

## MEMORANDUM OF UNDERSTANDING

Memorandum of Understanding signed on January 7<sup>th</sup>, 2020 between;

**Ida Institute**  
Egebækvej 98  
2850 Nærum  
Danmark

and

**The British Academy of Audiology**  
Blackburn House,  
Redhouse Road  
Seafield,  
West Lothian,  
EH47 7AQ

### **PURPOSE AND SCOPE**

The purpose of this Memorandum of Understanding (MOU) is to establish and expand the collaboration between the British Academy of Audiology (BAA) and the Ida Institute (Ida), (hereafter referred to as the 'Parties'), in order to enhance the quality of audiological rehabilitation and support the advancement of hearing care.

The Parties share the view that the best results in audiological rehabilitation are achieved through a process that takes into consideration the needs of the individual. With this Agreement, the Parties therefore wish to strengthen the focus on a person-centered approach to hearing care. Together, the Parties will define areas in which they can work together in the future for their mutual benefit, and to foster a collaborative framework that can support this goal.

This MOU sets forth the intention of the Parties for increased collaboration and interaction, but does not create any legally binding commitments. If the Parties later agree to undertake specific joint projects with legally binding obligations, they will develop separate written agreements for such projects, setting out each Party's contribution, deliverables, and budgets.

### **BACKGROUND**

The British Academy of Audiology have invited Ida Guest Speakers to their events over a number of years and appreciate the contribution and opinions this has provided to Audiological Rehabilitation in the U.K. We are now interested in expanding this relationship into a partnership between Ida and BAA to instill Person-Centered approaches to all aspects of Audiological Care BAA members provide.

#### **The Role of The British Academy of Audiology**

BAA are the largest association of professionals in hearing and balance in the UK. BAA membership extends internationally and provides services in both the public and private sector.

The BAA aim to help its members to develop in their professional skills, provide a benchmark for quality and professional standards and promote audiology as an autonomous profession.

## **The Role of the Ida Institute**

The Ida Institute works to integrate person-centered care in hearing rehabilitation. The goal is to enhance the quality of hearing care and enable people with hearing loss to take an active role in their care by expressing their needs and preferences. To this end, the institute works with hearing care professionals around the world to develop and disseminate free tools and resources to strengthen the counseling process.

## **OBJECTIVES**

The Parties recognise the benefits to be derived from increased collaboration and interaction for the further promotion and understanding of audiological rehabilitation and counselling. In order to identify new avenues of cooperation, the Parties will:

- hold quarterly meetings, which may be online or in person, to update each other on ongoing priorities and plans, and to discuss issues relating to the partnership and implementation of joint activities;
- develop annual work plans for specific joint projects and activities;
- monitor activities as agreed in the work plans and hold a review meeting at the end of each activity;
- use owned communication channels (website, social media, newsletters etc.) to share information about relevant partner activities;
- collect and exchange relevant data to assess and evaluate use of and satisfaction with partnership activities and resources; and
- explore new ideas and opportunities for collaboration on an ongoing basis.

## **PARTIES' PRINCIPLES**

This partnership is guided by the following principles and practices:

- **Collaboration and mutual respect:** The Parties shall share responsibilities, as well as learnings and benefits generated from the MOU. They will show respect for each other's views and needs and will respect the expertise and skills that the other brings.
- **Maintenance of independence:** The independent status of each Party must not be compromised in any way. If there is a possibility that this principle is compromised, the Parties can withdraw from this MOU.
- **Integrity and transparency:** Both Parties will aim to be transparent and open in their communication. They will share relevant and reliable information pertaining to joint projects and be transparent about the stakeholders involved.
- **Compliance:** Both Parties will keep to agreed deadlines, with a high level of commitment to the projects.
- **Qualitative and Best Practice:** Both Parties shall seek to ensure the highest attainable quality standards in delivering joint activities.

## **GENERAL PROVISIONS**

### **Obligations**

In the event of any matter arising which could, in the reasonable opinion of either Party, significantly and adversely affect their standing, the concerned Party must inform the other Party as soon as is reasonably practical. Both Parties reserve the right to take appropriate action to ensure their reputations are not adversely affected because of such incidents.

No press releases regarding the MOU can be issued without prior written approval of both Parties.

### **Costs**

Each party will be responsible for its own costs in connection with all matters relating to this MOU.

### **Intellectual Property Rights**

Any intellectual property rights owned by either of the Parties before the commencement of this Agreement and during the term of this MOU will remain the property of that Party. Nothing contained in this MOU will affect the absolute ownership rights of either Party in such party's intellectual property rights. For the avoidance of doubt, no licences are granted under this MOU.

### **Duration**

This MOU shall be effective for a period of one (1) years from the date of final signature. It may be modified or extended by mutual written agreement of the Parties. This MOU may be terminated by either party upon written notice.

Any modification of this MOU shall be in writing signed by the Managing Director of the Ida Institute and Current BAA President.

### **Governing Law and Jurisdiction**

This Memorandum of Understanding is not legally binding and shall not give rise to any rights or liabilities for any party. This memorandum is not intended to and does not create any contractual rights between these parties.



The Parties to this Memorandum of Understanding hereby confirm their agreement to its terms by the following signatures:

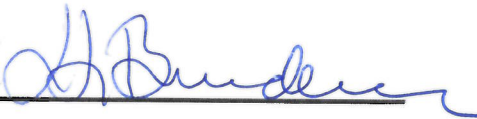
**SIGNED FOR THE IDA THE INSTITUTE**

**Name:** Lise Lotte Bundesen

**Title:** Managing Director

**Date:** Jan 7, 2020

**Signature:**

X 

**SIGNED on behalf of British Academy of Audiology**

**Name:** Karen Shepherd

**Title:** President

**Date:** 20<sup>th</sup> Dec 2019

**Signature:**

X 