



**HEAR
THE WORLD
FOUNDATION**

a Sonova Group initiative



HEAR
THE WORLD
FOUNDATION

ACTIVITY REPORT
2013/14

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CAMPAIGNING TOGETHER FOR BETTER HEARING



Hearing shapes our lives. It enables us to communicate with others, and we are surrounded by noises throughout our day-to-day life, some of which soothe and enrich us, while others cause us stress. All of these aspects of good hearing need to be preserved and – in the case of people with hearing loss – restored. Since its establishment in 2006,

the Hear the World Foundation has pursued its vision of creating a world in which every person has the chance to enjoy good hearing.

We dedicate ourselves to realizing this vision on a daily basis – both by conducting a long-term campaign to raise awareness of how to protect our hearing, and by providing direct aid to people with hearing loss who are deprived of access to audiological treatment. This involves donating hearing aids and communication systems and offering funding for regular audiological care, speech therapy and self-help groups.

Over the past year, we have extended this commitment by adding a further component: alongside our financial and technological project support, employees of the Sonova Group form the third pillar of our work as a foundation with their personal and voluntary involvement and specialist expertise. Thanks to their dedication, we have been able to assist our project partners in a wide range of areas. For example, local professionals have been provided with training on site to enable them to fit hearing aids. This kind

of support is particularly important as it enables us to encourage the projects to be self-sufficient and to make them sustainable in the process. For a more detailed insight into our volunteering activities, see pages 24/25 of this report.

A project that has tangibly benefited from a combination of expert training and optimal technology in recent months is an initiative in Panama (page 12). Thanks to Hear the World, the project has made great progress in terms of hearing aid provision, and the initial results are very promising.

Another milestone for the Hear the World Foundation in the past year was the expansion of our Advisory Board. We are delighted to welcome renowned experts Prof. Dr. Beatriz Novaes and Prof. Dr. Orozimbo A. Costa from Brazil and Andrea Bohnert from Germany to the Advisory Board (page 29). With their help, we will be able not only to further develop our technical expertise in general, but also to specifically further strengthen our efforts in Latin America.

We are proud and gratified to have achieved so much already, but we know that there is still a lot more to do if we are to transform our vision into reality. We would be delighted if you could play a part in this too.

Sincerely,

Lukas Braunschweiler
President of the Hear the World Foundation



Our Activity Report is also available online. Videos, image galleries and further information provide interesting insights into our projects:

www.hear-the-world.com/report

OUR GOALS, OUR SUPPORT, OUR BASIC PRINCIPLES

ABOUT HEAR THE WORLD

The Hear the World Foundation was established in 2006 as an initiative of the Sonova Group, the leading manufacturer of hearing solutions. The foundation advocates for equal opportunities and improved quality of life for people with hearing loss around the world.

The vision of the Hear the World Foundation is a world in which:

- EACH PERSON HAS THE **CHANCE TO EXPERIENCE GOOD HEARING,**
- WEARING A HEARING AID **IS NO LONGER A TABOO,**
- HEARING IS **CHERISHED AND PROTECTED,** AND
- PEOPLE WITH IMPAIRED HEARING ENJOY **EQUAL OPPORTUNITIES.**

Since 2006, the foundation has been involved in over 55 projects on all five continents and has given thousands of people with hearing loss the chance to enjoy a better life.

OUR SUPPORT IS BASED ON 3 PILLARS



Technology

Provision of hearing aids, FM systems, cochlear implants



Funding

Support through funds



Professional support

Training of project partners

HEARING LOSS – A NEGLECTED ISSUE

Hearing loss is still a neglected issue, even though the figures speak volumes: more than 15% of the adult population is affected by hearing loss¹, and around half of these cases could have been avoided by taking preventive measures². Some 665,000 children with significant hearing loss are born every year³. One of the biggest challenges is that 80 percent of people with hearing loss live in low- to middle-income countries and often do not have any access to audiological or medical care⁴. In low-income countries, for example, only one in 40 people with hearing loss wears a hearing aid⁵. This has serious consequences: children with untreated hearing loss, particularly those living in these regions, have hardly any future prospects. After all, children who cannot hear very well have difficulty learning to speak, which reduces their chances of receiving an education and developing at an appropriate rate for their age.

FOUNDATION GOALS

Against this backdrop, the Hear the World Foundation's goal is to actively support and promote projects that provide help for people with hearing loss to enable them to enjoy a better quality of life. The foundation also aims to draw attention to and raise awareness of the issue of hearing loss by carrying out studies and campaigns. Support is provided via financial resources, the provision of hearing systems and the deployment of an own team. Sonova bears all of the foundation's administration costs to ensure that 100 percent of all donations go directly to the projects.

FOUNDATION GOVERNANCE

The Hear the World Foundation is an independent charitable foundation. Comprehensive foundation governance is essential for us. This involves ensuring transparency with regard to our strategy, goals and support activities as well as professionalism in terms of organization and management. To avoid conflicts of interest, an organized procedure for applying for support and selection criteria for projects are clearly defined.

As a member of Swiss Foundations, we operate in line with the basic principles of the Swiss Foundation Code. We see it as our duty to use the funds entrusted to us in accordance with the aims of the foundation and in the most effective way possible.



www.hear-the-world.com/donate



Children in Haiti thank Hear the World for its support

HELP US TO HELP!

You can help people to hear again! The Hear the World Foundation is a recognized Swiss foundation and, thanks to its precisely defined goals and transparent processes, it guarantees that any support you offer will be used to help those in need. 100 percent of donations received go directly to our projects. Sonova bears all of the administration costs.

Bank details for donations:

UBS AG, Zurich

Account: Hear the World Foundation
Account number: 230-477384.01U
IBAN: CH12 0023 0230 4773 8401 U
SWIFT: UBSWCHZH80A

¹WHO, The global burden of disease: 2004 update (2008) / ²WHO, Factfile Deafness (2006) / ³Unicef (2004) / ^{4/5}WHO, Factsheet Number 300 (2012)

OUR FOCUS



FOCUS CHILDREN

Providing audiological care for children is a focal area of the Hear the World Foundation's activities.

A particular emphasis is placed on low income countries, where children with undiagnosed hearing loss have very limited future prospects. This is because children who cannot hear very well have difficulty learning to speak, which restricts their chances of receiving an education and developing at an appropriate rate for their age. Therefore, providing support in this area can change lives. To improve the situation for children with hearing loss we use the following approaches:

- Projects designed to increase newborn hearing screenings and to deploy teams of experts to diagnose hearing loss in children
- Professional training for local staff and provision of adequate tools to ensure children are diagnosed accurately
- Providing support for projects that supply children with appropriately fitted hearing aids, along with continuous care and additional speech therapy

95% / <10%

In high income countries, **95% of all children** undergo routine hearing screenings after they are born. In low income countries, however, this generally applies to **less than 10%**¹



FOCUS PROGRAMS FOR PARENTS & FAMILIES

The younger the children with hearing loss are, the more important the role played by their parents becomes.

Hearing aids need to be checked regularly, speech development exercises need to be practiced and parents must provide emotional support in everyday life. In the case of projects in low income countries, it is also essential to provide parents with basic information about hearing loss. Hear the World supports projects that run various programs to help parents:

- Guides, newsletters and brochures which are easy to comprehend
- Workshops, conferences and special consultation sessions for parents
- Opportunities to share experiences with other parents of children with hearing loss

90%

OF ALL PARENTS OF CHILDREN WITH HEARING LOSS say that interaction with other parents is particularly helpful to them²



FOCUS PREVENTION OF HEARING LOSS

It is essential to take any opportunity to prevent hearing loss from occurring.

The risks vary greatly between countries with high income levels and those with lower incomes, and the foundation's projects are therefore equally wide-ranging. In high income countries, noise is the primary cause of hearing loss and cases of this are rising rapidly. The focus here is on projects for raising awareness about the risks of the increasing use of MP3 players. In countries with low incomes, however, childhood diseases, chronic otitis media or incorrect dosages of medication are the main factors behind the development of hearing impairments. These two completely different challenges require specifically tailored approaches when it comes to finding solutions:

- Campaigns for schoolchildren in high income countries with the aim of raising awareness of the risks posed by listening to music at loud volumes (e.g. on MP3 players or at concerts)
- Measures for improving the medical situation in low income countries by training medical staff, conducting public awareness-raising campaigns and deploying teams of physicians

50%

OF ALL CASES OF HEARING LOSS ARE PREVENTABLE³



FOCUS PROFESSIONAL TRAINING

Sustainability is a top priority for all projects run by the Hear the World Foundation.

Medical aid and audiological care cannot be provided on a long-term basis if the local population is reliant on foreign specialists who will not be on hand to help all the time. The only way to build up a stable network, so that knowledge can be passed on and put into practice and the local people can receive good, long-term audiological care, is to train local audiologists. This also has the beneficial side effect of creating skilled jobs with promising future prospects in the country concerned. The Hear the World Foundation supports projects in the following areas:

- Training local audiologists
- Providing further training for clinic staff and teachers who deal with children with hearing loss
- Providing support for research projects and awarding grants

87.5/5.2%

In 87.5% of high income countries, more than one audiologist is available per million population **THESE FIGURES ARE ONLY MET IN 5.2% OF LOW INCOME COUNTRIES**⁴

¹Judith Gravel Lecture – Prof. De Wet Swanepoel (2011)/²Zaidmann-Zait (2007)

³WHO, Factsheet Number 300 (2012) /⁴WHO, Multi-country assessment of national capacity to provide hearing care (2013)

HIGHLIGHTS 2013/14



Opening ceremony of the clinic

MALAWI'S FIRST AUDIOLOGICAL CLINIC OPENS

During several years of cooperation with the organization EARS Inc. and the African Bible College (ABC) in Malawi, the Hear the World Foundation has supported the establishment of the ABC Hearing Clinic and training center in the Malawian capital, Lilongwe. The clinic was officially opened on October 4, 2013, by Malawi's health minister Catherine Gotani Hara and John Bamford, a member of the Hear the World Foundation's Advisory Board.

JOINT COMMITMENT FOR BETTER HEARING

Over 100 Sonova employees got involved in voluntary work schemes or fundraising projects last year. In doing so, they each made a contribution toward enabling people to enjoy better hearing. Sonova employees all over the world have raised over 30,000 Swiss francs through fundraising campaigns for Hear the World.



100

OVER 100 SONOVA EMPLOYEES GOT INVOLVED in voluntary work schemes or fundraising projects last year.

A HYMN TO GOOD HEARING

The Hear the World Foundation has its very own song. It is available on iTunes, with all sales proceeds going to the foundation. The anthem was composed by Sonova employee Martin Kirchberger and produced by top Swiss music producer and Hear the World ambassador Roman Camenzind.



www.hear-the-world.com/song



“The sustainability principle at Hear the World Foundation is right in sync with what we know to be true for parents of children with hearing loss.”

Janet DesGeorges, Executive Director Hands & Voices

>700

The foundation has donated and professionally fitted more than 700 HEARING AIDS and FM SYSTEMS, as well as provided follow-up care.

21

PROJECTS SUPPORTED by Hear the World in 2013/14

BATTERIES FOR EVERY DONATED HEARING AID

Thanks to its partnership with VARTA Microbattery, the Hear the World Foundation can provide hearing aid batteries for every hearing aid it donates, thus guaranteeing a supply of batteries for people who need them but often cannot afford them.

SUPPORTING YOUNG TALENT IN AUDIOLOGY

For the fifth time, the Hear the World Foundation and the University of North Carolina's Department of Otolaryngology/Head and Neck Surgery have presented the Judith Gravel Fellowship award in honor of Dr. Judith Gravel, who passed away in 2008. The award is given to highly talented audiology students and includes an annual grant of 15,000 US dollars.



2013/2014 Fellowship Recipient Bernadette Rakszawski

OUR PROJECTS 2013/2014



**FOCUS
PREVENTION OF HEARING LOSS**

- A campaign for the MP3 generation, Australia



**FOCUS
PROGRAMS FOR PARENTS AND FAMILIES**

- Contact point for children with hearing loss, Vietnam
- By parents for parents, USA/international



**FOCUS
PROFESSIONAL TRAINING**

- Training as a basis for sustainability, Dominican Republic
- First audiological clinic in the country, Malawi
- Training program for local staff, Gambia
- Lectureships and fellowships in pediatric audiology, USA
- Judith Gravel Fellowship in Pediatric Audiology, USA
- Hearing health for the poorest, Cambodia



**FOCUS
CHILDREN**

- Practical help for parents of children with hearing loss, Canada
- Establishing an audiological care system, Dominican Republic
- First audiological clinic in the country, Malawi
- Diagnosing and treating hearing loss at an early stage, Uganda
- From isolation to integration – thank to new hearing aids, Panama
- Modern school education in southern Africa, South Africa
- Diagnosing and treating hearing loss: clinic partnership, Switzerland/Armenia
- Audiological care and education for children with hearing loss, Georgia
- Contact point for children with hearing loss, Vietnam
- Recycling hearing aids and audiological equipment, UK/Africa
- Providing audiological aid in remote regions, USA
- Audiological care and educational support for children with impaired hearing, Kenia
- Hearing screenings and hearing aids for children, Guatemala
- Hearing health for the poorest, Cambodia



**ENGAGEMENT
SPECIAL OLYMPICS**

Medical check-ups, hearing screenings and hearing aids for athletes with mental or multiple disabilities.



**ENGAGEMENT
52 CHILDREN**

Global commitment to provide one child a week the gift of better hearing.

 www.hear-the-world.com/projects

FROM ISOLATION TO INTEGRATION

A better quality of life and less isolation – this was the goal set out by the Fundación Pro-Integración (FUNPROI) about 20 years ago when it was first established in Panama City. The foundation supports people with hearing loss and motor disabilities, with a particular focus on providing children from financially disadvantaged families with professionally fitted hearing aids and follow-up care, including speech therapy and counseling for parents.

Hearing screenings for children are mandatory in Panama, but counseling is not available once the hearing loss has been diagnosed. “Many parents are simply given a piece of paper with ‘Your child needs a hearing aid’ printed on it,” says Virginia de Alvarado, Director of FUNPROI. “Often

they have absolutely no idea what to do, so they come to us.” As far as she is concerned, the support they provide should above all be sustainable: “People who contact us should be given long-term help.” In addition to providing audiological and therapeutic assistance, this involves monitoring progress and keeping accurate records.

As part of a pilot project in collaboration with the Hear the World Foundation, 30 children from disadvantaged backgrounds have been provided with digital hearing aids. The outstanding hearing quality offered by these devices has led to clearly noticeable improvements in the children’s speech and learning behavior. “The better the children can speak, the higher their chances of successfully completing their school education,” Virginia de Alvarado explains.



Speech therapy for children

Christiane Vana, employee of Phonak in São Paulo, had no hesitation in seizing the opportunity, as a volunteer, to help the partnership between Hear the World and FUNPROI get started.

As an audiologist, her work often involves traveling to various places to train hearing care professionals. “Of course, I’m aware that behind all the figures there are human beings receiving help, but direct contact with patients adds a whole new dimension,” she says, explaining her enthusiasm for the project. For her, there is nothing like that moment when a person is suddenly able to hear again thanks to a hearing aid:

“It touches me every time I see people rediscovering the world around them – all because they can suddenly hear again! The sound of the children laughing and the sight of their parents crying is something that will stay with me forever.”

Christiane Vana, Audiologist at Phonak Latin America



www.hear-the-world.com/children



Partner: Fundación Pro-Integración (FUNPROI)

Location, timeframe: Panama, 2013

Our support:



30

DIGITAL HEARING AIDS
FOR CHILDREN IN PANAMA

BY PARENTS FOR PARENTS

Providing emotional support, passing on important information and looking to other families as role models – for the American organization Hands & Voices, these are the three foci in helping parents of children with hearing loss. In many aspects of everyday life, no one can offer better expert knowledge and advice than other parents of children with hearing loss who are familiar with the daily challenges.

Hands & Voices was founded in Colorado, USA, in 1996. The Hear the World Foundation supports the organisation through funding to further promote the global expansion of this successful model. Hands & Voices has since developed into an international network for parents of children with hearing loss, with 52 chapter organizations. Through annual conferences, specially trained coaches and online information, parents across the world can be provided with information. The increasingly widespread use of social media all around the world offers parents of children with hearing loss a previously unimaginable platform for networking. Hands & Voices takes advantage of every opportunity offered by modern technology to provide parents with useful information on research funding options and therapies for their children, regardless of where they live or of their financial circumstances. Thousands of people use the Hand & Voices website every month and the organization's Facebook page serves as a channel for anyone to find answers to their questions quickly and easily.

As an international organization, Hands & Voices has information available in several languages and organizes annual conferences that attract more and more participants each year. Four mothers involved in Hands & Voices chapters in Kenya, Georgia and Colorado, for example, regularly talk to one another via Skype and discuss problems at school, their children's communication difficulties and legal issues.

“Hear the World has enabled Hands & Voices to expand and support international efforts in the area of family support.”

Janet DesGeorges, Executive Director Hands & Voices



Mother Cheryl with the speech therapist Nan at a meeting for families



Anje Rosenke is a mother of a child with hearing loss. To support other parents, she got involved with Hands & Voices in British Columbia, Canada. For her, the international network is incredibly valuable.

“The issues and concerns surrounding our children with hearing loss transcend borders, language and culture. Wherever they live, families face similar challenges, struggle for access to the same services and ultimately have the same dreams for their children.”


Anje Rosenke, mother of a child with hearing loss



Parents at a conference of Hands & Voices



Partner: Hands & Voices
Location, timeframe: USA, 2013

Our support: 

90%

FOR 90% OF PARENTS WHOSE CHILDREN SUFFER FROM HEARING LOSS, OTHER PARENTS ARE A KEY SOURCE OF INFORMATION

52

HANDS & VOICES RUNS 52 CHAPTER ORGANIZATIONS THROUGHOUT THE USA AND ACROSS THE WORLD

A CAMPAIGN FOR THE MP3 GENERATION

“Hear2day” is the name of an hour-long awareness-raising program run by the Australian Grown Smart Foundation on the dangers of noise-induced hearing loss. Thousands of schoolchildren have already taken part in the program at their schools and discovered that music can damage hearing too!

Even if young boys and girls don't want to listen to it, loud music – often played on a cell phone or a MP3 player – is the main reason why the number of cases of hearing loss among young people is rising, according to the Grow Smart Foundation. “I am always amazed when children turn up their MP3 players to 100 to 105 decibels, believing this to be completely normal, and don't pay any thought to the risks they are exposing themselves to,” says Dr. Julia Norris, Founder of the Grow Smart Foundation. Once the hair cells

“Volume control of personal music players continues to be the major contributing factor for hearing loss among teenagers.”

Dr. med. Julia Norris, founder Grow Smart Foundation

have been damaged, hearing loss is no longer curable. This risk primarily affects children aged around ten or older, but they are given hardly any information about these dangers. This is why the “Hear2day” program, which runs workshops for children at elementary school, was set up in Australia four years ago. The Hear the World Foundation has supported the project since 2012, massively contributing to the wide spread of the campaign.

Using short videos that vividly demonstrate how hearing works in a way that is geared toward the target age-group, the “Hear2day” trainers aim to encourage the schoolchildren to pay more attention to protecting their hearing. In one of the highlights of the program, the boys and girls are given the opportunity to experiment with volumes on their own MP3 players. Teachers and parents report that the children's behavior has changed significantly since they took part in the workshop: they react more sensitively to noise and are more aware of possible risks in their everyday life. In keeping with the technological age we live in, an app featuring additional information has also been developed and is available to download free of charge. The aim of the program is to raise awareness not just across Australia, but also in other countries. After all, the rise in cases of noise-induced hearing loss is a global trend.

Dr. Dorothe Veraguth, Head of Audiology and Pediatric Audiology at University Hospital Zurich, Switzerland, explains the risks posed by the increasing use of MP3 players.

Why do you think the use of MP3 players poses risks?

These devices are widely available these days and their technology is so highly developed that users can listen to music with good sound quality for long periods. Sociocultural aspects reinforce the use of these devices in everyday life; they are used in noisy environments, such as on the street, so the music volume has to be turned up accordingly.

What can we do to counteract this risk?

Raising awareness among children and young people about the potential damage being done to their hearing is extremely important. This issue must be addressed in schools at an early stage. In addition, good training for teaching staff and information for parents are needed. There is also software available, which can reduce the maximum sound level of iPods, but unfortunately this is still not very well known.



“Raising awareness among children and young people is extremely important.”

Dr. Dorothe Veraguth, Head of Audiology and Pediatric Audiology



Education workshop for schoolchildren about the dangers of noise-induced hearing loss



¹Hear2day / ²WHO, Factsheet Number 300 (2012)

TRAINING AS A BASIS FOR SUSTAINABILITY

Over the past few years, 15 audiologists have been trained at the Centro Cristiano clinic in Santo Domingo, in the Dominican Republic. Prior to this, there was no professional audiological care available anywhere in the country, but now audiologists are practicing their profession to a high standard, with the help of state-of-the-art technical equipment.

The partnership between Centro Cristiano and the Hear the World Foundation started in 2010 with the provision of funding for professional audiological diagnostic tools. At the same time, the project offered local people access to high-level training in audiology, upholding the latest standards. Thanks to various advanced global training opportunities, for example in the USA, and the chance to personally interact with internationally renowned experts such as Prof. Dr. Richard Seewald, a member of the Hear the World Advisory Board, the graduates from this training scheme are now able to provide excellent audiological care for their compatriots. In 2013, the Hear the World Foundation sponsored the provision



“You have allowed our center to provide services that no one else is providing in this country.”

Nicole Hunter-Diaz, project manager

of new audiological equipment with the aim of improving local opportunities to ensure accurate diagnoses for all people with hearing loss, including infants. “In audiology, we have the technology to work precisely, but this technology also needs to be readily available and used properly,” explains Richard Seewald. Together with experienced Hear the World expert Diana Lurnagaray, he trained the five audiologists currently working at the clinic how to use the recently donated equipment. However, there is still a tremendous need for better audiological care, particularly in the more rural parts of the island where care is now provided by mobile teams from the clinic.



“In audiology, we have the technology to work precisely, but this technology also needs to be readily available and used properly.”

Prof. Dr. Richard Seewald, Member of the Advisory Board of the Hear the World Foundation

“I offer my deepest appreciation to the Hear the World Foundation for its support of our clinic program and for the opportunity to be trained by someone like Richard Seewald! I am very grateful for this opportunity.” Miguel Angel Evangelista Linares, audiologist



Miguel Angel Evangelista Linares is one of the 15 audiologists who underwent training at the Centro Cristiano clinic.

“I was actually studying journalism at the time. I got to know the audiologist Donna Carkeet quite by chance in 2003. She told me how urgently we needed well-trained audiologists in our country, and I realized that there were over 200 journalists here, but no audiologists – so my mind was made up!” Miguel, a family man, is still working at the clinic with great enthusiasm and has never regretted his decision: “Our work enables us to make a big difference to the lives of many children and their families.”



Two girls who have received hearing aids at the clinic Centro Cristiano

 www.hear-the-world.com/training



Partner: Centro Cristiano de Servicios Médicos, Inc.
Location, timeframe: Dom. Republic, 2010/2012/2013

Our support:



~200 patients

ARE EXAMINED AT THE CENTRO CRISTIANO CLINIC EACH MONTH

OLYMPIC GAMES FOR ATHLETES WITH DISABILITIES

More than 4.2 million athletes have taken part in the 70,000 competitions held by Special Olympics to date. As well as staging sporting events, Special Olympics run the world's largest health program for people with mental or multiple disabilities.

"Our athletes represent a section of society that is more neglected than any other in terms of the provision of medical care. Many of them have a significantly higher risk of developing additional health problems such as hearing loss or visual impairments," explains Dr. Timothy Shriver, Chairman of the Special Olympics Board of Directors. Particularly in poorer countries, these athletes have little access to adequate medical care.

This is why medical check-ups are offered within the framework of the Special Olympics sporting events. "Healthy Hearing" is one of seven areas covered by the

"All these athletes are representing India in Special Olympics and making our country proud. We think that they should lead as normal a life as possible and so we support this cause and provide hearing instruments to these athletes."

Kishalaya Chakravarty, Phonak India



Examination of an athlete

health promotion and prevention program. Hear the World has been involved in this project since 2011 as a global partner for Healthy Hearing. This support is highly required since up to 25% of the Special Olympics athletes have an undiagnosed hearing loss. If hearing aids cannot be fitted directly at the event, Sonova partner in the athletes' home countries guarantee professional care and continuous support for them locally.

Hearing screenings are not just carried out at the Special Olympics World Summer and Winter Games; they are also a feature of numerous national competitions and activities held around the world. In India, for example, "Hearing Camps" were organized in six cities where the hearing ability of 74 athletes was tested over two days of examinations. Hearing loss was diagnosed in 320 athletes who have been provided with Phonak hearing aids at no charge.

An incredible sporting career: 24-year-old marathon swimmer and Special Olympics participant Sagar Badve from Aurangabad, India, offers an impressive example of what athletes can achieve in spite of their disabilities.

Sagar Badve's room is already filled with more than 100 gold medals from national and international competitions. In August 2013, this talented swimmer ranked fifth in a 26.4 km swimming marathon in Lake Zurich, despite being the only competitor with a handicap. In India, he has already completed the world's longest marathon of more than 80 kilometers. In spite of his severe bilateral hearing loss and partial blindness as a result of glaucoma, the 24-year-old has just completed a Bachelor's degree in computer science and is also a state-certified swimming instructor. At the fourth Hearing Camp in Mumbai in November 2013 Sagar was finally given customized hearing aids. He already has his next target in his sights: to swim across the English Channel.



"I want to thank Hear the World for this initiative that has changed the life of my son!"

Rajiv Atmaram Badve, father of athlete Sagar Badve



Partner: Special Olympics

Location, timeframe:
worldwide, since 2011

Our support:



~25% OF ALL SPECIAL OLYMPICS ATHLETES ARE AFFECTED BY HEARING LOSS

286 HEARING AIDS WERE DONATED TO SPECIAL OLYMPICS IN 2013/14

52 CHILDREN – SUPPORTING CHILDREN ALL OVER THE WORLD

The Hear the World Foundation launched the “52 Children” program four years ago. Through this program, alongside the projects carried out with partners all over the world, the foundation can give disadvantaged children the chance to enjoy better hearing. The name of the project – “52 Children” – says it all: its aim is to provide one

child per week with a suitable hearing aid and ongoing professional care by a local partner, with the ultimate goal being to improve the quality of life for children with hearing loss. The Hear the World Foundation accepts applications for the “52 Children” project all year round.

MOLDOVA, SORIN (14)

Sorin, a lively boy who lives in a children’s home in Chisinau, Moldova, has suffered from hearing loss in his right ear since early childhood and showed signs of significantly lagging behind in many aspects of his development. In collaboration with the Swiss foundation Swisscor, Hear the World provided Sorin – now 14 years old – with hearing aids when he was at a holiday camp in Switzerland. Back home in Moldova, he receives care from an audiologist who partners with Hear the World. The physician responsible for his treatment, Françoise von Tscharner, reported that Sorin’s development had improved significantly: “Sorin is making very good progress. He is now really eager to learn!” Sorin is now very keen to keep up with the other children at school.



INDIA, ANITHA (14)

Anitha, a 14-year-old girl, comes from Sriperambudur in southern India. Unfortunately, it is not known since when exactly she is affected by hearing loss. An Indian foundation that supports Anitha’s family contacted the Hear the World Foundation last fall, asking us to find a solution for her hearing loss. Through Phonak India, Anitha was provided with new hearing aids at the start of this year.



Thanks to her new hearing aids, Anitha is now able to communicate a lot better. She finds it much easier to take part in conversations, especially discussions involving several people, or to talk on the telephone.

“Sorin is making very good progress. He is now really eager to learn!”

Françoise von Tscharner, physician

“I am satisfied with my hearing aids. Thank you for finishing all the procedures so well.” Anitha



www.hear-the-world.com/52children



Partner: own Hear the World project
Location, timeframe: worldwide, since 2010

Our support:  

2,000

EVERY DAY, 2,000 CHILDREN ARE BORN WITH HEARING LOSS ACROSS THE WORLD¹

¹Judith Gravel Lecture – Prof. De Wet Swanepoel (2011)

CELEBRITY AMBASSADORS ATTRACT ATTENTION TO OUR CAUSE

Hear the World is now supported by more than seventy celebrity ambassadors.

Photographer and musician Bryan Adams captured them all in the Hear the World pose for conscious hearing, with their hands cupped behind their ears. Sting, Annie Lennox, Julianne Moore, Ben Kingsley and Joss Stone are just some of the many celebrities featured in these impressive photos. They all support the mission of the Hear the World Foundation and contribute toward raising public awareness of the importance of good hearing and the consequences of hearing loss.

“Thanks to today’s advanced hearing aid technology, my son will not miss a beat.”

Joey McIntyre, musician

Thanks to this unparalleled commitment, the Hear the World Foundation has been awarded the Guinness World Record for the world’s largest photographic awareness campaign.



www.hear-the-world.com/ambassadors



Tobey Maguire



Elizabeth Jagger



Joey McIntyre



Kate Moss



Michael Shannon



Sergei Polunin



Monica Bellucci



Jean Paul Gaultier

HEAR THE WORLD – ACTIVE COMMITMENT FROM

Along with our celebrity ambassadors, Sonova employees all over the world actively support the Hear the World Foundation. They apply their knowledge and experience directly to projects and make a significant contribution. Their activities might include training local clinic staff with the latest technological developments or providing

assistance for hearing screenings. Another important aspect of the employees' involvement is fundraising. Through their own initiatives, employees across the world raised more than 30,000 Swiss francs for the foundation during the 2013/14 fiscal year. In doing so, they are directly supporting the foundation's projects.

AUDIOLOGICAL TRAINING BRINGS NEW PROSPECTS

Sharad Govil, an audiologist at Phonak Singapore, taught the audiology staff at All Ears Cambodia how to fit digital hearing aids properly – a quantum leap for the project team, which had previously only worked with analog devices.



“I personally believe that Hear the World is doing something very meaningful and sustainable by giving training to the project partner rather than just donating products. This kind of support has long-term impact and I feel privileged to have the opportunity to be part of it.”

Sharad Govil, audiologist at Phonak Singapore



www.hear-the-world.com/employees

THE ENTIRE SONOVA GROUP

BAKE SALE FOR CHILDREN IN NEED IN NORTHERN VIETNAM

A group of audiologists and keen bakers organized a bake sale for Hear the World Day at the Sonova headquarters in Stäfa. The sweet treats proved very popular and by the end of the day the sale had raised a pleasing total of 2,000 Swiss francs, which was donated to the partner project run by Hear the World in Vietnam. Thanks to these funds, 25 children can now be provided with speech therapy for a year.



Audiologists and enthusiastic bakers at the Hear the World Day in Stäfa

OVER 100 SONOVA EMPLOYEES GOT INVOLVED THROUGH VOLUNTARY WORK OR FUNDRAISING OPPORTUNITIES



Employees with athlete at the Special Olympics games in California

EMPLOYEES FROM PHONAK AND CONNECT HEARING U.S. SUPPORT SPECIAL OLYMPICS

A group of ten employees from Sonova subsidiaries in the U.S. were involved in the “Healthy Hearing” program at the Special Olympics in California. They played an active role in carrying out hearing screenings for the program, which is sponsored by the Hear the World Foundation. They enjoyed having the chance to make a difference together and support a good cause. The experience proved worthwhile in every respect. As Laura Griffith from Phonak USA put it: “We all found the athletes’ enthusiasm for the Games very infectious. I came back full of impetus and with more motivation for my work than ever – our ultimate aim is to help people live their lives without limitations.”

SUSTAINABLE SUPPORT: A KEY PRIORITY

SUSTAINABILITY AS PRIORITY

The aim of the Hear the World Foundation is to enable as many people as possible to enjoy better hearing. Quality and sustainability are absolutely essential to achieving this goal. To guarantee sustainability, the focus is on the following aspects:

1.) ENSURING PROFESSIONAL FOLLOW-UP CARE WITH HEARING AID DONATIONS

To help guarantee a lasting positive impact, we only provide hearing aids if we can ensure that the recipients will also receive regular support from specialists after their hearing aids have been fitted. Audiological care alone is often not enough, especially in the case of children with hearing loss. Supplementary measures such as speech therapy or parental involvement need to be organized to help children realize their full potential and to support their development in terms of hearing health and language acquisition. Since the expertise required for this is rarely available in low income countries, the Hear the World Foundation organizes special training programs as part of its project visits.

2.) PROVIDING HEARING AID BATTERIES

Thanks to its partnership with VARTA Microbattery, the Hear the World Foundation can provide hearing aid batteries for every hearing aid it donates, thus guaranteeing a supply of batteries for people who need them but often cannot afford them.

3.) PROMOTING PROJECTS WITH A LASTING IMPACT

Every year we receive a large number of applications for support, all of which are carefully examined and evaluated by our Advisory Board. An essential criterion when it comes to selecting and implementing projects is sustainability, which is why the Hear the World Foundation primarily supports projects that can be guaranteed to make a lasting positive impact.



Training of local experts



Supplementary speech therapy in the context of follow-up care

4.) MAINTAINING CONTINUOUS, LONG-TERM CONTACT

Choosing sustainable projects is important to us. We also consider it equally important to support outstanding individual project partners long-term and boost sustainable development even further. For example, we have been working with our project partners in Kenya, Cambodia, Malawi and the Dominican Republic for many years now with great success. In doing so, we have laid the foundations for further development and built up a reliable network of care providers.

5.) PRODUCING SUSTAINABILITY REPORTS

Each of our project partners is obliged to provide semiannual reports containing precise details about the progress of their projects and their use of funds. The project partners also have to evaluate projects once they have been completed and demonstrate what has been achieved through the support of the Hear the World Foundation.



Professional examination by our project partner

OUR PARTNERS

The Hear the World Foundation relies on several strong partnerships. In addition to our project partners with whom we realize the foundation's project work worldwide and our celebrity ambassadors who raise awareness for the importance of good hearing, we can also count on the following partners:

VARTA MICROBATTERY

VARTA Microbattery is one of the world's leading battery manufacturers. Since early 2010, VARTA Microbattery has been providing the Hear the World Foundation with power one hearing aid batteries free of charge for various projects worldwide. Thanks to its partnership with VARTA Microbattery, Hear the World can provide power one batteries for every hearing aid it donates, thus guaranteeing a supply of batteries for people who need them but often cannot afford them.



GN OTOMETRICS

GN Otometrics is the world's leading manufacturer of hearing and balance instrumentation and software. Over the last 50 years, GN Otometrics has provided solutions ranging from newborn hearing screening applications and audiologic diagnostics to comprehensive hearing instrument fitting and balance testing. Thanks to its partnership with GN Otometrics, the Hear the World Foundation can obtain the equipment it needs on preferential terms.



OUR ORGANIZATION

The Foundation Board comprises those personalities in the Sonova Group who are associated with the foundation's purpose, due to their commitment to date. The foundation's independence is assured by the external Advisory Board: the latter is responsible for the evaluation of suitable

projects, which are proposed to the Foundation Board for the allocation of foundation funds. The Advisory Board members are all employed in an honorary capacity. Incidental expenses are reimbursed as and when they occur.

FOUNDATION BOARD MEMBERS

LUKAS BRAUNSCHWEILER (PRESIDENT)
CEO Sonova Holding AG

SARAH KREIENBUEHL
Group Vice President Corporate HRM and Communications Sonova Holding AG

MAARTEN BARMENTLO
Group Vice President Marketing Sonova Holding AG

ORA BUERKLI-HALEVY
Vice President Product Marketing Phonak AG

TRACEY KRUGER
Vice President Global Marketing Advanced Bionics

OFFICE

ELENA TORRESANI
Head of Hear the World Initiative

MICHELE MEIER
Communications and Corporate Social Responsibility Manager

DARIA TAMAGNI
Corporate Communications and Corporate Social Responsibility Professional

ADVISORY BOARD MEMBERS

PROF. DR. RICHARD SEEWALD
Distinguished Professor Emeritus at the National Centre for Audiology, The University of Western Ontario (CAN)

PROF. DR. JOHN BAMFORD
Honorary Professor of Audiology, University of Manchester (GBR)

NEW MEMBERS SINCE FEBRUARY 2014

PROF. DR. OROZIMBO A. COSTA
Senior Professor in ENT medicine at the Audiological Research Center HRAC at the University of São Paulo (BRA)

PROF. DR. BEATRIZ NOVAES
Professor of the Department of Human and Health Science at the Pontifical Catholic University of São Paulo (BRA)

ANDREA BOHNERT
Senior Medical Technician at the Department of Otolaryngology, Head & Neck Surgery and Communication Disorders at Mainz University Medical Center (GER)

EMPLOYEE REPRESENTATIVES IN THE ADVISORY BOARD:

JANE BEVAN
Manager of Education and Training for the international division of Advanced Bionics

JEAN ANNE JORDAN
Audiologist in the Research and Development department of Phonak AG

MARTIN KIRCHBERGER
Research engineer in the Research and Development department of Phonak AG

ANNUAL FINANCIAL STATEMENT

NOTES TO THE ANNUAL FINANCIAL STATEMENT AS AT MARCH 31, 2014

1 GENERAL INFORMATION ABOUT THE FOUNDATION

The Foundation's objective is to provide global education on hearing, with the aim of helping to prevent hearing loss. The Foundation also provides technological and financial support to groups, public facilities and private individuals to prevent hearing loss or to improve the lives of those with hearing loss.

According to the Foundation charter, the initial paid-up capital of CHF 500,000 does not have to be maintained. All capital is available to the Foundation Board for grants.

The Foundation Board consists of the following persons:

- LUKAS BRAUNSCHWEILER
- SARAH KREIENBUEHL
- ORA BUERKLI-HALEVY
- MAARTEN BARMENTLO
- TRACEY KRUGER

The business operations of the Foundation comply with the statutes dated, December 4, 2006, and the Foundation rules of procedure, dated December 4, 2006. PricewaterhouseCoopers served as auditors for the fiscal year. Their selection for the following year has been confirmed. Their mandate is based on legal regulations and on generally accepted accounting principles.

2 ACCOUNTING AND REPORTING PRINCIPLES

The annual financial statement is prepared in accordance with the accounting principles under Swiss GAAP FER 21 so that an assessment as reliable as possible can be made of the Foundation's net assets and earnings situation. It also contains the previous year's figures. The regulations on commercial accounting also apply.

3 VALUATION PRINCIPLES GOVERNING INDIVIDUAL ITEMS IN THE ANNUAL FINANCIAL STATEMENT

Liquid funds include cash in an account held at UBS AG in Zurich. Other receivables relate to withholding tax that has not yet been reimbursed. Prepaid income relates to the auditing costs.

4 FINANCIAL ASSETS AND EXPLANATIONS REGARDING ASSETS AND LIABILITIES

The Foundation does not have any fixed assets. Its assets are comprised of the Foundation capital, which is deposited in a short-notice account. The capital was invested with UBS AG with an average interest rate of 0.025 % and is available on a daily basis.

5 GRATUITOUS (FREE) SERVICES

All resources required for the governance, management and administration of the Foundation and all of the Foundation's communicative activities were provided by Sonova and its Group companies free of charge and funded by them where necessary. This includes, for example, accounting, communications and logistics services.

6 TRANSACTIONS WITH RELATED PARTIES

Non-cash benefits were provided in full by Phonak AG. Instruments are charged to the Foundation at production cost but are reported in the income statement at the list price for Swiss audiologists. The difference between production cost and list price is reported as a donation. In total, Phonak AG provided non-cash benefits worth CHF 974,789.

7 EVENTS AFTER THE BALANCE SHEET DATE

No events occurred.

8 ACTIVITIES OF THE FOUNDATION DURING THE FISCAL YEAR

The Foundation Board determines the resources to be awarded and their allocation during budgeting. These resources were distributed as follows during the fiscal year:

	2013 / 2014 (in Swiss francs)	
Technological support for projects abroad	797,978	53%
Financial support for projects abroad	356,899	24%
Technological support for projects in Switzerland	248,363	17%
Financial support for projects in Switzerland	80,191	5%
Administrative expenditures	19,820	1%
Other operating expenditures	1,009	0%
	1,504,260	100%

As of the balance sheet date, no support contributions from projects were outstanding.

9 PERFORMANCE REPORT

The performance report, containing information on the purpose, governing bodies and work of the Foundation, forms part of the Foundation's annual Activity Report. The most recent Activity Report was published in May 2013.

BALANCE SHEET AS OF MARCH 31 (in Swiss francs)

	2013/2014	2012/2013
Assets		
Current assets:		
Liquid funds	236,923	297,798
Other receivables – from third parties	65	(666)
	236,988	297,132
Total assets	236,988	297,132
Liabilities		
Outside capital:		
Prepaid income	7,000	7,000
	7,000	7,000
Organization capital:		
Paid-up capital	500,000	500,000
Acquired capital	(270,012)	(209,868)
	229,988	290,132
Total liabilities	236,988	297,132

INCOME STATEMENT FOR THE PERIOD APRIL 1 TO MARCH 31 (in Swiss francs)

	2013/2014	2012/2013
Income		
Proceeds from donations	1,444,195	738,476
Other income	0	21
Total income	1,444,195	738,497
Expenses		
Technological support for projects abroad	(797,978)	(327,916)
Financial support for projects abroad	(356,899)	(255,558)
Technological support for projects in Switzerland	(248,363)	(72,916)
Financial support for projects in Switzerland	(80,191)	(56,603)
Administrative expenditures	(19,820)	(72,641)
Expenses for fundraising and marketing	0	(17,349)
Other operating expenditures	(1,009)	(1,521)
Total expenses	(1,504,260)	(804,504)
Interim result 1	(60,065)	(66,007)
Financial income	52	131
Realized profit on exchange rates	(131)	(510)
Profit/(loss) for the year before allocation to organization capital	(60,144)	(66,386)

STATEMENT OF CHANGES IN CAPITAL (in Swiss francs)

	As of 04/01/2013	Allocation	Change	As of 03/31/2014
Organization capital				
Paid-up capital	500,000			500,000
Acquired capital	(209,868)		(60,144)	(270,012)
Total organization capital	290,132	0	(60,144)	229,988



Report of the statutory auditors
on the limited statutory examination
to the Board of
Hear the World Foundation
Zug

As statutory auditors, we have examined the financial statements of Hear the World Foundation, which comprise the balance sheet, operating statement, statement of changes in equity and notes, for the year ended 31 March 2014. As permitted by Swiss GAAP FER 21 the information in the performance report is not required to be subject to the statutory auditors' examination.

These financial statements in accordance with Swiss GAAP FER 21 are the responsibility of the Board. Our responsibility is to perform a limited statutory examination on these financial statements. We confirm that we meet the licensing and independence requirements as stipulated by Swiss law.

We conducted our examination in accordance with the Swiss Standard on Limited Statutory Examination. This standard requires that we plan and perform a limited statutory examination to identify material misstatements in the financial statements. A limited statutory examination consists primarily of inquiries of foundation personnel and analytical procedures as well as detailed tests of foundation documents as considered appropriate in the circumstances. However, the testing of the operational processes and the internal control system, as well as inquiries and further testing procedures to detect fraud or other legal violations, are not within the scope of this examination.

Based on our limited statutory examination, nothing has come to our attention that causes us to believe that the financial statements do not give a true and fair view of the financial position, the results of operations and the cash flows in accordance with Swiss GAAP FER 21. Furthermore, nothing has come to our attention that causes us to believe that the financial statements do not comply with Swiss law and the foundation's deed.

PricewaterhouseCoopers AG

Sandra Böhm
Audit expert
Auditor in charge

Gian Franco Bieler
Audit expert

Zürich, 29 April 2014

Enclosure:

- Financial statements (balance sheet, operating statement, statement of changes in equity and notes)

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CONCEPT AND TEXT

Hear the World Foundation

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**HEAR
THE WORLD
FOUNDATION**

a Sonova Group initiative

ABOUT THE HEAR THE WORLD FOUNDATION

By supporting the charitable Hear the World Foundation, Sonova is campaigning for equal opportunities and a better quality of life for people with hearing loss. As a leading manufacturer of hearing systems, the company feels socially responsible for contributing towards a world where everyone has the chance to enjoy good hearing. For instance, the Hear the World Foundation supports disadvantaged people with hearing loss around the world and gets involved in prevention and providing information. It focuses particularly on projects for children with hearing loss, to enable them to develop at the appropriate rate for their age. More than 70 famous ambassadors, including celebrities such as Bryan Adams, Annie Lennox, Sting and Joss Stone, champion the Hear the World Foundation.

www.hear-the-world.com

 /CanYouHearTheWorld

