



**THE ASSOCIATION 'THE WEEK OF SOUND'  
- IS AT THE ORIGIN OF UNESCO'S RESOLUTION 39C/49 -  
A HISTORIC DEVELOPMENT IN THE WORLD OF SOUND**



Since its creation in 1998, the Association 'THE WEEK OF SOUND' has been working to raise the awareness of politicians and the general public to the societal risks created by sound. With transverse themes such as environmental noise, auditory health, recording and playback techniques, the relationship between sound and image, musical expression, THE WEEK OF SOUND has a wide target audience. For World Hearing Day on 3 March, in association with the World Health Organisation (WHO), the Association is proud to announce that UNESCO has adopted a historic resolution « The importance of sound in today's world: promoting best practices », based on the 5 themes of the Charter of 'THE WEEK OF SOUND' Association.

**THE RESOLUTION 39C/49 MARKS THE ENTRANCE OF SOUND INTO UNESCO**

On 31 October 2017, UNESCO adopted a historic resolution concerning the importance of sound in today's world. The origins of this resolution? For more than 15 years 'THE WEEK OF SOUND' Association has been working to raise the awareness of the general public, politicians and all the other actors in society, to the societal risks created by sound.

*« A real door open to the world, sound is an element of personal equilibrium fundamental to our relationship with others and the rest of the world. Thanks to the Association 'THE WEEK OF SOUND', for the 1st time, sound is considered in its environmental, societal, medical, economic, industrial and cultural dimensions. »*

Christian Hugonnet, President and founder of the Association 'THE WEEK OF SOUND'.

The aim of this resolution is to promote best practices, including:

- Encouraging wearing **hearing aids**
- Using workshops in schools to **teach younger generations** about the noise level scale, following the example of degrees Celsius for temperature.
- Recommending that in concerts or public broadcasts, a multi-source sound system is used to obtain a **better homogeneity of restitution and reducing the overall noise level.**
- **Recognising the contribution of sound professionals** in the creative stage and being aware that **the collective practice of music is a way to combat violence and exclusion.**

#### THE GENESIS OF RESOLUTION 39C/49

- **June 2014:** At its AGM the Association approves The Charter of the Week of Sound©, defining 33 concrete objectives to achieve, in 5 sectors of activity.
- **18 January 2016:** The Charter of the Week of Sound© is presented for the first time to UNESCO in the presence of the then Director General, Irina Bokova, the Ambassadors of France and Lebanon, and Dr Shelly Chadha, Hearing Healthcare Officer at the World Health Organization responsible for the WHO's Prevention of Deafness and Hearing Loss Programme.
- **2 May 2017:** The Charter is adopted as a project for a resolution by the Executive Board of UNESCO.
- **31 October 2017:** The resolution is adopted by the General Conference of UNESCO and its 195 Member States.

This resolution is evidence of Member States' wishes to measure the fundamental importance of sound everywhere in the world. The ambition of the WEEK OF SOUND, is to have this resolution adopted by the UNITED NATIONS.

#### 'THE WEEK OF SOUND' ASSOCIATION: A PIONEER

**Founded in December 1998** by Christian Hugonnet, an Acoustical Engineer and Court appointed Expert, the Association 'THE WEEK OF SOUND' [subject to the French Law on Associations of 1901], has the objective of **raising the awareness of the general public, politicians and all the other actors in society, to the societal risks created by sound.**

**Each year since 2004, the Association has organised a campaign-event in January on the problems linked to sound, using a transversal approach:** cultural, health (hearing health), industrial, educational, environmental. and economic.

This 'Week of Sound' also takes place at the same time in Belgium and Switzerland, and at other times in the year in Mexico, Colombia, Argentina, Uruguay, Venezuela, Canada, Senegal, Romania and Spain.



**In 2006** the Association 'THE WEEK OF SOUND' received a '**Golden Decibel Award**' from the French National Noise Council, **and as such is recognised as being beneficial to the general interest of society and accredited by the French Minister of National Education** (Official Bulletin N°3, 19 January 2014).

For the 70th edition of the Cannes Festival in 2017, the Association initiated the first '**Prize for the best sound creation**', attributed as part of the selection '*Un certain regard*' [*from another point of view*] to the Director Kaouther BEN HANIA for her film « La Belle et la meute ». [Beauty and the Dogs].

For further information, please contact the 'Press Contact'

#### PRESS CONTACT

Agence Oconnection

Margaux Grand - [mgrand@oconnection.fr](mailto:mgrand@oconnection.fr) - 00 33 (0)1 46 40 66 88 -  
00 33 (0)6 67 29 60 57

CONTACT THE ASSOCIATION 'THE WEEK OF SOUND'

Véronique Balizet - [infos@lasemaineduson.org](mailto:infos@lasemaineduson.org) - 00 33 (0)1 42 78 10  
15 - 00 33 (0)6 81 12 05 88