The life-changing magic of accessibility

Paola PEPE

Directorate-General for Communications Networks, Content and Technology (DG Connect)

Unit “Accessibility, Multilingualism and Safer Internet”

Clear writing for Europe 2021

Organised in partnership with:
European Commission, European Parliament, General Secretariat of the Council of the European Union, Joint Services of the European Economic and Social Committee and the Committee of the Regions & Translation Centre for the Bodies of the European Union.

Digital Society

- Cybersecurity
- Digital inclusion
- Digital public services and environments
- Green digital sector
- Language technologies
- Media and digital culture
- Next Generation Internet
- Online privacy and safety

Advanced Digital Technologies

- Advanced computing
- Advanced digital technologies
- Artificial intelligence
- Data and cloud computing
- Internet of Things

International Cooperation in Digital

- International relations
- Digital in the Trade and Technology Council

Digital Economy

- Digital skills
- Supporting industry

European Commission

Directorate-General for Communications Networks, Content and Technology (DG Connect)

Digital strategy website

Web Accessibility Directive

6 Commission priorities for 2019-24

The European Commission's political leadership

Business, Economy, Euro

EU economy, the euro, and practical information for EU businesses and entrepreneurs.

Live, work, travel in the EU

Advice on living, working or travelling in the EU, on visas and immigration for non-EU citizens, European culture.

Law

EU law and judgments, how EU law is applied, public consultations, data protection, infringements, fraud, serious crime.

Funding, Tenders

EU funding, grants, tenders, and how to apply.

Research and innovation

Research funding, partners, results and EU action to promote innovation.

Energy, Climate change, Environment

Action by the EU on environmental protection, climate change and clean energy.

Education

Education and training opportunities, EU actions on schools, youth, higher education, adult learning and vocational training.

Aid, Development cooperation, Fundamental rights

EU promotion of fundamental rights, development and humanitarian aid, current and upcoming projects, partner organisations.

Jobs at the European Commission

Permanent and temporary jobs, traineeships, how to apply, EU careers office EPSO.

Statistics

Official EU statistics, public opinion polls, trends and forecasts.

Food, Farming, Fisheries

Rules and policy for safety and quality, information and statistics on products and markets.

EU regional and urban development

EU support for job creation, economic growth, business competitiveness, and sustainable development.

Assistive technology helps but…

What we do
EU strategy, its role in setting priorities, and its implementation through EU policy.

6 Commission priorities for 2019-24
6 priorities
6 Commission priorities for 2019-24

Who we are
Organisation, departments, roles and responsibilities, governing principles, and how to visit and get involved.

The European Commission's political leadership
The Commissioners 2019-2024
The European Commission's political leadership

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EU economy, the euro, and practical information for EU businesses and entrepreneurs.

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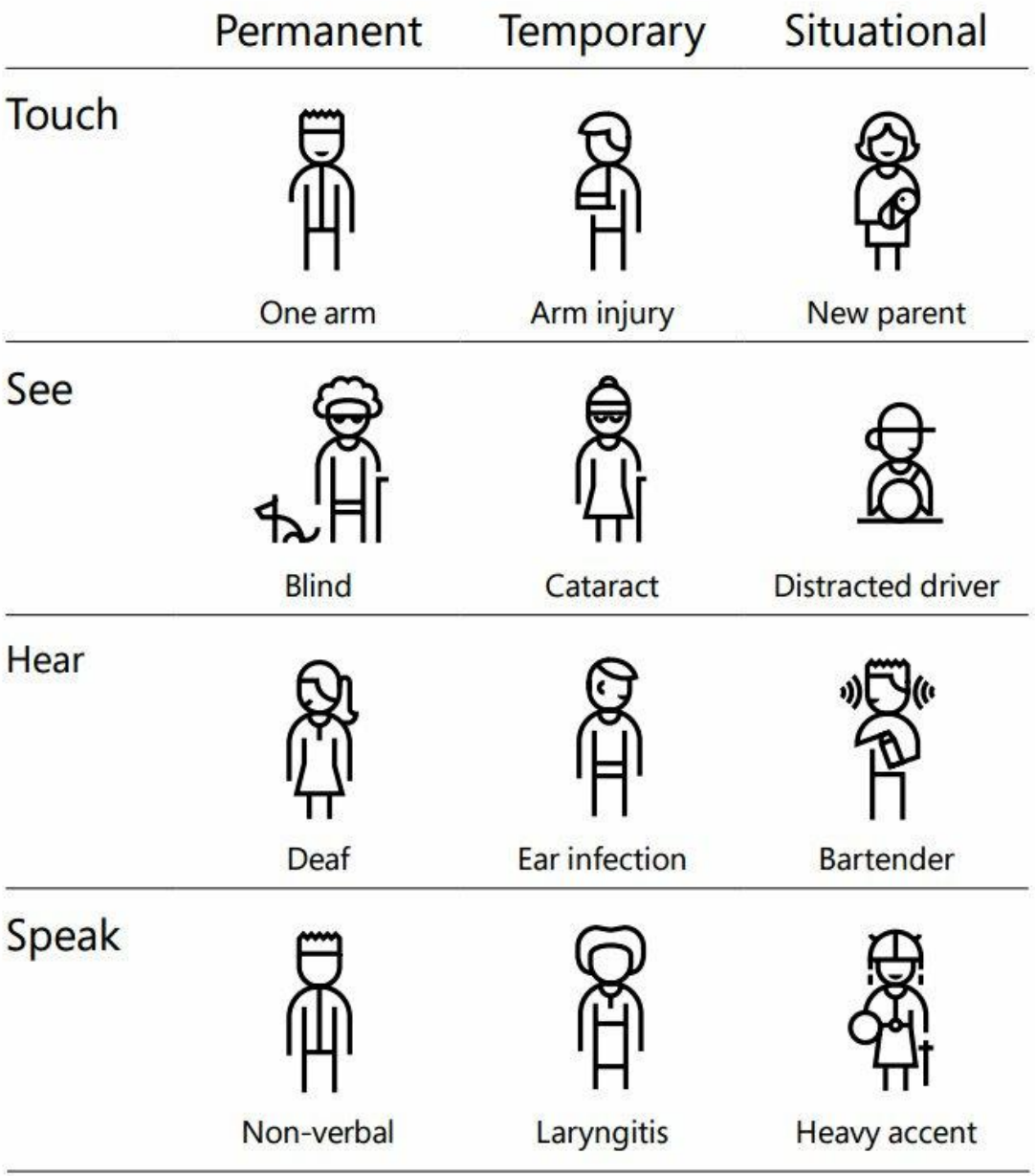
Browse by topic

Imagine reading every content in Notepad, without structure or logical order

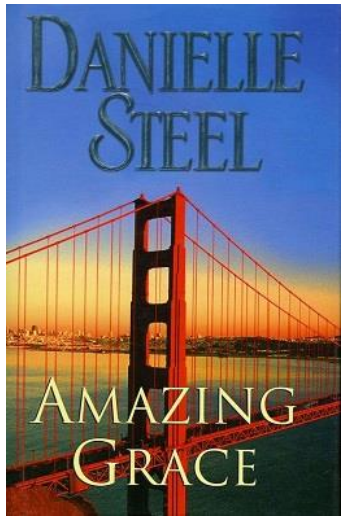
YOU DONT
MATTER GIVE UP

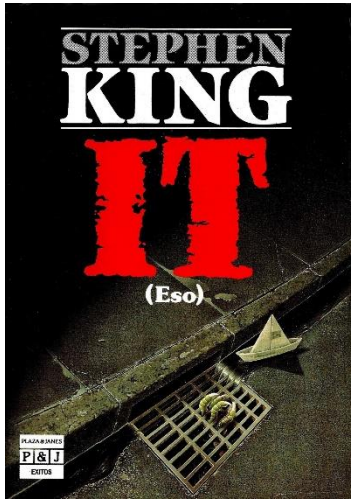
DONT
DEAD
INSIDE
amc.com



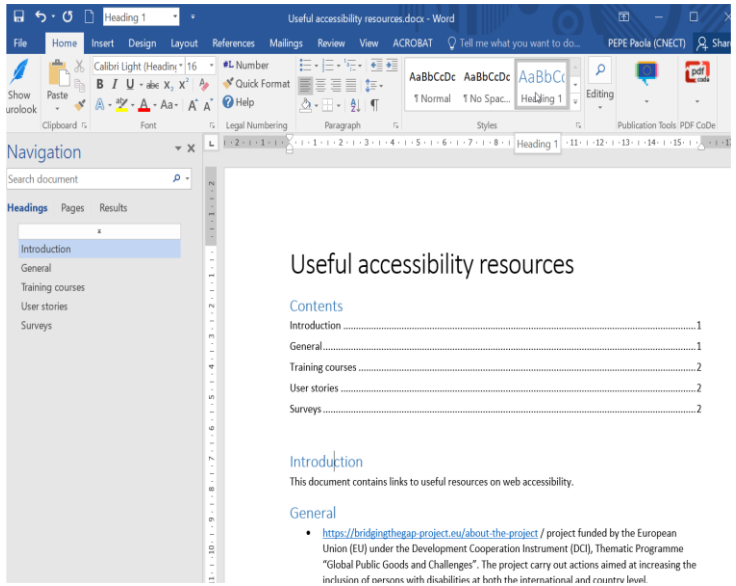
Disability or mismatching?

Audience’s reading age

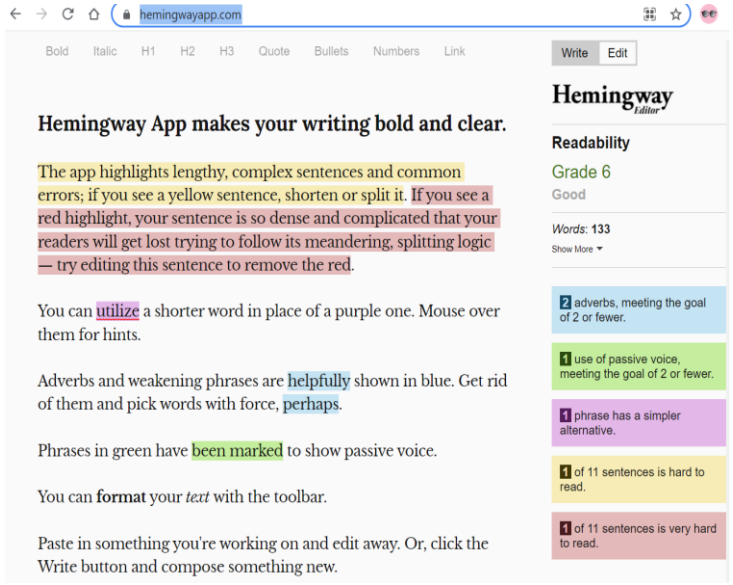




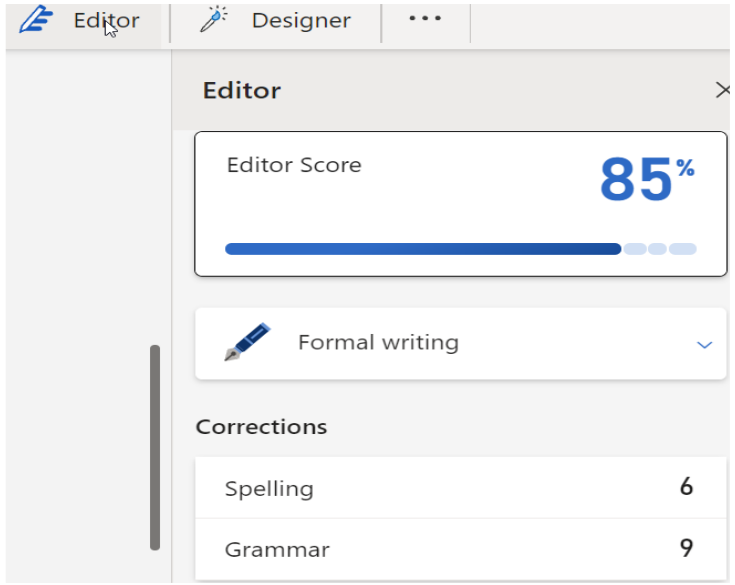
Word



Use headings



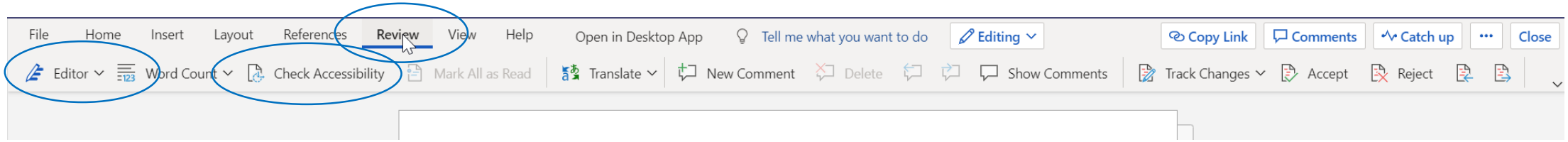
Online editors



Teams

Check our short tutorial (Password: **Accessibility**)

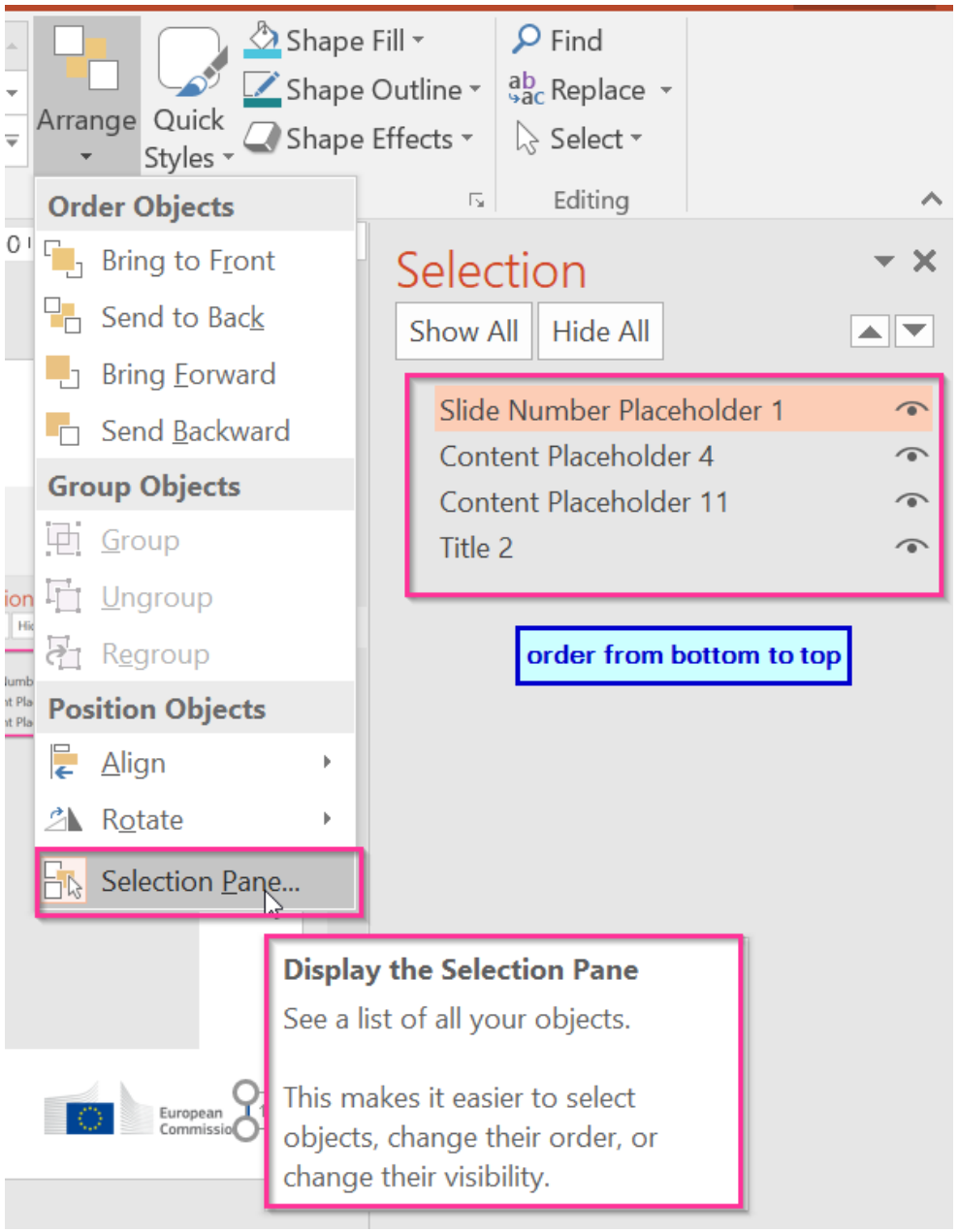
Editing and reviewing tool in Teams



Extra tip: select the **right language** for your documents (Word + PowerPoint) – or the screen reader will mispronounce

Powerpoint

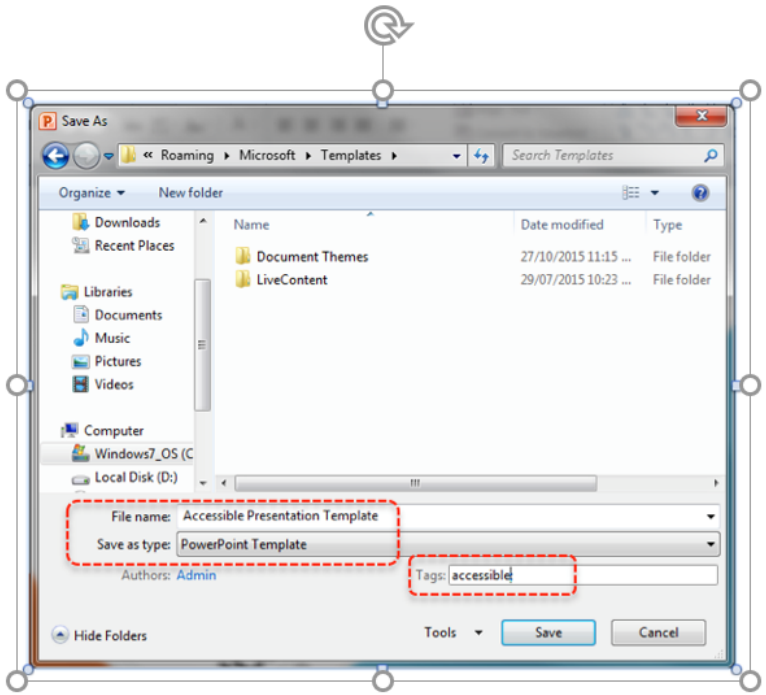
- Visually easy
- Structure
- Contrast
- Use placeholders
- Reading order
- Outline view
- Describe graphs
- Alt Text

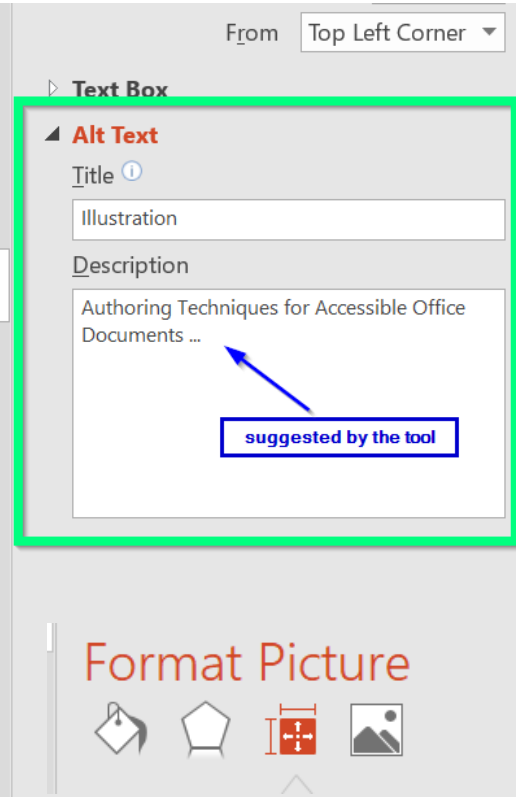


Describe images and graphs

Powerpoint

- Visually easy
- Structure
- Contrast
- Use placeholders
- Reading order
- Outline view
- Describe graphs
- Alt Text





Web & Hyperlinks

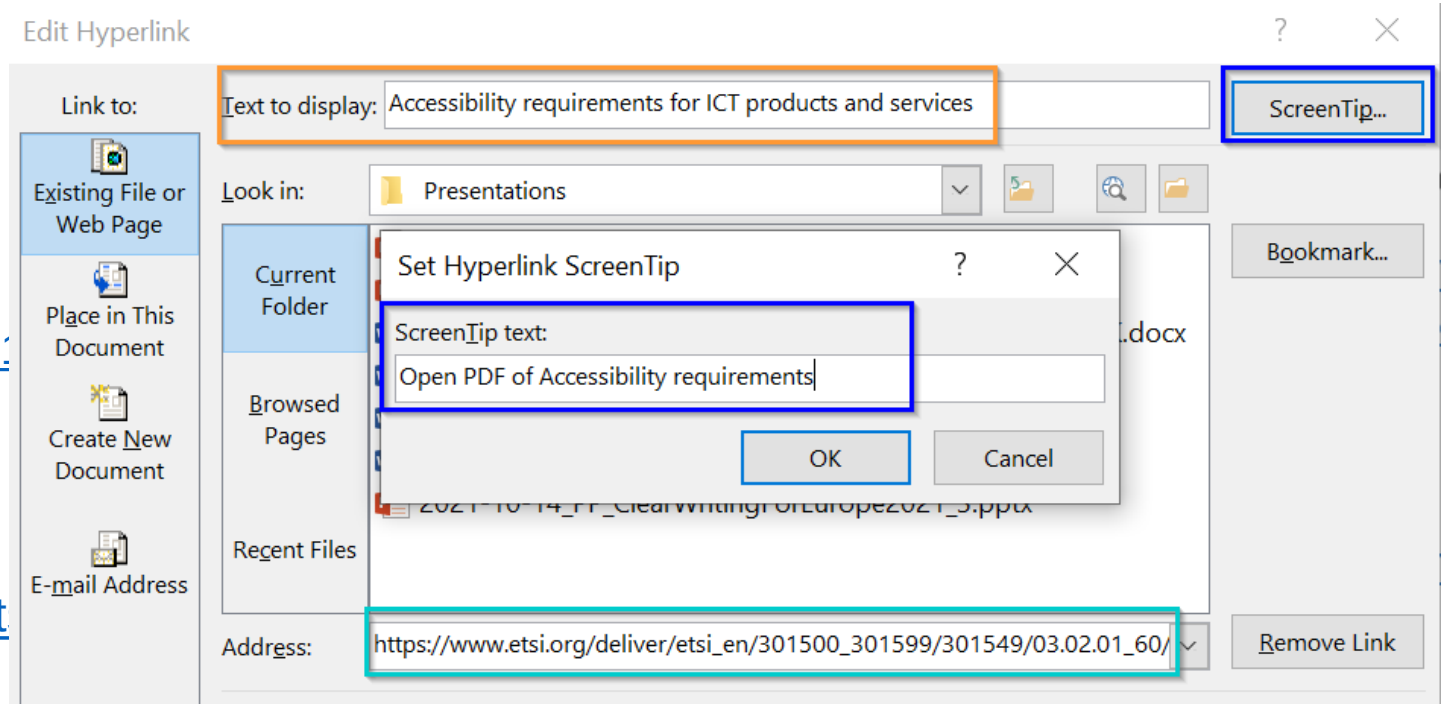
- Prefer HTML
- Describe hyperlinks

The screen reader will read

https://www.etsi.org/deliver/etsi_en/301500_301599/301549/03.02.01_60/en_301549v030201p.pdf

Or

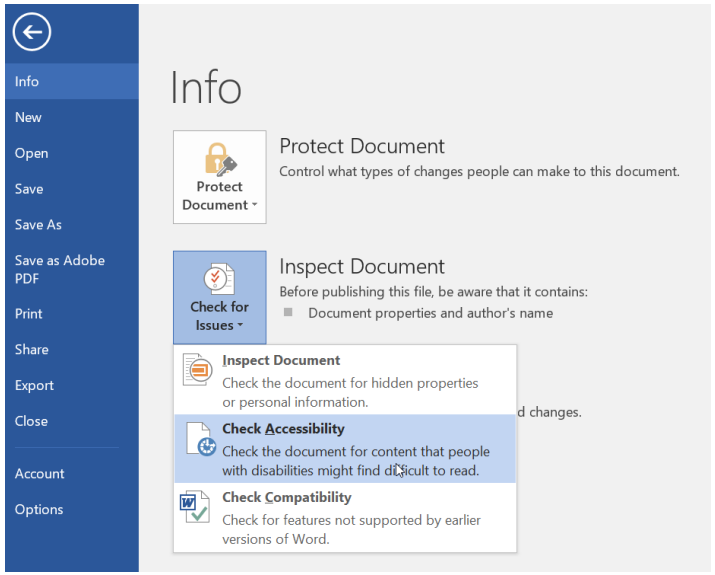
Accessibility requirements for ICT products and services



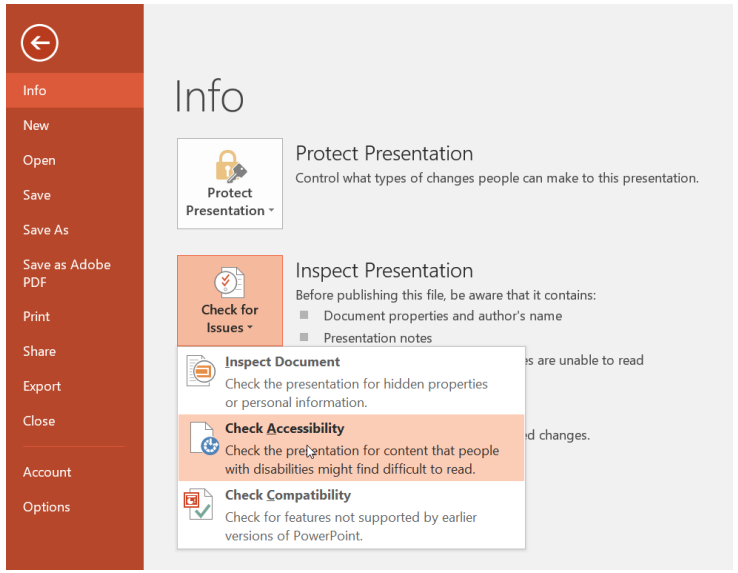
Social media

Check and test by yourself

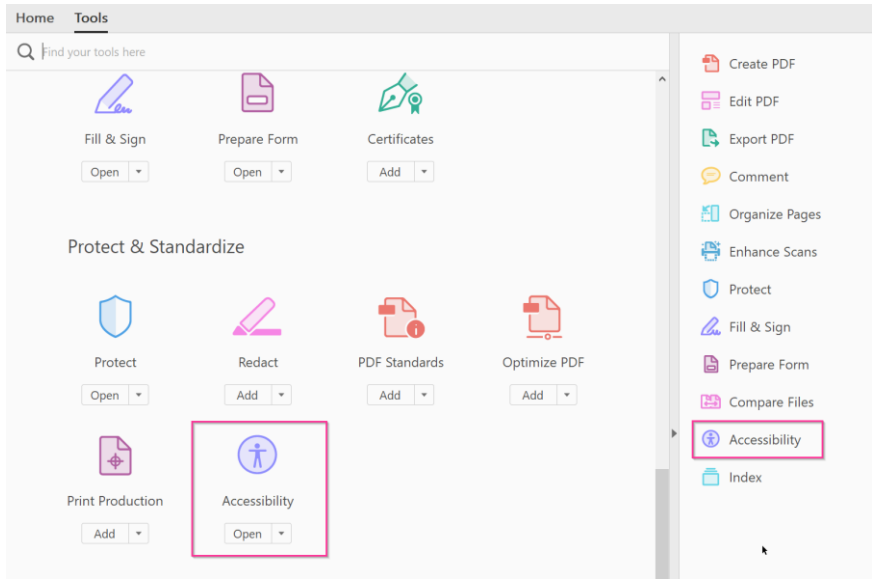
WORD



POWERPOINT

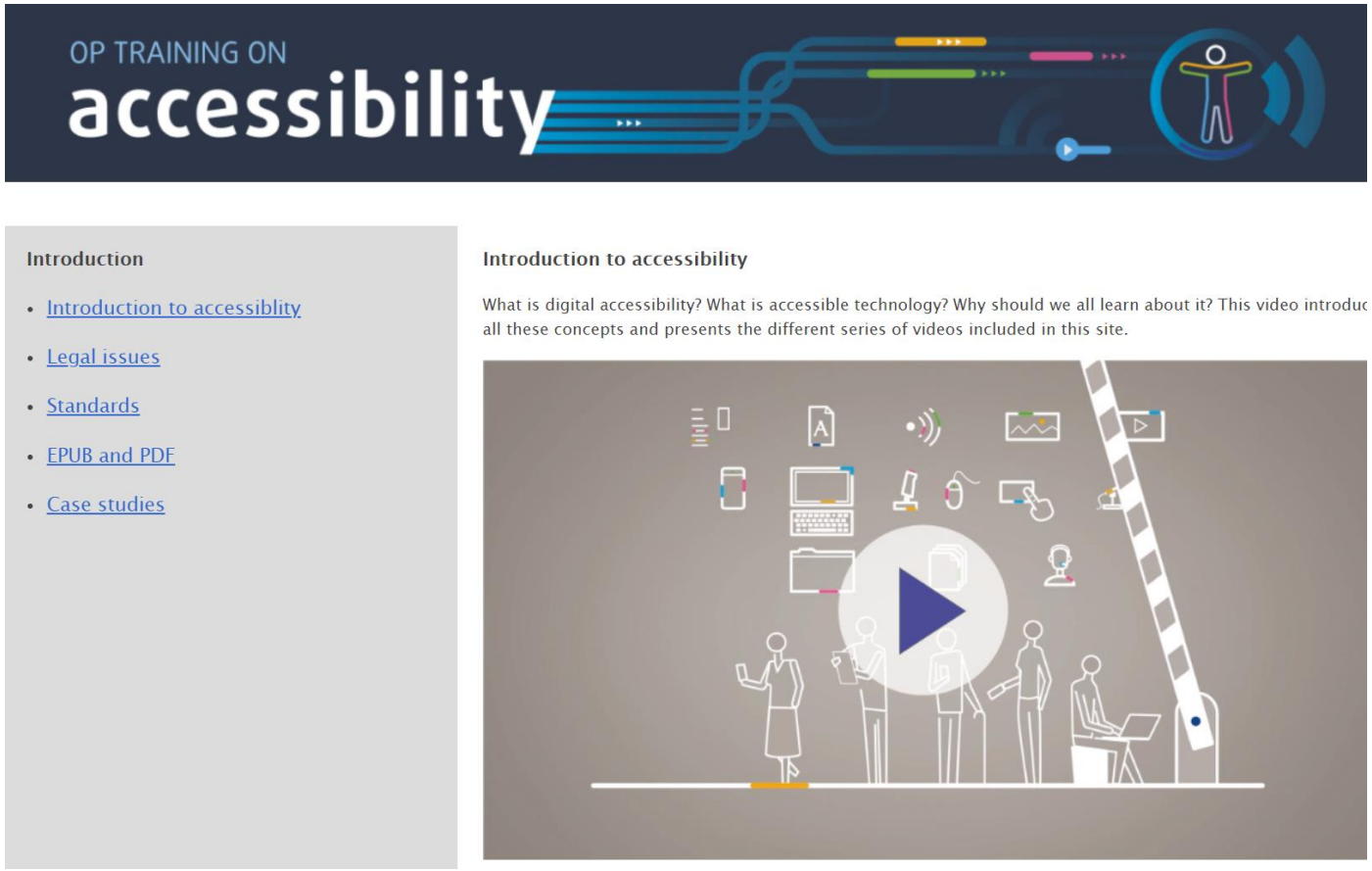


PDF

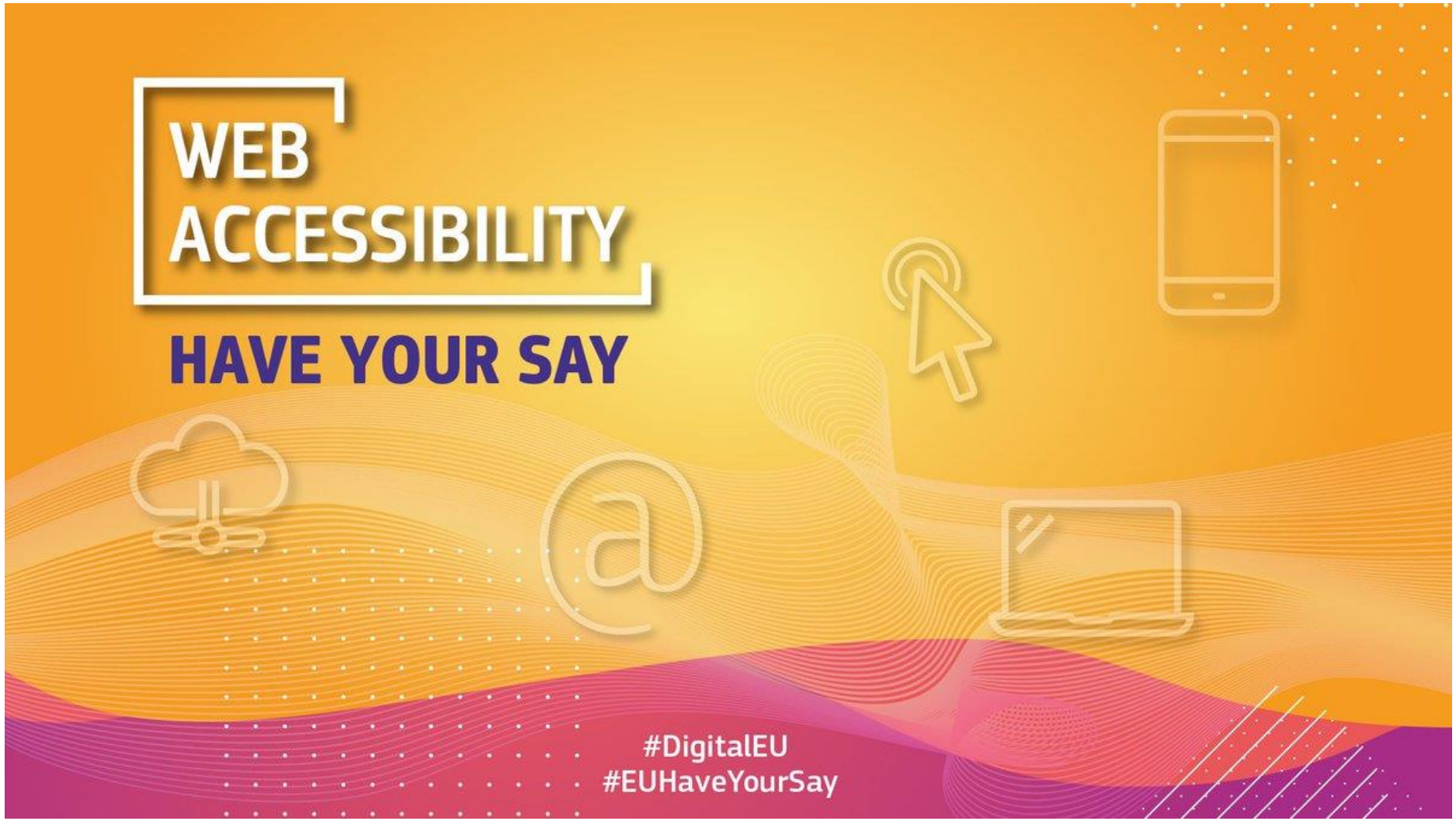


Training material and resources

- You can check our 9-minute free tutorial on creating accessible documents
- Publications Office of the European Union
- Handout: Accessible publishing. What is it?



Is it worth it?



Standard vs Easy-to-read

About this consultation

Feedback period 19 July 2021 - 25 October 2021 (midnight Brussels time)

Topic Digital economy and society

Target audience

The consultation aims at collecting views of all interested stakeholders including Member State, regional and local authorities; independent bodies dealing with accessibility, NGOs and organisations representing persons with disabilities and older people, industry players and technology providers, academic and certification bodies, accessibility experts, and citizens, especially persons with disabilities or functional limitations, and older people.

All these stakeholder groups are expected to have opinions and insights on what has changed because of the directive and its implementing acts, are they still fit for purpose, what is the impact of recent technological advancements and are there still gaps in terms of what is needed for more inclusive and accessible online public sector content.

A very short easy-to-read questionnaire https://ec.europa.eu/eusurvey/runner/web-accessibility-directive-easy-reading-survey is also published, accessible to everyone, including persons with cognitive disabilities.

Why we are consulting

The aim of the consultation is to gather data and stakeholder views to support the evaluation of the Web Accessibility Directive and its implementing acts.

The consultation will help assess to what extent the directive and its implementing acts:
- have made it easier for people with disabilities to access public services and information, strengthening social and digital inclusion;
- are still relevant and fit for purpose, in light of related laws and changes in technology, and
- have harmonised the web-accessibility market.

The results of the consultation will also inform possible future policy initiatives related to web accessibility.

Responding to the questionnaire

You can contribute to this consultation by filling in the online questionnaire. If you are unable to use the online questionnaire, please contact us using the email address below.

Questionnaires are available in some or all official EU languages. You can submit your responses in any official EU language.

For reasons of transparency, organisations and businesses taking part in public consultations are asked to register in the EU's Transparency Register.

Respond to the questionnaire >

Questionnaire on Web Accessibility Directive

Fields marked with * are mandatory.

Introduction

We would like to ask you some questions.

We will be asking you questions about the Web Accessibility Directive for the European Commission.

The questions are about your experience using government websites.

- The European Commission is a group which helps the European Union (EU) governments.
- The Web is also called the internet.
- Making the Web easier for people to use is called Web Accessibility.
- A directive is a legal act (the Law).
- Web Accessibility Directive helps make the Web more accessible.

We want to find out if the European Law on the Web is working well.

Your answers will help the European Commission to make the Law better. They will also help to make the Web easier for everyone to use.

This survey is anonymous. We cannot identify you from your answers.

Public consultation
19 July – 25 October (14 weeks)

- **Standard survey**

40-60 Questions per respondent type

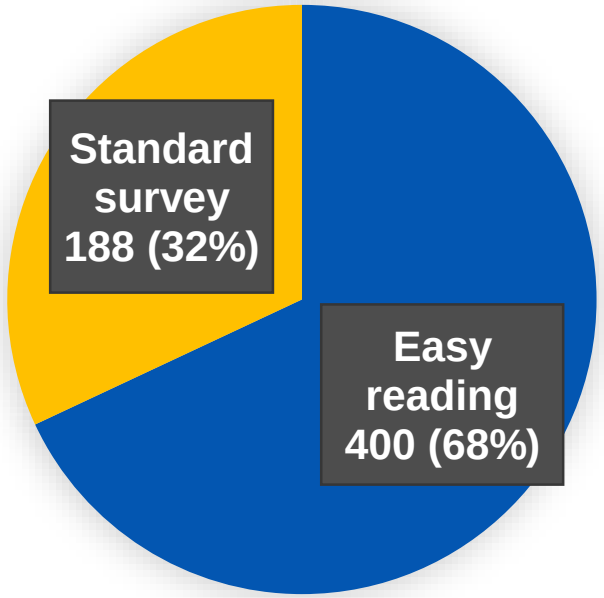
Respondents – all stakeholders: citizens, organisations, monitoring, standardisation bodies, human rights, businesses, industry, experts, etc.

- **Easy to read survey**

10 Questions in easy reading format

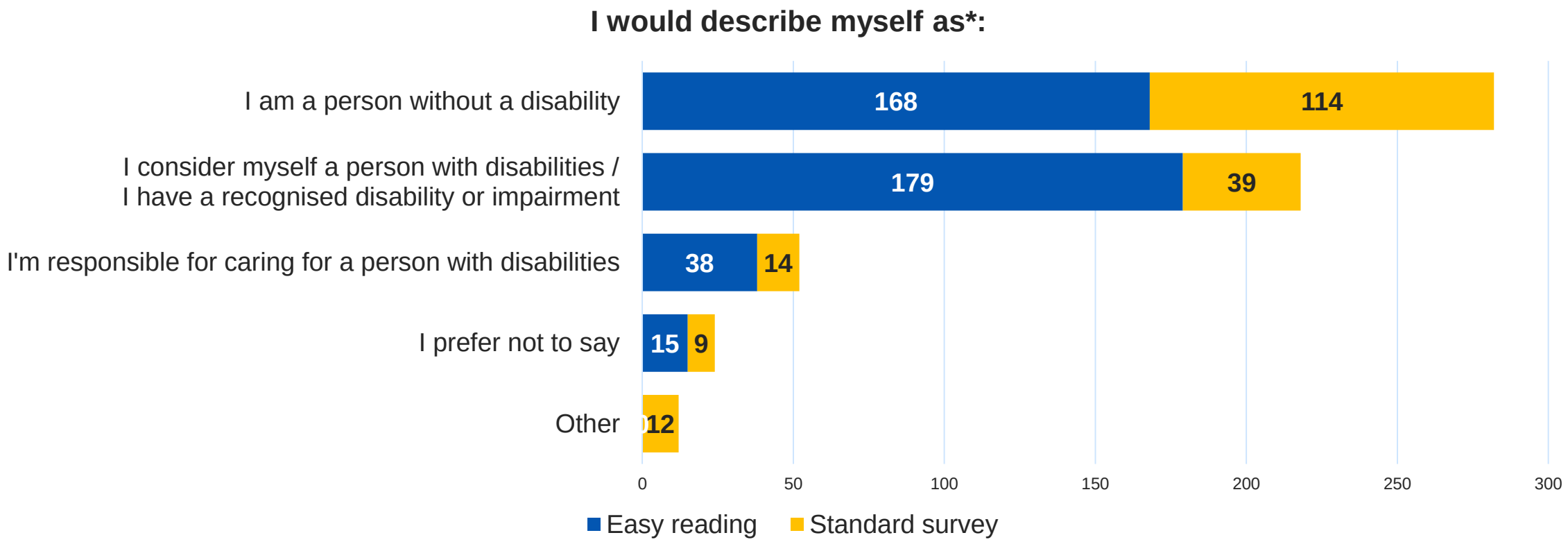
Respondents – citizens: persons with disabilities, “user feedback” type of questions

Responses*



*Data on 11 October 2021

Who – Respondents in relation to disability



*Data on 11 October 2021

Curious or interested?

The Public consultation is open until 25 October

- Link to **public consultation** on web accessibility

- Link to **easy-to-read** questionnaire on web accessibility

Tip: authenticate with eID or social media

Keep in touch

Website

Accessibility and Digital inclusion on Europa

Twitter

@BetterNet4EU

Email

cnect-wad-team@ec.europa.eu

Bibliography and resources

- Easyreading project
- Easy_to_Read page on W3.org
- Easy-to-read explained (Inclusion Europe)

Bibliography

- “Solve for one – extend to many”: inclusive design and why it matters
- Mitch Albom Writes at a 3rd Grade Reading Level, Stephen King at an 8th — The Reading Levels of Your Favorite Authors
- Get your document's readability and level statistics

Practical tips

- **Use personas** – remove bias from the design process by creating personas that move away from assumptions and stereotypes.
- **Usability tests** – recruit from a diverse pool of users who represent your target audience.
- **Text legibility** – ensure text is readable, legible and can be increased in size as well as making sense to a screen reader when read aloud.
- **Images** – a picture can speak 100 words
- **Video/audio** – provide transcripts, captions or sign language.
- **Navigation** – make it easier to navigate a website in a linear fashion using the keyboard alone.
- **Language** – write content that is simple and clear; everyone benefits from readable text with concise sentences and easily understood words.
- **Cognitive load** – remove superfluous fields; identify questions that may cause unnecessary discomfort; does the key message stand out
- **Contrast** – ensure sufficient contrast between text and its background colour.

(Source: "Solve for one – extend to many": inclusive design and why it matters)

Thank you

Link: Respond to **public consultation** on web accessibility

Link: Respond to **easy-to-read** questionnaire on web accessibility

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