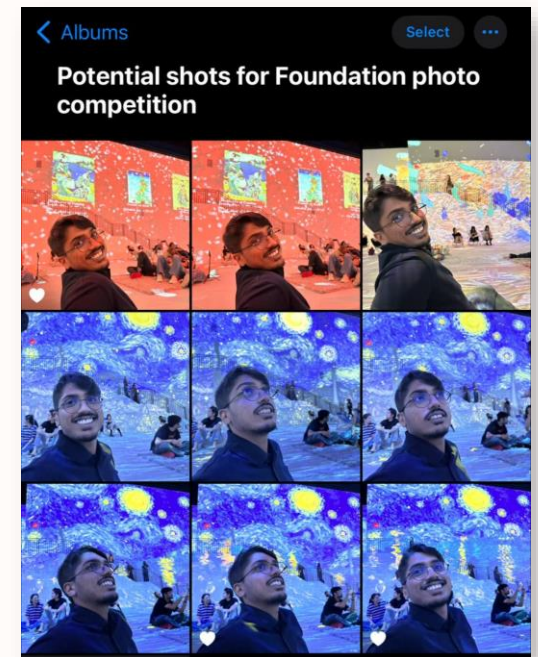
- ✓ If using a mobile device, utilize your camera phone's "portrait" feature, when available



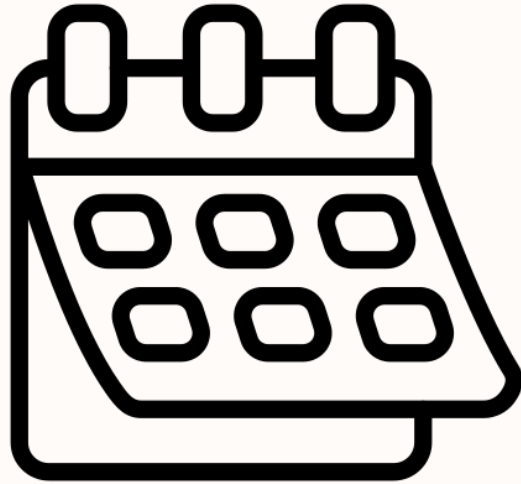
- ✓ Try to capture your subject in a 'happy moment in time' (i.e. they are seeing clearly, or are enjoying the task/occasion at hand, which requires their glasses)



- ✓ Take several photos of your subject from different angles to have options to choose from



## KEY DATES AND MILESTONES



6 September 2024

**Photo contest closes**

6 - 30 September 2024

**Judging of entries and development of creative assets**

October 2024

**Winners announced!**



# GRAND PRIZES AWAIT



The gold prize includes an exclusive volunteering experience, among other great prizes!



## HOW TO SUBMIT

- ✓ Visit [TheRightToSee.org](https://TheRightToSee.org)
- ✓ Complete the form, with images and an accompanying story
- ✓ Hit "submit" and you're ready to go!
- ✓ Upon submission, you are welcome to upload your picture on social media channels, tagging the Foundation and hashtagging #TheRightToSee



## RULES AND REGULATIONS

Winners will be selected based on the following criteria:

- ✓ The entry's ability to capture the essence of the campaign and contest, [The Right To See](#).
- ✓ The technical quality of the photo (focus, subject matter, facial expression, etc.)
- ✓ Upon shortlisting, a signed waiver for use by any recognizable people appearing in the photo.



Submitted by Jessie  
2023 Runner Up, China



Submitted by Yolanda  
2023 Winner, Oceania



Submitted by Evelyn  
2023 Runner Up, Latin America

## FAQ

- ✓ **Can I submit more than one entry?** Yes, employees are encouraged to share all of your **best** photos.
- ✓ **What if I'm not able to get a media release form signed?** Unfortunately, due to legal and/or patient privacy requirements, these entries will not be acceptable for use in the campaign or eligible as a contest winner.
- ✓ **Where will my image be used?** Internal and/or external communications and platforms supported by EssilorLuxottica and the OneSight EssilorLuxottica Foundation.
- ✓ **Will I be compensated for it?** Yes, selected winners will be compensated with pride, publicity and global bragging rights.