

Is your organization ready for the *European Accessibility Act*?

Deadline: 28th June 2025

Date

22/08/2024



 iO is a *blended* agency.

We bring together talent in marketing, technology, content, strategy, creativity, and data. With our belief that "[experience is everything](#)," we help our clients provide their target audience with rich and relevant brand experiences.

2000+ experts ● 12 campuses ● 5 countries ● 20+ industries ● 100+ core services



Welcome!



Tim Dujardin


Head of Accessibility / Frontend Developer, iO

Clients that benefit from our technology expertise





Good to know! ;-)

 Drop your questions in the chat. Q&A at the end of the webinar



The recording of this webinar will be shared via e-mail



Slides will be shared via e-mail also



Happy to share the slides, send me a DM

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The importance of compliance

The business case for accessibility

Where to start?

What is *digital
accessibility*?



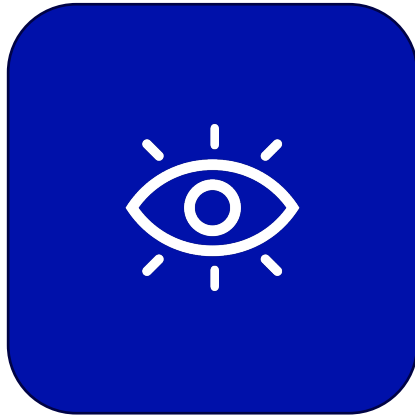


WCAG

Web Content Accessibility Guidelines

WCAG principles

Also known as the POUR principles



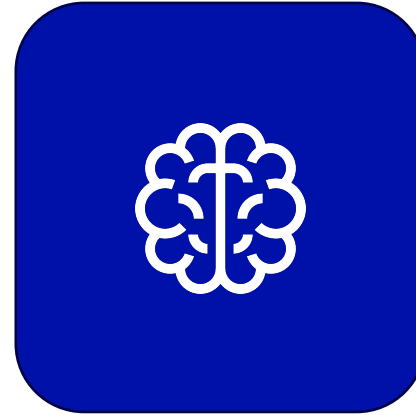
Perceivable

Gain information



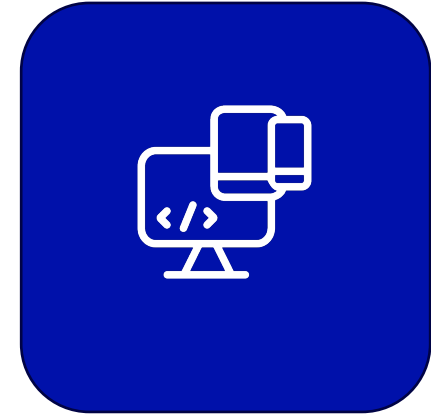
Operable

Simple to use



Understandable

Clear to understand



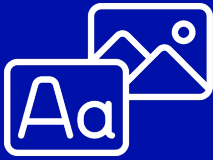
Robust

Device-agnostic

WCAG principles

Some tangible examples

Perceivable



Non-Text Content

Images are accompanied by
a text alternative

Operable



Keyboard

All content is operable
through a keyboard

Understandable



Language

Language of the page
is set correctly

Robust



Robust

Semantics such as name, role
and value are available

WCAG guidelines



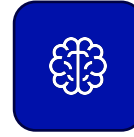
1. Perceivable

1.1 Guideline
1.2 Guideline
1.3 Guideline
1.4 Guideline



2. Operable

2.1 Guideline
2.2 Guideline
2.3 Guideline
2.4 Guideline
2.5 Guideline



3. Understandable

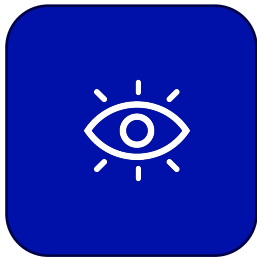
3.1 Guideline
3.2 Guideline
3.3 Guideline



4. Robust

4.1 Guideline

WCAG criteria



1. Perceivable

Gain information

1.1 Text Alternatives

1.1.1 Non-Text Content **A**

1.2 Time-based Media

...

1.2.2 Captions (Prerecorded) **A**

...

1.2.4 Captions (Live) **AA**

1.3 Adaptable

1.4 Distinguishable

WCAG conformance levels

Level A, AA and AAA



A

Minimal requirements



AA

Legal requirements



AAA

Advanced requirements

The importance of *compliance*



WCAG 2.1 AA

Web Content Accessibility Guidelines

WAD

Web Accessibility Directive

Websites and mobile applications of public sector bodies.
This directive came into full effect in June 2021.

EAA


European Accessibility Act

Products and services such as kiosks, audio-visual media services, public transport, banking services, e-commerce, etc. This directive will go into full effect on 28 June 2025.

The importance of compliance

European Accessibility Act

Deadline: 28th of June 2025

- In scope of the act
 - Products and services that have been identified as being most important for persons with disabilities
 - Products and services being most likely to have diverging accessibility requirements across EU countries
 - Companies with more than 10 employees and an annual turnover or balance sheet total of 2 million euros
- Considered out-of-scope
 - Self-employed and other smaller "micro-enterprises"
- 5 year grace period 
 - Five years to adjust existing systems accordingly
 - New applications will have to comply with the new rules immediately.

The importance of compliance

Who is the EAA relevant to?

E-commerce*

Such as web stores, news websites with subscriptions, streaming services, etc.

Telecommunication services

Banking services

(Public) transport services

Such as air, bus, rail and water transportation

Audio-visual media services

E-books and relevant software

The European emergency number 112

And many more

** The term "e-commerce" applies to any business that offers services through a website or app to enter into an agreement with consumers. If money is paid online, it probably falls under e-commerce.*

Accessibility penalties in Germany

TEILHABE

Barrierefreiheitsstärkungsgesetz

*Gesetz zur Umsetzung der Richtlinie
(EU) 2019/882 des Europäischen
Parlaments und des Rates über die
Barrierefreiheitsanforderungen für
Produkte und Dienstleistungen
(BFSG)*

Eine inklusive Gesellschaft, in der alle Menschen ein selbstbestimmtes Leben führen, ist unser Ziel – in Deutschland und Europa. Ein wichtiger Schritt dorthin ist die Barrierefreiheit. Soweit es um Produkte und Dienstleistungen geht, fördert das Barrierefreiheitsstärkungsgesetz (kurz: BFSG) die

The [BFSG](#) translates as the Accessibility Strengthening Act and enforces the BITV and BGG.

The BFSG aims to ensure all German organizations meet accessibility standards before June 2025.

Organizations that fail to comply with BITV and BGG standards by this date will face [fines and penalties of up to €100,000](#).

The *business case* for accessibility



The *business case* for accessibility



Reach a wider
audience



Enhance user
experience



Better ranking in
search engines



Improve brand
reputation



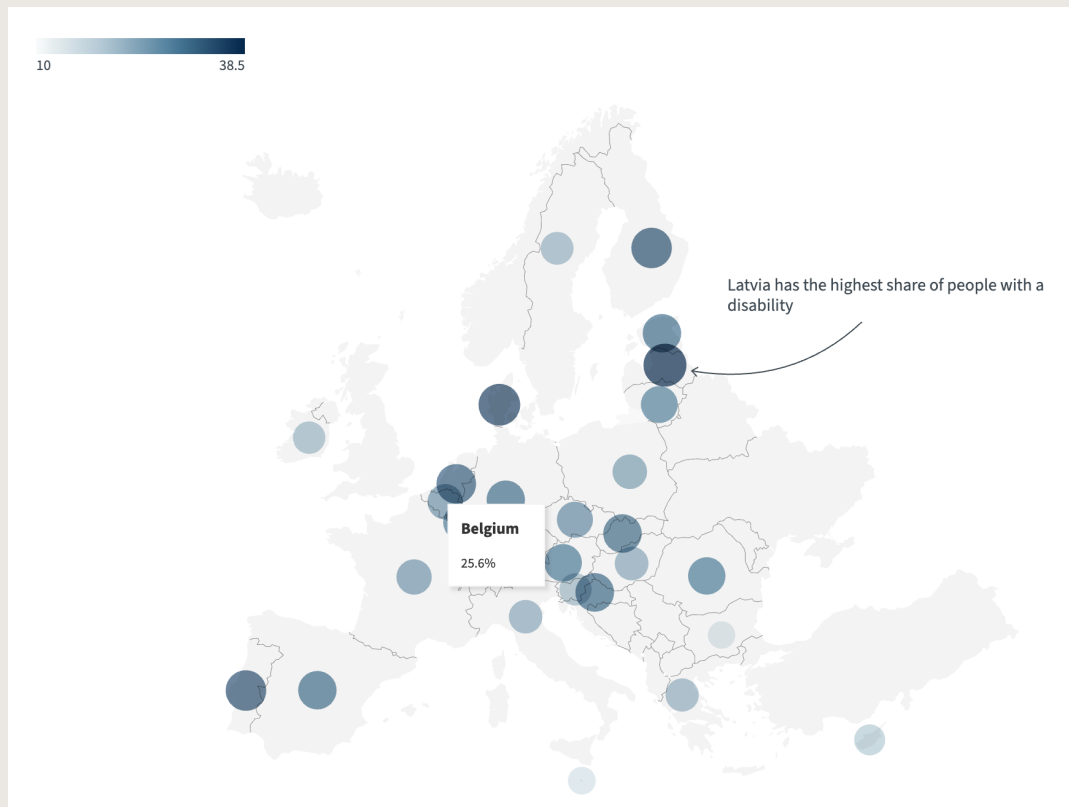
Focus
on innovation



Legal
obligation

Reach a wider audience

Disability in the EU

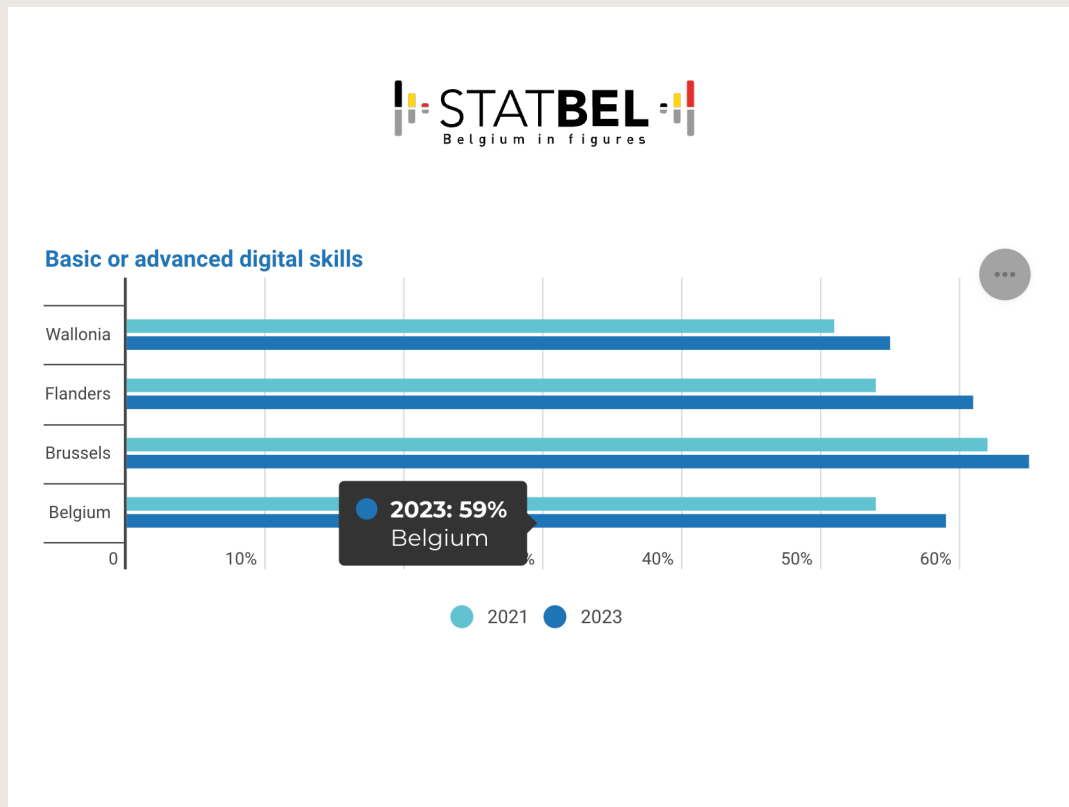


[In Europe, nearly 101 million people \(1 in 4\) have a disability.](#) This can be a physical, sensory, mental or psychological disability or a chronic illness.

25.6% of the Belgian population has a disability, according to figures from Statbel.

In the Netherlands, that's even 32.3%!

Digital vulnerability in Belgium















Over 41% of the Belgian population between the ages of 16 and 74 are digitally vulnerable, according to figures from Statbel.

Different scenarios

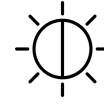
Types of disabilities

This covers the most varied situations, from temporary blindness to using websites in unusual situations.

Accessible services are also important for people with temporary disabilities.

	Permanent	Temporary	Situational
Touch	 One arm	 Arm injury	 New parent
See	 Blind	 Cataract	 Distracted driver
Hear	 Deaf	 Ear infection	 Bartender
Speak	 Non-verbal	 Laryngitis	 Heavy accent

Does it look familiar to you?



A smartphone in bright sunlight limits readability



Silently watching a video on a crowded train



A heavy accent that makes voice assistance difficult



I broke my arm, so I'm a little less mobile



The text is too small, so I can't access the information



I am holding my newborn baby, so I have my hands full



I don't recognize myself in this content, so never mind

Enhance user experience

Enhance user experience

- Principles of web accessibility are closely aligned with the best practices of web design
- When content is easy to perceive, understand, and operate, every user benefits



Better ranking in search engines

Better ranking in search engines

- Improved SEO performance
- Lower bounce rates
- After all, Google is your biggest visual impaired user 🙄



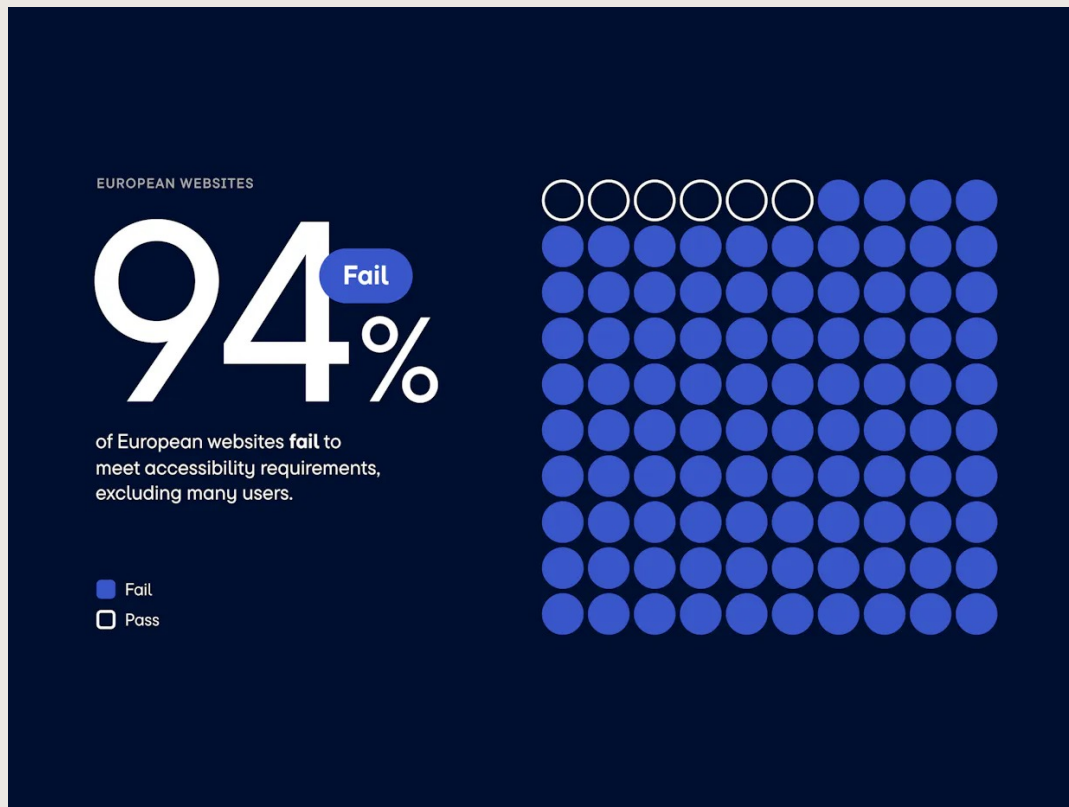
Improve brand reputation

Improve brand reputation

- The right to access information and services, regardless of their abilities
- Ensure everyone can participate fully in society
- Positive difference compared to competitors



Homepage accessibility within Europe



A sample of *260,000 homepages in 18 European countries* showed that a large majority did not meet the new accessibility criteria.

More than *94% of the 7,408 Belgian sites* that were held up to the light received an unsatisfactory score.

A very bad score, you might think, but [according to Craftzing it turns out to be the European average.](#)

Focus on innovation

Focus on innovation

- Accessibility pushes boundaries and creates new opportunities for people with different capabilities
- New technologies and innovations that benefit everyone
- The electric toothbrush 🦷



The *electric* toothbrush

- Electric toothbrushes were originally developed in 1960 to assist patients in the United States with limited motor skills
- This innovation has not only benefited individuals with disabilities but has also simplified oral hygiene practices for people worldwide



Legal obligation

Legal obligation

- Many countries have laws and regulations that require website accessibility
- 2 European directives
 - Web Accessibility Directive (WAD)
 - European Accessibility Act (EAA)



Where to *start*?



The *roadmap* to accessibility

Define
01

Evaluate
02

Communicate
03

Implement
04

Educate
05

Monitor
06



Define

01

Scope

Scope definition relies on impact on your target audience, for example:

- Critical user flow(s)
- Website search functionality
- Most popular page(s)

Evaluate

02

Audit

The audit will provide you with a compliance status for your scope:

1. No compliance
2. Partial compliance
3. Full compliance

Communicate

03

Statement

Publish an accessibility statement to communicate commitment.

- Compliance status
- Contact information
- Feedback procedure

Implement

04

Development

Backlog refinement based on the priority scale defined in the audit.

Remediation of the WCAG issues based on the feedback and solution proposal(s) defined in the audit.

Educate

05

Awareness

Trainings are available for different team member profiles.

Accessibility awareness will have positive impact on the future decisions each member makes.

Monitor

06

Review

Maintain the level of compliancy through testing procedures such as:

- Design and code review
- Automated testing
- Evaluation cycle

Our team of accessibility experts



Tim Dujardin

Head of Accessibility / Frontend Developer

Campus Ghent



Peter Fransen

UX Designer

Campus Antwerp



Tom Schaek

Front-end Developer

Campus Herentals



Sébastien Millart

Quality Officer

Campus Brussels



Roël Van Dijk

Quality Officer

Campus Rotterdam

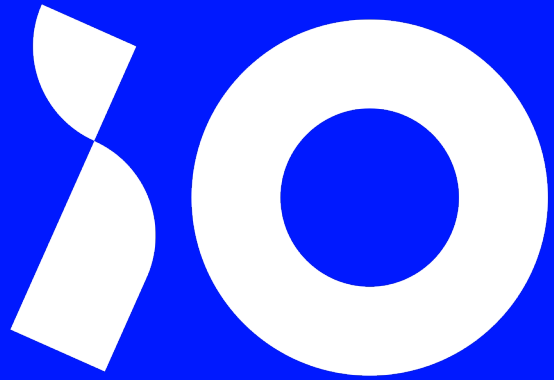
Q&A

REMINDER

When you get older, you won't be able to fully use the website or app you're designing or building right now!

1 in 4 at age 45+ have a disability.
1 in 2 at age 65+

[#accessibility](#)



Thank you

Tim Dujardin

tim.dujardin@iodigital.com