



Shaping a greener future with LinkedIn Learning

Success story

Instilling good habits in Learning and Sustainability

For decades, Amplifon has been helping thousands of people with their hearing health, reconnecting them with the world around them through innovative hearing technology, assistive listening devices, and the superior expertise of its audiologists. As a global leader in hearing solutions and services, with more than 10,000 stores and 20,000 people in 26 countries, the company is committed to making a world of difference, not just for its customers.

In 2020, the global business launched its first Sustainability Plan, “Listening Ahead”, with the goal of integrating Sustainability into its business strategies, addressing global Environmental, Social and Governance (ESG) priorities. The second edition of the Plan was launched in 2024 with 20 targets for 2026, 2028 and 2030.

It was therefore essential to align educational efforts with Amplifon’s broader Sustainability goals, ensuring employees had competencies to support the company’s objectives.





Challenge

Raising Sustainability awareness

Amplifon's Sustainability Plans and the evolution of their targets are communicated to stakeholders, including the financial community as the company is listed. The role that employees play and their understanding of the importance of Sustainability is therefore, critical.

Aligned to the above goals, in 2024 Amplifon's Global Talent Team identified a need to raise employee awareness of the business's Sustainability Plan, increase familiarity with Sustainability topics, achieving the goal of two hours of training on ESG and DEIB topics on average per employee on a yearly basis, and equip employees with the right tools to help the company progress on its Sustainability journey.

It was paramount that Sustainability best practice and learning were successfully integrated into Amplifon's corporate culture. Adopting the right learning strategy was key.

To achieve this ambitious target, Amplifon's Talent Team, had only six months, making it crucial to identify the most effective and accessible learning solution.

Amplifon required high-quality, diverse, and accessible content – available in multiple languages – that could be integrated with its own learning management system (LMS). It turned to LinkedIn Learning and incorporated the platform, giving employees access to structured learning resources that would deliver long-term benefits and align with Amplifon's business goals.

But with employees based in 26 countries and varying levels of familiarity with Sustainability topics, how could Amplifon's Global Talent Team ensure the workforce embraced the plan and understood the vital role it played in shaping the company's future?

Results

Result 1

Engaged workforce

60% of targeted Back-Office employees have completed all three key training courses by December 2024.

Result 2

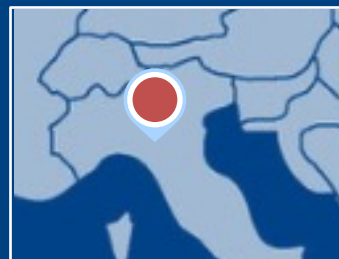
Exceeding learning targets

Each employee has achieved (on average) 2.9 hours of Sustainability training, exceeding the target by 45%.

Result 3

Making learning a habit

Learning has been embedded within corporate culture as all 2,400 Back-Office employees actively took part in the Sustainability training



Industry: Retail Health and Personal Care Products

No. of Employees: 20,300+

Headquarters: Milan, Italy



Solution

Adopting a comprehensive roll-out strategy

Amplifon chose to work with LinkedIn and integrated LinkedIn Learning into its learning management system platform. This integration enabled the company to create custom learning paths on various topics and for different organisational levels, leveraging LinkedIn Learning's offering available in nine languages, while also tracking and monitoring learning hours and supporting employees in their professional development.

Since LinkedIn Learning was already in place as a corporate learning solution when Amplifon was facing the need to launch the Sustainability-related learning, the company adopted a cohesive and collaborative rollout strategy, integrating the learning plan with a broader communication campaign: "Sustainable Waves". Sustainable Waves" is a Sustainability-focused newsletter already launched by Communication and Sustainability Teams on the company's intranet, with the aim of inspiring meaningful action and ensure that topics such as ESG and DEIB are seen as important to corporate culture. Integrating LinkedIn Learning content has ensured that employees not only get an overview of the topics but receive relevant training.

“Embedding Sustainability into our culture starts with knowledge. By leveraging LinkedIn Learning, we’ve turned a business priority into a personal mission for thousands of employees - proving that when learning is purpose-driven, it becomes transformative.”



Francesca Costa

Global Head of Talent at Amplifon



Matching curated content with company vision

Amplifon adopted a phased learning approach by choosing three key Sustainability topics to focus on: ESG, DEIB, and Sustainable Behaviour. LinkedIn's Customer Success Managers worked with Amplifon to identify the right learning content that matched the company's vision. These learning materials were assigned to the global Back-Office population (approximately 2,400 employees) with a completion timeline of 90 days and were rolled out alongside company-wide communications to reinforce their importance.

This approach was adopted globally. Amplifon ensured global alignment by distributing the training through headquarters in each country, creating a scalable and structured approach to adoption.

Seamless integration = increased engagement levels

Over the course of 2024, Amplifon's Talent Team released Sustainability training and targeted communications in three waves. This coordinated approach to learning was complemented by dedicated Sustainability "playlists" created by seamlessly integrating LinkedIn Learning with Amplifon's own Ampli-Academy.

Pre-engagement perception among employees was already positive due to LinkedIn's established presence in professional development. As a result, once fully integrated, engagement levels increased and employees felt encouraged to explore relevant content beyond their assigned courses.

LinkedIn Learning's ability to provide high-quality, accessible, and relevant content at scale made it the perfect partner for a global learning initiative, and LinkedIn Learning soon became an integral part of Amplifon's Sustainability education strategy. Moreover, Amplifon is already building on the lessons learned and piloting the same approach with other business-critical topics that will transform its future.