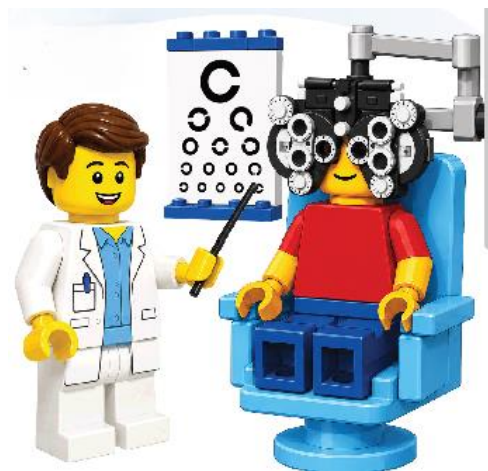


ECOO GENERAL ASSEMBLY MEETS IN BILLUND, DENMARK



KATHY JONES

ECOO Secretariat

ECOO MEMBERS MEET AT THE HOME OF LEGO

Danish ECOO members hosted the Autumn General Assembly in Billund, Denmark on 16-18 October 2026.

Billund is the birthplace of **LEGO®** and delegates made the most of the exciting venue to look at how they work together, how they can strengthen mutual support among their national associations, and how they can make sure ECOO stays relevant to the needs of all its members.

PLAY HARD, WORK HARD

The event was marked by exploring the value of playfulness in freeing our

minds to think differently.

A Workshop, facilitated by Intrface using the LEGO® SERIOUS PLAY® method, was a chance to explore the future role and value of the ECOO community in a way that was creative, focused and enjoyable.

DECISIONS

Members voted to accept into membership the MOI - Magyar Optikus Ipartestület (Hungarian Chamber of Opticians) and heard a presentation about the state of optics in Hungary.

The Assembly also agreed a number of publications that will be added to the ECOO website over the next

week or so:

- An infographic describing best practice in prescriptions
- A guidance document on the Master UDI for Contact Lenses produced in cooperation with EuromContact
- A position paper on Sports Vision and detailed paper on the evidence in this area
- A briefing paper on the European Health Data Space (EHDS)



ELECTIONS

Elections took place for the executive and its committees. The successful candidates were:

President elect:

Peter Gumpelmayer

Treasurer:

Per Michael Larsen

Chair of the Public Affairs and Economic Committee (PAEC)

Tina Alvær

Members of the PAEC:

Sylvia Alps

Heidi Damgaard Buchholt

José Carlos Rodrigues de Almeida

Cardoso

Daryl V E Newsome

Aiga Švede

Zsolt Szabadi

Chair of the Professional Services Committee (PSC):

Ignacio Costa Gonzalez

Members of the PSC:

Konrad Abramczuk

Stephan Hirschfeld

Julie-Anne Little

Martin O'Brien

João Carlos Saraiva Caetano

Iwan Zanchetta

Pavel Šebek will take over as Secretary of the PAEC and we welcome Matjaž Turk as the new Secretary of the PSC.

A HANDOVER OF LEADERSHIP



It was Gabriëlle Janssen's last GA as President. She remains on the Executive as immediate past President for the next two years. Our new President is Sylwia Kropacz-Sobkowiak. We look forward to benefiting from the continuity and the change in our strong group of leaders.

