

Purpose and core contribution



Goal 3 Good health and well-being

Here lies our main contribution to sustainable development. Our core business and purpose changes the lives of people with hearing loss. From when they are hearing screened as newborns or tested in our clinics, until their hearing loss is treated; we stay in their lives, consistently, improving their hearing abilities and experiences.

We contribute to ground-breaking health research through our daily work and R&D efforts as well as through special projects funded by William Demant Foundation. Finally, we do our best to promote a system of care and rehabilitation within hearing health by collaborating with national and political institutions on seeking the best way to treat hearing loss.



Goal 9 Industry, innovation and infrastructure

By providing ground-breaking scientific research and boosting R&D spending in the countries where we operate with R&D, we bring innovation to society. Through William Demant Foundation, we make donations to universities around the world and contribute with cutting-edge health research.

Main priorities



Goal 5 Gender equality

Here, we have an opportunity to make a larger contribution to the goals by increasing our focus on equal access to positions, development opportunities and management roles at all levels.

Diversity is fundamental to driving a successful business, but women are underrepresented in top managerial positions, where we also see an underrepresentation of nationalities (other than Danes). We are working on creating an even more diverse and inclusive organisational culture, considering diversity to be much broader than gender.



Goal 12 Responsible consumption and production

There is much to gain by further addressing how our products, services and business operations impact the environment. Challenging business as usual, we continue to limit waste, packaging and the use of plastic and pursue using more sustainable materials in our operations, production and products.



Goal 13 Climate action

We are committed to reducing our climate impact and support The Paris Agreement. We strongly believe all large-scale companies can do their part to combat climate change and we have joined the Danish climate committee to support this obligation. Addressing our product footprints, waste, our sourcing of energy as well as our transport and travels, we have the potential to make a solid contribution to goal 13.

Continuous improvement



Goal 4 Quality education

Through our products and services, we offer the gift of sound to people with hearing loss. Good hearing capabilities are essential for inclusive and equal access to education and employment. Furthermore, we foster education by donating to educational projects through William Demant Foundation.



Goal 8 Decent work and economic growth

As a responsible employer, we offer quality job opportunities and good working conditions for our employees. As a catalyst for jobs, we stimulate the economy while reducing the negative impact we have on our surroundings.

We protect labour rights and promote safe and secure working environments for all employees within our group and we work with suppliers to ensure good working conditions in their end as well.

By providing the ability to hear, we make it possible for people with hearing loss to enter or stay in the labour market. Through our audio solutions, we boost collaboration and productivity.



Goal 16 Peace, justice and strong institutions

Our main contribution to this goal lies within our work with our Code of Conduct, especially our efforts to eliminate bribery and corruption. To us, business ethics are an undeniable part of conducting a sustainable business. We are committed to detect non-compliant and unethical behaviour within our value chain and to act as a role model.