

# Influencing Governments: getting the numbers right



Mark Laureyns

- *AEA – European Association of Hearing Aid Professionals*
- *WHO – World Hearing Forum*
- *Make Listening Safe Workstream*

<https://wwwaea-audio.org>



Getting the numbers right  
on Hearing Loss  
Hearing Care and  
Hearing Aid Use in  
Europe

Joint AEA, EFHOH, EHIMA report

March 2024 edition



CI ADVOCACY  
IN ACTION

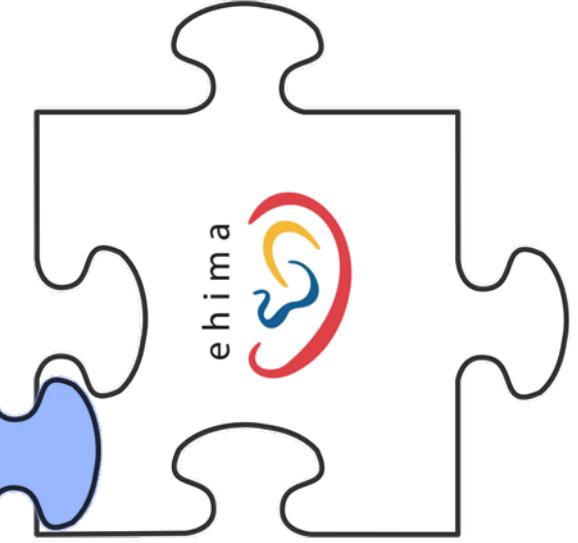


# The best way to lose it to confuse



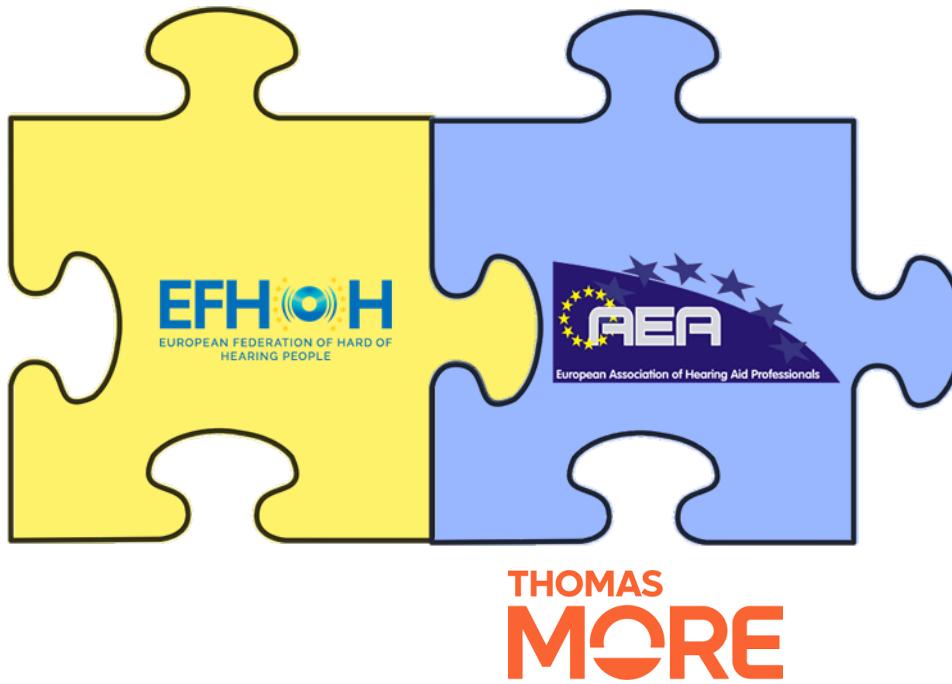
- Different numbers on self-reported or measured hearing loss?
- Different numbers on different populations – Global /Americas / US / Europe / EU / other?
- Different percentage on the uptake of hearing aids, cochlear implants other assistive devices.
- Different numbers and ways to explain candidacy.

**→Align and get the numbers right!**



# CI ADVOCACY IN ACTION





# Impact of hearing loss and empowerment in the workplace

Preliminary data

Impact of hearing loss and empowerment in the workplace

Thank you for taking the time to respond to this survey. We appreciate your participation. Please answer as honestly and accurately as possible, based on your current or past work experience. Your responses will be combined with those of others and analysed in aggregate form. No individual data will be reported.

Deadline: 11 November 2025

European Association of Hearing Aid Professionals (AEA)  
European Federation of Hard of Hearing People (EFHOH)  
Thomas More University of Applied Sciences

When you submit this form, it will not automatically collect your details like name and email address unless you provide it yourself.

1. In which country do you live? \*

Enter your answer

2. What is your gender? \*

Male  
 Female  
 Other

3. What is your age? \*

Enter your answer

4. What is your educational level? \*

No formal education  
 Primary education  
 Secondary education  
 Bachelor's degree  
 Master's degree  
 Doctoral degree (PhD, EdD, etc.)  
 Other

5. What is your level of employment? \*

Full Time Employed  
 Part Time Employed



Invitation to event:

## Rights in Focus

Addressing Inclusion of Hard of Hearing Europeans

Hosted by MEP Katrin Langensiepen

with the co-organisation of the European Federation of Hard of Hearing People and the European Association of Hearing Aid Professionals

Date: 02 October 2025

Time: 9:30 - 12:00

Location: European Parliament, Brussels

Room: Altiero Spinelli 5E1



Hearing loss impacts an increasing number of Europeans – yet the policy discussions do not address the communication barriers to participation in society, from access to rehabilitation, inclusive employment practices and social policies.

Join policy makers, civil society and experts to discuss meeting the needs of Hard of Hearing Europeans through policy actions.

To RSVP please [click here](#) and confirm your presence.

Co-organisers



CI ADVOCACY  
IN ACTION

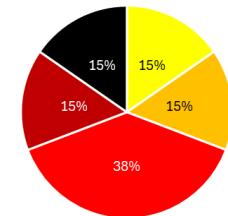


# Impact of hearing loss and empowerment in the workplace

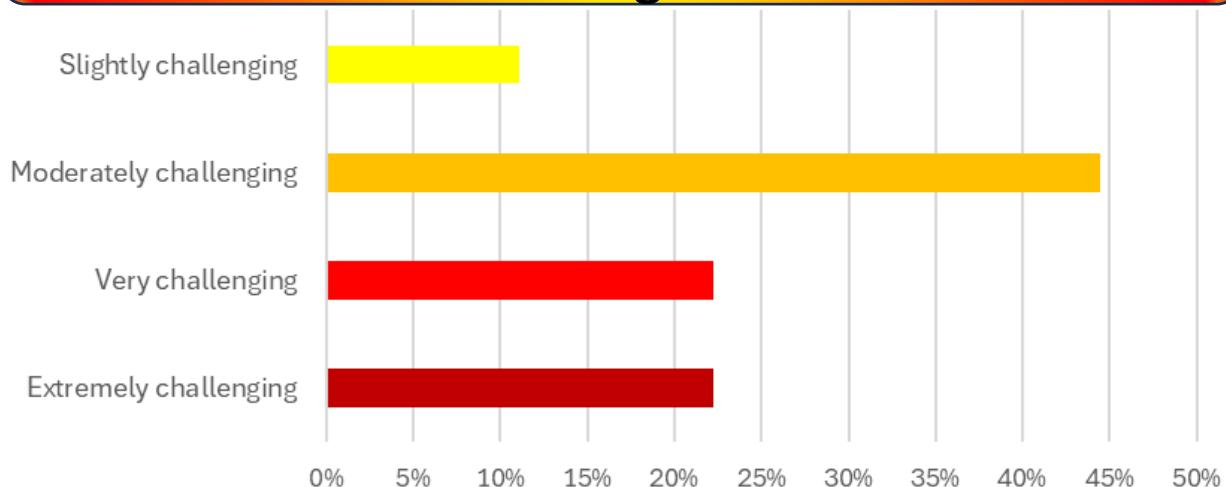
Preliminary data

Hearing aids /  
cochlear implants  
helped  
**very much / a lot /**  
moderately ☺

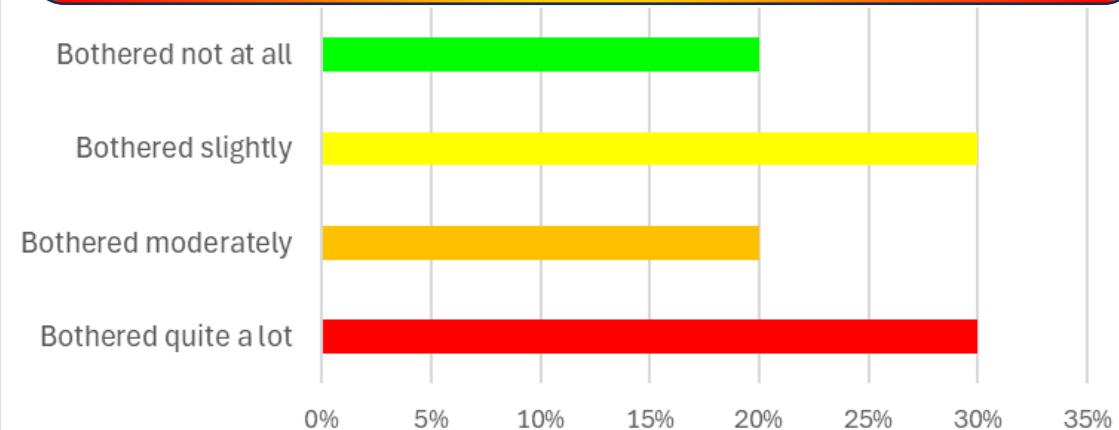
How would you rate your hearing?



Communication at work is challenging due to hearing loss



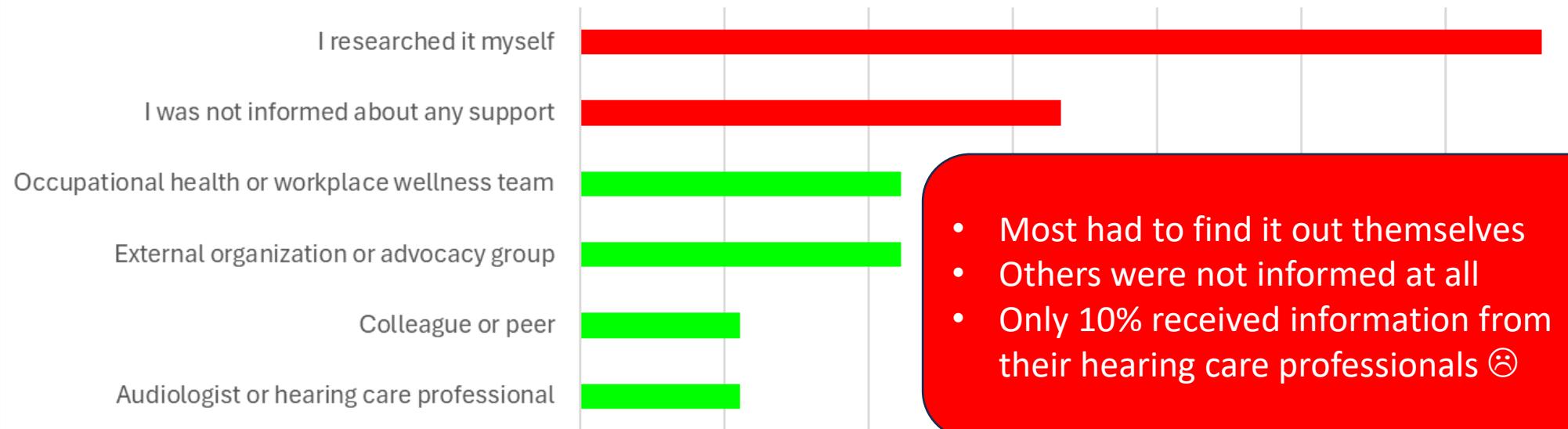
Most participants think that others are bothered by their hearing difficulties



# Impact of hearing loss and empowerment in the workplace

Preliminary data

Audiologists need to be trained to inform hard of hearing people  
on the support they can get at the workplace !



# Impact of hearing loss and empowerment in the workplace

Preliminary data

Can you help us to learn  
more about what it takes  
to be successful at work?

ENGLISCH



NEDERLANDS



FRANÇAIS



DEUTSCH



ESPAÑOL



PORTUGUÊS



ITALIANO



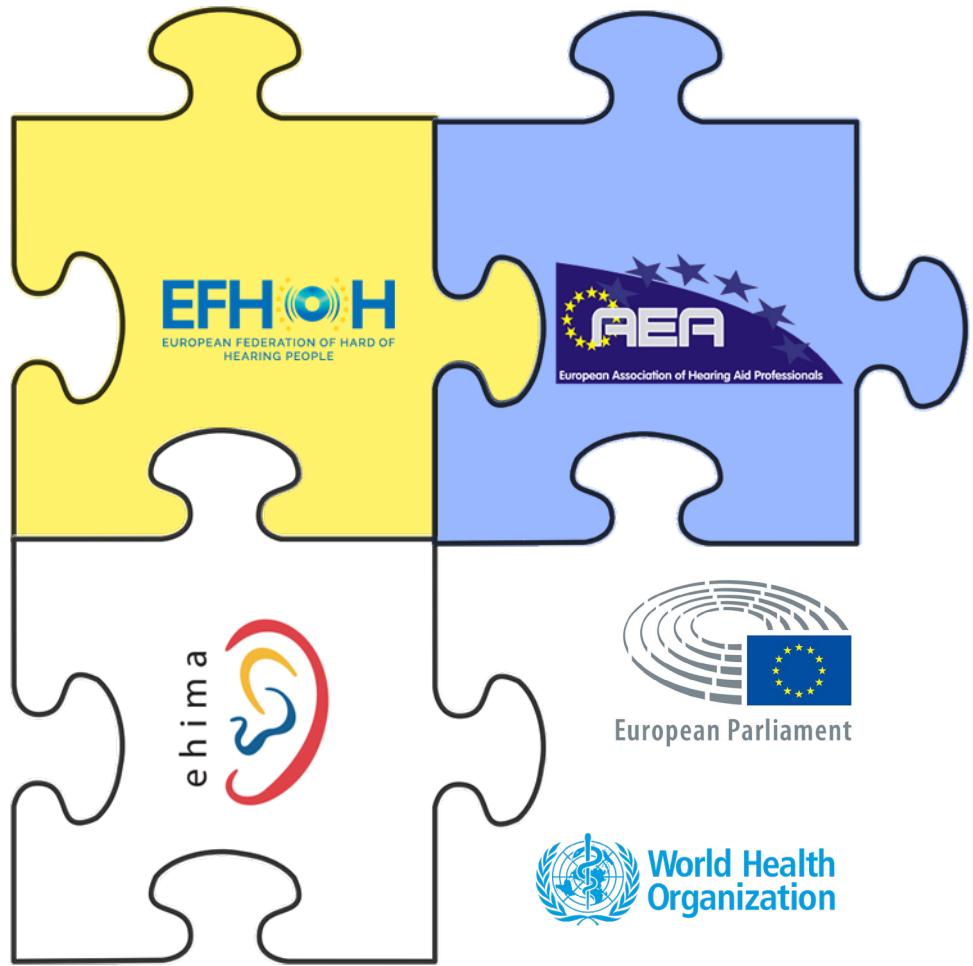
POLSKI



We need your voice! The survey is anonymous, and your contribution is fundamental to identifying barriers and solutions for inclusive workplaces.



# CI ADVOCACY IN ACTION



5<sup>th</sup> of March 2026

**Virtual Lunch Debate – European Parliament  
World Hearing Day 2026  
From School to Workplace**

Host: MEP Katrin LANGENSIEPEN (Germany , EPP)  
Thursday the 5th of March 2025 12:00-14:00h CET  
All presentations are supported with Speech to Text.

**agenda:**

- Welcome – MEP Katrin LANGENSIEPEN
- WHO World Hearing Day 2026 theme - Shelly Chadha – WHO
- My story: From the school to employment - Nicole Sophie Marinos – AHEAD | Disability Advocate
- The role of hearing health in employment and job retention – Stefan Zimmer - EHIMA
- The Impact of Hearing Loss, Hearing Care and Empowerment in the Workplace, Survey results part 1 – Mark Laureyns– AEA
- The Impact of Hearing Loss , Hearing Care and Empowerment in the Workplace, Survey results part 2 – Lidia Best– EFHOH
- Debate - All
- Conclusion – MEP Katrin LANGENSIEPEN

Co-funded by the European Union

THE GREENS/EFA in the European Parliament

World Hearing Day 2026  
3 March  
FROM COMMUNITIES TO CLASSROOMS:  
Hearing care for every child  
Act now so no child is left behind due to ear or hearing problems.



CI ADVOCACY  
IN ACTION





**EFHOH**  
EUROPEAN FEDERATION OF HARD OF  
HEARING PEOPLE



# Getting the numbers right on Hearing Loss Hearing Care and Hearing Aid Use in Europe

**Joint AEA, EFHOH, EHIMA report**

March 2024 edition

Mark Laureyns\*, Nikolai Bisgaard\*\*\*, Lidia Best\*\* and Stefan Zimmer\*\*\*.

\*AEA (European Association of Hearing Aid Professionals), \*\*EFHOH (European Federation of Hard of Hearing People), \*\*\*EHIMA (European Hearing Instrument Manufacturers Association).

Country	Eurostat Age >65 %	Self Rep Hloss %	Self Rep Hloss Mill	Country	Eurostat Age >65 %	Self Rep Hloss %	Self Rep Hloss Mill
<b>EU27 + Norway, Swiss &amp; UK</b>	<b>20,7%</b>	<b>11,1%</b>	<b>59,06</b>	<b>EU27 + Norway, Swiss &amp; UK</b>	<b>20,7%</b>	<b>11,1%</b>	<b>59,06</b>
<b>Austria*</b>	<b>19,4%</b>	<b>9,7%</b>	<b>0,87</b>	<b>Latvia*</b>	<b>20,9%</b>	<b>14,3%</b>	<b>0,27</b>
<b>Belgium</b>	<b>19,5%</b>	<b>9,4%</b>	<b>1,10</b>	<b>Lithuania*</b>	<b>20,0%</b>	<b>13,6%</b>	<b>0,38</b>
<b>Bulgaria*</b>	<b>21,7%</b>	<b>14,9%</b>	<b>0,96</b>	<b>Luxembourg*</b>	<b>14,8%</b>	<b>7,1%</b>	<b>0,05</b>
<b>Croatia*</b>	<b>22,5%</b>	<b>15,6%</b>	<b>0,60</b>	<b>Malta*</b>	<b>19,2%</b>	<b>9,6%</b>	<b>0,05</b>
<b>Cyprus*</b>	<b>16,5%</b>	<b>8,0%</b>	<b>0,07</b>	<b>Netherlands</b>	<b>20,0%</b>	<b>10,3%</b>	<b>1,81</b>
<b>Czech Republic*</b>	<b>20,6%</b>	<b>14,1%</b>	<b>1,52</b>	<b>Norway</b>	<b>18,2%</b>	<b>9,3%</b>	<b>0,50</b>
<b>Denmark</b>	<b>20,3%</b>	<b>10,9%</b>	<b>0,65</b>	<b>Poland</b>	<b>19,1%</b>	<b>11,8%</b>	<b>5,69</b>
<b>Estonia*</b>	<b>20,4%</b>	<b>13,9%</b>	<b>0,19</b>	<b>Portugal*</b>	<b>23,7%</b>	<b>12,2%</b>	<b>1,26</b>
<b>Finland*</b>	<b>23,1%</b>	<b>11,9%</b>	<b>0,66</b>	<b>Romania*</b>	<b>19,5%</b>	<b>13,2%</b>	<b>2,51</b>
<b>France</b>	<b>21,0%</b>	<b>9,7%</b>	<b>6,58</b>	<b>Slovakia*</b>	<b>17,4%</b>	<b>11,6%</b>	<b>0,63</b>
<b>Germany</b>	<b>22,1%</b>	<b>11,1%</b>	<b>9,36</b>	<b>Slovenia*</b>	<b>21,1%</b>	<b>14,5%</b>	<b>0,30</b>
<b>Greece*</b>	<b>22,7%</b>	<b>11,6%</b>	<b>1,21</b>	<b>Spain</b>	<b>20,1%</b>	<b>10,6%</b>	<b>5,09</b>
<b>Hungary*</b>	<b>20,5%</b>	<b>14,0%</b>	<b>1,36</b>	<b>Sweden*</b>	<b>20,3%</b>	<b>10,2%</b>	<b>1,07</b>
<b>Ireland*</b>	<b>15,0%</b>	<b>7,2%</b>	<b>0,37</b>	<b>Switzerland</b>	<b>19,0%</b>	<b>7,4%</b>	<b>0,65</b>
<b>Italy</b>	<b>23,8%</b>	<b>12,5%</b>	<b>7,38</b>	<b>United Kingdom</b>	<b>18,4%</b>	<b>8,8%</b>	<b>5,90</b>

Table 1: Data from Eurostat on the percentage of the population over 65 years of age, the percentage of people that would self-report hearing loss as well as the total number of people in millions with self-reported hearing loss. An asterisk in the country name indicates that the value is estimated. No asterisk indicates a country with EuroTrak data. (Source of basic data: EHIMA-Anovum EuroTrak 2021-2023 & Eurostat 2022)



**CI ADVOCACY  
IN ACTION**





# CI ADVOCACY IN ACTION

## RECOMMENDATIONS

By 2050, nearly 2.5 billion people are projected to have some degree of hearing loss, and at least 700 million will require hearing rehabilitation. (WHO, 2024)

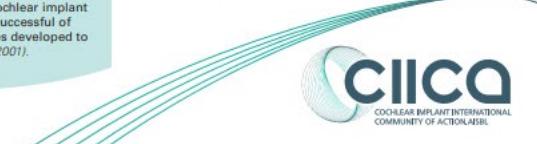
Never have there been so many effective and cost-effective opportunities to address ear and hearing care for this growing global number with hearing loss:

- National Adult Hearing Screening programmes should be introduced to ensure that people are more aware of hearing loss and take action early to improve health and wellbeing and prevent additional challenges and costs later
- Funding of hearing technologies should take into account the high cost of NOT treating hearing loss by including the overall savings for health, social care and welfare systems of states
- Public health strategies should include Action Plans on Hearing Loss to make hearing loss a focus of public health services
- A review of candidacy criteria for cochlear implants and hearing aids in those states with restrictive measures
- Innovative service models should be developed to include the latest innovations in remote services so that hearing technology can be delivered even more cost effectively. (WHO, 2024)

*I feel that so much of my previous life and true self has been restored, regaining my pride and ability to contribute actively in society on an equal basis.*

www.clicanet.org   

## REFERENCES



**Spend to Save**

**INVESTING IN OUR HEARING IMPROVES LIVES AND IS COST EFFECTIVE**

**ADULT HEARING LOSS - A GLOBAL CHALLENGE**

Addressing hearing loss is one of the most challenging issues faced by health and social care systems globally today. Hearing loss challenges our ability to communicate and relate to family, friends and partners, to lead productive lives with employment which uses our abilities, maintains good health, independence and autonomy as we age.

- Currently 1 in 3 people over 65 and over half of people over 85 will have disabling hearing loss.
- Nearly 30 million people will have profound or complete hearing loss in both ears, World Report on Hearing. (WHO, WRH 2021)
- By 2050 over 700 million people globally will have disabling hearing loss. (WHO, 2024)

Faced with this massive increase in the number with hearing loss in the coming decades the challenge is so urgent that The World Health Organisation (WHO) World Report on Hearing (2021) called for countries to integrate strategies for Ear and Hearing care into health care systems.

The positive news is that we have never been more effective in enabling people to continue hearing or restore lost hearing. Hearing Aids are worn more routinely and with greater satisfaction (EHIMA, 2024) and as the WHO noted; "Cochlear implant is one of the most successful of all neural prostheses developed to date." (WRH, WHO 2021).

**CIICIA**  
COCHLEAR IMPLANT INTERNATIONAL COMMUNITY OF ACTION.AISBL

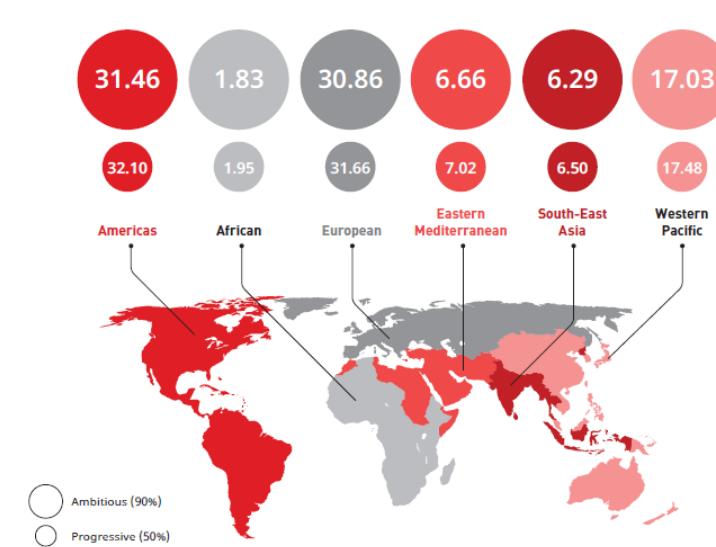
**EFH OH** **EUROCIU** **AEA**  
European Association of Hearing Aid Professionals



H.E.A.R. interventions into health systems will, during the next 10 years, result in a **return of around US\$ 16 for every dollar invested (Global)**.

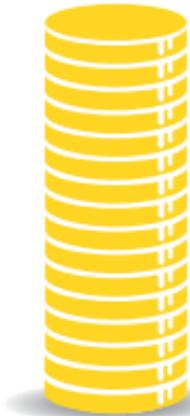
H.E.A.R. interventions into health systems will, during the next 10 years, result in a **return of around € 30 for every Euro invested (Europe)**.

Figure 4.15 The net dollar return for every dollar invested for scale-up scenarios, by WHO region (in US\$)



- Investment in CI gives a return on investment of **16 USD** to every **1 USD** invested.

**EVERY 1 USD INVESTED CREATES A SOCIAL VALUE OF 16 USD**  
(WHO, WRH, 2021)



**CI ADVOCACY IN ACTION**





**CI ADVOCACY  
IN ACTION**



# Have Your Say: Survey on the Impact of Hearing Loss and Empowerment in the Workplace – EFHOH

EFHOH, in collaboration with the European Association of Hearing Aid Professionals (AEA) and Thomas More University of Applied Sciences, is still collecting responses to our survey on the impact of hearing loss and empowerment in the workplace.

We need your voice! The survey is anonymous, and your contribution is fundamental to identifying barriers and solutions for inclusive workplaces. Please share and take the survey:

- [English version](#)
- [Italian version](#)
- [French version](#)
- [Dutch version](#)
- [Spanish version](#)
- [German version](#)
- [Portuguese \(PT\) version](#)
- [Portuguese \(BR\) version](#)
- [Polish version](#)



**CI ADVOCACY  
IN ACTION**

