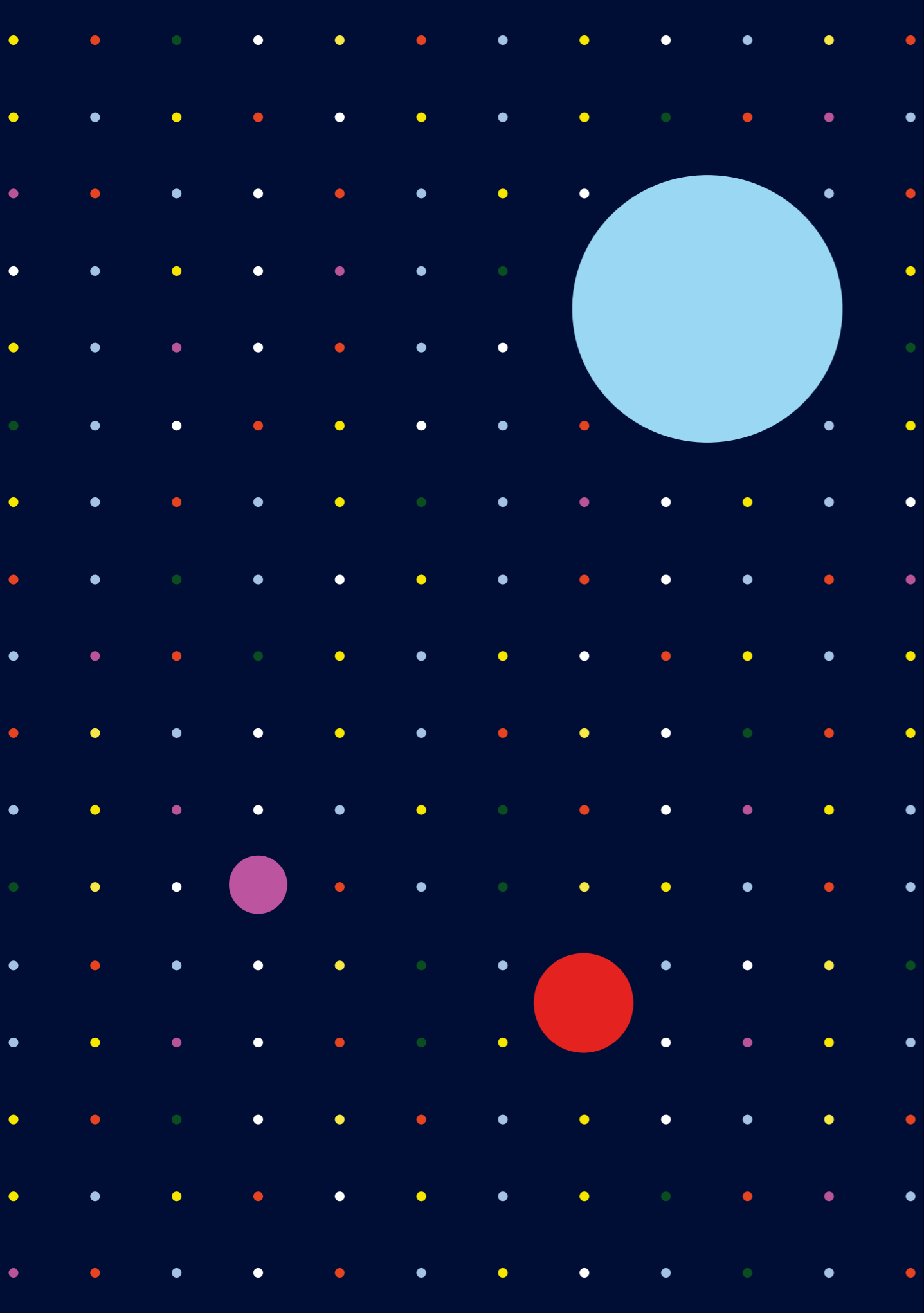


# **SOCIAL REPORT 2022**



# CONTENTS

<b>1</b>	<b>Amplifon Foundation</b>	7
<b>2</b>	<b>Highlights of 2022</b>	11
<b>3</b>	<b>Materiality analysis</b>	15
	3.1 Ongoing interaction with stakeholders	18
<b>4</b>	<b>The operation of the Foundation</b>	21
	4.1 Governance Structure	22
	4.2 Financial management of the Foundation	27
	4.3 Partnerships and cooperation	29
	4.4 Human resources of the Foundation	31
<b>5</b>	<b>The role of the Foundation</b>	33
	5.1 The reference context	34
	5.2 The operation of the Foundation	35
	5.3 Projects to promote social inclusion	44
<b>6</b>	<b>Methodological Note</b>	67
<b>7</b>	<b>Report of the supervisory body</b>	71
<b>8</b>	<b>GRI Content Index</b>	77



1

**SALVATORE**

*"Ueh ueh vieni 'ca!"*  
My motto

*"O sole mio"*  
My favorite song

*"Light blue"*  
My favorite color

**AMPLIFON  
FOUNDATION**

## AMPLIFON FOUNDATION

### Our Vision: To enable people to reach their full potential in life through social inclusion

Established in Milan in 2020 to mark the Group's 70th anniversary, Amplifon Foundation is committed to supporting the inclusion of people at risk of marginalisation by promoting the development of their relational potential. Special attention is given to the elderly and to getting them actively involved in social, cultural and professional life. The Foundation's *mission* is to include people in need through an operational strategy based on its social commitment to the community and Amplifon's stakeholders. The Foundation operates with a global mandate, a remit which includes working in tandem with the Miracle-Ear Foundation in the United States and Fundación GAES Solidaria in Spain.



The pandemic inevitably had an impact on the first three years of the Foundation's existence, which had to act immediately to meet the needs of those most at risk, such as the elderly.

At the end of the emergency, however, the Foundation continued to care for the elderly because it was through this work that it got to know their stories, their lives, and the beauty and toil of their existence. The Foundation was inevitably struck by their zest for life and their desire for happiness, a contagious desire that the Foundation has made its own.

Thus, the decision was taken to work on the quality of everyday life, on creating moments of joy, fun and leisure for the elderly, helping to sustain their zest for life.

This was the starting point from which the Foundation went on to develop and consolidate various projects focusing on the role played by older people and the wealth of knowledge and experience they have to offer. The Foundation has from the outset encouraged intergenerational awareness, active participation and inclusion of the elderly by pooling the best ideas, energy and professionalism from both the public and private sector. The path taken by Amplifon Foundation is constantly evolving thanks to the input of all stakeholders. Every day, in fact, the growing network of organisations, NGOs, specialised operators, organisers and volunteers inspires efforts to effectively devise innovative solutions for the promotion of an increasingly inclusive society.

### Activities under the Foundation's Articles of Associations:

**As defined in the Articles of Association, Amplifon Foundation is a non-profit Foundation and, pursuant to Article 10 of Law 470/1997, 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 fights 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 providers, public or private, national or international, in the most appropriate manner and in accordance with current laws and Legislative Decree 460/1997.

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 following registration with the Italian Third Sector Register (RUNTS), Amplifon Foundation's new Articles of Association will come into effect and the company will therefore incorporate the initialism "ETS" (Third Sector Entity) into its name, pursuant to Article 12 of Legislative Decree 117/2017.

2

**ANGELA**

*"Time is gold and  
life's a treasure."*

My motto

*"Grande amore /  
Il Volo"*

My favorite song

*"Red"*

My favorite color

**HIGHLIGHTS  
OF 2022**



## HIGHLIGHTS OF 2022





3

**ZITA TERESITA**

*"Fools rush in where  
angels fear to tread."*

My motto

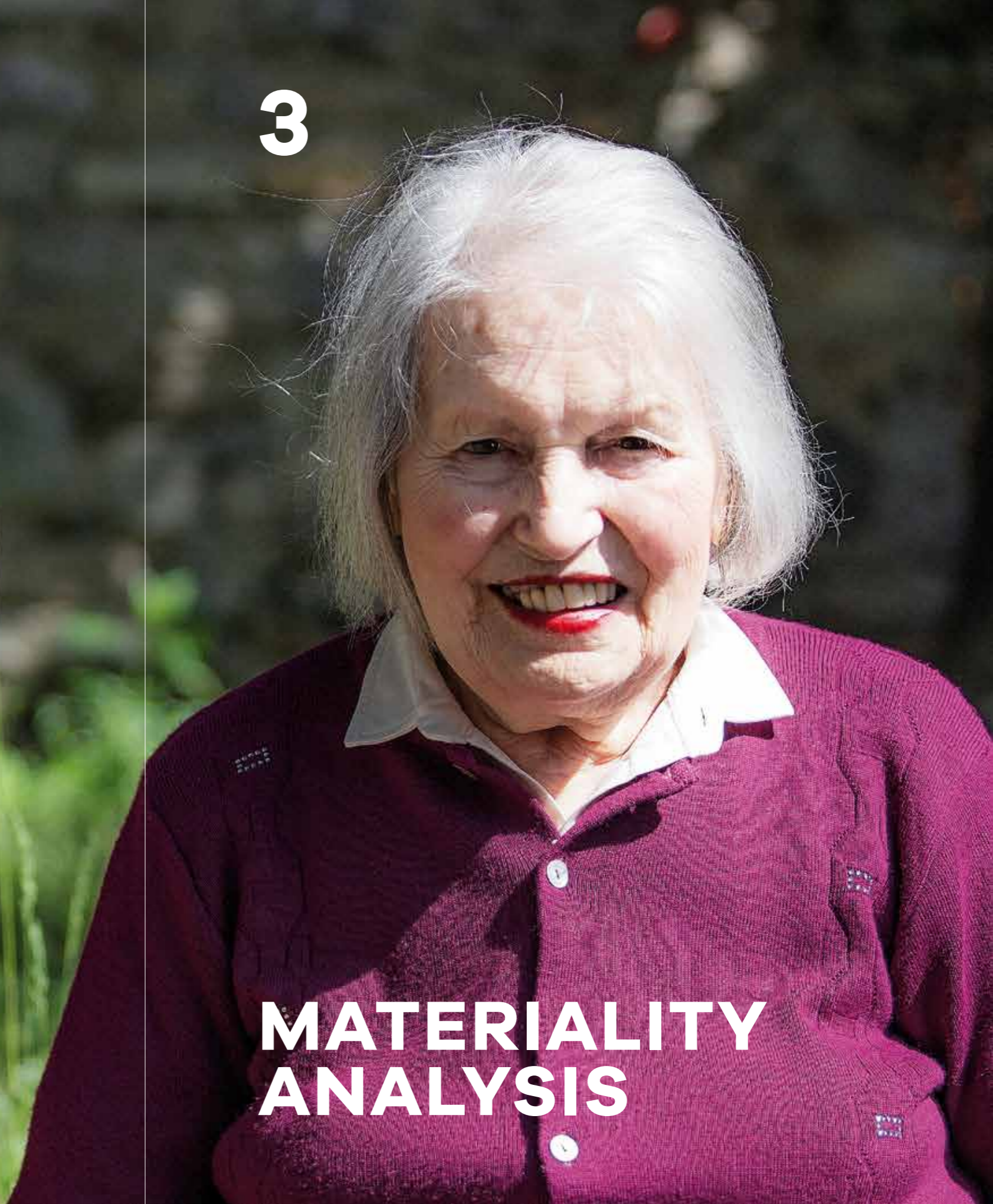
*"Occhi di ragazza /  
Morandi"*

My favorite song

*"Purple"*

My favorite color

**MATERIALITY  
ANALYSIS**





## MATERIALITY ANALYSIS

In order to prepare the Social Report 2021, an initial materiality analysis was conducted to identify the issues relevant to the Foundation and its stakeholders. The analysis entailed an initial benchmarking survey of the matters raised in the Social Reports of similar Foundations and on those reported within the Guidelines for the Preparation of the Social Report of Third Sector Entities. The benchmarking performed made it possible to identify all the issues potentially relevant to the Foundation, which were then assessed based on a qualitative approach involving those responsible for drafting the Social Report. Thus, the most relevant material matters for the Foundation were identified, taking into account the characteristics of Amplifon Foundation and the impact of the activities conducted.

Given the field in which the Foundation operates, the environmental impact was not considered significant since it is not directly relevant to any of the activities carried out. However, the expectations expressed by external stakeholders during the engagement and dialogue phase of the assessment process were taken into account.

The issues already identified have been supplemented for 2022 reporting with descriptions of the impacts they represent<sup>1</sup>. These descriptions cover impacts on the economy, the environment, and people, including human rights impacts, within the scope of the Foundation's activities and its relations with stakeholders.

<sup>1</sup>This change was made to align the Foundation's reporting with the guidance provided by the new GRI Universal Standards 2021.

Area	Issue	Description	Impact
GOVERNANCE	Governance and ethics of fundraising	Governance system that ensures transparency in resource management, information presented in Foundation documents, and ethical management of the fundraising system.	Positive impact on stakeholders through equitable distribution of economic value thanks to fundraising activities.
			A lack of transparency in the management of fundraising activities could impact negatively on the activities, and thus the beneficiaries, of the Foundation.
	Whistleblowing mechanisms	Prevention through the establishment of mechanisms for reporting possible irregularities in the work of the Foundation, with the aim of providing protection to beneficiaries and entities with which the Foundation collaborates and of combatting corruption.	Potential negative impact resulting from non-compliance with applicable laws, regulations, internal and external standards with related social/environmental/economic consequences on external society.
	Ongoing interaction with stakeholders	Channels of ongoing interaction with all Foundation stakeholders, with a view to improving its performance and listening to different needs.	Positive impact on the beneficiaries of the projects promoted by the Foundation due to continuous interaction with and listening to the stakeholders involved.
SOCIAL	Partnerships and cooperation	Cooperation with other agencies, partners and/or external stakeholders with a view to promoting the Foundation's mission and strengthening its impact.	Positive impact on the beneficiaries of projects promoted by the Foundation due to cooperation with partners and external entities.
	Social information and outreach	Dissemination of information and principles in order to raise public awareness of the social issues on which the Foundation works (e.g., inclusion of the elderly).	Positive impact on local communities due to increased awareness on social issues through the Foundation's outreach activities and initiatives.
	Projects to promote inclusion	Promotion of and participation in social, educational and cultural initiatives, with a special focus on inclusion and support for the most vulnerable groups, including the elderly. Allocation of resources with respect to projects in line with the Foundation's mission.	Positive impact through the development of an inclusive culture that fosters diversity, fairness and the inclusion of people in socially isolated situations, and that facilitates the participation of all in professional and social life.
	Responsible management of human resources	Management of human resources through the establishment of development and training programmes aimed at improving skills, the promotion of safety in the workplace, and how to engage and remunerate people who work with the Foundation.	Positive impact on Foundation employees deriving from the promotion of skills, engagement and remuneration activities.

### 3.1 Ongoing interaction with stakeholders

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



All stakeholders with whom the Foundation collaborates are of paramount importance and, through their unique and valuable contributions, work synergistically to achieve the established goals. For this reason, the Foundation undertakes multiple stakeholder engagement activities, differentiated by category, thereby making it possible to build strong and lasting relationships with all stakeholders.

Stakeholder Category	Mode of Engagement
<b>GOVERNANCE OF THE FOUNDATION</b>	Internal communications mainly via e-mail, board meetings, ad hoc meetings.
<b>INSTITUTIONS AND OTHER ENTITIES</b>	Networking, meetings, calls.
<b>SUPPLIERS</b>	Periodic meetings, social media, newsletters.
<b>PARTNERS</b>	Newsletters, meetings .
<b>BENEFICIARIES</b>	Newsletters, groups, monitoring visits, surveys, questionnaires, impact measurement.
<b>STAFF AND VOLUNTEERS</b>	Communications via internal Amplifon communication, newsletter, CTAs.
<b>FUNDERS AND CONTRIBUTORS</b>	Reports, periodic meetings, social media, newsletters.
<b>COMMUNITY</b>	Website, newsletter, social media.



4

**MARIUCCIA**

*"A good friend is worth his weight in gold."*

My motto

*"Felicità / Albano"*

My favorite song

*"Light blue"*

My favorite color

**THE OPERATION  
OF THE  
FOUNDATION**

# THE OPERATION OF THE FOUNDATION

## 4.1 Governance Structure

To pursue its goals, the Foundation has put in place a Governance system that enables it to work coherently and with complete transparency. Amplifon Foundation's governance structure includes a Board of Directors, an Audit Board, an Independent Auditor and a Treasurer.

**Board of Directors:**

provides for the day-to-day management of the Foundation.



**Audit Board:**

Supervises the financial and asset management of the Foundation.



**Independent Auditor:**

the financial statements of the Amplifon Foundation are audited by a Statutory Auditor.

**Treasurer:**

responsible for accounting and assisting the directors in preparing the annual financial statements and with tax compliance.



**Board of Directors**

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.



**Treasurer**

While decision-making is in the hands of the Board of Directors, an external **Treasurer**, Dr. 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 will make 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.



**Audit Board**

The **Audit Board** supervises the financial and asset management of the Foundation, 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.



**Statutory Auditor**

The financial statements of the Amplifon Onlus Foundation are audited by a **Statutory Auditor**, Dr. 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**  
Managing Director



**Luigi Colombo**  
Board Member



**Martino Cortese**  
Board Member



**Francesca Morichini**  
Board Member



**Andrea Silvestri**  
Board Member

The **Chairperson of the Foundation** - who is also Chairperson of the Board of Directors (BoD) - 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**, according to 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 current **Board of Directors** was appointed when the Foundation was established on 29 January 2020 and, as per the Articles of Association, will serve for three years. It is composed, including the Chairperson, of six members. The managing director, who has an executive role, is selected from among the board members.

The Board of Directors establishes annually the general direction of the Foundation's activities by defining and amending the Articles of Association. It also approves the Financial Budget and the Annual Balance Sheet, elects from among its members the Chairperson of the Foundation, 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 members of the Board of 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 2022 financial year to the following persons:

Role	Fee
<b>CHAIRPERSON OF THE FOUNDATION</b>	No fees paid during the financial year.
<b>BOARD OF DIRECTORS</b>	No fees paid during the financial year.
<b>AUDIT BOARD</b>	EUR 5,000 plus statutory charges.
<b>STATUTORY AUDITOR</b>	EUR 2,500 plus statutory charges.

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

### 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 define behaviours liable to criminal and administrative sanctions and monitor the main risk factors related to the commission of crimes and offences. Divided into two distinct parts (General and Special), Model 231 aims to formalise general protocols with a view to preventing the commission of crimes, and to provide information on specific protocols pertaining to the activities conducted by individual business departments.

It provides for specific disciplinary sanctions for 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.

During 2021 and 2022, no incidents of active and/or passive corruption were detected within the Foundation. A Supervisory Body was also appointed in 2022 to monitor the organisation's liability for crimes committed in order to benefit the organisation. This Body will therefore be responsible for verifying the proper application of and compliance with Model 231, reporting any anomalies and updating the Model if necessary.

### Speak-up and Whistleblowing Policy

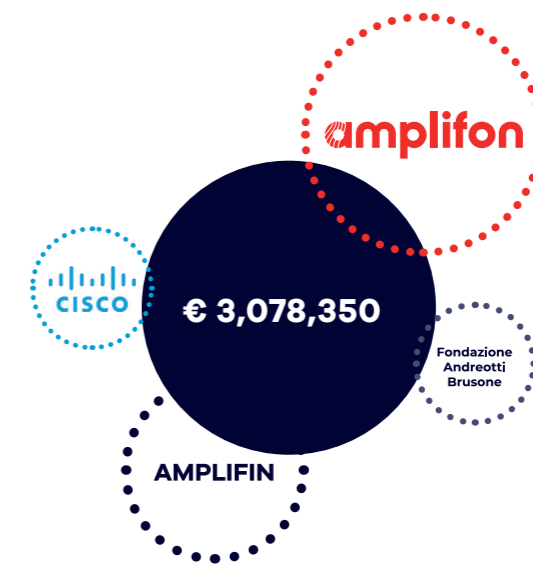
The Foundation has adopted a "Speak-up and Whistleblowing Policy" for reporting any issues or wrongdoing, promoting a speak-up culture (freedom to question colleagues and/or superiors) and regulating whistleblowing (a tool for reporting crimes or wrongdoing). This Policy aims to apply the Foundation's integrity principles through four specific steps:

PLAN
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.
DO
The Foundation acts in accordance with directives, procedures, and instructions. It avoids a bureaucratic approach because this undermines compliance with the Foundation principles. Those who work at Amplifon Foundation ONLUS believe in free discussion.
CHECK
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.
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 Policy sets out in detail the reasons and procedures for making a report, the actions carried out once a report is received, and the mechanisms for protecting the reporter and the reported person. It also provides for training on the subject. The Foundation has activated an email address that will be accessible by the Supervisory Body, which will be able to act on the reports filed, if necessary.

## 4.2 Financial management of the Foundation

The Foundation operates with the funds it receives from contributors to implement or support initiatives of social, cultural and educational value, in partnership with institutions, public administrations, public and private entities. Amplifon Foundation's three largest donors include the Amplifon and Amplifin companies as well as the Andreotti Brusone Foundation and De Lage Landen, who support the Foundation through financial contributions.



Donations by contributor	Currency	2021	2022
AMPLIFON	Euro	1,300,000	1,500,000
AMPLIFIN	Euro	500,000	500,000
FONDAZIONE ANDREOTTI BRUSONE	Euro	15,027	15,000
FUNDRAISING UKRAINE	Euro	-	35,384
OTHER DONORS (EMPLOYEES, "5 PER MILLE", DLL)	Euro	34,396	18,996
<b>TOTAL</b>	<b>Euro</b>	<b>1,849,423</b>	<b>2,069,380</b>
<b>CISCO Indirect donation</b>		<b>972,577</b>	<b>1,008,970</b>
<b>TOTAL</b>		<b>2,822,000</b>	<b>3,078,350</b>

In addition, thanks to Cisco and its partner network, the provision of the technology and equipment used in the nursing homes for the "Ciao!" project enables a major contribution to the project in terms of sustainability and value generated, which can be estimated at around 1 million euros per year.

The Foundation did not receive any grants, donations or funding from public agencies in either 2021 or 2022.

In March 2022, a fundraising campaign was launched aimed at all Amplifon's employees. The funds raised enabled the Foundation to support the UNHCR with regard to Ukrainian refugee initiatives. This support was initiated in the form of a major donation by Amplifon Group and then facilitated and managed by FA.

Currently, the Foundation's funding methods and partnerships do not include *calls for proposals*. The initiatives are designed and delivered in accordance with the Foundation's strategy and involve identifying partners in relation to their added value and readiness to adopt a co-design approach.

#### Other donors

De Lage Landen is one of Amplifon Foundation's project partners. The partnership, however, has also resulted in a wealth of relationships and shared values that were embodied in the contribution of DLL employees to the Amplifon Foundation's Christmas initiatives. Some employees helped to deliver Christmas gifts to the elderly involved in the Ciao! project and the company Christmas party featured the children's character Geronimo Stilton to enliven the afternoon for the little ones. DLL on this occasion donated 5,000 euros to FA activities.

Amplifon staff also showed their support through the allocation of 0.5%<sup>2</sup> of their pay to the Foundation to support its activities, raising and donating a contribution of €4,800.

<sup>1</sup>The 5 per thousand (0.5%) is a share of income tax that the State distributes on the indication of citizens-taxpayers in their tax return and allocated to non-profit organisations.

### 4.3 Partnerships and cooperation

Amplifon Foundation is supported every day by companies, associations and foundations who make it possible to implement its projects and achieve its goals. The support of each partner is crucial to roll out the Foundation's initiatives. Indeed, in just three years of operation, the different forms of cooperation and partner support have made it possible to implement numerous projects and activities.



Notable collaborations that have led to the development of significant projects for the Foundation include the IO SONO Association, the Sant'Egidio Community and Objective 3. In 2022, through the disbursement of 20,000 euros to the *Festival dell'Umano* (Human Festival), the Foundation made a key contribution to the IO SONO Association, established to create a cultural movement that seeks to convey the values of Humanism. The project, developed by the Association on the theme of the new digital humanism, focused on older people and involved people of different generations, backgrounds and professions who participated in a day dedicated to reflecting on the human being, following a conceptual framework that incorporated elements of ontology, ethics and aesthetics.

In partnership with the **Sant'Egidio Community**, to which the Foundation donated €22,200 in 2022 and €40,000 in 2021, Amplifon Foundation took part in the “Viva gli anziani” (Long Live the Elderly) project. This initiative, first created in 2004, was also rolled out by the Sant'Egidio Community during the national health emergency between June 2020 and March 2021. Project participants provided assistance to the elderly in the Corvetto neighbourhood of Milan. On a daily basis, they visited the elderly who live alone in their homes, often in conditions of extreme social marginalisation, in order to check their state of health, help them with daily errands or simply keep them company.

With regard to **Obiettivo3**, the initiative conceived by sportsman Alex Zanardi that aims to get all disabled athletes living in marginalised situations back into sports, Amplifon Foundation made a donation of 10,000 euros in 2022 to support and help 70 athletes.

The Andreotti Brusone Foundation has confirmed its contribution to the Ciao! project through its support of a nursing home in the province of La Spezia.

Since 2022 the Foundation has been a member of Assifero, an Italian Association of Foundations and Philanthropic Entities composed of private non-profit entities who, as part of their mission to work for the common good, mobilise private resources of a financial, real estate, intellectual, relational and human resource nature. Currently the Association comprises 130 family, corporate, community and other philanthropic foundations.

#### 4.4 Human resources of the Foundation

In addition to financial contributions and cooperation with partners, Amplifon Foundation's projects are also supported by its direct employees. Currently, the Foundation has four full-time employees, each hired under a national collective bargaining agreement for the distribution and services sector. Three employees are employed on a permanent contract while a fourth resource works with the Foundation on a temporary basis.

In addition, the Foundation can count on the cooperation in various projects of the Amplifon people, who participate on a volunteer basis. Specifically, a total of 210 Amplifon employees got involved in 2022, including 150 women and 60 men, compared with 108 volunteers involved in 2021. Volunteers who work with the Foundation do not incur expenses and therefore do not receive reimbursement.

To help Amplifon's employees perform their volunteer work to the best of their ability, training initiatives to raise awareness have been organised, during which they learn about the principles and skills needed to help them relate to the elderly during the projects. A specific example is the course delivered with regard to the “Viva gli anziani” project, through which attendees learned how to relate to elderly people and keep them company while also performing “bottom-up monitoring” of their health status. This two-hour training session was attended by the volunteers who took part in the project.

Amplifon Foundation holds training courses for both volunteers and employees – for whom training is mandatory. In 2022, a total of 22 hours of training (about 6 hours per person) on prevention and safety topics were provided to employees, specifically to those who were to receive refresher training and training on cybersecurity and RUNTS. In contrast, 48 hours of training had been provided to employees in 2021, about 16 hours per person. Training and information for volunteers is established, before they start their activities, on the best way to relate to the elderly during the various projects carried out. These training sessions last approximately for each volunteer.





5

**BEPPE**

*"A good friend is worth his weight in gold."*

My motto

*"Felicità / Albano"*

My favorite song

*"Yellow"*

My favorite color

**THE ROLE  
OF THE  
FOUNDATION**



# THE ROLE OF THE FOUNDATION

## 5.1 The reference context

Every individual's personal and professional life may be put at risk by any kind of disability, limiting access to social opportunities. People in vulnerable situations, such as the elderly, are more likely to encounter barriers to normal and meaningful social relations.

These issues have become even more relevant due to the pandemic that began in 2020 and continued for several years, which has exacerbated the loneliness and marginalisation of both *seniors* and young people.

For this reason, Amplifon Foundation, which was established with the aim of helping to bridge social gaps by affirming the value of inclusion, is inspired by two (2) of the 17 Sustainable Development Goals (SDGs). The Sustainable Development 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 several 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
 <p><b>REDUCTION OF INEQUALITIES</b></p>	<p>This goal, which must be achieved, aims to counteract the marginalisation of entire countries by getting people back into educational, cultural, and economic systems.</p> <p>This means enhancing productive skills, artistic and expressive abilities, and the will to educate and learn.</p>	<p><b>Sustainable development</b> 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.</p>
 <p><b>SUSTAINABLE CITIES AND COMMUNITIES</b></p>	<p>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.</p> <p>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.</p>	<p><b>Inclusion, security, resilience</b> The Foundation is committed to transforming spaces usually frequented by the elderly into more inclusive spaces where different generations can meet and join in leisure and social activities.</p>

## 5.2 The operation of the foundation

### OUR VISION

**Social inclusion and helping the vulnerable and those at risk of marginalisation, particularly the elderly, to maximise their potential is the goal pursued by the Foundation in Italy and abroad.**

### OUR MISSION

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

### OUR VALUES

- **Credibility**
- **Consistency**
- **Uniqueness**
- **Engagement**
- **Relevance**

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, inclusion 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.

### Per la Fondazione l'inclusività si articola in tre dimensioni:

#### Inclusive Communities

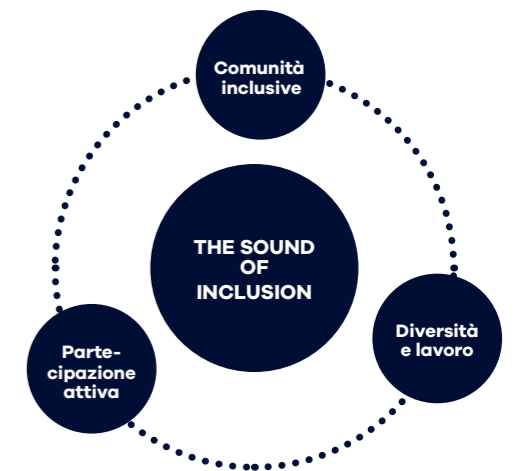
*(Comunità inclusive):* promote an inclusive culture that combats all forms of social stigma and facilitate the inclusion of marginalised people;

#### Enabling Participation

*(Partecipazione):* remove barriers that prevent older or disadvantaged people from accessing social, cultural, recreational and work life 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.



In its first three years of operation, the Foundation has focused mainly on the issues of "Enabling Participation".

## Awareness and outreach

For Amplifon Foundation, it is crucial to raise awareness of social stigma and to promote information and dissemination activities regarding inclusion issues. This awareness starts with an understanding of the difficulties that the risk of social isolation can pose. It is in fact only through information that empathy can be developed and society made more aware, which is why all projects promoted by the Foundation have the further aim of spreading knowledge and raising awareness on the issue.

In addition to specific projects, the Foundation promotes its core values on various platforms and social media such as:

- **The Foundation Website**
- **YouTube Channel**
- **Amplifon intranet**
- **LinkedIn page**
- **Facebook page**
- **Instagram page**

The above channels are used by the Foundation to communicate updates and content on the topic of inclusion, with a focus on the elderly and the possibility of developing a culture of inclusion by creating opportunities for relationships with diverse communities.

In addition to ongoing communication activities, the Foundation also raises *awareness* of its work through certain special projects.

## MISSIONE AMICIZIA WITH GERONIMO STILTON FOUNDATION

To celebrate and promote the meeting of generations, on 2 October 2022 (Grandparents' Day in Italy), in partnership with the Geronimo Stilton Foundation, Amplifon Foundation launched Missione Amicizia (Friendship Mission), a limited-edition Geronimo Stilton story exclusively produced by Edizioni Piemme. Geronimo Stilton's tale, through his adventure in the company of Grandpa Torquato, Aunt Lippa and the grandchildren, aims to tell young children about the importance of relationships between generations and the profound social value of the relationship that unites grandparents and grandchildren. The book is in fact inspired by Amplifon Foundation's Ciao! project and we can see some of the Foundation's activities reflected in the narrative, which also features some of the Foundation's partners and friends portrayed as mouse cartoon characters like Geronimo. The book was distributed free of charge in all Amplifon stores in Italy. Events open to customers, branch staff, Amplifon employees and their families were held in three cities (Milan, Modena and Sassari). At these events, it was the famous mouse-journalist conceived by Elisabetta Dami who told the secret that unites generations: friendship.

**"My children, Filippo and Sofia, are very excited to be here this Saturday morning to meet Geronimo Stilton. Especially Filippo, who is a big fan of the most famous mouse-journalist. He has already read many of his books, so he was looking forward to having his signed copy of the book."**

Emilio

**"It was a wonderful experience. My son Federico discovered the world of Geronimo Stilton last year thanks to "The Little Book of Kindness" given as a gift by the Foundation to all Amplifon children: it has been love at first sight ever since. He knew all the characters and couldn't wait to meet Geronimo."**

Barbara

**"I came here with Anna, my little girl, and my wife Silvia. Anna was excited to hear Geronimo's story, to dance and to share this experience with other children. It was also an opportunity to find out where I work."**

Paolo



## INSIDE OUT\_NOW IT'S YOUR TURN

From 31 January to 14 February 2023, Milan's Piazza del Duomo was the scene of an extraordinary edition of the "Inside Out" project by the street artist JR, organised thanks to the contribution of Amplifon Foundation. For two weeks, the facades of the Museo del Novecento and the Secondo Arengario were covered with 1,000 photographic portraits of the elderly residents of 40 Italian nursing homes and protagonists of Amplifon Foundation's Ciao! Project. The title of the installation, *"Noi abbiamo fatto il 900 e le sue storie, adesso c'è un nuovo secolo da scrivere: Ora Tocca a Voi"* (We made the 20th century, now there is a new century to write: now it's your turn) expresses the goal of the entire project: to give a voice to the elderly following a page of history marked by a harsh period of isolation and to raise awareness of the importance of their role and of dialogue between different generations.

For about six months starting in May 2022, students from the Photography Course of the Berra Academy visited the Italian nursing homes participating in Amplifon Foundation's "Ciao!" project to meet and engage with the elderly guests. It was during these visits that the photographic portraits were taken which changed the face of the symbolic Piazza Duomo of Milan in February 2023. The display of elderly faces on the facade of the Museo del Novecento stems from the artistic link between this edition of the Inside Out exhibition and the historical period represented by the Museum's permanent collection, where more than three hundred masterpieces of 20th-century Italian art are on display.

The installation, strongly supported by public institutions such as - Milan City Council, the Museo del Novecento, the Office of Art in Public Spaces, and Milan Borough Councils in districts 1 and 4, also features portraits taken outside the context of traditional Nursing homes. Some portraits, in fact, feature the elderly with Down's Syndrome at the ViviDown association and the seniors from the Social Centre of the Sant'Egidio Community in Milan's Corvetto neighbourhood, while some were taken in Moldova among Ukrainian refugees welcomed by the United Nations High Commission as part of a joint project with Amplifon Foundation.

The same portraits were also exhibited in the Nursing homes involved in the project. In particular, in the historic Corvetto neighbourhood, Amplifon volunteers posted more than 100 portraits representing the elderly guests on the exterior walls of the two Nursing homes involved. Inaugurated on the Foundation's third anniversary, the aim of the installation was to give a voice to the elderly and to raise awareness of the importance of their role and of dialogue between different generations. The project has received positive feedback from the general public, the institutions, the media, the facilities involved and their network, the elderly guests and their families, as well as the Foundation's stakeholders present at the inauguration and fundraising dinner held at the Royal Palace Palazzo Reale on 31 January.

**"We as a small-town NURSING HOME believe in this project, which has generated a desire in our elders to tell their stories. They are excited to be part of it as they feel it is a precious gift! Thank you."**

**Venerable Archconfraternity Misericordie Sarteano**





### 5.3 Projects to promote social inclusion

Amplifon Foundation plays an active role in civil society and can thus help bring substantial improvements to the community through its cooperation with foundations, companies, bodies, associations and partners. The goal is to reach every individual by working in synergy with all parts of civil society to harmonise the “*sound of inclusion*”.

Regarding the three priority intervention areas (the inclusion dimensions) encompassed within the Foundation’s scope of action, the current focus is mainly on *Enabling Participation*. The Foundation’s activities will gradually be extended also to the other two areas, thus bringing even more value to the communities involved. The projects implemented during the year are outlined below, including projects started in previous years that are still managed by the Foundation.

#### From EccoMI! to “Ciao!”

Intervention Area	Related SDG
ENABLING PARTICIPATION	10 <small>RENDRE LE DISAGGIANTO</small>

The EccoMI! Project was launched in November 2020, when the pandemic was forcing the residents of elderly nursing homes into long periods of isolation. Amplifon Foundation stepped in by providing high quality audio and video teleconferencing systems to overcome the distance between the elderly and their loved ones. The installed equipment, which is extremely user friendly, allowed families to talk to each other in complete safety. The project was developed in partnership with CISCO, Durante, UNEBA’s nursing home network and the City of Milan. The outreach was estimated to have addressed 2,100 elderly people. Despite the initial obstacle posed by the digital divide in elderly care facilities, technology has proven to be an effective tool for relationships and social inclusion. Technology has not only been a conduit for content that has engaged the elderly, helping them to recover their vitality and emotional and cognitive well-being, but has also proven to be crucial for other purposes. It connected families divided during the lockdown, restored volunteer and social activities such as specialist appointments and court hearings, prayer and reading times, making the elderly feel once again actively involved in the life of their community. The success of this initiative gave rise to the Ciao! project aimed at enhancing community involvement.

### “Ciao!”

Intervention Area	Related SDG
ENABLING PARTICIPATION	10 <small>RENDRE LE DISAGGIANTO</small>

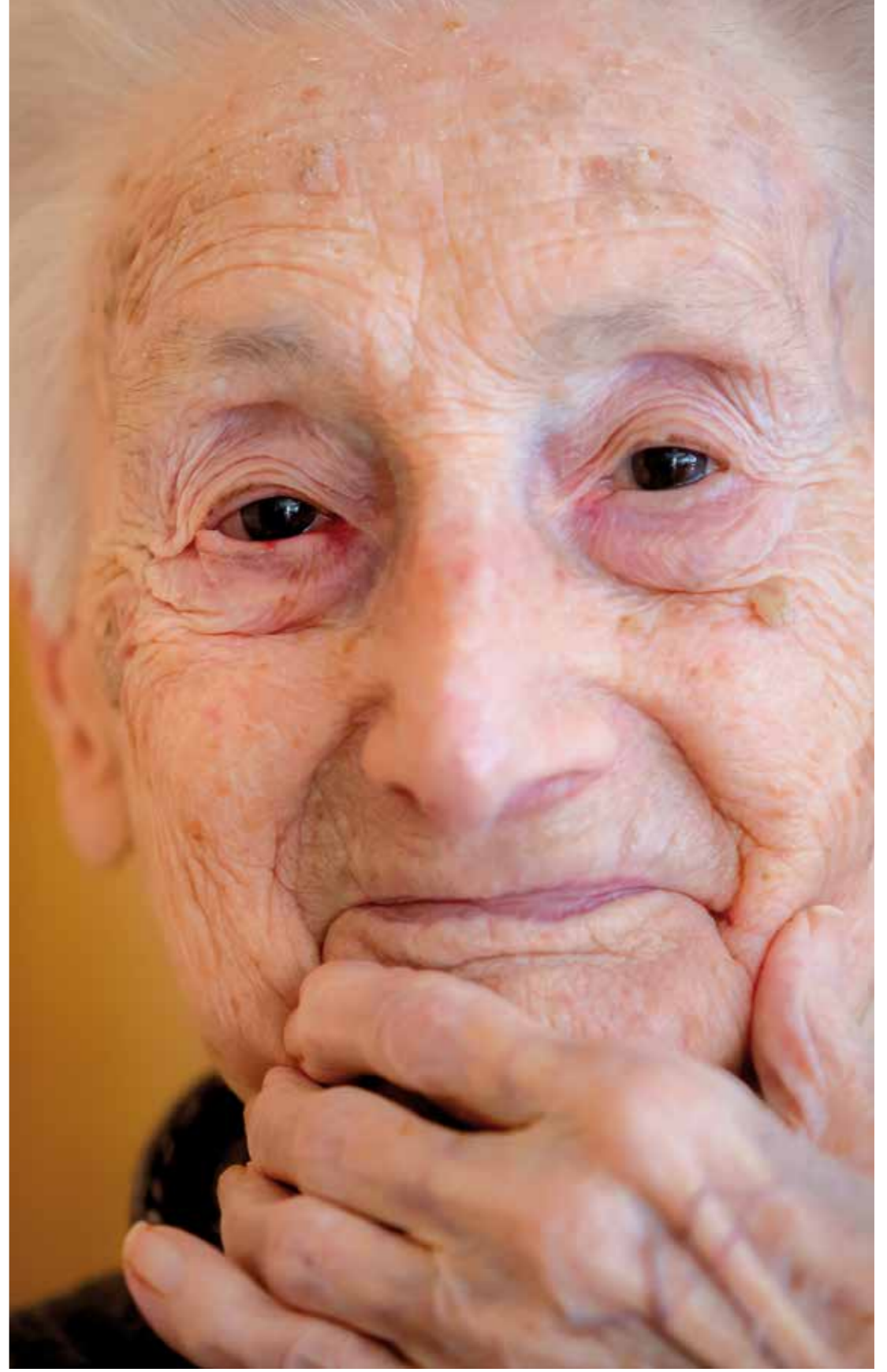
The importance and success of the “EccoMI!” project motivated the Foundation to expand the initiative’s geographic scope, giving rise to the creation of the “Ciao!” project. A total of 100 residential facilities for the elderly throughout Italy, including Calabria, Campania, Friuli-Venezia Giulia, Emilia-Romagna, Basilicata, Lazio, Liguria, Lombardy, Piedmont, Marche, Puglia, Tuscany, Veneto and Sicily, were involved in 2021 alone. By the end of 2022, the project had been successfully extended to 150 facilities for the elderly in Italy, increasing the number of beneficiaries to 15,300. In addition to the partnerships with Cisco, Durante and Samsung, the initiative was implemented with the contribution of La Fil (Milan Philharmonic), Mondo Yoga, the Compagnia Gino Franzi, Lucus and Con le Mani, which offered concerts, yoga classes, theatre shows, virtual trips and art-therapy classes tailored to the needs of nursing home guests. A significant contribution came from the Andreotti-Brusone Foundation, which funded a facility in the Siena/Montepulciano area.

**“We have just started, and we have already participated in so many activities. In a short time, this project has succeeded in improving the quality of life for our elderly guests. They look forward to the various events with delight and excitement.”**

**Fondazione Casa di Riposo Eufemia Carriolo**

The “Ciao!” project fully engages the elderly physically, mentally and emotionally in new activities that allow them to immerse themselves in new interactive experiences. The proposed activities, for example, aim to stimulate creativity through painting, relax the mind through listening to music, maintain physical awareness through yoga, and counter cognitive aging through travel. Some examples of the activities that are offered daily are:

- **A musical journey in partnership with LaFil - Milan Philharmonic, with whom 8 classical music concerts were organised designed specifically for the communities of the Nursing homes involved.**
- **Two weekly Silver Yoga classes, in collaboration with Mondo Yoga: a type of gentle yoga that caters to the specific needs of the elderly (and practiced while seated), to rediscover body awareness, the beauty of movement and the importance of breathing.**





- **Since October 2021, there has been a weekly broadcast of theatrical and musical contents from the 1940s, 50s and 60s organised by the Gino Franzi Theatre Company, which produces these events full of music, history, and nostalgia, and which are greatly appreciated by viewers.**
- **Art therapy classes with the Con Le Mani Workshop (organised in groups of 6 Nursing homes). Art Therapy is a discipline that through artistic activities aims to improve a person's well-being by helping them to re-awaken their consciousness and find their balance.**
- **"Tales Between Generations", a Foundation project that gives a voice to elderly residents in nursing homes involved in the "Ciao!" project. Guests tell their stories and offer their perspective on society through interviews conducted with the installed video-connection systems and broadcast on the Amplifon Foundation YouTube channel, FB and LinkedIn page. These interviews allow people to discover the value and significance of memory, spreading awareness of the wealth of experience that the elderly have to offer.**
- **"Digital Trips", an initiative in partnership with Italian start-up Lucus, which makes it possible to organise guided interactive tours from the most beautiful cities of Italy and the World. This project allowed seniors to travel, learn about new places or revisit cities that stir emotions and evoke memories.**
- **The Foundation's activity programme schedule is complemented by a series of autonomous content and initiatives proposed by the nursing home network, such as activities with local schools, nursing homes and/or other institutions, prayer times and masses, newspaper readings, concerts and virtual snacks, cognitive stimulation activities, and board and memory games.**

As of January 2022, Amplifon Foundation periodically evaluates the participation of Nursing homes in the various activities offered in the activity programme. Through collaboration with Webex, monthly reports are produced on the activity of the equipment provided to the facilities to gain an understanding of the equipment usage rates.

The data analysed showed that in the first year of 2022:

- **90% of facilities participated in project activities. Among them, 73% participated in the activities offered by the programme schedule with an average frequency of around 44%, thus participating in approximately 2.8 activities. On average, about 45% of facilities participated in each event.**
- **Around 70% of the facilities periodically offered stand-alone initiatives.**

## IMPACT ASSESSMENT WITH CERGAS SDA BOCCONI

February 2022 saw the start of the Ciao! Project impact assessment, conducted in collaboration with the CERGAS SDA Bocconi research laboratory. The assessment officially began in February when two focus groups were conducted involving representatives from around 20 Nursing homes from different parts of Italy forming part of the Ciao! Project. Feedback and suggestions for improvement were collected during the focus groups and incorporated into a questionnaire submitted to the facilities in March. After reviewing the collected data and literature, a set of 4 dimensions and 31 indicators differentiated according to project outcomes was defined. A further focus group was organised on 9 June 2022, which was attended by a group of 8 facility representatives. A new questionnaire aimed at validating the indicators, investigating their relevance and feasibility, was also submitted to participants at the end of the meeting. In November, final questionnaires were sent to the facilities, divided as follows according to the time of joining the project:

- **Outcome evaluation questionnaire: intended for facilities that have already completed the implementation questionnaire ("preliminary");**
- **Implementation questionnaire + outcome evaluation: intended for facilities that have not completed an affiliation questionnaire following the preliminary questionnaire (facilities that joined the project by 30/9/22);**
- **Implementation Questionnaire ("preliminary"): submitted to participating facilities after 30/09/22 and for all future facilities joining the project in future months..**

The analysis recorded a 70% response rate from facilities.

The findings showed that between March and November 2022 in the 70 facilities that took part in the research, Ciao! activities were attended by 2,864 guests (38.6% of the total). In addition, the equipment provided as part of the project enabled 91% of facilities to independently propose additional activities, and this confirms the potential unlocked by the Ciao! Project, especially for more established facilities.

Each of the activities offered thanks to the Ciao! equipment allows an average of over 7 hours per month of active participation for each guest involved. Among them, 40% improved their emotional state and increased interactions with other guests; about one third increased participation in the various activities offered; and about one quarter interacted more with caregivers and exercised more. On average, responding facilities reported that 24% of the staff involved interacted more with guests as a result of project activities. More than half of the responding facilities agree that the Ciao! project has improved the motivation of providers in performing their work.

More than 2/3 of responding facilities say that the Ciao! project has increased the appetite for the use of technology in the facility. The project thus contributes to a cultural shift toward greater digitalisation within facilities for the elderly. In addition, the equipment provided as part of the project enabled 91% of facilities to independently propose additional activities, and this confirms the potential unlocked by the Ciao! Project, especially for more established facilities. In each responding facility, Ciao! has made it possible to develop various initiatives with external organisations or professionals or with other facilities for the elderly: On average, Ciao! enabled 3 new collaborations per facility.



Expectations held by facilities (revealed by the preliminary questionnaire)	Initial results recorded by the facilities (obtained through the outcome evaluation questionnaire)	
<b>Proposal of new activities</b>	<b>New activities</b> An average of <b>4.3 new activities</b> introduced in each of the member facilities	<b>Intensity of activity</b> At least <b>38.6% of guests</b> involved in the activities implemented through CIAO!
<b>Provision of personalised assistance</b>	<b>Operator-guest relationship</b> <b>24% of operators</b> involved increased their interactions with guests	<b>Use of technology</b> <b>64% of operators</b> believe technology helps in their work
<b>Improving the well-being of users</b>	<b>Wellbeing</b> <b>40%</b> of guests improved their <b>emotional state</b> <b>41%</b> of guests increased their <b>social interactions</b> with other guests	<b>Aim and target users</b> <b>¼</b> of participants have <b>cognitive-behavioural limitations</b> whereas among all residents the figure is 43%
<b>Increase in staff motivation</b>	<b>Motivation</b> <b>53%</b> of facilities report that CIAO! has improved worker motivation	<b>New activities</b> On average, each facility came up with <b>1.4 additional new activities</b> On average, each operator offers <b>3 activity sessions per month</b>
<b>Benefit from external comparison</b>	<b>New collaborations</b> On average, CIAO! enabled <b>3 new collaborations</b> per facility	<b>Sense of community</b> <b>36%</b> of facilities state that CIAO! created or strengthened a sense of community within the facility, in the local area and/or among member facilities

## Findings

Ciao! has proved to be an effective tool in the areas analysed. Indeed, if we compare these initial results with the expectations held at the time of joining, it is clear that the project is able to effectively respond to the needs of the facilities for the elderly.

The project has had a direct impact on guests through the delivery of new quality content and has strengthened the relationship of trust with guests' families by expanding the programme to include activities that receive favourable feedback from families.

In addition, the Ciao! project stimulates staff creativity through the provision of technological tools that facilities would otherwise have been unable to afford. It promotes the development of virtuous processes, establishing relationships between facilities or other external players, and encouraging the exchange of best practices.

All of this contributes to the long-term sustainability of the project, including long after the intervention of the Amplifon Foundation.

## “Ciao! There’s a gift for you”

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 <small>RIDURRE LE DISUGLIANZE</small> 

Also in 2022, the Foundation decided to continue the Christmas project already launched in December 2021: **“Ciao! There’s a gift for you”**, an initiative involving around **120 Amplifon employees** that made it possible to grant over 300 wishes of elderly residents in 13 Nursing homes in 10 Italian cities participating in the Ciao! project.

Like the previous year, the initiative involved around thirty employees of DLL, a major project partner, in addition to people from Amplifon.

In December, small celebration and gift-giving events were organised in 5 Nursing homes in the Milan area. This was also made possible by the involvement of 12 Amplifon and 5 DLL volunteers who had the opportunity to get to know “their” senior citizen in person, thus creating new bonds and friendships.

## “Let’s dream”

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 <small>RIDURRE LE DISUGLIANZE</small> 

“Let’s dream! is an initiative implemented in collaboration with the people of the Amplifon Group. The initiative was created for the purpose of making the dreams of elderly residents in the Ciao! project facilities come true. The aim is to organise events involving one or more seniors and give them a magical experience that is out of the ordinary. For example, in September 2022, Italian singer Bobby Solo performed in front of an audience of nearly 100 senior citizens, with a dinner served by the 15 or so Amplifon volunteers who took part in the day. In February 2022, on the other hand, a special lunch was organised, cooked by Chef Roberto Valbuzzi, star of such TV programmes as Cortesie per gli Ospiti and E’ Sempre Mezzogiorno.

**“I jumped at the chance to donate part of my time for someone who needed it, and I believe in the end that I received much more than I gave: Yvonne’s stories, Maria’s sweet tooth, their smiles when they received the gift package, the satisfied look on the faces of the ladies I did make-up for when they saw themselves in the mirror at the end, and in general the abundance of joy we were able to generate with very simple gestures like a chat and a touch of blush”.**

### We Care Volunteering Activity

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 <small>ADONNEE LE DISAGGIANCE</small>

The synergy between Amplifon’s We Care project and Foundation projects made it possible to organise a meaningful day of engagement and team building activities.

On 2 May 2022, 80 employees of Amplifon Group’s Corporate IT department visited RSA Gerosa Brichetto in Milan, which is participating in the Ciao! project. In a day of team building, they made garden furniture for the facility such as tables, benches and hanging flower beds.

This volunteer initiative, which took place under the coordination and direction of the Splash Project team, involved around 80 people who made a substantial contribution to improving the lives of the NURSING HOME residents.



## “Viva gli anziani”

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 <small>RENDRE LE DISAGGIUGLIANTE</small>

During 2022, Amplifon Foundation continued to support the “Viva gli anziani!” programme from the Community of Sant’Egidio to ensure support and assistance for the elderly in Italian cities. Since the programme’s inception in 2004, the goal has been to combat loneliness and isolation by providing home companionship. By 2021, the programme had reached more than 14,000 seniors over the age of 80. In Rome, it has engaged with more than 23,000 people in the informal help network, while in Milan, a similar project was developed in the Corvetto neighbourhood, involving 120 people who benefited from continuous telephone monitoring as well as in-person assistance and accompaniment when needed (medical visits, food shopping, etc.).

Thirty people from Amplifon also participated in the implementation of this project through volunteer activities, providing support and comfort to the elderly involved in the initiative, while also monitoring their health and well-being. The project reached a total of 2,406 beneficiaries. In addition, thanks in part to time spent in person with the elderly, where possible, bonds were formed and friendships were made with the possibility to exchange small gifts at Easter and Christmas.

In 2022, the project was rolled out mainly in Milan, in the Lodi-Corvetto area, and involved around 250 elderly people through 3,300 monitoring phone calls and 180 home visits. Numerous elderly people who had participated in the project also helped to promote its activities through “word of mouth” and by pointing out their peers in particular difficulty. Visibility was also raised through contact with various public and private entities in the area, especially with the Social Guardians service, the priests of the San Michele and Santa Rita and Ognissanti parishes, some of the psychologists of the Alzheimer’s Coordination Network of the City’s 4th district Borough Council, and the associations forming part of the Corvetto Network.

Monitoring activities were differentiated and performed with a frequency suited to each individual, depending on personal needs and requirements. The monitoring period made it possible to establish a solid relationship of trust with the elderly, who began to frequently express their requests for help and support. The proximity of the workplace allowed project workers to become a point of reference that could be turned to for the resolution of various issues or simply for human contact, thus becoming a source of reassurance and psychological support for many.

Although the number of elderly people included in the monitoring project is lower than initially assumed, the outcome has been positive, and it was precisely the small number of people reached that made it possible to respond more effectively to daily, specific requests and to establish the climate of closeness that the project wished to achieve.

**“With “Viva gli anziani!” and support for the Community of Sant’Egidio, we want to promote an ongoing dialogue between the young and old. The dialogue between these two worlds, which have more in common than is often thought, is a fundamental source of enrichment in our society, and should always be protected, nurtured and supported”.**

**Maria Cristina Ferradini,  
Amplifon Foundation Managing Director**

## “Obiettivo3”

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 <small>RENDRE LE DISAGGIUGLIANTE</small>

Amplifon Foundation extended its support for Obiettivo3 in 2022. The initiative, created by Alex Zanardi to help disabled athletes get involved in sports, has already recruited and supported 70 athletes during the first year. With the support of the Amplifon Foundation, this initiative promotes the creation of a community bonded by sports friendship that motivates people affected by traumatic events in their lives to begin again.



## IO SONO – Festival dell'umano

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 RIDURRE LE DISUGLIANZE 

Amplifon Foundation supported the IO SONO - Festival dell'Umano initiative, the annual event that brings people together to discuss the role of people in society. It was attended by more than 600 people, including students, professionals, institutions and companies, who came together to reflect on inter-generationality and active aging, rediscovering the potential of the individual regardless of age, in a continuous exchange of ideas. Amplifon Foundation supports the mission of the IO SONO initiative, also due to its compatibility with the Foundation's own vision. They are both committed to focusing on people, the importance of inclusion, and the promotion of a caring and open attitude towards others. The festival was attended by people close to the Foundation who proposed specific issues and concrete suggestions for action.

In particular, the central theme of the festival in 2022 was the reflection on three key words: Fear, Responsibility and Love; participants were able to exchange views on the theme of valuing people within their organisational structures. In addition, the opportunity to interact and collaborate with the authorities and celebrities in attendance allowed the Foundation to increase its visibility more effectively.



## UNHCR Project

Intervention Area	Related SDG
INCLUSIVE COMMUNITIES	10 RENDRE LE DÉVELOPPEMENT DURABLE INCLUSIVE

During the **humanitarian emergency in Ukraine, Amplifon Foundation and Amplifon** acted promptly to help UNHCR, the United Nations High Commissioner for Refugees.

In February 2022, Amplifon donated **one million euros** to the UNHCR in coordination with Amplifon Foundation. This donation, earmarked for Ukrainian civilians trapped by the bombings or seeking refuge in shelter areas in the country, was followed by a fundraising initiative by the Amplifon Foundation, which raised over 60,000 euros.






Amplifon Foundation also participated in two monitoring missions organised by the **High Commission** together with the **Ministry of Foreign Affairs**.

At the heart of the initiative was the **closeness** and **solidarity** with the Ukrainian population fleeing the war as well as the aim of updating and **strengthening** the ongoing **partnership** with the UNHCR, with a view to laying the Foundation for future collaborations between Amplifon Foundation and the High Commission. Moreover, Amplifon Foundation has been able to witness first-hand the actions implemented by UNCHR in Ukraine and on the border with Moldova, at the crossing point in **Palanca** (50km from Odessa) and at the **MOLDEXPO** centre in the capital **Chisinau**, where refugees are assisted by the UNHCR and its partners.

The UNHCR has been working in Ukraine since 1994 to support the country torn apart by conflict and uncertainty. However, in February 2022 it stepped up its operations and capacity, working closely with authorities, UN agencies, displaced community groups, and partners to provide the necessary humanitarian assistance to those affected by war. Both in Ukraine and in neighbouring countries hosting refugees, the UNHCR monitors protection status through visits and interviews to assess needs and the overall situation. It also helps to ensure that people with special needs or at greatest risk have vital information and are directed to relevant support services.

A key tool in this work is the provision of cash assistance, from which 987,000 people have benefited, to ensure refugees can continue to make their own choices and purchase what they need while contributing to the local economy. The UNHCR has assisted 164,000 people with structural work in collective centres and damaged houses, while more than 9,300 beds have been provided in collective shelters for those unable to return to their homes.

The contribution of Amplifon and of the Amplifon Foundation contributed to these results:

				
<b>2,100 beneficiaries</b>	<b>5,000 beneficiaries</b>	<b>5,000 beneficiaries</b>	<b>500 beneficiaries</b>	<b>30 beneficiaries</b>
Financial support to help a person in Ukraine for 3 months so that can buy what they need	Supply of essential goods, including a thermal cover, a canister, and a waterproof blanket	Families supplied of an electric stove to heat their house during the winter months	Psychological support for children in Ukraine (access to awareness-raising activities, recreational spaces etc.)	Minor repairs (doors and windows) to damaged houses in Ukraine

The instability and war have deeply affected the mental health of many, and so to support these psychological needs, psychosocial support and counselling services have been intensified throughout Ukraine with the provision of more than 300 healthcare counsellors. Aid was distributed in the form of accommodation and shelters, including shelter from the cold in winter, basic necessities and, where possible, the repair and insulation of damaged shelters, making them suitable for winter.





# 6

## METHODOLOGICAL NOTE

The annual Social 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, 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:

- 1. Demonstrate that the 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 2022 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 the Preparation of the Social Report of Third Sector Entities" adopted with the Decree issued on 4 July 2019 by the Ministry of Labour and Social Policy.

The Social Report 2022 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 2022 (1 January to 31 December 2022). 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 year 2021.

The material issues, on which the reporting is based, were defined based on Amplifon Foundation's initial materiality analysis performed in the first year of reporting and confirmed also for 2022, 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](mailto:info@fondazioneamplifon.com).

This Social Report is also available on the Foundation's website:  
[www.amplifonfoundation.com/it](http://www.amplifonfoundation.com/it).

A decorative grid of small, multi-colored dots (yellow, red, green, blue, white, pink) arranged in a regular pattern on a dark blue background, spanning the left side of the page.

# 7

# REPORT OF THE SUPERVISORY BOD

**FONDAZIONE AMPLIFON ONLUS**

Milano – Via Ripamonti, 133

C.F. 97866150150

\*\*\*\*\*

**Relazione dell'organo di controllo al bilancio sociale  
chiuso al 31 dicembre 2022**

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 2022 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, la cui verifica, nelle more dell'emanazione delle linee guida ministeriali di cui all'art. 7 del Codice del Terzo Settore, è stata svolta in base a un esame complessivo delle norme esistenti e delle best practice in uso;

- 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 2022 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 2022 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.

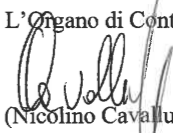
A tale fine, ho verificato che le informazioni contenute nel bilancio sociale rappresentino fedelmente l'attività svolta dall'ente e che siano coerenti con le richieste informative previste dalle Linee guida ministeriali di riferimento. Il mio comportamento è stato improntato a quanto previsto in materia 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 2022 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, 26 aprile 2023

L'Organo di Controllo  
  
 (Nicolino Cavalluzzo)

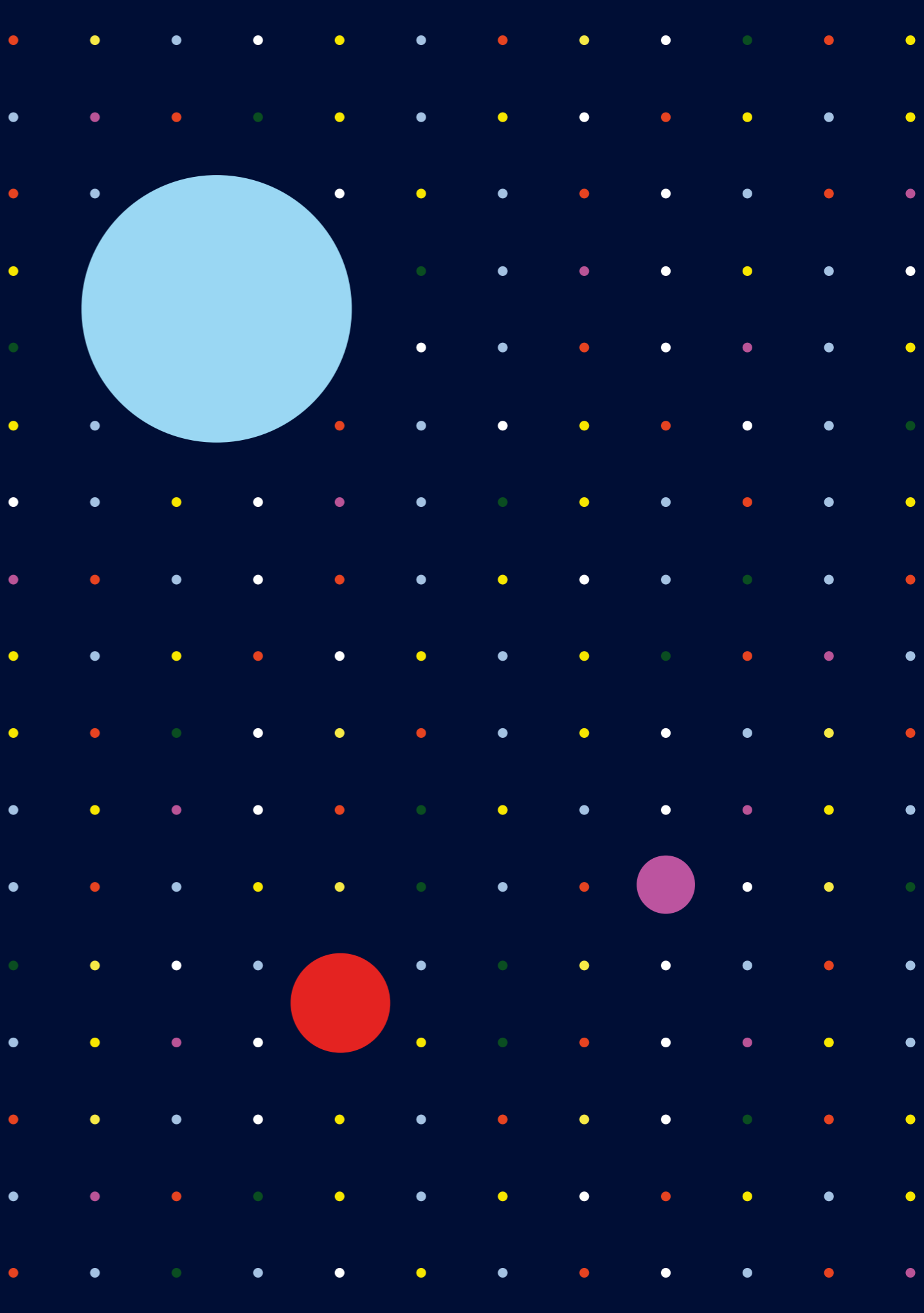
**GRI CONTENT  
INDEX**

# GRI CONTENT INDEX

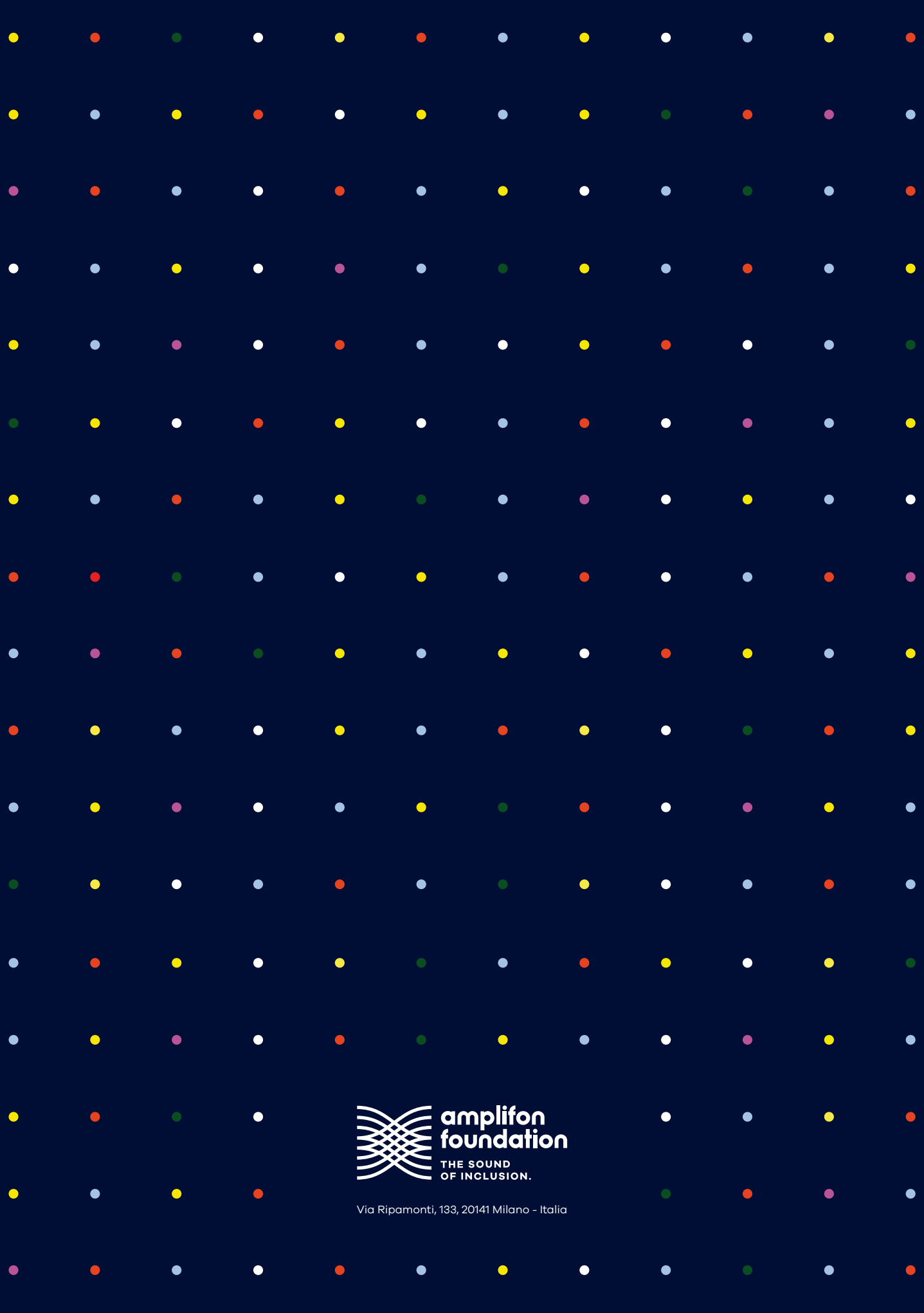
GRI Sustainability Reporting Standard	Disclosure	Pages	Omissis	Note
<b>GRI 2</b>				
<b>The organization and its reporting process</b>				
2-1	Details of the organisation	Amplifon Foundation	4	
2-2	Entities included in the organisation's sustainability report	Methodological Note	26	
2-3	Reporting period, frequency and point of contact	Methodological Note	26	
<b>Activity and workers</b>				
2-7	Employees	Foundation collaborators	15	
<b>Governance</b>				
2-9	Governance structure and composition	Governance structure	9	
2-10	Appointment and selection of the highest governing body	Governance structure	9	
2-11	Chairperson of the highest governing body	Governance structure	9	
2-16	Communication of critical issues	Speak-up and Whistleblowing Policy	10	
<b>Strategy, policies and practices</b>				
2-25	Processes to remedy negative impacts	Speak-up and Whistleblowing Policy	10	
2-27	Compliance with laws and regulations		No sanctions have been applied in the past two years	
<b>Stakeholder engagement</b>				
2-29	Approach to stakeholder engagement	Ongoing interaction with stakeholders	8	
2-30	Collective bargaining agreement	Foundation collaborators	16	

<b>Material topic</b>				
GRI Sustainability Reporting Standard	Disclosure	Pages	Omissis	Note
<b>GRI 3</b>				
3-1	Process for defining material issues	Materiality analysis	7	
3-2	List of material issues	Materiality analysis	7	
<b>Governance and ethics of fundraising</b>				
<b>GRI 3</b>				
3-3	Management of material issues	Materiality analysis	7	
<b>NGO sector</b>				
NGO 8	Funding sources by category and the top five donors along with the monetary value of their contribution	Financial management of the Foundation	12	
<b>Whistleblowing mechanisms</b>				
<b>GRI 3</b>				
3-3	Management of material issues	Materiality analysis	7	
GRI SPECIFIC TOPICS				
GRI 205: Anti-corruption				
205-3	Established incidents of corruption and actions taken	No incidents of corruption have surfaced in the past two years	10	
<b>Ongoing interaction with stakeholders</b>				
<b>GRI 3</b>				
3-3	Management of material issues	Materiality analysis	7	
<b>Partnerships and cooperation</b>				
<b>GRI 3</b>				
3-3	Management of material issues	Materiality analysis	7	
<b>Social information and outreach</b>				
<b>GRI 3</b>				
3-3	Gestione dei temi materiali	Analisi di materialità	7	
<b>Progetti per la promozione dell'inclusività</b>				
<b>GRI 3</b>				
3-3	Management of material issues	Materiality analysis	7	
<b>Projects to promote inclusion</b>				
<b>GRI 3</b>				
3-3	Management of material issues	Materiality analysis	7	
GRI SPECIFIC TOPICS				
GRI 404: Training and education				
404-1	Average hours of annual training per employee	Foundation collaborators	15	





Thanks to Diego Colombo, the elderly and the staff of the nursing homes Fondazione "C. & V. Bellini" ONLUS and San Giuseppe in Castano Primo (MI).



Via Ripamonti, 133, 20141 Milano - Italia