




e-Accessibility

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ABLE TO INCLUDE, Brussels, 14 February 2017

About EDF

- 80 millions persons with disabilities
 - Independent NGO
 - Umbrella organisation of persons with disabilities in Europe
 - “Nothing about us without us”
 - More than 100 organisations
 - Focusing on policy issues concerning social policy, human rights, accessibility of transport, built environment and ICT (information and communication technologies).
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ICT as key enabler for persons with disabilities

- UN CRPD – access to ICT
- Gateway to social participation and independent living
- Mainstream & assistive technologies
- Overcome existing barriers
- More easily adaptable

**Accessibility an intrinsic element of ICT,
similar to others (privacy, data protection, etc.)**



ICT as key enabler for persons with disabilities

Triple A (available, affordable and accessible)

ITU – [“The ICT opportunity for a disability-inclusive development framework”](#)


- **Web**
- **Mobile**
- **Audiovisual media**

Barriers:


- Cost of assistive technologies
 - Lack of accessible ICT goods and services
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Digital Single Market Strategy, 2015

[Read the DSM strategy](#)

- 16 actions to harmonise the rules of the Internal Market in the digital environment
 - Lack of inclusive approach
 - Opportunities for persons with disabilities:
 - Audiovisual Media Services Directive
 - Universal Services Directive
 - e-Commerce Directive
 - e-Skills, etc.
 - e-Government Action Plan
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EDF & AGE Platform recommendations for an Inclusive Digital Single Market


- **One in three persons with disabilities has never used the internet**, which represents 54% of those who have never been online.
 - **Over 69% of people who lack basic digital skills are aged over 55.**
 - There is still **much room for improvement** with regards to accessibility of websites (less than a third are accessible), equal access and choice in telecommunications products and services (huge variations across the EU), and in the accessibility of audiovisual content
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Web Accessibility

UN CRPD Article 21 on Freedom of expression:

“Urging **private entities** that provide services to the general public, including through the Internet, to provide information and services in accessible and usable formats for persons with disabilities;

Encouraging **the mass media**, including providers of information through the Internet, to make their services accessible to persons with disabilities;”



What do we mean by web accessibility?

1. Provide text equivalents
2. Organise and structure content
3. Do not depend on single sense
4. Ensure keyboard access
5. Give users enough time
6. Avoid interferences
7. Identify hyperlinks and contents
8. Use consistent navigation interfaces
9. Help users avoid mistakes
10. Ensure compatibility

[EDF e-resource on web accessibility](#)

Guidelines: [W3C Web Content Accessibility Guidelines 2.0](#)

Included in the [European Standard EN 301 549](#)

Benefits of web accessibility

- Equal opportunities for persons with and without disabilities
- Faster loading time
- Increased usability
- Reduced site development and maintenance time
- Better search engine indexation
- Wider compatibility
- Inclusive digitalisation
- Legal compliance

**REQUIRE AT LEAST WCAG 2.0 LEVEL AA
STRIVE FOR LEVEL AAA (OR BEYOND)**





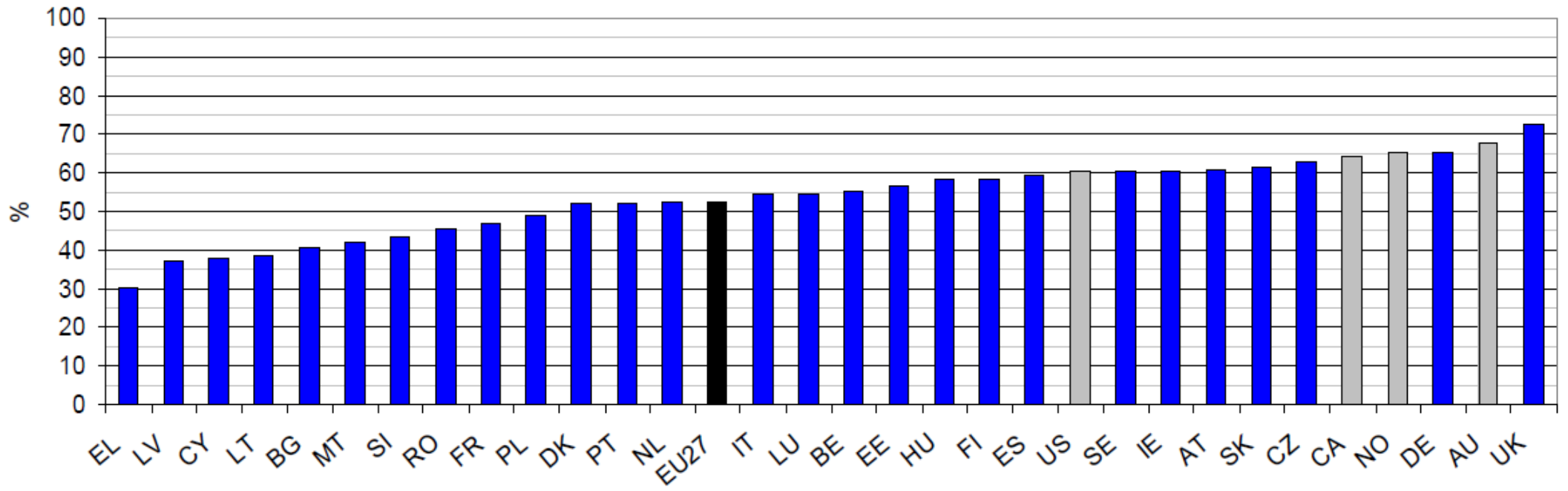
Justice Department Enters into a Settlement Agreement with Peapod to Ensure that Peapod Grocery Delivery Website is Accessible to Individuals with Disabilities

November 17, 2014. The Justice Department announced today that it has entered into a settlement agreement with Ahold U.S.A. Inc. and Peapod LLC, the owners and operators of www.peapod.com, to remedy alleged violations of the Americans with Disabilities Act (ADA). Peapod is America's leading Internet grocer, delivering more than 23 million orders in 12 Midwest and East Coast states and the District of Columbia. The agreement resolves the department's allegations that www.peapod.com is not accessible to some individuals with disabilities, including individuals who are blind or have low vision, individuals who are deaf or hard of hearing, and individuals who have physical disabilities affecting manual dexterity.

Continue reading the news: <http://www.justice.gov/opa/pr/justice-department-enters-settlement-agreement-peapod-ensure-peapod-grocery-delivery-website>

Meanwhile in Europe...

Overall scores (as a percentage of maximum possible score for the country)




Source: "Study on assessing and promoting e-accessibility", available at:
<http://ec.europa.eu/digital-agenda/en/news/study-assessing-and-promoting-e-accessibility>

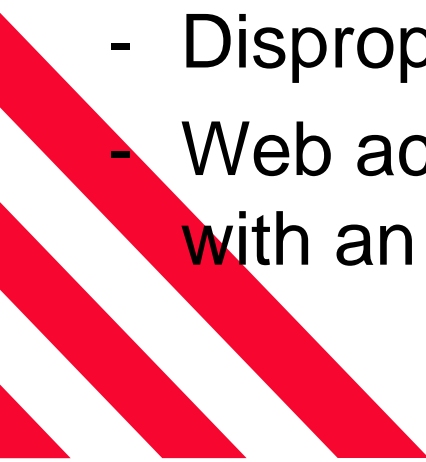
Conclusions MeAC 3

- Progress in recent years
- Countries with strong obligations + monitoring obligations score better
- Huge variation across the EU
- WCAG 2.0 level AA with some variations
- Focused on blind users

Other resources: [EIII project](#) (benchmarking), [WAVE](#) (automatic tool), Study “[Measures to improve accessibility of public websites in Europe](#)”




NEW! Directive on the accessibility of website and mobile applications of the public sector bodies (the Web Directive)

- All public sector bodies websites and mobile apps (Public Procurement Directive definition)
 - Digital documents and online services
 - Exceptions:
 - broadcasters
 - live audiovisual – to be made accessible in 14 days
 - Non-administrative functions of schools, kindergartens and nurseries' websites
 - Disproportionate burden
 - Web accessibility statement, including feedback mechanism with an on-demand service for inaccessible content
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Web Accessibility Directive

- Use of harmonised standard (web and mobile) – in absence of it: Common Technical Specifications for mobile
- Enforcement mechanism:
 - National authority with a complaint mechanism
 - Focal point for web accessibility (trainings, materials, contact with users' organisations, etc.)
- Regular monitoring (check [study on monitoring methodologies for web accessibility](#))
- Reporting to the Commission
- Implementation – transposition 23 September 2018:
 - +12 months for new websites
 - +24 months for existing websites
 - +33 months for mobile apps

Accessibility Act: content

- Directive with legal base: Article 114 TFEU (Internal Market)
 - Mainstream products and services covered
 - Disproportionate burden and fundamental alteration
 - Use of harmonised standards or Common Technical Specifications
 - Implementation and enforcement mechanisms by market surveillance authorities
 - CE marking
 - Functional specifications (accessibility requirements)
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Accessibility Act: Scope

- Computers and operating systems
- ATMs, ticketing and check-in machines
- Smartphones
- Telephony services and related equipment
- Audiovisual media services and related consumer equipment
- Services related to air, bus, rail and waterborne passenger transport
- Banking services
- e-books
- e-commerce

Complementing legislation:

- Public Procurement Directive
 - Structural Funds
 - Trans-European Transport Networks (TEN-T)
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Accessibility Act: EDF position

- Crucial step towards more accessibility but not a panacea
- Limited scope: Built environment, transport, household appliances
- Exemptions (Art. 12)
- CE-marking
- Participation of Disabled Persons' Organisations (DPOs)



Accessibility Act: ICT requirements I

- Find the gaps and propose the necessary additions to ensure that all aspects of products and services meet an adequate level of accessibility for persons with disabilities.
- Provide clarity to the proposed accessibility requirements.
- Allow further innovation through a functionality and technologically neutral approach.
- Ensure compatibility with assistive technologies



Accessibility Act: ICT requirements II

Example: General purpose computer hardware and operating systems

User interface and functionality design:

In order to make accessible the design of the products and their user interface as referred to in points (d) and (e) of point 1 they **shall** be designed, where applicable, as follows:

provide for communication and orientation via more than one sensory channel **including:**

- ***where the product provides visual modes of communication and operation, the product shall provide at least one mode of information and operation that does not require vision,***
- ***where the product provides auditory modes of information and operation, the product shall provide at least one mode of information and operation that does not require hearing;***

Next steps

- European Parliament (IMCO)
- Discussions in the Council (EPSCO)
- Exchange with other stakeholders



Aim: Swift adoption of an ambitious and meaningful Accessibility Act





THANK YOU

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