



Why L&D can't afford to ignore digital accessibility

L&DTALKS

BRUSSELS
27 OCT 2022

Contents

1

Setting the scene

2

Organisational benefits of digital accessibility

3

Making learning content more effective

4

Practical tips

5

Key takeaway & questions



1

Setting the scene

What does accessibility mean?



“

Accessibility means that people with disabilities can equally perceive, understand, navigate, and interact with content. It also means that they can contribute equally without barriers.

”

World Wide Web Consortium (W3C)

What does disability mean?

“

Persons with disabilities include those who have long-term physical, mental, intellectual or sensory impairments which, **in interaction with various barriers**, may hinder their full and effective participation in society on an equal basis with others.

”

United Nations Convention on the Rights of
Persons with Disabilities





“

Accessibility isn't worth doing because it only benefits a niche audience.

”

“

In most Western countries the size of the disabled population ranges from 12% to 26% of the overall population.

Globally it's recognised to be about 15%.

”

Hassell Inclusion



What % of the workforce is disabled?



A 2%

B 8%

C 13%

What % of the workforce is disabled?

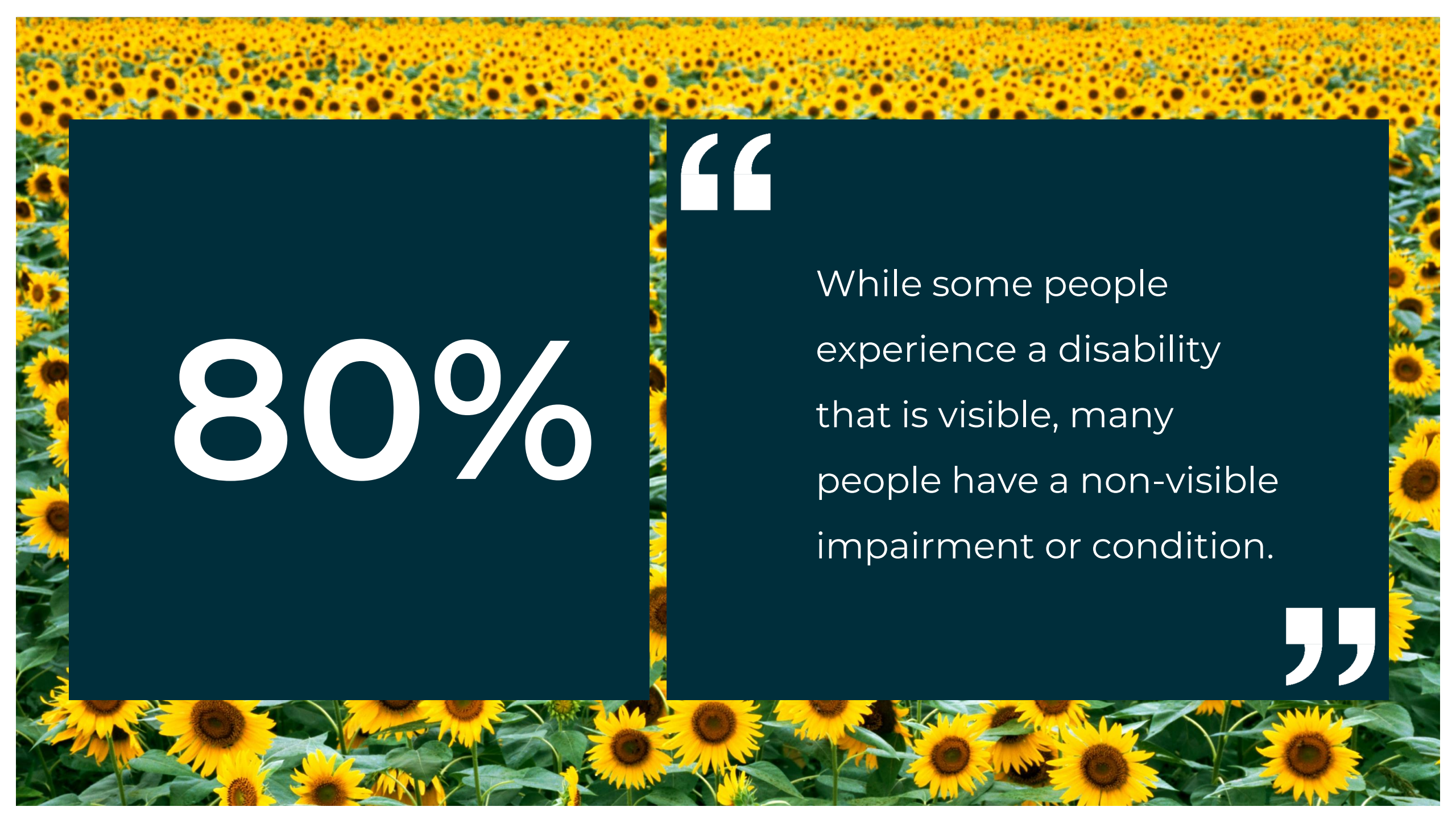
(UK statistics)



A 2%

B 8%

C **13%**

A vibrant field of yellow sunflowers with dark brown centers, filling the background of the slide. The flowers are in various stages of bloom, and their green leaves are visible at the bottom.

80%

“

While some people experience a disability that is visible, many people have a non-visible impairment or condition.

”

Digital access needs



Vision

- Blindness
- Low vision
- Colour blindness
- Glaucoma
- Cataracts



Hearing

- Deafness
- Hearing loss
- Acoustic trauma
- Auditory processing disorder
- Tinnitus



Motor

- Loss or damage of limbs
- Multiple Sclerosis
- Repetitive Strain Injury
- Cerebral Palsy
- Parkinson's
- Tremors



Cognitive

- Dyslexia
- Autism
- ADHD
- Epilepsy
- Vestibular disorder
- Mental health issues, e.g. depression



“

Disability statistics in the workplace are likely to be an underestimate due to two known issues – undisclosed and undiagnosed disability.

”

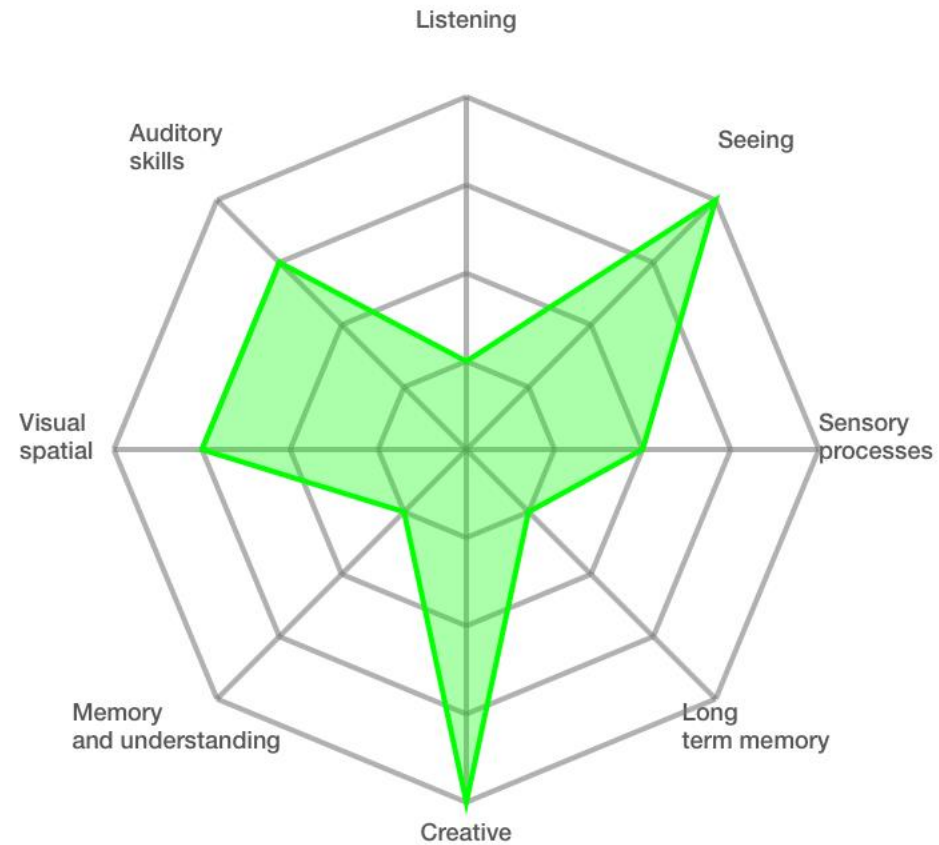
Designing Accessible Learning Content



ND-Profiler

**Below are your results with six sections radars.
Additional information is contained in the pdf.**

Cognitive skills



“

2% of the working age population becomes disabled every year & 78% of disabled people acquire their impairment aged 16 or older.

”

Employers' Forum on Disability





2

The organisational benefits of digital accessibility

Key organisational benefits of accessibility

1

The ethical case

2

The legal case

3

The business case

4

The Diversity Equity & Inclusion case

5

The talent case



1

The ethical case

Enhancing reputation



“

To enable persons with disabilities to live independently and participate fully in all aspects of life.

”

UNCRPD - Article 9 - Accessibility



SUSTAINABLE DEVELOPMENT GOALS

1 NO POVERTY



2 ZERO HUNGER



3 GOOD HEALTH AND WELL-BEING



4 QUALITY EDUCATION



5 GENDER EQUALITY



6 CLEAN WATER AND SANITATION



7 AFFORDABLE AND CLEAN ENERGY



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



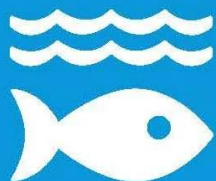
12 RESPONSIBLE CONSUMPTION AND PRODUCTION



13 CLIMATE ACTION



14 LIFE BELOW WATER



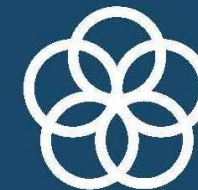
15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



SUSTAINABLE DEVELOPMENT GOALS

Why design accessible learning content?

There are 1.3 billion reasons worldwide why everyone should have an equal opportunity to learn and to achieve their potential.

We are a team of Learning and Development and accessibility professionals who believe that all learning content should be 'accessible as the default'. Our extensive experience and passion for inclusive learning make us industry leaders in providing services to help improve the learning experience for everyone, including people with a wide range of disabilities and access needs.

Chosen by organisations committed to inclusion

accenture

amazon

City of Westminster

ENTERPRISE
IRELAND
where innovation means business

Canada

LSEG

LSE
THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE

Ofcom

openreach

The Scottish
Government
Riaghaltas na h-Alba

THOMSON REUTERS

UCC
University College Cork, Ireland
Coláiste na hOllscoile Corcaigh

Colin Paton, LX Design Manager FARFETCH

Really excellent accessibility training! It was engaging, interesting and relevant. We really appreciated the perspective of a fellow designer/developer which made it super practical. These sessions will now allow us to lay the foundations for company-wide and systematic action in this area.



2

The legal case

Avoiding reputational damage

International web accessibility laws

Country / Region ↑	Name ↑	Date Enacted ↑	Type (policy, law, legislation, etc.) ↑	Scope ↑	Web Only ↑	WCAG Version Based On ↑							
Australia	Disability Discrimination Act 1992 (DDA)	1992	Non-discrimination law	Public sector, Private sector	no	WCAG 2.0	Finland	Act on Electronic Services and Communication in the Public Sector	2003	Accessibility law	Government	no	None
Australia	Procurement Standard Guidance	2016	Procurement recommendation	Government	no	WCAG 2.0	France	Law N° 2005-102 Article 47	2005	Accessibility law	Public sector	no	None
Canada	Canadian Human Rights Act	1985	Non-discrimination law	Public sector, Private sector	no	None	France	Order of 29 April 2015 on the general accessibility framework for public administrations	2015	Accessibility law	Public sector	yes	WCAG 2.0 derivative
Canada	Policy on Communications and Federal Identity	2016	Mandatory policy	Government	no	WCAG 2.0							
China	Law on the Protection of Persons with Disabilities 1990, as amended	2008	Accessibility law	Public sector, Private sector	no	None	France	Law N° 2016-1321 Article 106	2016	Digital Governance law	Public sector, Private sector	no	None
							Germany	Act on Equal Opportunities for Disabled Persons of 2002	2002	Non-discrimination law	Public sector, Private sector	no	None
China	Voluntary Web Accessibility Standard	2008	Recommendation	Government	yes	WCAG 2.0 derivative	Germany	Federal Ordinance on Barrier-Free Information Technology	2011	Accessibility policy	Government	yes	WCAG 2.0 derivative
Denmark	Agreement on the use of open standards for software in the public sector	2007	Mandatory policy	Public sector	yes	WCAG 2.0	Hong Kong Special Administrative Region of the People's Republic of China	Guidelines on Dissemination of Information through Government Websites	1999	Mandatory policy	Government	no	WCAG 2.0
European Union	Web and Mobile Accessibility Directive	2016	Accessibility law	Public sector	no	WCAG 2.0							
European Union	European Accessibility Act (proposed)	draft	Proposed law	Public sector, Private sector	no	WCAG 2.0 derivative	India	Rights of Persons with Disabilities Act, 2016 (RPD)	2016	Non-discrimination law	Public sector, Private sector	no	None
							Ireland	The Disability Act, 2005	2005	Accessibility law	Public sector	no	None

Web Content Accessibility Guidelines (WCAG)

“

A single shared standard for web content accessibility that meets the needs of individuals, organizations, and governments internationally.

”

World Wide Web Consortium (W3C)



EU Web Accessibility Directive 2016

01

Provides people with disabilities better access to websites and mobile apps of public services.

02

Legal requirement for all online content is the Web Content Accessibility Guidelines (WCAG) 2.1 Levels A (basic) and AA (intermediate). AAA (advanced) is considered best practice.

03

Accessibility statement - publicly posted, regularly updated with a link to provide feedback.

Accessibility statement



nl fr de en

belgium.be

Official information and services



Family

Residence documents
Births
Naturalisation procedure
Social Security in Belgium
[Learn more](#)



Justice

Organisation
Safety and prevention
Privacy
Victims
[Learn more](#)



Mobility

Vehicle Registration
Public Transport
The Highway Code
Airports
[Learn more](#)



Health

Healthcare costs
Organ donations
Health insurance
Persons with a handicap
[Learn more](#)



Environment

Fauna
Flora
The Aarhus Convention
Sorting and recycling
[Learn more](#)



Housing

Moving to Belgium
Buying or selling a home
Renting a home
Social housing
[Learn more](#)



Economy

Business
Sustainable production
Invest in Belgium
Public procurement
[Learn more](#)



Taxes

Income tax
Registration duties
Succession
Donations
[Learn more](#)



Education

Study in Belgium
Qualifications
Equivalence of diplomas
European harmonisation
[Learn more](#)



Work

Coming to work in Belgium
Gross salary/net salary
Posting workers
Student jobs
[Learn more](#)

About Belgium

Government
Country
Tourism
[Learn more](#)



About this website | Personal data | Conditions for re-use | **Accessibility**

Copyright © 2022 Belgian Federal Government



nl fr de en

belgium.be

Official information and services

NEWSADDRESSES AND WEBSITESSOCIAL MEDIA

Search



Home > Accessibility

Accessibility statement

The FPS Chancellery of the Prime Minister is committed to making this website accessible, in accordance with the [Law of 19 July 2018 on the accessibility of the websites and mobile applications of public sector bodies](#) .

This accessibility statement applies to the website <https://www.belgium.be>

Compliance status

This website is compliant to the Web Content Accessibility Guidelines 2.1 level AA, as proven by the Anysurfer label it obtained.

Preparation of your statement

An external accessibility audit was carried out on 8 March 2021, involving an in-depth analysis.
A review is scheduled every two years.

Contact information

If you have any questions or comments about the accessibility of this website, you can contact:
Online Team
DG External Communication
FPS Chancellery of the Prime Minister
Email: webmaster@premier.fed.be

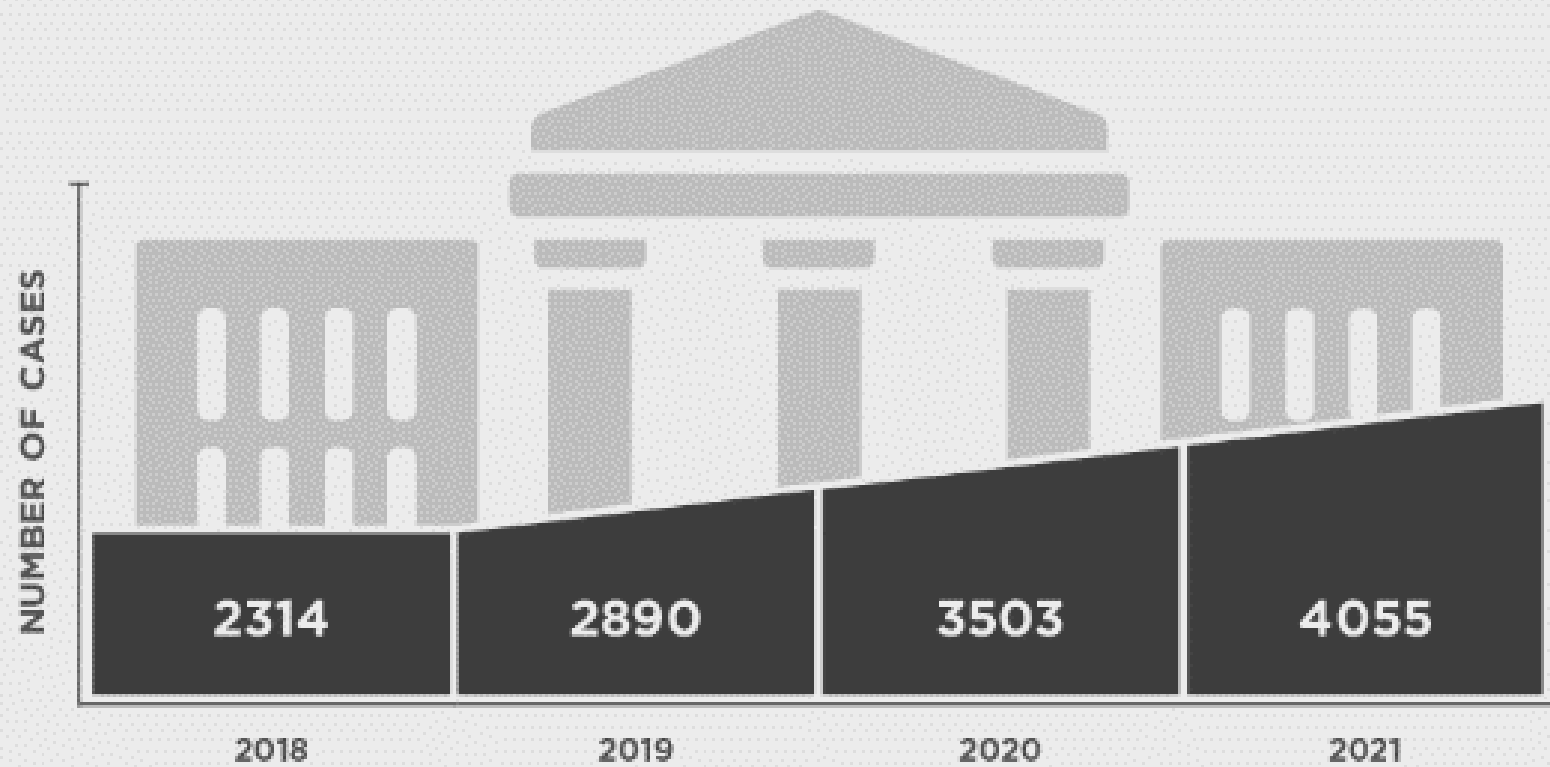
If you do not receive a response, or the response you receive is unsatisfactory, you can contact the [Federal Ombudsman](#) .

This statement was prepared on 4 December 2020.
It was last reviewed on 8 March 2021.



[Read more](#)

US litigation





3 The business case

Securing financial benefits

“A concrete competitive advantage.”

Management Today

A mission to become the most accessible FTSE 100 company

SPONSORED: Listening to disabled colleagues and customers is key, says Barclays' Mark McLane.
by MT Staff



“The Billion-Customer Opportunity.”

The Billion-Customer Opportunity: Digital Accessibility

Trillions Of Dollars In Potential Revenue Await Companies That Take An Accessibility-First Approach To Digital Experiences

by Gina Bhawalkar
June 21, 2018

Key Takeaways

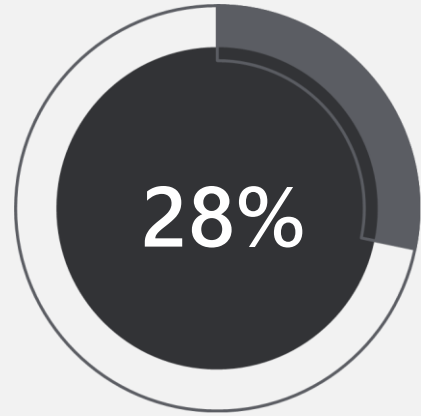
Companies' Narrow Customer Understanding Leaves Money On The Table

Organizations designing apps and websites do so based on specific expectations about their users' abilities — and many firms don't realize how massive the population is whose abilities are different from those expectations. Collectively, these potential customers have trillions of dollars in annual disposable income.

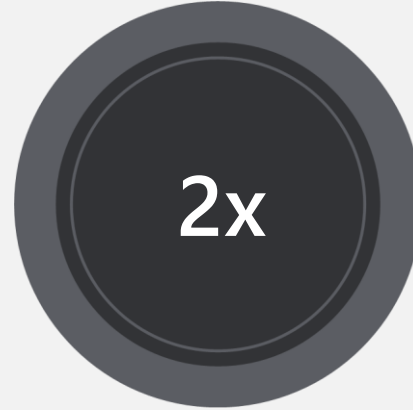
Act Now To Win Customers, Boost Productivity, And Reduce Risk

Digital accessibility benefits more customers than you think, motivates employees, and reduces legal risks. To start, get up to speed on the guidelines, evaluate where you stand, and then chart a course toward making accessibility part of your development process. Use the at-a-glance summary at the end of this report to help.

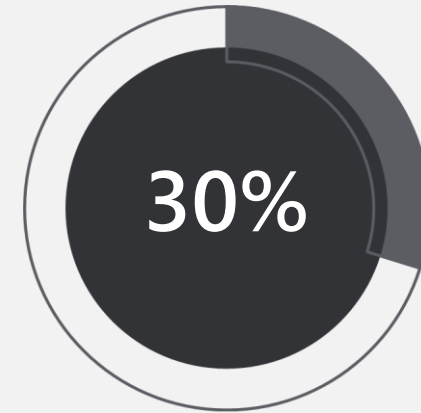
Accessible organisations



higher
revenue



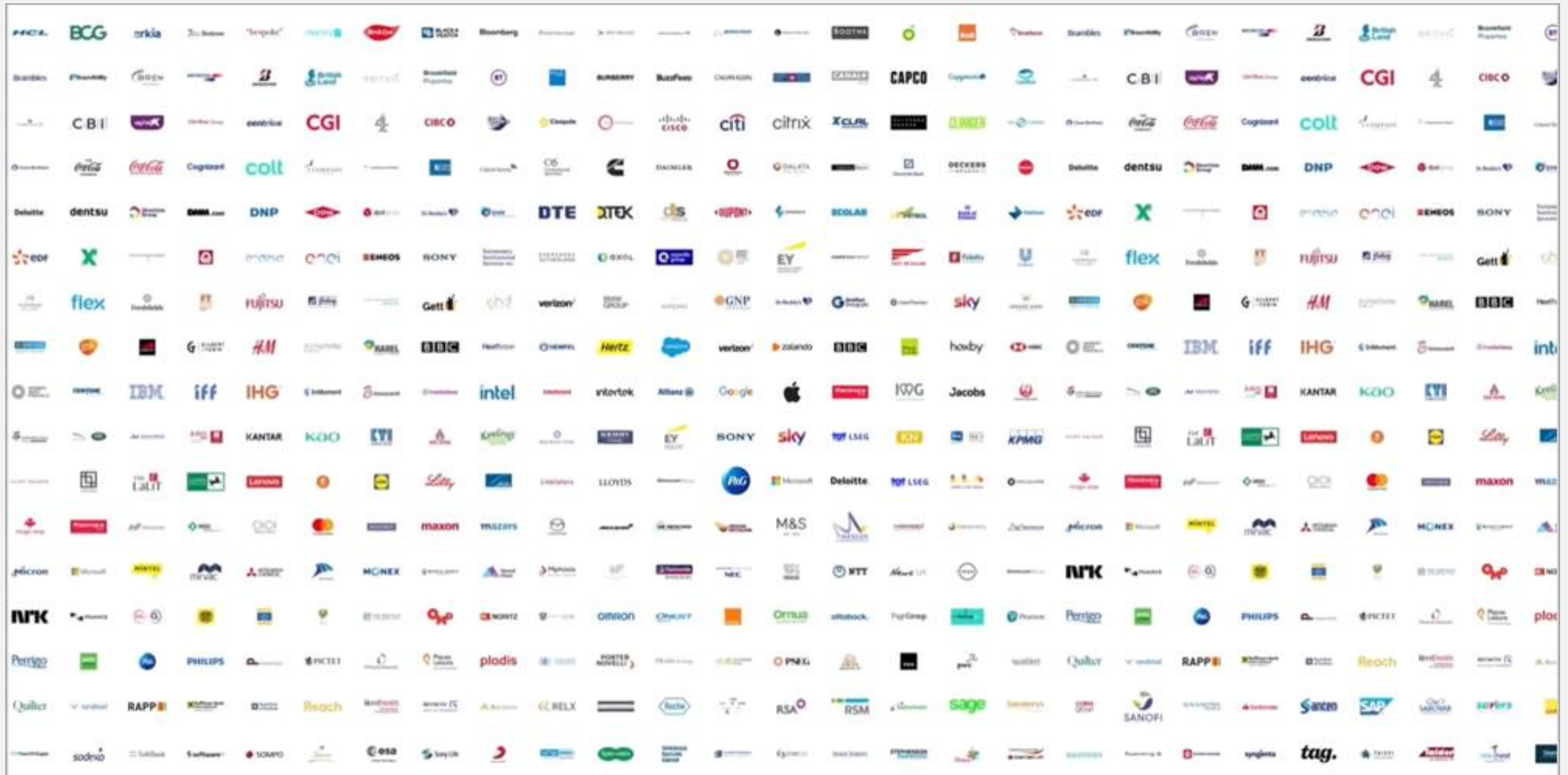
higher net
income



better performance on
economic profit margin

Accenture: The Disability Inclusion Advantage and Forbes:
How millennials are re-shaping what's important in corporate culture

The Valuable 500





4

The Diversity Equity & Inclusion case

Legitimising commitment

90% of companies prioritise diversity.

What % consider disability?



A

4%

B

14%

C

24%

Disabili

90% of companies prioritise diversity.

What % consider disability?



A

4%

B

14%

C

24%

Disabili

Dear Entertainment Industry,

**THERE IS NO
DIVERSITY,
EQUITY AND
INCLUSION
WITHOUT
DISABILITY**

DISABILITY IS DIVERSITY .COM

Designed by an all-
disabled creative team.

Powered by
Invisible Foundation

LEASED
310-887-8226



“

Millennials - who will make up 75% of the global workforce by 2025 - choose employers who reflect their values.

Diversity, equity and inclusion top the list.

”

The Disability Inclusion Advantage and Forbes:
How millennials are re-shaping what's important
in corporate culture



5

The talent case

Recruiting and retaining talent

Accessibility

Accessibility



Access

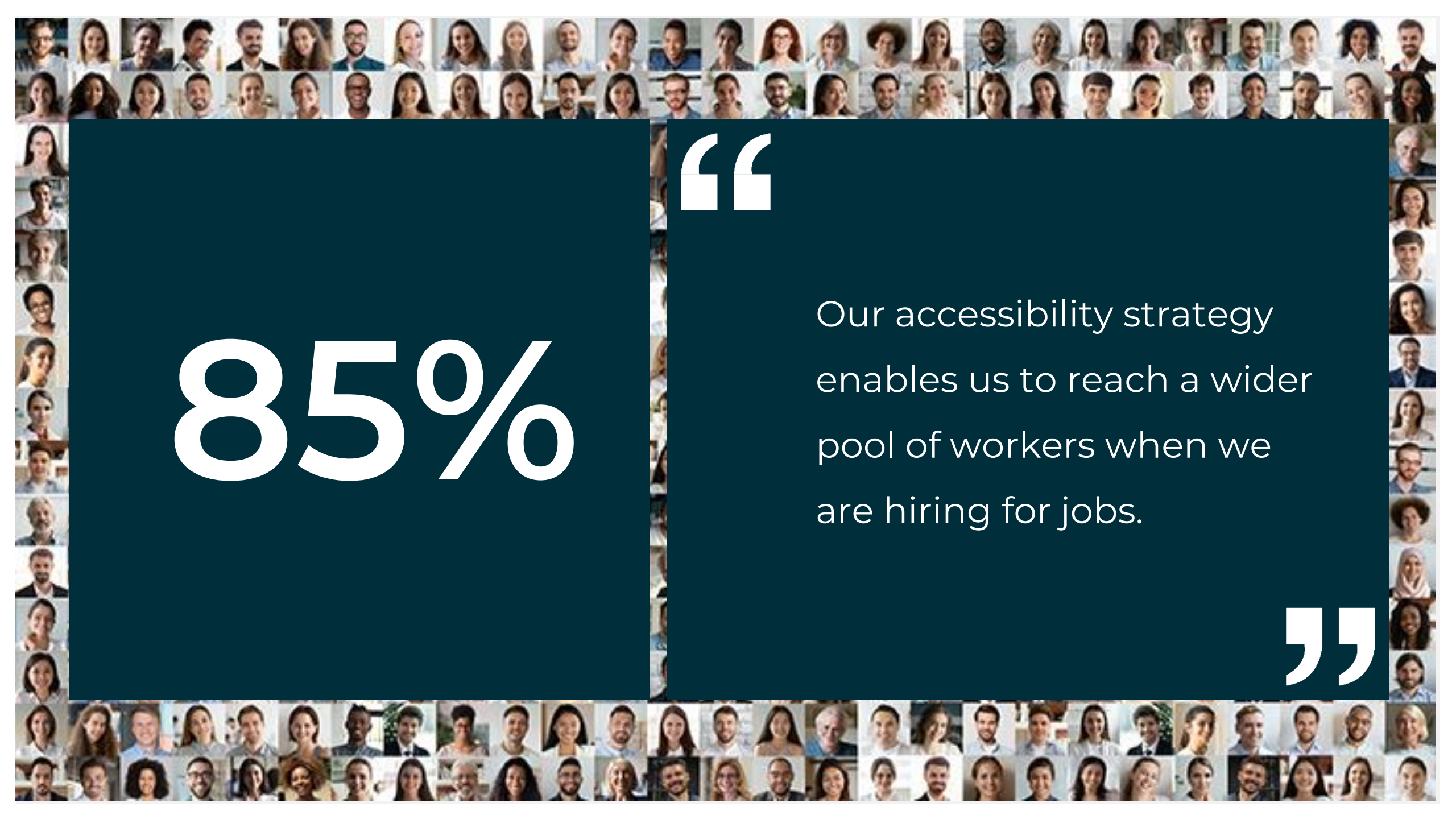
ibility

Access ibility



Access

Ability



85%

“

Our accessibility strategy
enables us to reach a wider
pool of workers when we
are hiring for jobs.

”

What content should we make accessible?



Websites



Learning content



Social media



Presentations



Documents



Multimedia



emails



Webinars

What content should we make accessible?



Learning content



3

Making learning content more effective

Key benefits of accessible learning content

1

Includes all learners

2

Adapts to environment and circumstances

3

Leads to innovation

4

Creates inclusive and effective learning



1

Includes all learners

Digital access needs



Vision

- Blindness
- Low vision
- Colour blindness
- Glaucoma
- Cataracts



Hearing

- Deafness
- Hearing loss
- Acoustic trauma
- Auditory processing disorder



Motor

- Loss or damage of limbs
- Multiple Sclerosis
- Repetitive Strain Injury
- Cerebral Palsy
- Parkinson's
- Tremors



Cognitive

- Dyslexia
- Autism
- ADHD
- Epilepsy
- Vestibular disorder
- Mental health issues, e.g. depression



2

Adapts to circumstance

Temporary access needs



Blurred vision due to eye surgery, hay fever, lost reading glasses etc.



Hearing loss due to head cold, exposure to loud noise, blocked ears etc.



Injured hand or wrist.



Tiredness, stress or anxiety.

Situational access needs



Learning onsite with sunlight obscuring the screen, or slow internet when working at home.



Learning on a noisy factory floor.



Learning while caring for children while homeworking.

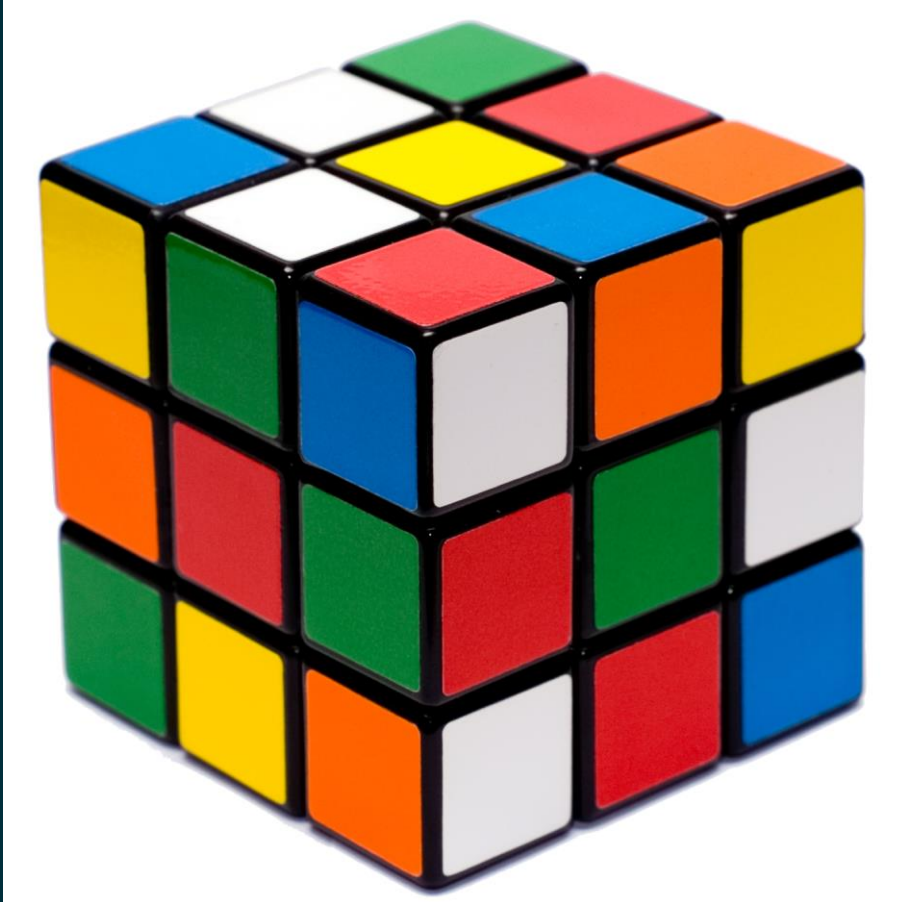


Learning in a distracting home or office environment.



3

Leads to innovation





Accessibility = innovation not limitation

finalist 2018

learning
technologies
awards

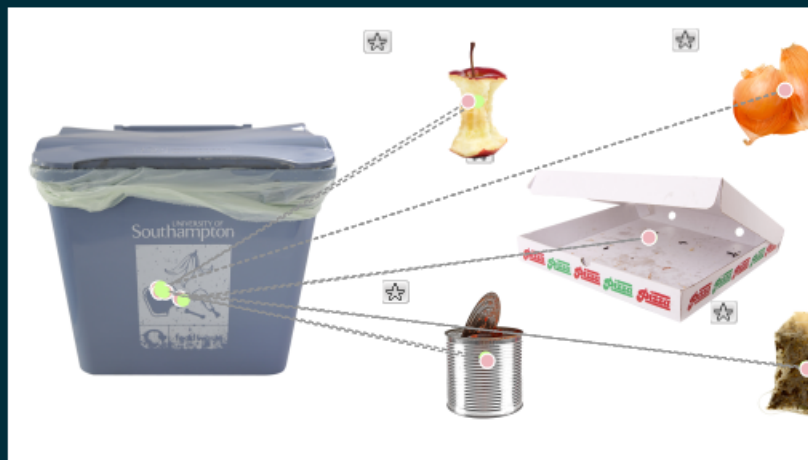
best non-profit &
public sector project

2 / 7

Helping save the planet

Recycling at your halls of residence

Which rubbish should go into the food bin? Use the tab button and space bar to select your options and then select **SUBMIT** to check your answers.



Helping save the planet

Recycling at your halls of residence

Which rubbish should go into the food bin? Use the tab button and space bar to select your options and then select **SUBMIT** to check your answers.



☐ Apple core

☐ Onion peel

☐ Pizza box

☐ Empty tin

☐ Used tea bag

SUBMIT >



Accessible gaming

Last of Us Part II: Is this the most accessible game ever?



4

Inclusive and effective learning



“

Accessibility isn't a trend or a gimmick. It's a fundamental and transformational shift, which puts learners at the center of the learning experience.

”

Should our content be accessible or inclusive?
Association of Talent Development – Susi Miller

Here's Why People Complain About E-Learning & How to Fix It

📅 October 18th, 2022



I'm a big fan of e-learning! I've been in the industry for almost 30 years and I think it's a great way to learn. I also think it's a great way to keep people engaged in their work.

I recently had the chance to ask a group of people about their training experiences and I was surprised by how negative much of their feedback was. Don't get me wrong, I'm not surprised that there are problems with many training courses. I'm just surprised that so many people have such negative things to say about them.

How to fix eLearning common complaints

1

Overcomplicated and difficult language

3.1.5 Reading Level - Level AAA

2

Stressful and unhelpful assessments

2.2.1 Timing Adjustable - Level A

3.3.3 Error Suggestion - Level AA

3

Distracting moving transitions and content

1.2.3 Pause, stop, hide – Level A

4

Locked, or difficult to navigate content

3.2.3 Consistent Navigation - Level AA

2.4.5 Multiple Ways - Level AA

5

Distracting narration on slides

1.4.2 Audio Control - Level A

5

Practical tips



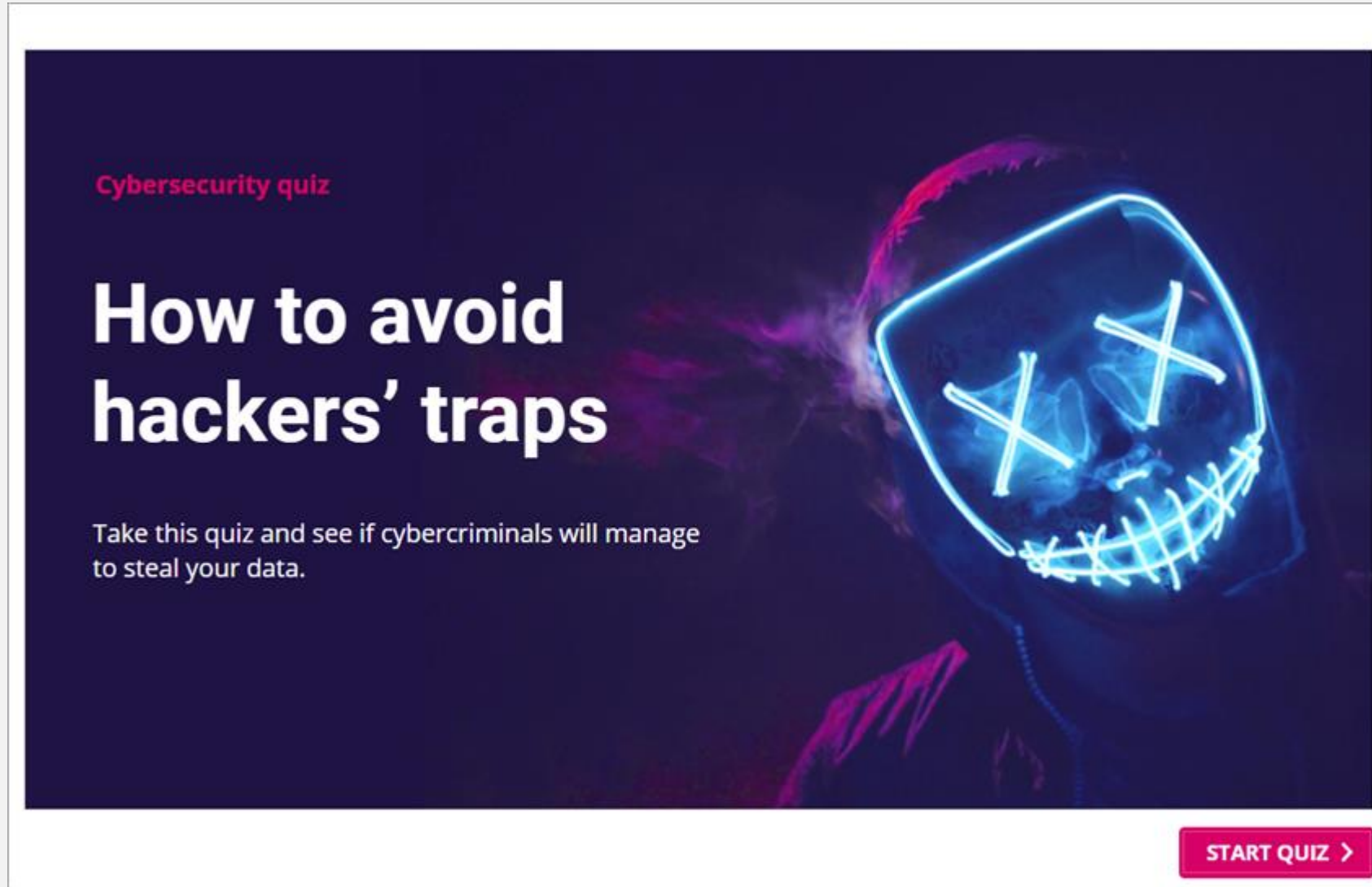
i



Vision

WCAG 1.4.3 - Contrast (Minimum)
Level AA

Text and background contrast ratio



At
least
4.5:1

Checking colour contrast

WebAIM

web accessibility in mind

services

articles

resources

projects

community

Search:

Introduction to Web Accessibility

WebAIM Training

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#0000FF

Lightness

Background Color

#FFFFFF

Lightness

Contrast Ratio

8.59:1

[permalink](#)

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

Normal Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Pass**

The five boxing wizards jump quickly.

Checking colour contrast

WebAIM

web accessibility in mind

services

articles

resources

projects

community

Search:

Introduction to Web Accessibility

WebAIM Training

Contrast Checker

[Home](#) > [Resources](#) > Contrast Checker

Foreground Color

#D70067

Lightness

↔

Background Color

#1E1342

Lightness

Contrast Ratio

3.32:1

[permalink](#)

Normal Text

WCAG AA: **Fail**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Large Text

WCAG AA: **Pass**

WCAG AAA: **Fail**

The five boxing wizards jump quickly.

Related Resources

- [Contrast and Color Accessibility](#)
- [Quick Reference: Testing Web Content for Accessibility](#)
- [Web Accessibility for Designers](#)
- [Link Contrast Checker](#)

ii



Hearing

WCAG 1.2.2 - Captions (Prerecorded)
Level AA

Synchronised, accurate and descriptive captions

Introduction module - 

eLearning
accessibility
fundamentals

0% COMPLETE

 Introducing the Web Content Accessibility Guidelines 

 WCAG quiz 

 eLearning authoring tools 

▼ DISABILITY AND ACCESS NEEDS

 Exploring disability 

▼ ASSISTIVE TECHNOLOGY AND ACCOMMODATING ACCESS NEEDS

 Introducing assistive technology 

 Vision access needs 

 Hearing access needs 

 Motor access needs 

 Cognitive access needs 

▼ RESOURCES, KNOWLEDGE CHECK AND NEXT STEPS

 Module resources 

 Knowledge check 



Lesson 7 of 17

Exploring disability

To begin our exploration of disability we will start with a video created by the human rights movement WeThe15. Launched at the Tokyo 2020 Paralympic Games, WeThe15 plans to end discrimination and transform the lives of people with disabilities who represent 15% of the world's population. Before you watch the video, think about someone that you know who has a disability. It could be a friend, a family member, yourself, a colleague or someone famous. Next try and think of some other disabilities which you are aware of.

Note: An audio described version, a signed version (BSL) and a descriptive transcript are available below the video.



IPC - WeThe15

Sam Pilling



(phone crashes)

iii



Motor

WCAG 2.2.1 - Timing Adjustable
Level A

Time limits

SETTINGS

New Quiz

Main

Design

Number of attempts

▼

Passing score

/ 100%

Set a time limit

Limit the time allowed to complete the entire quiz.

Shuffle questions

Randomize the order of questions

Shuffle answers

Show answers in random order

Show correct answers

After a user submitted an answer

Unlimited

1

2

3

4

5

6

7

Off

On

Off

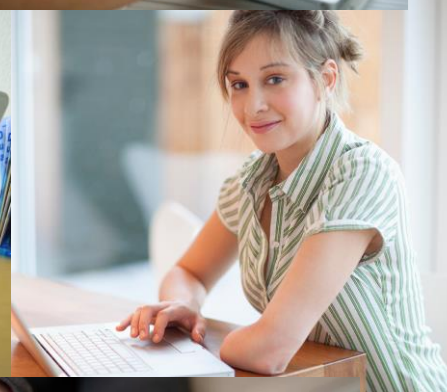
On

Off

On

Off

On





iv

A

Cognitive

WCAG 2.2.2 - Stop, Pause, Hide
Level A

Moving content



Climate change science fundamentals

The climate system is a complex, interactive system consisting of the atmosphere, land surface, snow and ice, oceans and living things. Climate change science seeks to understand the physical, chemical, biological and geological processes, and the interactions among these processes, that produce climate.

Welcome to this interactive introduction. We hope you find it useful and enjoyable.

Start

Make a micro-commitment - change the world



What is the one
accessibility tip
you've learnt today
that you'll commit to
taking action on and
sharing?

5

Key takeaway & questions

Key takeaway



Legal



IT



Human resources



Procurement



DE&I



Customer Relations



Marketing



L&D

20 ways to include different access needs in your learning content

Vision



- Make sure there is good colour contrast between text and background colours.
- Add alternative text to all images which add meaning and make sure images which don't add meaning aren't announced by assistive technology.
- Use heading styles so screen reader users can easily understand the structure of the learning and navigate.
- Do not convey meaning using colour alone (e.g. green for correct and red for incorrect).
- Provide audio description or descriptive transcripts for videos with important visual content.

Hearing



- Provide synchronised, descriptive and accurate captions for video content.
- Provide transcripts for audio and video content.
- Avoid audio-only instructions or warnings (e.g. a warning sound if learners make a mistake).
- Allow learners to control the audio volume.
- Avoid background audio behind speech in audio tracks unless it is quiet enough not to cause distraction or learners can switch it off.

Motor



- Make sure that learners can use all the functionality of the learning resource with a keyboard.
- Make sure there is a clear 'visible focus indicator' to show when interactive items have been selected with a keyboard.
- Avoid interactions which rely on the use of a mouse such as 'drag and drop' interactions.
- Use clear and consistent navigation.
- Use inclusive instructions, (e.g. select instead of click, enter instead of type etc.)

Cognitive



- Allow learners to control any time limits – or do not set them.
- Allow learners to pause, stop or hide any moving elements in the learning resource.
- Use the clearest and simplest language appropriate for the context and audience.
- Do not include any content which flashes more than three times per second.
- Provide transcripts for audio and video content.

