

Your Ambition: Our Mission

NCBI Group Strategy 2021 - 2023



NCBI

**Working for People
with Sight Loss**



Vision

For people who are blind and vision-impaired to have the same opportunities, rights and choices as others to fully participate in society.

Mission

To enable people who are blind and vision impaired to overcome the barriers that impede their independence and participation in society.

Values

- 1. Inclusive Approach:** NCBI listens to people who use our services, staff members, volunteers and all other stakeholders and collaborates with them in the design and delivery of our services and all related activities.
- 2. Choice:** NCBI acknowledges and respects the right of people to make choices about their lives. We will do everything in our power to support people who are blind and vision impaired in exercising this right.
- 3. Openness and Accountability:** NCBI carries out its work in an open manner and is accountable to all stakeholders for our actions and decisions.
- 4. Pursuit of Excellence:** NCBI is committed to attaining excellence in everything we do through our policies, procedures and staff.



Transforming in Partnership

On NCBI's 90th birthday, our central mission of equal access and inclusion for people who are blind or vision impaired has never been more important. Society today is constantly changing whereby unacceptable barriers to full participation continue to be realised by our community.

Access is not a privilege; it is a fundamental human right that each and every person and family impacted by vision impairment or blindness are fully entitled to. Many accessibility challenges have been further increased by the negative impact that Covid-19 has had on the lives of the 54,810 people living with visual impairment or blindness across Ireland.

Therefore, I am delighted to endorse this forthright new strategy which will relentlessly guide and resource NCBI's staff and purpose to identify and break through the barriers to equal opportunity and participation that exist across the State, with key partners who share our cause.

Paul Ledwidge
NCBI Chairperson

Chris White
CEO



“The challenge is to transform and partner for barrier free futures, whilst constantly and refining our services as new research and solutions come to light.”

- Chris White, CEO

Your Ambition: Our Mission

Over the next three years, NCBI's work will centre around two Guiding Policies:

Guiding Policy 1: Changing Perceptions

Priority 1: Your Ambition Becomes Our Mission

Priority 2: Using Our Research to Scale Excellence

Guiding Policy 2: Transforming in Partnership

Priority 3: Building Capacity by Learning and Doing Things Together

Priority 4: Putting Future Focused Infrastructure In Place

How will NCBI make this happen?

Through 'Heart Work'

Always focused on Empathy, Resilience, Solutions and doing things Together



Guiding Policy 1: Changing Perceptions

NCBI will pursue deeper understanding of the needs of people who are blind or vision impaired, utilising our research to design valued added services for tomorrow.

Priority 1: Your Ambition Becomes Our Mission

Listening, identifying, prioritising and positively responding to needs and interests of blind and vision impaired people.

Priority 2: Using Our Research to Scale Excellence

Delivery of innovative and quality solutions to empower people who are blind or vision impaired to reach their true potential, in collaboration with state, society and private sector partners.



Guiding Policy 2: Transforming in Partnership

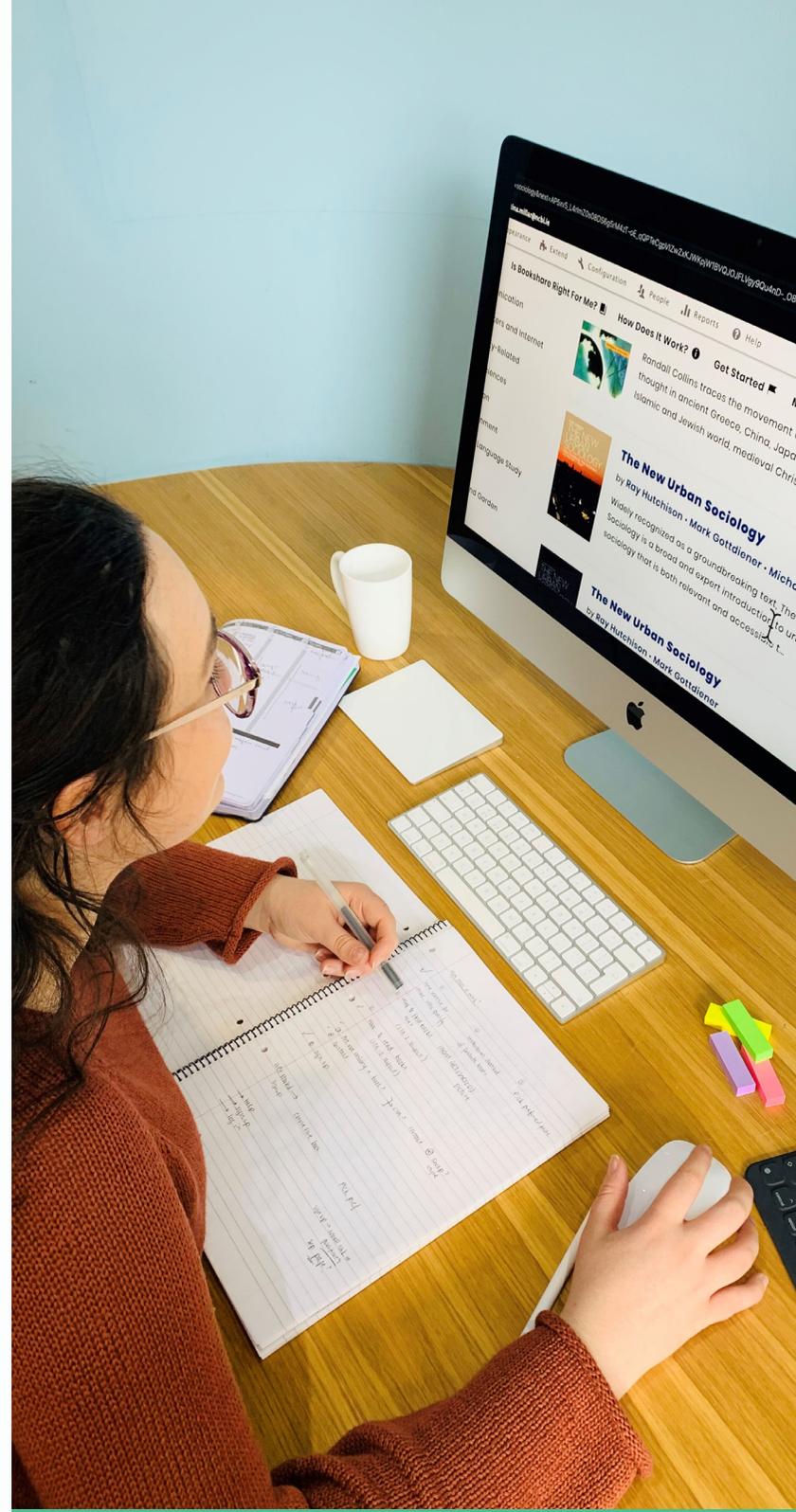
Leverage all of government, society and business to deliver on our purpose through our people and systems.

Priority 3: Building Capacity by Learning and Doing Things Together

Utilising new knowledge to champion needs led solutions and creativity through team work and heart work.

Priority 4: Putting Future Focused Infrastructure In Place

Always accessible and inclusive technology first. Aligning our systems to your ambition and our mission.





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