certiFUNcation 2018

Why Accessibility? Because It's Our Job!
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economic aspects of accessibility

1.) Law and order
a. **Germany**
   i. **BITV** – federal public sector in addition tot he Behindertengleichstellungsgesetz (BGG), based on the WCAG 2.1 (mainly AA)
   ii. **Sozialgesetzbuch** (SGB)
      1. SGB IX (Schwerbehinderten- und Rehabilitationsrecht)
      2. SGB XII (Eingliederungshilfen für Menschen mit Behinderung, bei Schulbildung, Ausbildung und Teilhabe am Arbeitsleben)
b. **European Union**
   i. **European 2020 strategy** (*It emphasizes smart, sustainable and inclusive growth as a way to overcome the structural weaknesses in Europe's economy*) and
   ii. **European Disability Strategy 2010-2020** - A Renewed Commitment to a Barrier-Free Europe
c. **US Section 508** (*If you want to purchase ICT products or services for your Federal agency, you will need to determine whether, and how well, the items conform to the Revised 508 Standards for IT accessibility.*)
d. Many countries with national disability strategies like **Australia**, **Ireland, South Africa, Malta,** (most of them in general agreed to the CRPD, but have not signed because of reservations (Australia for example does not consider itself bound to stop forcibly medicating those labeled mentally ill when it is considered a last resort.))
e. **UN** Convention on the Rights of Persons with Disabilities (CRPD) signed or ratified by about 30 nations

Amongst the reasons always are:
- Education
- Employment
- Human Resource Development

Takeaway "Law and order" – when you consider offering work, services or products in an international context, you should be aware of accessibility. Your competitor probably is.

2.) Improving your reputation by
a. Showing social commitment

  b. YOU are responsible for HOW YOU build things

3.) Finding better employees
  a. Nearly completely paralyzed: Stephen Hawking
  b. Deaf: Ludwig van Beethoven
  c. Amputation of one leg: Sudha Chandran (Indian Dancer)
  d. learning disability: George Washington (could barely write and had very poor grammar skills)

4.) Selling more: people with disabilities are customers
  a. Over a third of people aged over 75 have disabilities that restrict them to some extent, and over 20% are considerably restricted. Furthermore, these numbers are set to rise as the EU's population ages. (source: European Disability Strategy 2010-2020)
  b. About 10 million germans have severe disabilities, 80 million citizens of the EU and nearly 1 Billion worldwide
   1.000.000.000
  c. The average person uses the internet 5,1 days per week, people with disabilities 6,5 days per week
   https://www.einfach-fuer-alle.de/studie/
  d. Visitors are more willingly to subscribe for a newsletter, when they understand, what you are talking about
  e. Sell to people studying in libraries with sound turned off
  f. Sell to digital nomads working at the beach on a sunny day
  g. Sell to commuters sitting in a shaky bus moving through sunlight and shadow, reading on a small glaring display

Takeaway selling more: there is no such thing like an average user - **Whenever there are many, there's a market!**

5.) How expensive is a site for everybody?
  a. About 10% more work, but
   i. For trained experts only – you have to learn it!
   ii. Anyway – your generated incomes should be higher than your costs

6.) Accessible Websites are boring and ugly!
 Yep! Let's have a look at accessible Websites
  a. https://www.bundestag.de
  b. http://www.bamf.de
  c. https://www.zdf.de

7.) Alright - I want an inclusively designed website – but how?
  a. Well, that's the bad news! YOU HAVE TO KISS ME! – Keep it small and simple (http://alistapart.com/article/cult-of-the-complex)
  b. read the Specs (HTML, CSS and the WCAG)
  c. Get an expert, a consultant or freelancer with project experience
  d. use tools like WAVE, AXE, revenge css, web developer toolbar for Firefox

e. make accessibility part of your quality assurance procedure

8.) What do you get in response?
a. Accessibility is Good for Usability. It gives user without disabilities the choice
    i. Where to work
    ii. How to interact
        1. input with mouse, keyboard, voice or touchscreen and
        2. output with or without sound, video, text – no matter what
b. Accessibility is Good for SEO (web vision for example makes alternative texts mandatory – no text, no submit)
c. Chance for new customers and
d. Employees
e. Happy customers, that are likely to come back! Because accessibility is fun! Try it using a
    i. kindle
    ii. Apples iPhone, iPad, Mac or appleTV
    iii. Androids Talkback
    iv. The ablePlayer on your website (click on the text of demo6)
f. Bad websites are not fun https://youtu.be/wzRQOfVvVh4

9.) When to start? – Now!

Because this is what the future is supposed to look like:

The objectives of the European Disability Strategy 2010-2020 are pursued by **actions in eight priority areas**:

1. **Accessibility**: make goods and services accessible to people with disabilities and promote the market of assistive devices.
2. **Participation**: ensure that people with disabilities enjoy all benefits of EU citizenship; remove barriers to equal participation in public life and leisure activities; promote the provision of quality community-based services.
3. **Equality**: combat discrimination based on disability and promote equal opportunities.
4. **Employment**: raise significantly the share of persons with disabilities working in the open labour market. They represent **one-sixth of the EU's overall working-age population,** but their employment rate is comparatively low.
5. **Education and training**: promote inclusive education and lifelong learning for students and pupils with disabilities. **Equal access to quality education and lifelong learning** enable disabled people to participate fully in society and improve their quality of life. The European Commission has launched several educational initiatives for disabled people. These include the European Agency for Special Needs and Inclusive Education as well as a specific study group on disability and lifelong learning.
6. Social protection: promote decent living conditions, combat poverty and social exclusion.
7. **Health**: promote equal access to health services and related facilities.

8. **External action**: promote the rights of people with disabilities in the EU enlargement and international development programmes.

(source: http://ec.europa.eu/social/main.jsp?catId=1137)

Examples

Employment and Selling

Shell

Quotation:

We want everyone who visits Shell websites to feel welcome and find the experience rewarding – both now and in the future. To help us achieve this, we are incorporating best practices and standards as defined by WCAG 2.0 (level AA).
*[…] We look to ensure that our sites – **external and internal** alike - work with popular browsers on various platforms, from desktop computers to smartphones.*

Apple

https://www.apple.com/accessibility/

ZALANDO
Impossible to buy shoes for blind people

amazon.de
not bad, but all the personal and special offers are very "polite" – usually blind people do not recognize them

I'm Trying To Give You My Money. Hello?
Patrick Burke at #ID24 Nov 2017 telling about how difficult it is for a blind person to spend money
https://www.youtube.com/watch?v=qp_rzfhK52c

Interesting links

- Building an Inclusive Web: Why Accessibility Matters
- 2017 design trends and their impact on accessibility – Denis Boudreau : #ID24 2017
- Heydon Pickering

- Inclusive design patterns
- Inclusive Components
  A blog trying to be a pattern library. All about designing inclusive web interfaces, piece by piece
- The A11Y Project
  A community-driven effort to make web accessibility easier.
- Why accessibility matters
  The accessibility imperative for education
- W3C Accessibility Standards
- Book: Das Web barrierefrei gestalten Leitfaden für Entwickler
  brief with many links for further reading, a lot of them in English