

# press release

## **Seeing is believing launches the search for the next breakthrough in eye health innovation**

**29 May 2013, London, UK** - Seeing is Believing, Standard Chartered's global collaboration with the International Agency for the Prevention of Blindness (IAPB) today launches a new USD3 million fund to support the development of innovation in eye health. The fund will be open to not-for-profits, NGOs, research institutes, universities and individual innovators from across the world. Funding will support projects aimed at piloting or scaling up new ideas for delivering eye health in poor and middle-income countries. The innovations could take the form of new products or technology, or alternatively operating models or business models with the potential to provide more effective, less costly and more sustainable approaches to eye health. The fund is also open to proposals for the development and scale up of technology to enable blind and visually impaired people to be more independent.

"Funders have an important role in supporting the development of new thinking, research and products in the causes they support. Too often charitable funders expect 100% certainty of impact from their funding, stifling innovation. We hope this fund will help create real impact in poor and middle-income countries by reaching out to individuals and organisations who may have new and better solutions for eye health." Richard Meddings, Group Finance Director, Standard Chartered and Chairman, Seeing is Believing

"Since VISION2020, the global campaign to eliminate avoidable blindness, was launched back in 1999, we have made strong progress despite projections that global blindness would double by 2020. Innovations that dramatically reduced the cost of treating conditions such as cataract, as well as the discovery that diseases such as river blindness and trachoma could be treated with readily available drugs, have made a big difference. Yet, if we are to meet our goal of eliminating avoidable blindness by 2020, we can't stop there. We hope this fund will help uncover the next break-through generation of innovations for eye health." Peter Ackland, CEO of International Agency for Prevention of Blindness.

USD1 million will be made available for funding this year. Two kinds of grant will be available: a USD50k grant to support the development of innovations at initial pilot stage; and a USD 200k grant to support innovations that have undergone some initial testing to prepare for scale up. Seeing is Believing has brought together an investment committee of experts from within and outside of eye health to advise on the development of the fund and to help select projects.

Full details of the fund are available on [www.seeingisbelieving.org/InnovationFund](http://www.seeingisbelieving.org/InnovationFund).

--- ENDS ---

For further information please contact:

**Ms. Trinh Nhu Quynh**  
**Head of Corporate Affairs**

**Standard Chartered Bank (Vietnam) Ltd.**

Level 18, Building 72, Keangnam Hanoi Landmark Tower, Pham Hung Road,  
Me Tri Ward, Nam Tu Liem District Hanoi Vietnam

Phone: +84 4 39368124

Mobile: +84 984396185

Email: [quynh.trinh-nhu@sc.com](mailto:quynh.trinh-nhu@sc.com)

## **Notes to Editors**

### **Standard Chartered Bank (Vietnam) Limited**

In Vietnam, Standard Chartered's history can be traced back to 1904 when the Bank opened its first branch in Saigon (now Ho Chi Minh City).

Following the official approval from the State Bank of Vietnam, effective 1 August 2009, Standard Chartered commenced operations in its locally incorporated entity – Standard Chartered Bank (Vietnam) Limited. Local Incorporation was an important milestone in Standard Chartered's development in Vietnam.

Standard Chartered now has three branches and employs over 850 staff. The Bank provides a full of suite banking products and services for corporates, financial institutions, small and medium enterprises and individuals.

Standard Chartered brings its international expertise and experience in other growing markets to Vietnam, where it actively contributes to the development of the banking and finance sector in the country. The Bank also plays an active role in the Vietnamese community and has demonstrated this through many social and charitable activities.

For more information, please visit: [www.sc.com/vn](http://www.sc.com/vn) and [www.facebook.com/standardcharteredVN](https://www.facebook.com/standardcharteredVN)

## **Standard Chartered**

We are a leading international banking group, with more than 90,000 employees and a 150-year history in some of the world's most dynamic markets. We bank the people and companies driving investment, trade and the creation of wealth across Asia, Africa and the Middle East, where we earn around 90 per cent of our income and profits. Our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges as well as the Bombay and National Stock Exchanges in India.

For more information please visit [www.sc.com](http://www.sc.com). Explore our insights and comment on our blog, [BeyondBorders](#). Follow Standard Chartered on [Twitter](#), [LinkedIn](#) and [Facebook](#).