



PANEL DISCUSSION

**WEB ACCESSIBILITY
AS DRIVER FOR LOCAL AND REGIONAL
DIGITAL INCLUSION**

European Parliament



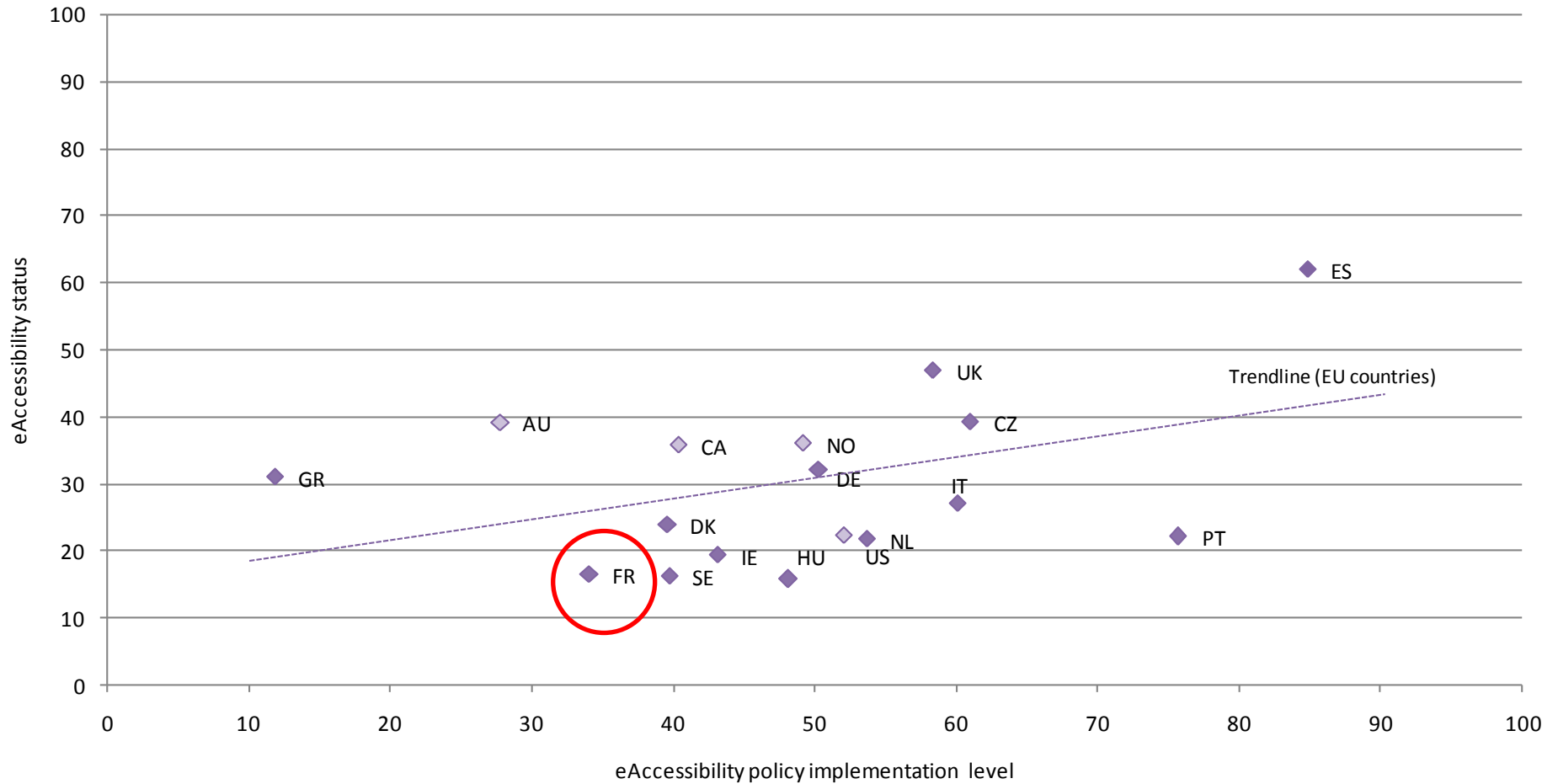
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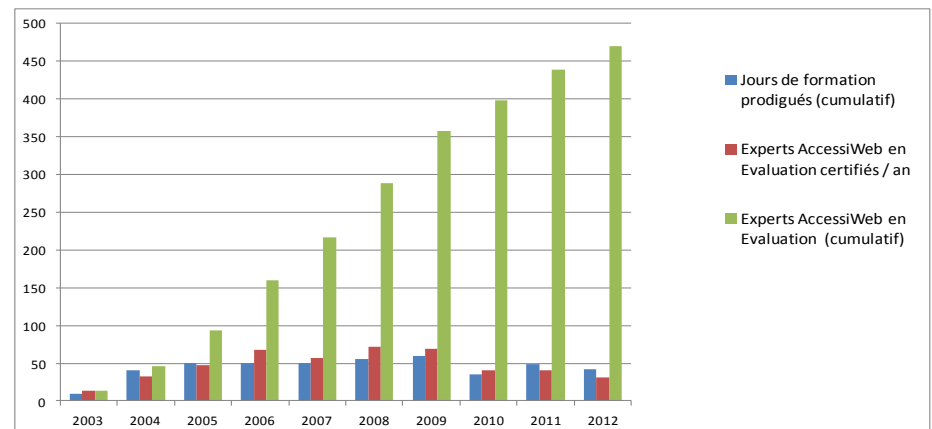
METROPOLITAIN

Study MeAC





- Publishing and maintaining the AccessiWeb reference manual
- Running a series of training courses
- Proposing a certification process
- Several EU funded projects aimed at promoting W3C/WAI standards
- A professional community





Brussels - 19 November 2014



1 - Web Accessibility is the result of a full and complex process, requiring:

- skills
- methods to implement the standards
- tools
- controls & testing
- a correction process

Accessibility MUST be considered from the outset



2 - Web Accessibility is not only a cost, it is an investment

- Contributes to overall quality
- Reduces other costs (maintenance, after sales services, customer services, etc.)
- Opens services to new audiences/clients



3 - Web companies express a demand for more binding accessibility regulations

- to compete in a clear and fair market
- to reach new commercial targets worldwide
- to assert their competitive skills



4 - What is still needed in France (and elsewhere)

- Web Accessibility training on a large scale (universities, , computer science departments, etc.)
- Clear objectives and a roadmap for implementation
- An authority with a clear mandate, sufficient funding and real powers

Coming soon: the Action Plan of the French government

- ✓ a campaign targeting French administrations
- ✓ training for Web professionals in public services
- ✓ a methodological reference document (based on AccessiWeb)
- ✓ accessibility certification



The full action plan will be announced in December

Why we do support the Directive on the accessibility of the public sector bodies' websites?

- it defines a baseline for services based on real expectations
- it unifies requirements
- it will foster/support national policies
- it creates suitable conditions for European monitoring
- it encourages growth of an eAccessibility market

Thank you !

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*9th European e-Accessibility Forum
International Conference*

e-Accessible Knowledge

Standards and good practices

8 June 2015, Paris

Cité des sciences et de l'industrie

Accessible formats for rich content (maths, chemistry, music, art, multimedia, educational material); inclusive reading devices; e-learning; conformity assessment; best practices.

A unique opportunity to listen to academics and leaders from international institutions and industry talk about:

- How advances in technology can facilitate the provision and dissemination of accessible content;
- How the reading experience varies from user to user;
- How authors and publishers can best meet their readers' needs;
- How to take advantage of opportunities to gain new markets;
- The importance of international cooperation in promoting accessible standards and good practices.

DON'T MISS IT!

