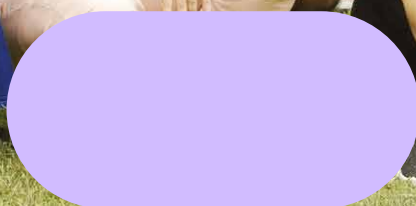


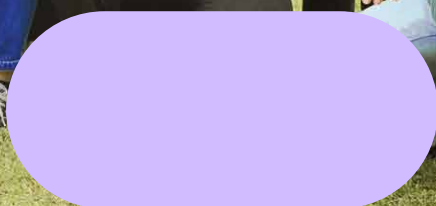


**amplifon
foundation**

THE SOUND
OF INCLUSION.



**SOCIAL
REPORT
2024**



**amplifon
foundation**
THE SOUND
OF INCLUSION.

SOCIAL REPORT 2024

Volunteers

Inclusion

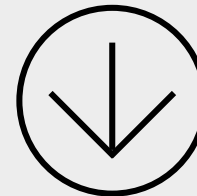
Festival

Podcast

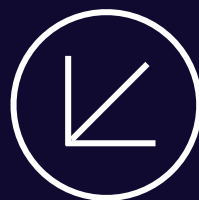
Ciao!

Kindness

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“It is through sharing the journey with you that change finds its strength.”

Letter from the Chairperson

Dear friends,

Amplifon Foundation's continuing journey is one of commitment and growth with its sights set on the future.

Although only a few years old, the Foundation has faced many challenges and achieved many goals, such as getting around 26,000 elderly people involved in our social inclusion projects.

We have tackled every moment with determination, courage and passion, and the social impact of our work continues to grow in Italy while also having a solid and recognised impact abroad, in line with the distinct international identity of the Amplifon group. Over these years, our social commitment has been accompanied by cultural reflection, as a means of profoundly liberat-

ing the individual, whatever their condition and age. The goals set out in this Social Report have also been achieved thanks to all of you, who follow us, support us and encourage us every day.

We look to the future with the same spirit with which we began: supporting and accompanying the most vulnerable sections of the population, improving their quality of life and embracing those who find themselves in marginalised situations.

The road is mapped out and we intend to stride ahead with determination, creating as many opportunities as possible for inclusion and positive social change.

We will continue to do so together, because it is this sharing of the journey that leads to the power of change.

A handwritten signature in black ink, reading "Susan Carol Holland".

Susan Carol Holland,
Presidente

Letter from the Managing Director

Dear friends,

The Social Report is, albeit challenging, an excellent exercise: it forces us to take an in-depth and forward-looking view of the challenges faced, the choices made and the work carried out.

Our journey began in a difficult context as, from the beginning, we chose to focus our attention on the elderly, a particularly vulnerable segment of the population—especially during the pandemic— that is rarely the subject of philanthropic measures.

It is precisely the elderly that have been the great surprise of our story.

For five years now, we have been meeting vulnerable elderly people who are not self-sufficient, with physical and cognitive impairments, who live alone, in economic and social poverty, on the margins of society. And yet the impact they have on us when we meet them is always significant, surprising and unexpected: **we encounter men and women who are vivacious, cheerful, and determined, with a tenacious and contagious will to live.**

It was in this spirit that **"Ciao!"** was created, initially conceived to keep the

elderly in contact with their families during the pandemic lockdown and which now involves and entertains more than 26,000 people daily across **Italy, France, Portugal and Australia**, with a programme of content and activities designed just for them.

This same spirit gave rise to local outreach and voluntary actions to promote meetings and dialogue between the elderly, young people and local communities, as the first and preferred form of needs response.

It also gave rise to **"Indovina chi viene a casa!" (Guess who's coming to visit!)**, which addresses the issue of dignified housing and aims to create opportunities for socialising in suburban areas. A broken bulb, a malfunctioning shutter, or a water leak are events that can affect the quality of life of a lonely elderly person. Responding to this issue is the first step to restoring full **dignity and trust in others.**

This constant attention to the world of the elderly has significantly affected the recognition of our foundation, whose reputation has grown significantly, resulting in a **20% increase in the online recognition of the Amplifon brand** in less than five years: a result not sought



"We all need to get back to kindness. It is a universal value that we have within us, a powerful resource, capable of generating hope, overcoming loneliness and promoting relationships."



“For five years now, we have been meeting vulnerable elderly people who are not self-sufficient, with physical and cognitive impairments, who live alone, in economic and social poverty, on the margins of society. And yet the impact they have on us when we meet them is always significant, surprising and unexpected: we encounter men and women who are vivacious, cheerful, and determined, with a tenacious and contagious will to live.”

but which attests to the foundation's role as an important vector of value and values within and beyond its local communities.

The Amplifon group volunteers are a key source of our identity, growth and pride, representing a highly valuable human and strategic asset and a wealth of skills. In recent years we have also strived to be a recognisable and inspiring point of reference for them. It is an endeavour that requires time and passion, but which generates community and value and therefore we will continue with joyful obstinacy.

Since we belong to a global group, international expansion is crucial. That is why we have expanded our operations into **Portugal, Australia and France** and why, in 2025, we will be ready to expand further, setting our sights on **Belgium, Germany, Spain and the United States**.

Alongside the more traditional social inclusion projects, we have been dedicated to exploring **the value of kindness, with the podcast “Sulla Gentilezza” (On Kindness) and the Festival of Kindness**.

The numbers relating to these initiatives were impressive: the podcast generated over 120,000 downloads and 2.5 million people participated, live or re-streamed, in the festival of kindness. These numbers tell us that we all need to get back to kindness. It is a universal value that we have within us, a powerful resource, capable of generating hope, overcoming loneliness and promoting relationships.

To promote a true culture of kindness, we want to help nurture conscious thoughts and actions that inspire our human side and help create communities.

Looking ahead, I see an Amplifon Foundation that is increasingly emblematic of the authority, reliability and trust



represented by our hallmark colour: **royal blue**. I imagine a Foundation able to deliver vital and impactful projects, not only for those who ultimately benefit from our actions but for all those who come to us; a Foundation that is increasingly both Italian and international, with a worldwide community of volunteers who recognise our values and are committed to improving the quality of life of the vulnerable. I imagine a Foundation that is a **generous and creative mediator, supportive, inclusive, able to listen, observe and converse**; I imagine an active Foundation in a complex and interconnected ecosystem, contributing with a strong voice, but also as part of a chorus of men, women and organisations that work together for a more vibrant and welcoming world.

And lastly, it is with immense gratitude that I thank the **Chairperson, Susan Carol Holland**, for her contributions

and for the trust she places in me and in our work. And with the same sense of gratitude I thank my colleagues: **Cecilia, Daniele, Giorgio and Valerio (and Clarissa and Chiara)**, who make the Foundation a familiar and welcoming place to join. Our thanks must also go to our volunteers and our partners, without whose enthusiasm, generosity, imagination and desire to get involved, **our royal blue community** would be impossible. **Thank you!**

Maria Cristina Ferradini,
Managing Director

Amplifon Foundation

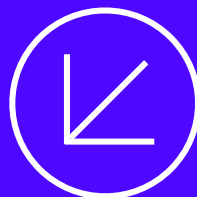


Daniele Lodola, Manager at Fondazione Amplifon, together with Aislinn Lalor from Monash University, during the launch of the 'Ciao!' project in Melbourne, Australia. The project, in partnership with Monash University, involves six residential aged care facilities.



Our vision

To enable people to reach their full potential in life through social inclusion



The Amplifon Foundation ETS was established at the beginning of 2020, on the occasion of the 70th anniversary of the **Amplifon Group**, a global leader in hearing care services and solutions.

The Foundation's core mission is **to address situations of vulnerability**, in line with an operational strategy **based on its social commitment to the community and Amplifon's stakeholders**.

The Foundation has directed this commitment at supporting **people who are marginalised or are at risk of becoming so**, with a particular focus on the **elderly** for whom, in five years of activity, the Foundation has delivered several **social inclusion initiatives**.

Registered office:

Via Ripamonti, 133
20141 Milan, Italy

Tax Identification Number:

97866150150

Legal form:

Third Sector Organisation

RUNTS (National Third Sector Register)

Registration:

May 2024

Amplifon Foundation ETS is registered with **RUNTS** under "Section G – Other Third Sector Entities", by Executive Decree of the Metropolitan City of Milan, dated 16/05/2024.

During the first 5 years of operation, the Foundation focused particularly on the **elderly** due to their natural proximity to one of the Group's main target bases and following a careful analysis of Italian and global society.

For the Amplifon Foundation, **social inclusion** means shaping society and taking action according to the needs of those on the margins of society.

Inclusion means striving to make room for diversity, recognising the diversity that is within each of us. An inclusive society is one in which there is space for everyone, for the vulnerabilities, intelligence, and stories in each of us.

The decision to focus primarily on the elderly arose incidentally during the pandemic (they were the most vulnerable) but was then consolidated since knowing, working and interacting with the elderly means doing so with each generation and, perhaps unexpectedly,

Our mission

To empower and ensure the inclusion of all those at risk of falling behind, with a special focus on the elderly in their communities.

being involved in their lives, their stories and in their daily life challenges.

This is true not only for the elderly in Italy, but also for those in **Portugal, France and Australia** who, since 2024, have joined our community bringing a different, but nonetheless familiar, experience.

Our projects are therefore designed **to enhance the role and improve the lives of the elderly, promoting intergenerational awareness, active participation and social inclusion**.

The Foundation has been able to bring together resources, ideas, and skills from both the public and private sectors, and continues **to evolve with input from all of its stakeholders**. The growing network of organisations, NGOs, specialised operators, organisers and volunteers remains committed to finding innovative solutions for the promotion of an increasingly inclusive and participatory society.

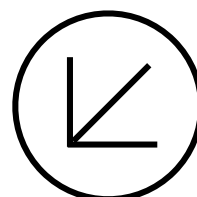
The Foundation is committed to working in tandem with other Foundations affiliated with the Amplifon Group, such

as the **Miracle-Ear Foundation** in the **United States** and **Fundación GAES Solidaria** in **Spain**.



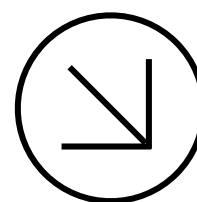
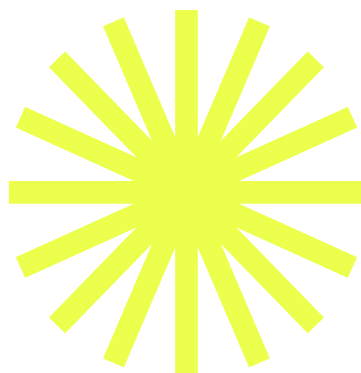
"Inclusion means striving to make room for diversity, recognising the diversity that is within each of us. An inclusive society is one in which there is space for everyone, for the vulnerabilities, intelligence, and stories in each of us."

Activities under the Foundation's Articles of Association



As defined in the Articles of Association, Amplifon is a non-profit Foundation and, pursuant to Article 5 of Law 117/2017, operates in the following areas:

- Social and health assistance;
- Health care;
- Charity;
- Education;
- Training.



In particular, the Foundation is committed to:

- Removing barriers that prevent older people and people in marginalised situations from accessing social, cultural, recreational and work opportunities - (*"Enabling Participation"*);
- Facilitating the entry of disadvantaged people into the world of work - (*"Diversity and Employability"*);
- Promoting an inclusive culture, which combats all forms of social stigma and facilitates the inclusion of marginalised people - (*"Inclusive Communities"*);

The Foundation pursues its objectives through the **implementation of its own programmes and activities**, or otherwise through the **award of grants to projects and initiatives (funding programmes)** – including scholarships or prizes awarded to the disadvantaged persons mentioned above.

In pursuing the above objectives, the Foundation may establish joint initiatives with institutions as well as with public administrations and, in general, with any economic or social operator, public or private, national or international.

The Foundation may not carry out activities other than those described above unless directly related thereto and listed in Article 3 of the Articles of Association insofar as they are closely related to the objectives of the Foundation.

It must also be noted that since May 2024, the Foundation has been registered with the Italian **Third Sector Register (RUNTS)** and has adopted the new Articles of Association incorporating the initialism **"ETS" (Third Sector Entity)** into its name, pursuant to Article 12 of Legislative Decree 117/2017.

Highlights

8

Supported Projects

30

Partners involved

>4,1 million

Funds invested



2024

+26.000

Direct
beneficiaries

>250

Residential homes
for the elderly
worldwide

600

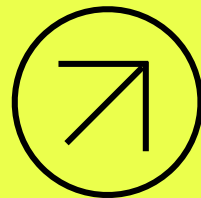
Volunteer
actions

2900

Follower
Linkedin



Materiality analysis



Our volunteers alongside the elderly at Fondazione Guida's Fengo nursing home in Sirmione.



The materiality analysis carried out in previous years has been updated in the reporting process for the Foundation’s Social Report 2024. The analysis entailed a benchmark survey of the Social Reports of similar Foundations and the Guidelines for preparing the Social Reports of Third Sector Entities. The purpose of this survey was to identify, together with those responsible for drafting the Social Report, the issues potentially relevant to the Foundation.

In 2024, the issues were evaluated by some of the stakeholders with whom the Foundation collaborates, including companies, NGOs, foundations and RSAs (nursing homes), through an anonymous questionnaire. The results of this evaluation showed that the material issues remain the same as the previous year. This confirms the ongoing intervention in the areas identified in previous editions, in line with the specific characteristics of the Amplifon Foundation and the impact of its activities.

Given the field in which the Foundation operates, the environmental impact was not considered relevant. However, the expectations of external stakeholders, gathered during periodic engagement and dialogue, were taken into account.

Material issues

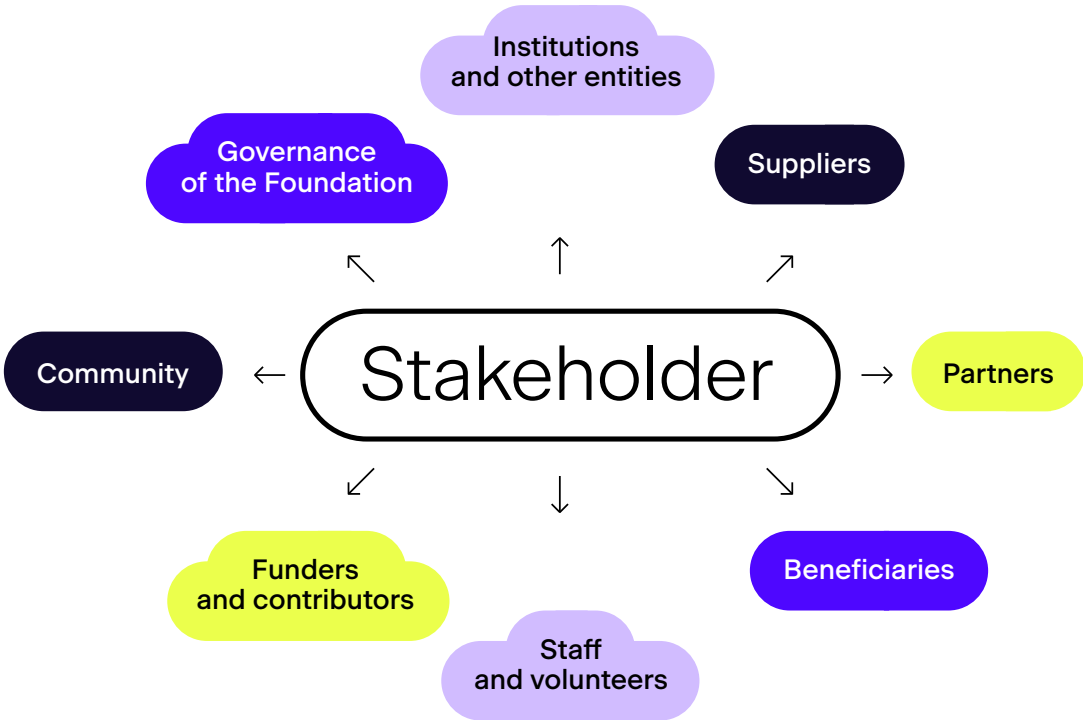
AREA	ISSUE	DESCRIPTION	IMPACT
GOVERN- ANCE	Governance and ethics of fundraising	Governance system that ensures transparency in the management of resources and documentation of the Foundation, promoting ethics in the fundraising process and preventing irregularities through the establishment of reporting mechanisms to monitor the work of the Foundation and its partners, with the aim of protecting beneficiaries and combatting corruption.	If fundraising activities are not managed in a sufficiently transparent manner, this could compromise internal and external regulations and standards, with social, environmental and economic consequences for the community, as well as reputational consequences for the Foundation and the Amplifon Group.
	Partnerships and interaction with stake-holders	Constant interaction with all stakeholders to improve performance, understand different needs and collaborate with organisations, partners and external parties, in order to promote the mission and amplify its impact.	Positive impact on stakeholders through equitable distribution of economic value thanks to fundraising activities.
SOCIAL	Responsible management of human resources	Management of human resources through development and training programmes aimed at improving skills and promoting safety in the workplace, and the definition of methods for engaging and remunerating people who work with the Foundation.	Positive impact on Foundation employees thanks to the enhancement of skills, engagement and adequate remuneration policies.
	Outreach and projects to promote inclusion	Dissemination of information and principles to raise public awareness of social issues, promoting active participation in social, educational and cultural initiatives, with a special focus on inclusion and support for the most vulnerable groups, including the elderly, through the allocation of resources to projects that align with the Foundation’s mission.	Greater awareness of social issues in local communities thanks to the Foundation’s outreach activities and initiatives, with the consequent development of an inclusive culture that values diversity, fairness and inclusion, encouraging people in socially isolated situations to participate in professional and community life.

Stakeholder engagement

Amplifon Foundation operates in a dynamic international context, where stakeholder engagement is fundamental in pursuing the goal of generating shared economic and social value, based on honesty, transparency and open dialogue.

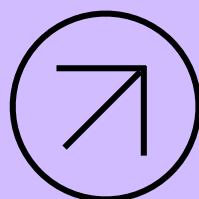
All stakeholders with whom the Foundation collaborates are vitally important as they each bring a unique and valuable contribution to achieve the established goals. For this reason, the Foundation carries out various stakeholder engagement activities, tailored to each stakeholder category, with a view to building strong and lasting relationships with all stakeholders.

STAKEHOLDER CATEGORY	MODE OF ENGAGEMENT
GOVERNANCE OF THE FOUNDATION	Internal communications mainly via e-mail, board meetings, ad hoc meetings
INSTITUTIONS AND OTHER ENTITIES	Networking, meetings, calls
SUPPLIERS	Periodic meetings, social media, newsletters
PARTNERS	Newsletters, meetings
BENEFICIARIES	Newsletters, groups, monitoring visits, surveys, questionnaires, impact measurement
STAFF AND VOLUNTEERS	Communications via internal Amplifon communication, newsletter, CTAs
FUNDERS AND CONTRIBUTORS	Reports, periodic meetings, social media, newsletters
COMMUNITY	Website, newsletter, social media



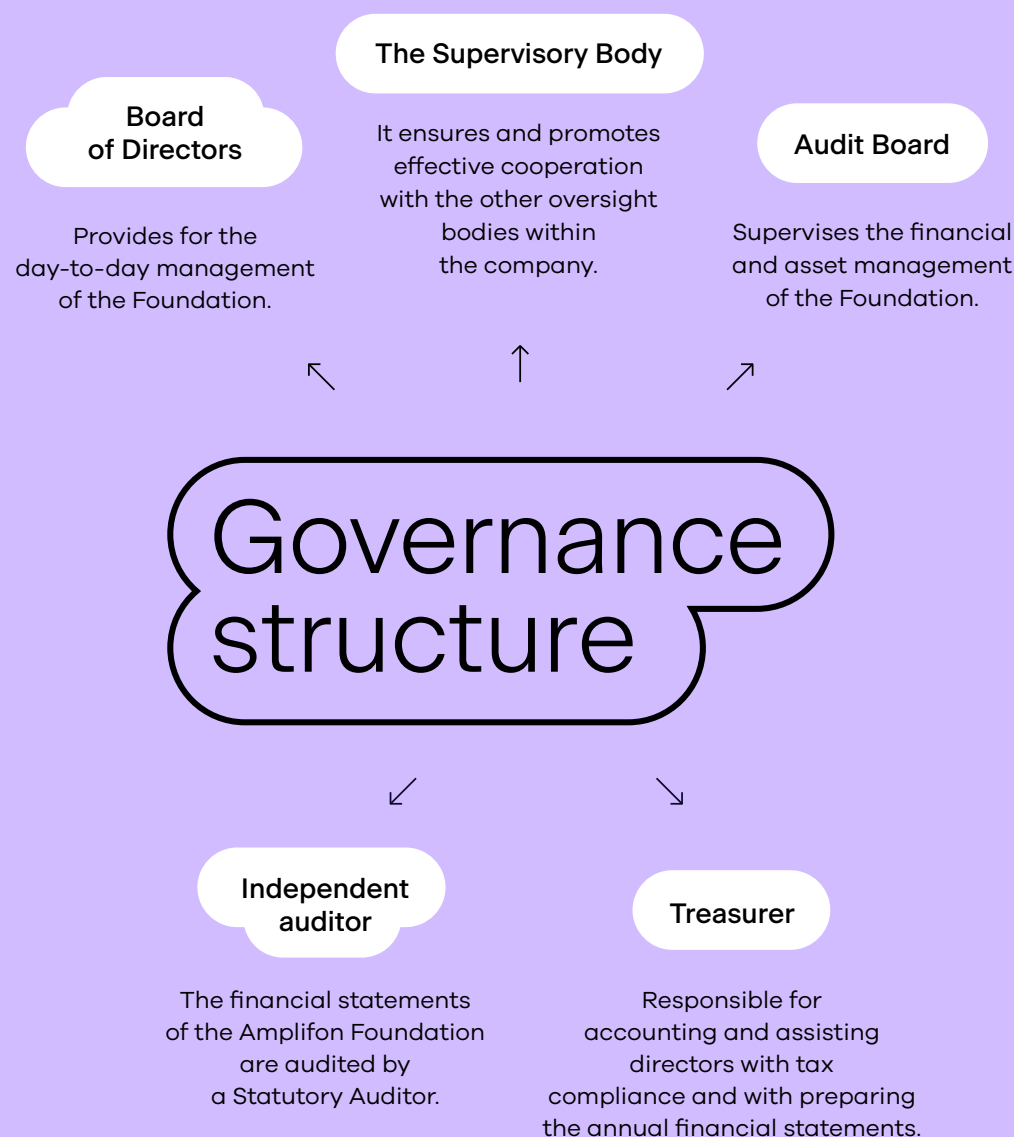
All stakeholders with whom the Foundation collaborates are vitally important as they each bring a unique and valuable contribution to achieve the established goals.

The operation of the Foundation



A beautiful moment captured during one of the evenings of the **'Ti Passo a Prendere'** project. **86 volunteers** and nearly **200 seniors** enjoyed the magic of theatre and the joy of sharing.





Amplifon Foundation has a governance system designed to allow actions based on transparency, the effectiveness of its work, and internal and external accountability. Amplifon Foundation's governance structure includes a Board of Directors, an Audit Board, a Supervisory Body, an Independent Auditor and a Treasurer.

The **Board of Directors** resolves on matters essential to the achievement of the Foundation's objectives, approves the programmes and goals of the Foundation proposed by the Chairperson or the Managing Director, and reviews the overall management results.

While decision-making is in the hands of the Board of Directors and its delegates, an external **Treasurer**, Andrea Tomaso Corda, has been appointed to take care of the Foundation's banking and cash management, with a view to ensuring greater control and transparency. He makes payments after verifying that the amounts correspond to the budget and BoD resolutions. He also handles bookkeeping and assists directors with tax compliance and in preparing the annual financial statements.

The **Audit Board** supervises the financial and asset management of the Foun-

dation, ascertains compliance with the provisions of the law and the Articles of Association, and examines the proposed budget and annual balance sheet, as well as the social balance sheet, drawing up the relative reports.

Currently, it comprises a single member, Dr. Nicola Cavalluzzo, Certified Public Accountant and partner in the firm Cavalluzzo - Rizzi - Caldart - Professionisti Associati. The Audit Board remains in office until the approval of the annual financial statements for the third fiscal year following its appointment and may be reappointed.

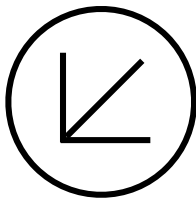
The Supervisory Body (SB), in the person of Alessandro Montinari, is responsible for monitoring the operation, compliance and updating of the Organisation, Management and Control Model for the purposes of Legislative Decree 231/2001, as well as for promoting and monitoring awareness of the Model and the related training.

The financial statements of the Amplifon Foundation ETS are audited by an External **Statutory Auditor**, Teresa Drago, appointed by the Chairperson of the Milan Association of Chartered Accountants and Auditors, at the proposal of the Audit Board.

Composition, roles and remuneration of the Amplifon Foundation Board of Directors



Susan Carol Holland
Chairperson



Maria Cristina Ferradini	Luigi Colombo	Martino Cortese	Francesca Morichini	Andrea Silvestri	Salvatore Ricco
Managing Director	Board Member	Board Member	Board Member	Board Member	Board Member

The **Chairperson of the Foundation**, in the person of **Susan Carol Holland**, is the Foundation’s legal representative. She establishes and maintains collaborative relationships with institutional, public and private entities.

The **Board of Directors**, as per the Articles of Association, comprises a minimum of three (3) and a maximum of eleven (11) members, based on the decision of the Founder when the Board was first appointed and, thereafter, based on the resolutions of the Board of Directors. Members of the Board of Directors serve until the approval of the financial statements for the third financial year following their appointment and are eligible for reappointment. The Board is chaired by Ms Holland.

The current Board of Directors was appointed by resolution of the Board of Directors on 26 April 2023 and was expanded from six to seven members, from among whom the **Managing Director, Maria Cristina Ferradini**, who has an executive role, was chosen.

The Board of Directors establishes annually the general direction of the Foundation’s activities, approves the Financial Budget and the Annual Balance Sheet, and delegates specific tasks to one or more Directors.

In addition, the Board administers the Foundation’s assets and decides on the acceptance of inheritances, bequests or

contributions. It meets about four times a year in order to determine the Foundation’s strategy, approve the budget and financial statements, and manage the ordinary, extraordinary, and strategic aspects of the Foundation. Meetings are usually attended by all of the directors.

Information on the emoluments or fees paid for any reason to members of the managerial and supervisory bodies and the executives is shown in the following table, prepared in accordance with the instructions contained in the Decree of the Minister of Labour and Social Policies dated 05/03/2020, which shows the fees payable for the 2024 financial year to the following persons:

ROLE	FEE
CHAIRPERSON OF THE FOUNDATION	No fees paid during the financial year
BOARD OF DIRECTORS	No fees paid during the financial year
AUDIT BOARD	EUR 5,000 plus statutory charges
STATUTORY AUDITOR	EUR 2,500 plus statutory charges

It should also be noted that the Managing Director receives no specific fee for the position but is remunerated as an employee with executive status.

It is confirmed that the pay gap among employees, calculated on the basis of gross annual salary, complies with the ratio set out in Article 16, paragraph 1 of Legislative Decree No. 117 of July 3, 2017, as subsequently amended and supplemented.

Code of Ethics and Model 231

The principles and standards of conduct adhered to by the Foundation are set out in its Code of Ethics, which was formally adopted in 2022 and which also represents **the Foundation's commitments to its stakeholders**. It is binding on the Foundation as a legal entity and on each person working at the Foundation. The Code of Ethics was developed based on the provisions of the Model pursuant to Legislative Decree 231/01.

In 2022, in compliance with Legislative Decree 231/2001, issued on 8 June 2001, the Foundation adopted the Organisation, Management and Control Model ("Model 231"), the aim of which is to prevent the commission or attempted commission by employees or senior executives of predicate offences in the interest or for the benefit of the Foundation. Divided into two distinct parts (General and Special), Model 231 formalises general protocols with a view to preventing the commission of crimes and provides information on specific protocols pertaining to the sensitive activities conducted by individual business departments.

Specific disciplinary sanctions are applicable to those found to have acted against the Code if the reported fact is confirmed. There are also penalties for anyone acting in violation of the reporting procedure or for those who make

unfounded reports if made with wilful intent or gross negligence. Between 2021 and 2024, no significant breaches of the Code of Ethics or of the 231 provisions were detected within the Foundation.

In 2022, a **Supervisory Body (SB)** was appointed in order to oversee the operation, compliance and updating of the Organisation, Management and Control Model, as well as to promote and monitor awareness of the Model and the related training.

Speak-up e Whistle-blowing Policy

The Foundation has adopted a "Whistle-blowing Policy", which sets out the procedure for reporting any conduct at risk in relation to the commission of offences and violations of the Organisation, Management and Control Model

PLAN

The Foundation acts in accordance with directives, procedures and instructions. It avoids a bureaucratic approach that undermines compliance with the Foundation Principles. Those who work in Amplifon Foundation ETS believe in free discussion.

DO

CHECK

ACT

The Foundation actively reacts to violations, always seeking to improve how it operates: anything that does not create value or promote compliance with the Foundation's principles needs to be changed or eliminated.

The Foundation is committed to creating value while respecting the law and the rights of stakeholders. It adopts directives, procedures and instructions that ensure compliance with this commitment.

The Foundation carefully conducts accountability checks of the various reporting lines, supervision, and planned audits. Any violations are promptly and effectively investigated and handled in accordance with approved procedures and protocols.



adopted by the Foundation.

The Policy sets out in detail the “internal reporting channel”, specifying “who can make reports” and “what can be reported”, “how to make reports” and “to whom to report violations”, as well as the mechanisms for protecting the whistleblower and the reported person, and provides for the related training. The Foundation has set up an email address for reports accessible by the Whistleblowing Manager, who is required to verify the reports received and to take the relative actions in line with a specific procedure.

Following the implementation of Legislative Decree 24/2023 transposing EU Directive 2019/1937 into Italian law, the Foundation has updated the internal regulations on whistleblowing with effect from 17 December 2023. It has also updated the disciplinary system, providing for specific penalties for those who retaliate or violate the confidentiality of the reporting procedure, with a new internal channel and protections for the parties involved. At the meeting of the Board of Directors held on 30 November 2023, the SB was also assigned the task of managing reports filed for whistleblowing purposes.



Financial management of the Foundation

The Foundation operates with the funds it receives, in cash or in goods and services, to implement or support social, cultural and educational initiatives, in partnership with institutions, pub-

lic administrations, public and private entities. Amplifon Foundation’s main supporters are the companies **Amplifon** and **Amplifin**.



DONATIONS BY CONTRIBUTOR		2021	2022	2023	2024
AMPLIFON	EUR	1,300,000	1,500,000	1,500,000	1,750,000
AMPLIFIN	EUR	500,000	500,000	500,000	1,500,000
FUNDRAISING AMPLIFON EMPLOYEES (I.E., 5X1000, FUNDRAISING CAMPAIGNS)	EUR		35,384	7,200	17,440
OTHER DONORS (RSA, DLL, SAMSUNG, EVENTS)	EUR	49,423	33,996	97,000	103,628
TOTAL	EUR	1,849,423	2,069,380	2,104,200	3,371,068
CISCO INDIRECT DONATION	EUR	972,577	1,008,970	1,000,000	800,000
TOTAL	EUR	2,822,000	3,078,350	3,104,200	4,171,068



Thanks to **Cisco** and its partner network, affordable technology and equipment for the “Ciao!” project has been provided in the RSAs, representing a significant contribution in terms of sustainability and added value, estimated at around €800,000 in 2024.

In 2024, the Foundation continued to operate without receiving grants, donations or subsidies from public bodies. The fundraising activities come under the category of “other donors”. Moreover, support for the Foundation’s activities was supplemented by the **“5 per mille” campaign**, targeted primarily at Amplifon employees, and by the organisations involved in the Ciao! project, which provide financial support in the first two years of the project.

In January 2024, a **dinner** was held to thank all stakeholders, an event that served as a platform for representation and communication. At the same time, a fundraiser was carried out to support Foundation projects.

Currently, the Foundation’s funding methods and partnerships do not include calls for proposals or third-party funding. Interventions are designed and

implemented in line with the Foundation’s strategy, with partners selected based on their added value and willingness to participate in a collaborative project process.

The only exception is the call for proposals initiated this year for the first time in relation to the Ciao! project and intended exclusively for the RSA community involved in the project.

De Lage Lande (“DLL”) is one of Amplifon Foundation’s most important project partners. In addition to the results generated, the partnership has also fostered numerous relationships and shared values, which can be seen through the active involvement of DLL employees in Amplifon Foundation initiatives. This year, the DLL community once again took part in the **Foundation’s Christmas initiatives** by participating in and donating cash to its projects.

In 2024, the Foundation partnered with Samsung and Gift House at Christmas time and fundraising was carried out through a donation platform called “Rete del Dono” by Milan Charity Marathon participants.

Synergies and resources for change



Alessandro D'Avenia, interviewed by CorriereTV on the occasion of the first **Kindness Festival** - a two-day event conceived and organized by Fondazione Amplifon to **place kindness at the center of public debate**.



Coltiva la gentilezza. È go-friendly.



Festival

Partnerships and cooperation

Amplifon Foundation assigns **a decisive role** to partnerships and collaborations with companies, associations and other foundations. As already mentioned, the Foundation does not operate merely through the financing of initiatives or third-party projects, but participates in the **creation** and often **in the management of project interventions** by seeking alliances that can generate added value in a specific and synergistic way. Notable collaborations in addition to those mentioned in the previous section include the **RSA community** (currently around 240 RSAs), which is one of the largest independent networks of facilities for the elderly in Italy. Also as part of the Ciao! project, the Foundation's long-standing partners offer a daily entertainment programme that includes:

COMPAGNIA GINO FRANZI	Theatrical pieces and popular songs of the 20 th century
MONDÒ YOGA	Bi-weekly yoga classes
VITA NO PROFIT	Current events, comedy and songs with celebrity guests
LUCUS	Virtual trips to more than 100 destinations around the world
MOMOM	Fairy tales and stories
DLL	Financial services and corporate volunteering
CISCO	Supply of technology
ARTIS	Art-therapy workshops
DURANTE	Services and support
PROGETTO ITACA	Pet therapy
CON LE MANI	Art therapy courses

Within the scope of projects concerning the elderly and the city outskirts cities outskirts, **3 main partnerships** have been established. The first with the Sant'Egidio Community for the *"Vici-ni in città"* project in Milan's Corvetto district, the second with the **La Rondina Foundation** with the VIP project just outside Milan. The third concerns the *"Indovina chi viene a casa"* (Guess

who's coming to visit) project, the result of close collaboration with the **Fondazione di Comunità Milano**, the **Fondazione Aquilone** and the **Bottega di Quartiere**, a social enterprise run by the Associazione Amici di Edoardo. For other projects or for the delivery of particular services or engagement and outreach initiatives, the partners in 2024 included:

ANDREA PEZZI FOUNDATION	Festival dell 'Umano
OBIETTIVO 3	Paralympic sport and relay
UNHCR	Elderly refugee support
COMETA	Progetto Adhocchi Aperti
CORRIERE DELLA SERA	Kindness Festival
7	Kindness Festival
UNIVERSITÀ BOCCONI	Cycle of meetings and seminars on Kindness
TEATRO ALLA SCALA	Celebration of Foundation anniversary
ARCHIVIO ISGRÒ	Artwork on Kindness
LA FIL	Music in the neighbourhoods
KUKURO'	Ti passo a prendere
ARAGORN	Let's Dream
WYDE	Kindness lab and team building

Thanks to the contribution of its partners, the Foundation has been able to implement **numerous projects and activities through various forms of collaboration**. Further information on the projects developed in collaboration with the Foundation's partners can be found in the section concerning projects to promote inclusion.

Since 2022 the Foundation has been a member of **Assifero, the Italian Association of Foundations and Philanthropic Organisations**. It is an association that comprises private non-profit organisations whose mission is to mobilise private financial, real estate, intellectual, relational and human resources and to work for the common good. Currently Assifero has 130 members, including family, corporate and community Foundations and other philanthropic organisations. At the

end of 2024, the Foundation joined **AVPN - Asian Venture Philanthropy Network**, a network of philanthropic funders operating in 34 Southeast Asian markets. Comprising 600 members, including foundations, investment funds, public or private institutions, this network is committed to strengthening social investments in Asia and fostering strategic connections to optimise financial, human and intellectual resources.

Finally, in 2024, the Amplifon Foundation helped to support the Italian branch of **Voice** (Valuing Our Intellectual Capital and Experience) in collaboration with the **Ravasi Garzanti Foundation** and the **Cariplo Foundation**. Voice Italia is an organisation that engages communities, universities and public administrations on innovative issues and projects that affect the world of the elderly.

Il capitale umano

In addition to financial contributions and cooperation with its partners, Amplifon Foundation's projects are also and above all supported by its direct employees. Currently, the Foundation has five employees, made up of three men and two women.

Four employees are employed on a permanent contract while a fifth resource works with the Foundation on a temporary basis. All are employed in accordance with the national collective bargaining agreement for the distribution and services sector.

The Foundation staff managed by the **Managing Director Maria Cristina Ferradini** comprise:

- **Daniele Lodola**
Senior Manager
- **Valerio Francia**
Manager
- **Cecilia Brivio**
Senior Project Specialist
- **Giorgio Romagnoli**
Junior Project Specialist

In addition, the Foundation can count on the engagement of Amplifon group employees, who participate in the Foundation's initiatives and projects. **Over 250 Amplifon employees** got involved in 2024, **60%** of whom were **women** and **40%** were **men**.

The Foundation organises training sessions for both volunteers and employees, recognising **training** as key to **growth** and **keeping up to date**. In particular, training sessions and cultural initiatives have been proposed to help Amplifon employees excel in their **volunteering activities** while at the same time feeling that they are part of **a community that works together with the Foundation**.

In 2024, **43 and 184 hours of training were provided respectively for employees and volunteers**, while in 2023, the training was aimed exclusively at volunteers, with a total of about 108 hours provided. In previous years, a total of 22 hours of training (about 6 hours per person) were provided to employees in 2022, focusing on topics such as prevention and safety, cybersecurity and RUNTS regulations, while in 2021, 48 hours of training (about 16 hours per person) were provided to employees.

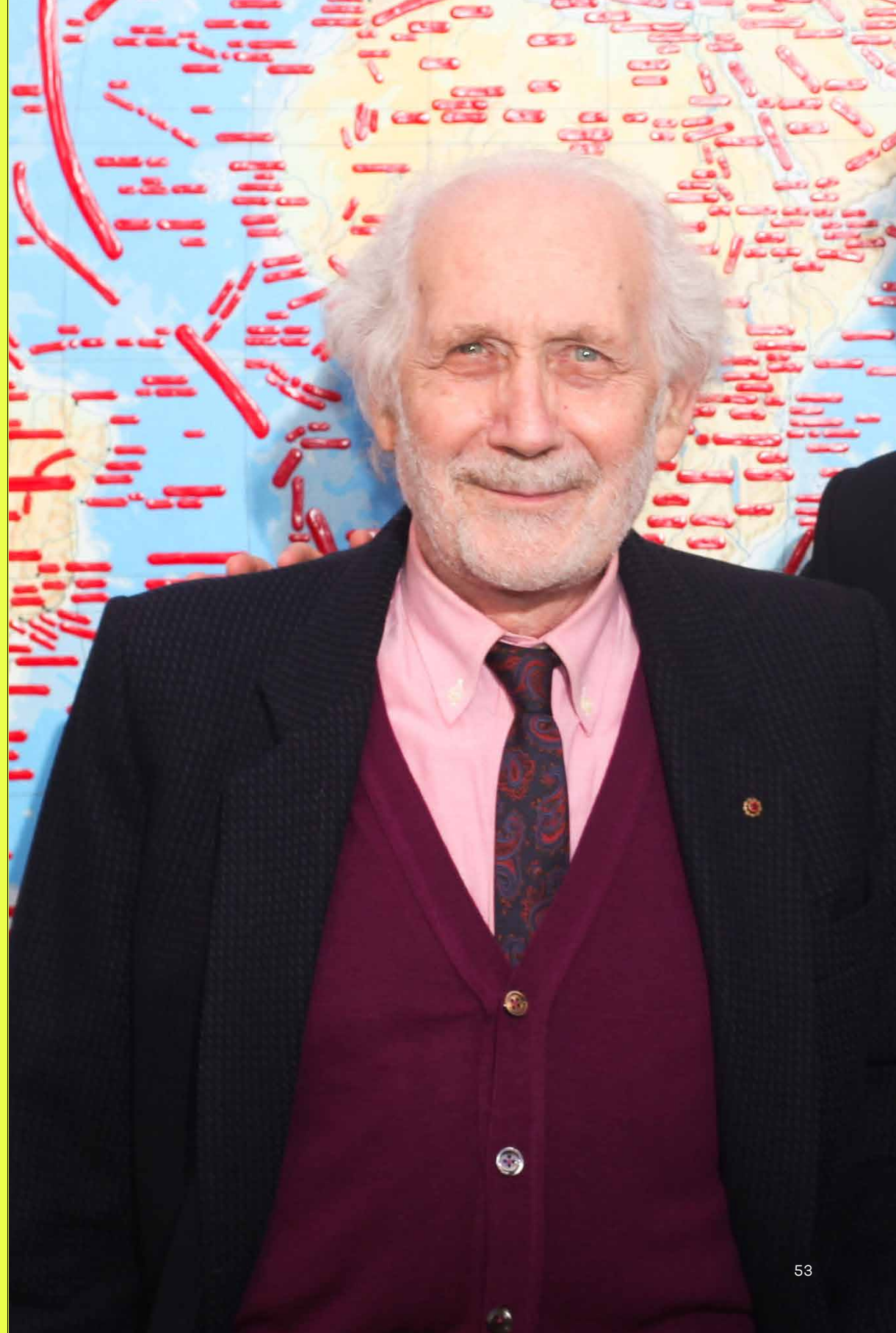




Amplifon Foundation's inclusion and sustainability goals



Emilio Isgrò in front of his artwork **“Non schiacciatemi per favore”** during **Fondazione Amplifon's charity dinner** on January 31 at Teatro alla Scala in Milan. The piece was conceived and created by Emilio Isgrò in 2024 specifically for Fondazione Amplifon.





The social challenges underlying our commitment

Access to social opportunities is often compromised for people in vulnerable situations, including the elderly.

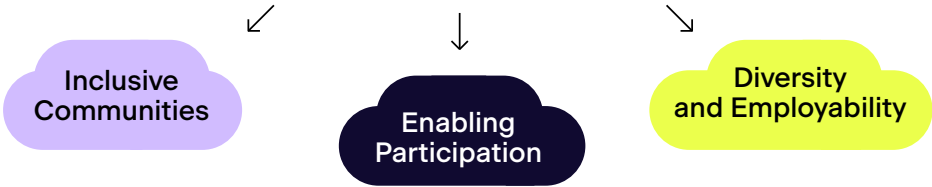
For this reason, Amplifon Foundation, which was established with the aim of **helping to bridge social gaps and promote the value of inclusion**, is guided by two of the **17 Sustainable Development**

Goals (SDGs). These goals are universal in nature, meaning that they apply to both developing and advanced countries and recognise the common challenges faced by all countries. The 17 Sustainable Development Goals cover a wide range of interconnected areas that are critical to ensuring the well-being of humanity and the planet.

SDGS RELEVANT TO AMPLIFON FOUNDATION	REFERENCE CONTEXT	ROLE OF AMPLIFON FOUNDATION
RIDUZIONE DELLE DISUGUAGLIANZE 	This goal, which must be achieved, aims to counteract the marginalisation of entire countries by getting people back into educational, cultural, and economic systems. This means enhancing productive skills, artistic and expressive abilities, and the will to educate and learn.	Sustainable development The Foundation is committed to the achievement of this SDG through the implementation of projects and initiatives that specifically target the inclusion of the elderly population. With the help of volunteers and the use of technology, something that is less familiar to this generation, the Foundation aims to integrate the elderly through entertainment and socialisation activities.
CITTÀ E COMUNITÀ SOSTENIBILI 	The goal is to ensure access to safe and affordable housing and in appropriate urban settings. Better housing solutions, in areas that can rely on the public transport and connectivity services that are essential to ensure opportunity and inclusion for those who live there. Attention to urban greenery as a space for physical and social activities and zero-kilometre agricultural production are corollaries to a new idea of the city.	Inclusion, security, resilience The Foundation is committed to transforming places usually frequented by the elderly (particularly those near their homes) into more inclusive spaces where different generations can meet and join in leisure and social activities.

Projects to promote inclusion

The Sound of Inclusion



In this context, Amplifon Foundation is committed to the **promotion of education and knowledge** as well as **inclusion and innovation** because it believes they are effective tools for change and innovation.

The Foundation's activities consist in developing social outreach and information projects and activities that promote active participation, overcome barriers between generations and break down barriers to participation in social and professional life.

For the Foundation, inclusion can be divided into three dimensions:

- Inclusive Communities (Comunità inclusive):** promote an inclusive culture that combats all forms of social stigma and facilitate the inclusion of marginalised people;
- Enabling Participation (Partecipazione attiva):** remove barriers that prevent older people and disadvantaged people in general from accessing social, cultural, recreational and work opportunities;
- Diversity & Employability (Diversità e lavoro):** facilitate the entry of disadvantaged people into the world of work, an area that will be developed in the coming years.

Amplifon Foundation plays an active role in civil society through its cooperation with foundations, companies, organisations, associations and partners, bringing substantial improvements to the community. The main goal is to work in synergy with all parts of civil society to promote the “sound of inclusion” and reach every individual.

In these first five years of activity, the core focus has been on “Active Participation”, expanding the commitment, from 2024, also to the area of “Inclusive Communities”, with a view to a progressively covering the entire spectrum of inclusion dimensions. Arguing and acting for the construction of an inclusive and welcoming community is not a simple task as there is a significant risk that it will have little impact.

The Foundation, therefore, sees reflecting on Kindness as a means with which to engage the people closest to us: an initiative designed on the basis of culture and thought.

Kindness, in fact, has created cultural spaces, the content of which interrogates and provokes the individual and the community. Said content has taken the form of cultural initiatives that, by cultivating a more open and communicative approach, represent an important lever in the construction of an inclusive community.

The most significant examples are the “**kindness labs**” for Amplifon employees, the Festival of Kindness for the general public and educational initiatives such as the PCTO (learning by doing programme for high schools) or the seminars on kindness for university students.

In addition to culture and thought, another decisive aspect of social cohesion has been explored: **human dignity**. This aspect is fundamental for full inclusion and implies that self-recognition is a determining factor in relationships with others.

In 2024, this aspect was addressed with the “Indovina chi viene a casa” project that seeks to guarantee the housing dignity of the elderly living alone in the suburbs and promote an inclusive culture, achieved through concrete actions to support the most vulnerable.

During the year, the Foundation implemented several projects focused on inclusion, enabling participation and employability. Each initiative has been designed to meet the specific needs of target groups such as young people, the elderly and civil society, pursuing strategic objectives aimed at promoting inclusion, enabling participation and equal access to opportunities.



Below is a summary of the projects, goals and reference targets, with details of the main areas of intervention. Each project and initiative is related to SDG 10, which promotes the reduction of inequalities within and between countries. The individual projects will be discussed in more detail below.

PROJECT	Target	Recipients
CIAO!	Elderly	240 facilities in Italy, 16 international facilities (Portugal, Australia, France); 25,000 seniors supported
KINDNESS	Civil society	126,000 podcast listeners, 1,641,000 Kindness Festival video views
AD HOCCHI APERTI	Young people	250 minors, 42 educators, 75 adults
VIP	Elderly	25 elderly participants
OBIETTIVO 3	Young people/Civil society	70 young people involved
INDOVINA CHI VIENE A CASA	Elderly	80 elderly participants
VICINI IN CITTÀ	Elderly	280 seniors involved
UNHCR	Elderly/Civil society	177 people, including 35 refugees (20 disabled, 8 elderly)
FESTIVAL UMANO	Civil society	100 people involved



During 2024, the Amplifon Foundation consolidated the initiatives related to the Ciao! project, its flagship initiative in Italy, which as at 31 December involved over **240 facilities for the elderly in 17 Italian regions**. The central aim of Ciao! is to **improve the social well-being of nursing home guests through entertainment** and the use of **technology**. To this end, each beneficiary facility has been able to access a programme of specially developed content and a Cisco video conferencing system.

In addition to the partnerships with **Cisco, DLL and Durante**, the initiative was a success thanks to the contribution of numerous organisations, including **La Fil (Milan Philharmonic), Mondo Yoga, the Gino Franzi Company, Lucus, Artis ONLUS, Vita No Profit, Claudio Milani** and **Con le Mani**. Nursing home guests were offered a variety of activities, including **concerts, yoga classes, theatre performances, virtual trips, art-therapy courses, life stories of well-known characters, and the enactment of adult fairy tales** tailored specifically to their needs.

The Ciao! project gave the elderly the opportunity to actively participate in specific activities that engage them physically, mentally and emotionally, allowing them to immerse themselves in new **interactive** experiences. These activities include art classes to stimulate creativity, listening to music to relax the mind, yoga to maintain physical

awareness, and virtual travel to counter cognitive ageing.

The Foundation's activities were complemented by a series of autonomous content and initiatives proposed by the facilities themselves, such as activities with local schools, prayer times, newspaper readings, concerts and virtual meetings, as well as cognitive stimulation activities and board and memory games.

The project continues to make a tangible difference in the lives of residents at participating facilities, thanks to the delivery of high-quality content. Project evaluations show a positive trend in residents' well-being: **40% of those involved in the 'Ciao!' program have reported an improvement in their emotional state**. The project also helps strengthen the relationship of trust between care homes and residents' families, while enriching the overall quality of services offered.

Beyond its impact on residents, **'Ciao!' also engages staff members, encouraging their active participation and fostering collaboration both within and across facilities**. This dynamic environment promotes the exchange of best practices and the development of new ideas and initiatives that benefit the broader community.



Inclusion

Ciao! Call for proposals

Innovation and inclusion in residences for the elderly

In 4 years of activities, Amplifon Foundation has developed a unique network of residences for the elderly and has learned a great deal about the macro context as well as the different facilities. One of the factors that has emerged in recent years is a strong and widespread capacity for intervention and innovation in order to benefit the elderly.

To this end, Amplifon Foundation has launched a **call for proposals** in order to identify and select projects, products or initiatives eligible for funding aimed at improving the well-being of elderly guests in the facilities of the **"Ciao!" community**. The selected projects were co-financed up to a maximum of 80% of the costs. The overall budget for the call was €120,000 and up to a maximum of €8,000 was disbursed for each individual project.

The project proposals contribute to the achievement of at least one of the four areas of intervention:

- **Projects aimed at enhancing the use of the video-conferencing system** provided as part of the Ciao! project that enable its wider, more transversal use.

- **Measures to improve the usability and accessibility of communal and private areas** for guests, such as the creation of green areas, multipurpose rooms, recreational spaces, etc.
- **Creative social inclusion projects that promote the physical, psychological and social well-being of the elderly through interaction with the external community**, artistic workshops, cultural events, intergenerational meetings, etc. The project can be carried out both inside and outside the facility.
- **Initiatives that introduce new technologies or methodologies to improve the care and quality of life** of guests, such as virtual reality programs, interactive recreational activities, or digital solutions for health monitoring.

Thirty-nine proposals were received and **17 projects were selected** in as many facilities each of which were allocated an average of €7,000. The projects involved are located mainly in the north of Italy, with **10 in Lombardy, 2 in Veneto, and 1 each in Piedmont, Tuscany, Liguria, Emilia-Romagna and Puglia**. All projects will be carried out during 2025.

International expansion



Amplifon Foundation, in line with the international vocation of the Amplifon Group, decided in 2023 to **extend its activities beyond national borders**. With this expansion, the Foundation aims to extend the impact of its initiatives to improve the quality of life of people in need and to expand the number of people in the group who contribute to the Foundation's mandate of social inclusion through voluntary initiatives.

This development aims at strengthening the impact of the Foundation's initiatives in improving the quality of life of people in need, while offering an increasing number of employees the opportunity to contribute to their social inclusion projects through **volunteering**.

To this end, **Ciao!** has been identified as the most suitable project in terms of replicability and scalability. Furthermore, thanks to the consolidated experience gained in Italy, the project lends itself to the involvement of the group's people in all its implementation phases, something that was demonstrated in 2023 with the **roll-out of the Ciao! project in Portugal**.

The Ciao! project continued to expand in 2024 and, in July, projects involving six healthcare facilities were inaugurated in **Melbourne, Australia**, thanks to the strategic partnership with **Monash University**.

Taking into account local cultural sensitivities, the weekly entertainment

schedule offered to **600 seniors** includes **interactive activities** ranging from yoga sessions, art therapy, and virtual travel to dance sessions, gardening, and puppy training. The systems provided are also used for games, cognitive stimulation activities, community events, and other initiatives.

In Paris, **the French branch of the Ciao! project, Voilà!**, was officially launched in October in the presence of local institutions and representatives of the Italian Embassy. Thanks to the partnership with the Notre Dame de Bon Secours Association, around **300 guests from three facilities** are able to participate in interactive yoga and virtual travel activities. Moreover, for the first time since the start of the project, guests from different facilities in **Italy, Portugal and France** have been able to connect simultaneously and share with each other the traditions and music of their countries, thus allowing them to create new bonds and friendships.

Amplifon France employees were involved in the project activities from the very beginning. A dozen volunteers created a music studio to play and sing the timeless songs from the guests' younger days. In addition, all the employees of the Paris headquarters undertook to create a wall painting for a guest with

reduced mobility, in the hope of bringing some colour and comfort to her room.

In Portugal, the project was consolidated with the inclusion of new activities in the schedule such as art therapy and the addition of **4 new facilities**, 3 of which in the Lisbon area and one in the Central Portugal region.

At **Cisco's annual WebexOne event**, which was held in Fort Lauderdale, Florida in October 2024, the Amplifon Foundation, in the person of its Managing Director, was named among the **2024 Webex Luminary Award finalists**. The award celebrates visionary individuals who drive change in their organisation by promoting innovation through the use of the Webex communication platform.

The Ciao! project has been selected as case study of innovation that, through the high quality of Cisco's connection and communication tools, has a positive impact on people's well-being, enhances the digital skills of RSA staff, and improves relations with the local communities in which the Amplifon Foundation and the RSAs operate.

The Ciao! project is currently expanding into **Germany, Spain and Belgium**, with two facilities in the Brussels area.

The Kindness Project

2024, Amplifon Foundation chose to strengthen its commitment by supplementing more traditional initiatives with an in-depth reflection on Kindness, understood not only as a desirable quality in relationships and daily actions, but also as an accessible and powerful tool to promote peace and therefore inclusion.

As a result of this reflection, Kindness became a guiding principle of the Foundation's work. To this end, Kindness has been included in the **Foundation's Code of Ethics**, recognised as **a fundamental and essential value guiding its actions**. Above all, it has been translated into concrete actions, with a view to transforming this intuition into a conscious and lasting choice.

The first step in this direction was the **Manifesto of Kindness**, an invitation to reflect on the value of kindness and its application in everyday life. To complement the Manifesto, **the podcast "On Kindness"** was created in collaboration with **Chora Media** and with the direct participation of **Mario Calabresi**. Over five episodes, the podcast explores the many facets of kindness, spanning eras and cultures and involving leading figures from the world of art, civil society, science and entertainment. The podcast has reached a wide audience, with **over**

125,000 listeners and ranking for several weeks among the most listened to podcasts in Italy.

A key milestone in this regard was the organisation of the first **Festival of Kindness**, held in November 2024, in collaboration with **Corriere della Sera**. The event, which entailed two days of face-to-face and live-streamed meetings, offered a multifaceted reflection on the theme of kindness through **16 talks** and the contribution of **30 guests from the world of culture, entertainment, sport and music**. The interest generated was extraordinary: in addition to the participants in the hall, the festival reached a total of **2.5 million people on social media**.

Employees of the Amplifon Group have also been involved in the work on kindness through the **"Kindness Lab"**, which comprises workshops dedicated to the exploration of this theme. Led



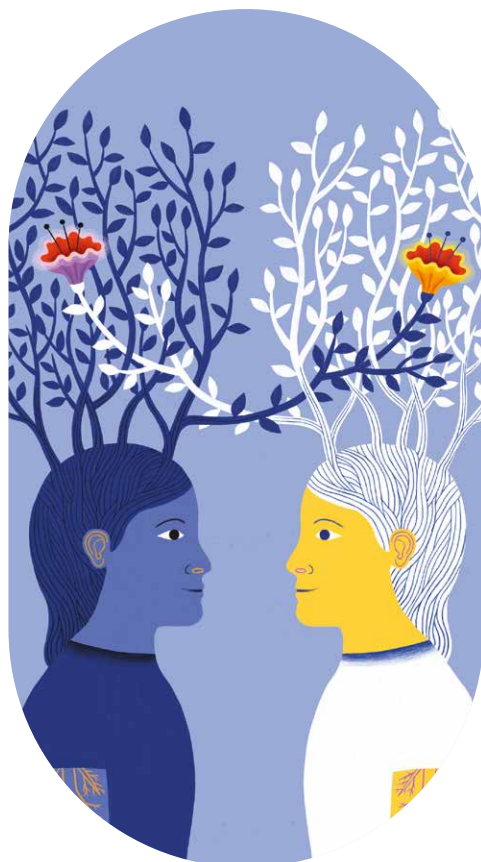
Kindness

by exceptional guests, including **psychoanalyst Massimo Recalcati** and **legal expert Gherardo Colombo**, these workshops explored the value of kindness in different social and relational contexts. Amplifon people have widely participated in the workshops which, due to popular demand, will continue to explore the theme of Kindness in 2025 with new speakers.

Finally, to celebrate the fifth anniversary of the Amplifon Foundation, **the artist Emilio Isgrò** created and donated the work **“Non schiacciatemi per favore”** (Please don't crush me) to the Foundation. With this creation, the artist wanted to offer a reflection on kindness understood as an attitude capable of renewing the world, a delicate but powerful gesture that can leave a deep mark on society.

In 2025, this reflection has continued thanks to the collaboration with **Bocconi University**, with whom the Foundation seeks to achieve the ambitious goal of **bringing Kindness to places of higher education**. The intention is to enhance the ethical and social dimension of kindness, so that it becomes embedded in structural learning processes. This led to the creation of the seminar **“Broaden Your Frame: The Codes of Kindness”**, a

cycle of six meetings in which prominent speakers participated from different fields, from art to law to geopolitics.



Ad hOCCHI APERTI

In 2024, Amplifon Foundation undertook to support **Ad hOCCHI APERTI**, a four-year initiative aimed at experimenting with **a new model of orientation and educational choice for children between 8 and 17 years of age**.

Co-funded by *Con i Bambini* and led by *Il Manto*, the project aims to **combat youth disaffection and prevent school drop-outs**, promoting an inclusive and future-oriented educational approach.

Over its four-year duration, the initiative will involve a total of **250 minors, 42 educators and 75 adults**, with the aim of promoting an educational ecosystem able to prevent the lack of planning and

stimulate the desire for **personal and professional growth**.

The project's innovative approach conceives orientation not only as a moment of decision-making, but as a continuous process of personal, educational and professional growth. Through targeted activities, **ad hOCCHI APERTI** supports young people in understanding themselves and their attitudes, helping them to strengthen awareness, motivation and critical thinking.

The goal is to **prevent students from dropping out of school and promote their integration into society and the world of work**, addressing the root causes of the disconnect between school and their professional future.

Tutti matti per i cani

In May 2024, a pet-therapy project was launched in collaboration with the **Itaca Project Foundation** in Milan's Pindaro RSA. The pilot project was aimed at the elderly who, with the help of trained personnel, followed a programme of recreation and socialisation with **3 dogs: Daisy, Fiore and Queeny**.

The main goal was to help the elderly communicate and socialise, while also

stimulating the recovery of cognitive, physical, emotional and social skills and functions.

The project was composed of two phases of 10 weekly sessions from May to December, lasting one hour each. The project ended with a theoretical session with all the guests, including those who, for various reasons, could not participate in the sessions.

The artwork “Non schiacciatemi per favore”

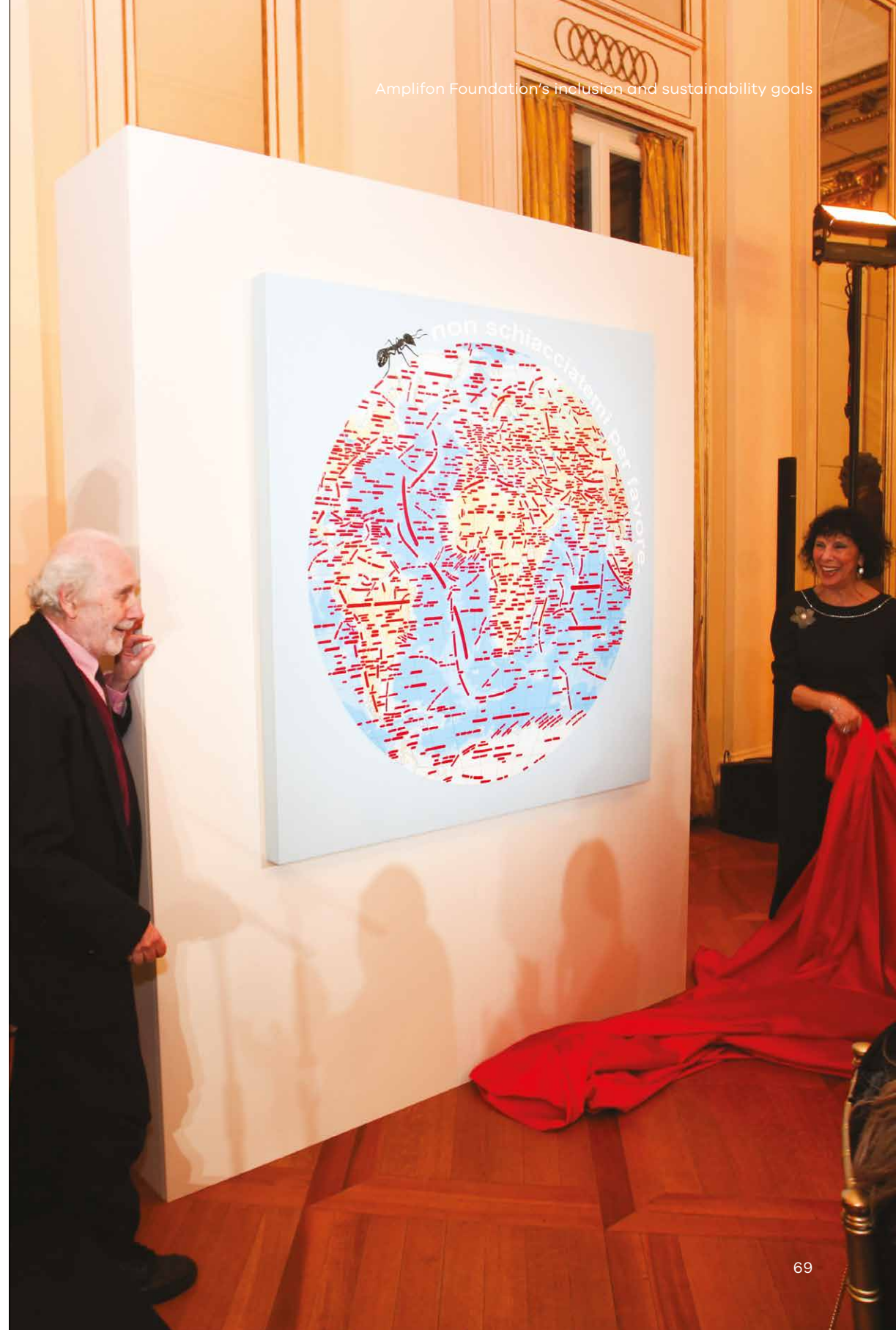
Created in 2024 using mixed media on printed canvas mounted on wood, the work was designed and created by **Emilio Isgrò** at the **Amplifon Foundation**.

Measuring 140x140 cm, the painting explores the theme of Kindness, understood as a personal attitude capable of renewing the world.

The Earth is represented through a geographical map enclosed in a circle. However, it is unlike any typical map of the world, which usually has indications and descriptions of the different places.

In fact, there are no words, the locations and places of the world having been erased, a gesture that, through the artistic language and practice that the artist has explored since the sixties, resets the value and importance of each space by putting them all on the same level.

An ant walks on the edge of the world and the only inscription on the work reads **“please don’t crush me”**, leaving the observer to consider the fragility of kindness and the importance of not being influenced by events, places and people who have the ability to erase kindness from our society.





VIP

The **VIP (Very Important Pensioners)** Project involved 25 elderly people from the Municipality of Baranzate, a community with an elevated level of social vulnerability and isolation, particularly among the population over 65. The aim of the initiative was to **promote psychological well-being and socialisation and to tackle poverty** through a series of cultural activities, group meetings and individual support.

The participants had the opportunity to take part in **art therapy courses, visits to exhibitions, the cinema and the theatre**, as well as organised social gatherings. In addition, **psychological support courses** were initiated, with sessions on the **use of smartphones** and a **financial education course**, to promote autonomy and personal growth.

At the same time, thanks to the *Emporio della Solidarietà* (Emporium of Solidarity), the project also offered **food support**, transforming shopping into an opportunity for integration and socialisation. The continuous presence of an assistant ensured tailored support,

facilitating the inclusion of participants in the social fabric of the community. Overall, the project has had a positive impact on the quality of life of the beneficiaries, helping to **reduce social isolation and promote the empowerment and autonomy** of the elderly people involved.



Obiettivo 3

In 2024, Amplifon Foundation renewed its commitment to support Obiettivo 3, the initiative conceived and energetically promoted by Alex Zanardi to foster the inclusion of athletes with disabilities in the world of sport.

In particular, the 2024 contribution was used for the organisation of the interdisciplinary campus in Lignano Sabbiadoro. The *Obiettivo3* Campus is an important way of bringing people together and providing training opportunities every year to the athletes and coaches of the *Obiettivo3* team who participate in masterclasses in training, mental coaching, sports mechanics and nutrition.

The campus is also an opportunity for the selection and recruitment of new potential athletes. Around 60 athletes participated in addition to the 15 new athletes called up in the different disciplines. The campus was also attended by 10 members of staff.

The main initiatives were supplemented by communication initiatives carried out on issues related to Amplifon Foundation's mission, such as the "AGE GROUP" OBIETTIVO3 photo story that tells us that sport is ageless, even in disability, in addition to short video clips on the theme of Kindness featuring the same athletes, and a plan of the social media coverage of the collaboration.



Indovina chi viene a casa

This project was launched with an investment of around €600,000, half of which was co-funded by the Fondazione di Comunità Milano, and aimed at combatting the isolation and loneliness of the elderly through social inclusion interventions. The long-term goal of the project is to reduce the loneliness felt by the elderly, creating a support network to help them identify their needs, and to respond to these needs by supporting them in times of difficulty.

The project is based on three main pillars: **community activation, home care and personal care**. Community activation is aimed at engaging and involving new volunteers from the local communities and the Amplifon world to support elderly people who are lonely and isolated, also through the development of **new intergenerational links**. Home care focuses on carrying out **maintenance work to improve the home environment**, the condition of which is a decisive factor in **ensuring a dignified life** but which may often be in a substantially deteriorated state. Following the maintenance work carried out, the homes of the elderly were safer and in a more decent state of repair.

The homes involved had not been maintained for many years, sometimes resulting in dangerous situations (for

example, installations not up to code or persistent mould on the walls) and in most cases in a state of disrepair (broken doors, dirty walls, malfunctioning handles).

Familiarity and trust, which arise from taking charge of the most immediate problems relating to the home, are built by the volunteers who care for the elderly and are consolidated through **activities that stimulate socialisation, active citizenship and physical well-being**, supported by a health monitoring programme.

There is a significant focus on the **training and support of volunteers**, who will be involved in the management of meeting and socialisation services provided to vulnerable elderly people. The aim is to provide them with the necessary tools to promote inclusion and monitor the psychological and physical health of the elderly. Amplifon volunteers, specially trained in the value of kindness and technical skills, work directly in the homes of the elderly, helping to ensure they have a decent quality of life and to encourage their **active involvement in the community**.

The situations encountered in homes vary in different cases and the action taken to restore dignity to people is

decisive, as in the case of a couple originally from Ghana.

*"The wife had breathing difficulties and in the house, in addition to obvious problems with doors that did not close, missing lights, there were signs of severe damp, which aggravated the wife's illness. Thanks to our intervention, together with the team from **Bottega di Quartiere**, we brought the house back to a habitable state, repairing the door jams and eliminating mould everywhere, bringing the situation back to normal, both aesthetically and in terms of health and hygiene".*

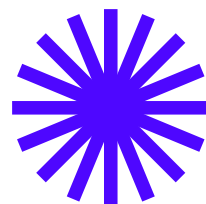
An Amplifon volunteer

The project is to be initially rolled out to 80 elderly vulnerable people over 65 who live alone in private homes, offering them opportunities to meet and socialise, as well as services such as **house maintenance and accompaniment by volunteers**. The activities will take place in some areas of Milan's ninth district, with the possibility of gradually expanding the number of elderly people involved. There will be at least 75 volunteers (including 25 people over 60, 5 young people between 18 and 35 years old, 15 university students and 30 company employees), who will be essential for the success of the initiative, fostering a network of solidarity and support that responds to the emerging needs of vulnerable elderly people.





Volunteers



Vicini in città

During 2024, Amplifon Foundation continued to support the **"Vicini in città"** programme of the **Community of Sant'Egidio** to which €50,000 were allocated.

The project aims to **combat loneliness and isolation by promoting a culture of community based support**, in which the elderly are valued as a resource for society as a whole and which reinforces the sense of collective responsibility towards the most vulnerable in society.

The project activities, launched in 2020 thanks to the Foundation, were consolidated by Sant'Egidio in 2024 and extended to the **Lodi-Corvetto** area of Milan, reaching **280 elderly people**.

Personalised monitoring through phone calls made by project operators, together with home visits, provided concrete support and guidance to local community health and social services.

The project's headquarters, in the heart

of the neighbourhood, has also become a focal point for the community. A place to meet and exchange ideas, where the elderly can participate in training sessions and group activities, some of which are carried out through the video conferencing equipment donated by Amplifon Foundation in 2023.

Amplifon volunteers also contribute to this project by providing support and company to the elderly involved. This has led to the development of strong friendships and ties, strengthened by a shared sense of community.

Despite the challenge of reaching the most vulnerable seniors, the project results are very positive, as demonstrated by the consolidated relationships and the climate of closeness established.

Being able to count on someone is a lifeline for those who are often alone not by choice. It helps to invigorate the elderly and steer them towards a healthy and active old age.

Support for elderly and disabled refugees in Moldova with UNHCR



© UNHCR / Cernat Corina

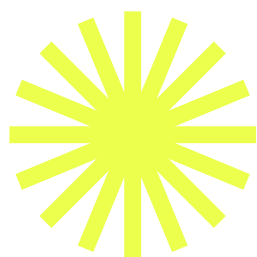
In 2024, Amplifon Foundation continued to fund a project in **Moldova** to help **elderly Ukrainian refugees** and **vulnerable elderly people in the host community**, with the aim of supporting the reception of refugees and **fostering integration between the two communities**. The project involved "The Refugee Accommodation Centre - RAC - " in Valea Rediului, where **177 beneficiaries** were assisted, including **35 refugees**, of whom **20 with disabilities**.

In a context marked by the conflict in Ukraine, which dramatically affects the most vulnerable such as women, children, the disabled and the elderly, Amplifon Foundation has focused its efforts on the elderly. Thanks to the renovation of the Refugee Accommodation Centre,

particularly the common areas, and the installation of accessibility features, which has transformed it into a safer and more comfortable living space, the dignity and well-being of its residents has been significantly improved. The project had a positive impact on both the refugees and the Moldovan host community, **strengthening the bond between the two communities** at a time of great difficulty.

"I've lost so much, but I've also found kindness. Moldova gave me a place to feel safe, to feel human again. And for that, I will always be grateful."

Victoria Logvinova, guest of the Refugee Accommodation Centre



Festival umano 2024

Amplifon Foundation has renewed its commitment to the **Festival dell'Umano (Human Festival)**, an annual event focused on dialogue, reflection and discussion on the role of the individual in society. This year, the **"Individual and Society" theme** stimulated an in-depth discussion on the value of relationships and the important contribution that each person, regardless of age, can make to the community.

The event, which was attended by **100 people** including students, professionals,

institutional and company representatives, involved the exploration of new points of view on social participation, underlining **the potential of the individual within an ever-changing context**. The event attracted 1,800 live visits online and over 150,000 visits to the Corriere.it website, amplifying the impact and scope of the shared reflections. This event had a positive effect on the public, encouraging greater engagement in social dynamics and promoting a concept of **active and inclusive citizenship**.

Amplifon employee engagement

The Amplifon Foundation, as a corporate foundation, sees Amplifon employees as an essential human and strategic asset with a central role in its activities.

The goal is to **build a community that is engaged with the Foundation**, with the capacity to continually increase its skills in terms of action, relationships and culture. A community of people who instinctively recognise in the Foundation a distinctive and identifying element of their work at Amplifon, and through which they can express themselves beyond the purely professional dimension, as citizens and as individuals. In 2024, in synergy with the Amplifon group's We Care programme, the groundwork was laid for a structured

employee engagement programme able to **respond to the needs of volunteering, team building, training and the development of soft skills**. In fact, Amplifon's engagement methods have been expanded through a diversified offer, including volunteer initiatives in the relational sphere and the sphere of action, as well as cultural and sports initiatives. Over the course of the year, a total of **2000 hours** were spent carrying out **600 volunteer actions**, both in Italy and in the foreign countries in which the Foundation operates.

Ciao! C'è un regalo per te

In 2024, the Foundation decided to continue **the traditional Christmas project** launched in December 2021: **"Ciao! C'è un regalo per te"**. This initiative, involving **114 Amplifon employees**, made it possible to grant **over 320 wishes of elderly residents in 15 RSAs in 12 Italian cities** participating in the Ciao! project.

In December, small celebration and gift-giving events were organised in 4 RSAs in the Milan area. This was also

made possible by the involvement of **14 Amplifon and 10 DLL volunteers** who had the opportunity to meet "their" senior citizen in person, thus creating new bonds and friendships.

This year, for the first time, the wishes of RSA's elderly guests in **France and Australia** – already involved in Ciao! – have come to life. Over 160 gifts brought smiles and warmth, spreading festive joy during the winter holidays.

Let's dream

Let's Dream! is a project that involves volunteers in **making dreams come true for the elderly of the Italian RSAs** that are part of the Ciao project. In 2024, **47 volunteers** took the elderly on excursions, visits to cherished locations, lunches with famous chefs, musical afternoons and much more. The project has received positive feedback from all participants – the elderly, educators and volunteers.

"Thank you for thinking of us"

Guest at RSA San Giorgio di Origgio (VA)

"Thank you for the wonderful afternoon you gave us! It was lovely, the guests and relatives were very happy. You can be technically good at your job, but when you put your heart into it then it becomes magical"

Educator at San Giorgio di Origgio (VA)

"I am happy that Amplifon Foundation brings some joy to people who often feel isolated... I am happy that I took part and I will do my best to be there as often as possible!"

Amplifon volunteer

One Day

In 2024, Amplifon Foundation launched the new **"One Day"** project. This involves Amplifon employees **carrying out manual work at Ciao project facilities**, such as gardening, small construction and maintenance activities, which help make nursing homes places that more closely align with the needs of guests, their families and the community itself.

Supported by training and reflection on the value of Kindness in interpersonal relationships, groups of colleagues, mainly from the HR and Procurement functions, worked together as a team towards a common goal. There were three events during the year, with a total of **60 participants**, which proved to be valuable opportunities for **team building and creating meaningful relationships**.

Ti Passo a Prendere

In 2024, Amplifon Foundation renewed the **"Ti Passo a Prendere" (I'll pick you up) project**, extending it beyond the Corvetto District also to the Baranzate area. The initiative, carried out in collaboration with **Memorabilia, the Sant'Egidio Community in Milan and La Rotonda ETS Foundation in Baranzate**, involved 86 volunteers who accompanied the elderly to attend **10 shows** at the main theatres in Milan. This project offered the elderly of the Corvetto and Baranzate districts the opportunity to enjoy culture, socialising and entertainment, thus helping to **counteract social isolation**.





Viva gli Anziani

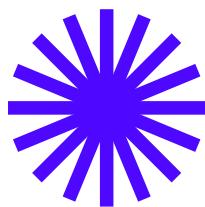
"Viva gli Anziani" (Long live the elderly) entails the provision of support by volunteers to the elderly of the Corvetto district, the beneficiaries of the **"Vicini in città" project of the Sant'Egidio Community**. Dialogue and exchange between young generations and seniors makes it possible to monitor the well-being of the elderly and takes place through face-to-face meetings, such as those organised during the summer and at Christmas time, where deep bonds are forged between volunteers and the elderly. In 2024, there were more than 15 participants.



Milano Marathon 2024

The Relay Marathon is the charity format of the Milan Marathon that allows the official route to be divided into four parts, with distances of between 6.5 and 13 km. Now in its 12th edition, this relay is now a well-established event that combines sport and solidarity.

In 2024, 32 runners took part in the event, demonstrating enthusiasm and team spirit. It is a great opportunity to get involved, share an experience of sport and solidarity and meaningfully contribute to a social cause. Through personal fundraising actions, the 8 relays in the competition raised €3,220, all of which was donated to support the Ciao! project. A significant milestone, achieved through the commitment and dedication of the participants.



Kindness Lab

The Foundation has also promoted cultural and training initiatives dedicated to Amplifon employees. In particular, as part of the reflection on the value of Kindness, the Kindness Lab was launched in collaboration with Wyde.

Involving the participation of exceptional guests, each meeting offers different perspectives on the theme of Kindness, with the aim of creating a community space for cultural growth, discussion and connection within the business context.

In 2024, the first two events, during which talks were given by the **psychoanalyst Massimo Recalcati** and the **former magistrate Gherardo Colombo**, took place at

Amplifon's corporate headquarters. Participants were able to interact with the guests, generating valuable reflection and exchange of ideas, while also having the opportunity to meet colleagues in an informal setting.

The great enthusiasm with which the Amplifon people welcomed this initiative, with more than 90 attendees, confirmed the decision to continue with the workshops in 2025.

"Exceptional speaker! The expertise and ability to engage the audience made the session incredibly interesting and impactful. It was a privilege to participate... thank you!"

Amplifon Employee



Communication and dialogue with the community

Amplifon Foundation promotes awareness of the value of the elderly in local communities and is committed to spreading its values, such as Kindness, to a range of different audiences: from RSA operators to Amplifon volunteers, from institutional stakeholders to the elderly and young people. The aim is to consolidate the Foundation as a point of reference at the national level, strengthen its presence in traditional media and build an active and recognisable digital community.

In pursuit of this goal, the Foundation uses different channels and languages, adapting the tone of communication to the different platforms used:

- **The website to describe the Foundation's mission and activities.**
- **Social media (LinkedIn, Facebook, Instagram, YouTube) to engage the community and disseminate valuable content.**
- **The company intranet to connect with employees and promote volunteering opportunities.**

Throughout the year, the Foundation continuously posts updates on the Foundation's initiatives, highlighting volunteer experiences and celebrating symbolic days such as International Women's Day or the International Day of Older Persons.

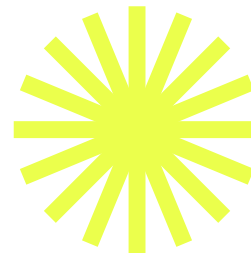
With regard to special projects, targeted narrative strands are developed, as in the case of the Kindness initiative which was told through a video story, which made the message even more immediate and engaging.

In 2024, the Foundation's digital community grew to almost 4,600 total followers, with a 30% growth on the previous year.

More specifically:

- **2,923 followers on LinkedIn**
- **953 followers on Facebook**
- **635 followers on Instagram**

The diffusion of the Foundation's values and initiatives is also strengthened



through a solid presence in traditional media. Visibility grew in 2024 with 420 publications in digital and print magazines in Italy and abroad, continuing to raise awareness and reach a wider audience.

This growth testifies to an increasing interest in the themes promoted and the desire to build an open and inclusive dialogue with society.

Finally, during the year, engagement with the stakeholder community resulted in numerous opportunities for exchange and dialogue. Participation in these events allowed the Foundation to share its experience and spread greater awareness on topics such as innovation, the elderly and social inclusion.

The various events in which the Foundation took part included the digital business summit hosted by **Forbes: "Empower the Future: social sustainability & education"**, participation in **Milan Design Week** and being guests of Chiq-



uita House. Another important event was the **CSR Salon held in Milan**, which explored how Kindness can become a strategic choice to govern relationships between people and organisations in an innovative way.

Methodological Note



The Social Report Report is a tool for examining the activities carried out and reporting on the social, environmental and economic responsibilities, conduct and results of the organisation, looking at the activities carried out in order to provide structured and timely information to all stakeholders that cannot be obtained from the economic information contained in the annual financial statements alone.

The main objectives of the social report are to:

1. **Demonstrate that actions and conduct are consistent with the Foundation's identity and value system.**
2. **Establish a system of quantitative and qualitative indicators to help our decision-making processes in future projects.**
3. **Evaluate our performance in terms of efficiency and effectiveness.**
4. **Increase engagement and involvement of stakeholders and external parties by improving communication and sharing our experiences.**

The Social Report 2024 was prepared in accordance with Article 14 of Legislative Decree 117/2017 and is consistent with that stipulated with regard to Social Reports by Legislative Decree 112/2017 and the "Guidelines for Preparing the Social Reports of Third Sector Entities" adopt-

ed with the Decree issued on 4 July 2019 by the Ministry of Labour and Social Policy.

The Social Report 2024 was prepared by reporting on a selection of the **"GRI Sustainability Reporting Standards"** published by the Global Reporting Initiative (GRI) as shown within the **"GRI Content Index"** table.

The data reported refers to the activities conducted during the year, the results achieved, and the impacts produced in FY2024 (1 January to 31 December 2024). The scope of the report encompasses the entire entity. In order to allow comparability of data over time, where possible, a comparison was made with data for the years 2023 and 2022.

The material issues, on which the reporting is based, were defined based on a materiality analysis performed by Amplifon Foundation, updated in 2024 and evaluated by certain external stakeholders, as discussed in more detail in the section "Materiality Analysis".

The Social Report is published on an annual basis. For any information regarding the Social Report, please contact the Foundation by sending an email to: **info@fondazioneamplifon.com**

This Social Report is also available on the Foundation's website: **www.amplifonfoundation.com/it**

Report of the supervisory body



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**Relazione dell'organo di controllo al bilancio sociale
chiuso al 31 dicembre 2024**

Al Consiglio della Fondazione AMPLIFON

Rendicontazione della attività di monitoraggio e dei suoi esiti

Ai sensi dall'art. 30, co. 7, del Codice del Terzo Settore, ho svolto nel corso dell'esercizio 2024 l'attività di monitoraggio dell'osservanza delle finalità civiche, solidaristiche e di utilità sociale da parte della Fondazione Amplifon, con particolare riguardo alle disposizioni di cui agli artt. 5, 6, 7 e 8 dello stesso Codice del Terzo Settore.

Tale monitoraggio, eseguito compatibilmente con il quadro normativo attuale, ha avuto ad oggetto, in particolare, quanto segue:

- la verifica dell'esercizio in via esclusiva o principale di una o più attività di interesse generale di cui all'art. 5, co. 1, per finalità civiche, solidaristiche e di utilità sociale, in conformità con le norme particolari che ne disciplinano l'esercizio, nonché, eventualmente, di attività diverse da quelle indicate nell'art. 5, co. 1, del Codice del Terzo Settore, purché nei limiti delle previsioni statutarie e in base a criteri di secondarietà e strumentalità stabiliti con D.M. 19.5.2021, n. 107;
- il rispetto, nelle attività di raccolta fondi effettuate nel corso del periodo

di riferimento, dei principi di verità, trasparenza e correttezza nei rapporti con i sostenitori e il pubblico, e delle linee guida emanate dal Ministero del lavoro e delle politiche sociali ai sensi dell'art. 7 del Codice del Terzo Settore;

- il perseguimento dell'assenza dello scopo di lucro, attraverso la destinazione del patrimonio, comprensivo di tutte le sue componenti (ricavi, rendite, proventi, entrate comunque denominate) per lo svolgimento dell'attività statutaria; l'osservanza del divieto di distribuzione anche indiretta di utili, avanzi di gestione, fondi e riserve a fondatori, associati, lavoratori e collaboratori, amministratori ed altri componenti degli organi sociali, tenendo conto degli indici di cui all'art. 8, co. 3, lett. da a) a e), del Codice del Terzo Settore.

Attestazione di conformità del bilancio sociale alle Linee guida di cui al decreto 4 luglio 2019 del Ministero del Lavoro e delle Politiche Sociali

Ai sensi dall'art. 30, co. 7, del Codice del Terzo Settore, ho svolto nel corso dell'esercizio 2024 l'attività di verifica della conformità del bilancio sociale, predisposto dalla Fondazione Amplifon, alle Linee guida per la redazione del bilancio sociale degli enti del Terzo settore, emanate dal Ministero del Lavoro e delle Politiche Sociali con D.M. 4.7.2019, secondo quanto previsto dall'art. 14 del Codice del Terzo Settore.

La Fondazione Amplifon ha dichiarato di predisporre il proprio bilancio sociale per l'esercizio 2024 in conformità alle suddette Linee guida.

Ferma restando le responsabilità dell'organo di amministrazione per la predisposizione del bilancio sociale secondo le modalità e le tempistiche

previste nelle norme che ne disciplinano la redazione, l'organo di controllo ha la responsabilità di attestare, come previsto dall'ordinamento, la conformità del bilancio sociale alle Linee guida del Ministero del Lavoro e delle Politiche Sociali.

All'organo di controllo compete inoltre di rilevare se il contenuto del bilancio sociale risulti manifestamente incoerente con i dati riportati nel bilancio d'esercizio e/o con le informazioni e i dati in suo possesso.

A tale fine, ho verificato che le informazioni contenute nel bilancio sociale rappresentino fedelmente l'attività svolta dall'ente e che siano coerenti con le richieste informative previste dalle Linee guida ministeriali di riferimento. Il mio comportamento è stato improntato a quanto previsto in materia dalle Norme di comportamento dell'organo di controllo degli enti del Terzo settore, pubblicate dal CNDCEC nel dicembre 2020. In questo senso, ho verificato anche i seguenti aspetti:

- conformità della struttura del bilancio sociale rispetto all'articolazione per sezioni di cui al paragrafo 6 delle Linee guida;
- presenza nel bilancio sociale delle informazioni di cui alle specifiche sottosezioni esplicitamente previste al paragrafo 6 delle Linee guida, salvo adeguata illustrazione delle ragioni che abbiano portato alla mancata esposizione di specifiche informazioni;
- rispetto dei principi di redazione del bilancio sociale di cui al paragrafo 5 delle Linee guida, tra i quali i principi di rilevanza e di completezza che possono comportare la necessità di integrare le informazioni richieste esplicitamente dalle linee guida.

Nel corso dello svolgimento del lavoro, non ho riscontrato elementi che

facciano ritenere che il bilancio sociale al 31 dicembre 2024 dell'ente non sia stato redatto, in tutti gli aspetti significativi, in conformità alle previsioni delle Linee guida di cui al più volte richiamato DM 4.7.2019.

Milano, 15 aprile 2025

L'organo di Controllo

(Nicolino Cavalluzzo)

GRI Content Index



Declaration of use		The Foundation has reported the information mentioned in this GRI content index for the period 1 January 2024 to 31 December 2024 with reference to the GRI Standards.		
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2-2	Entities included in the organisation's sustainability report	Methodological Note	47-48	
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2-7	Employees	Human capital	23-24	
2-9	Governance structure and composition	Governance structure	14-16	
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2-11	Chairperson of the highest governing body	Governance structure	16	
2-16	Communication of critical issues	Whistleblowing Policy	18	
2-25	Processes to remedy negative impacts	Whistleblowing Policy	18	
2-27	Compliance with laws and regulations		No sanctions have been applied in the past three years	
2-29	Approach to stakeholder engagement	Ongoing interaction with stakeholders	12-13	
2-30	Collective bargaining agreement	Human capital	23	

Declaration of use		The Foundation has reported the information mentioned in this GRI content index for the period 1 January 2024 to 31 December 2024 with reference to the GRI Standards.		
GRI Sustainability Reporting Standard		Disclosure	Pages	Notes
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GRI SPECIFIC TOPICS				
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205-3	Established incidents of corruption and actions taken	No incidents of corruption have surfaced in the past three years	14	
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GRI 3				
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Special thanks to Jordan Canti Cozzi, Duccio Pintucci, and Irma Piccitto for the evocative photos and portraits featured in this report, as well as to all the staff of our care homes, the volunteers, and the elderly residents who lent their image to help tell the story of Fondazione Amplifon.

Graphic design © Alexandra Gredler Studio





**amplifon
foundation**

THE SOUND
OF INCLUSION.

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