

Introduction to the European Accessibility Act

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Accessible
centre **EU**

EAA - Background

- Fragmentation on the internal market
 - Whats in it for you?
 - common rules = cost reduction
 - common requirements (POUR)
 - easier cross border trading
 - more market opportunities for accessible products / services



EAA – Backgrounds

- 80 Million Persons with Disabilities

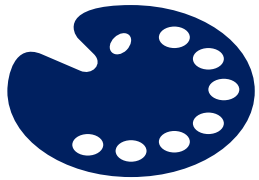


- What they gain:
 - more accessible products / services
 - more competitive prices for accessibility
 - less barriers (when accessing transport, education and labor market)
 - demand for accessibility expertise

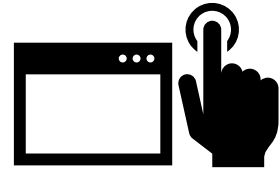
Accessibility requirements for

- e-commerce
- smartphones
- telephony services and related equipment
- TV equipment related to digital television services
- access to audio-visual media services
- banking services
- ATMs, ticketing and check-in machines
- air, bus, rail and water passenger transport
- e-books
- computers and operating systems

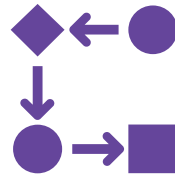
Products and services include



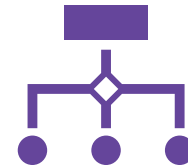
design and
production



IU & user-
interface



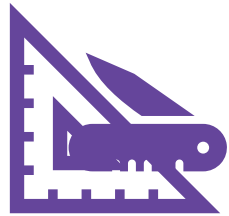
procedures



policy



education



tools



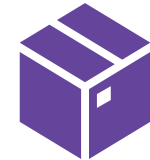
info/letters



manuals



helpdesk/chat
call-center



Transitional period (no changes)

- products acquired before 28/06/25: 5yrs
- Service contracts signed before 28/06/25: 5 yrs
- Self-service terminals acquired before 28 June 2025: 20 years

Exemptions 1

- for services: +10 employees AND +2M Euro/yr
- B2B
- fundamental change
- undue burdon



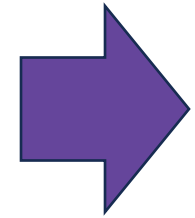
Exemptions 2

For websites and apps:

- a) prerecorded time-based media (till 28 June)
- b) office formats (till 28 June)
- c) online maps and mapping services (ex if essential for navigation)
- d) third party content if..
- e) archived content (till 28 June)

EAA and WAD

- broader scope
- supply and distribution chain responsibility
 - manufacturer, importer (CE), distributors (products), service providers (services)
- declaration of conformity
- 4 principles
- multiple laws + existing market surveillance authorities



Product manufacturers

- accessible products
- technical documentation about accessibility
- clear/accessible identification and contact info
- understandable instructions and safety info
- conformity (procedure and declaration)

Product importers and distributors

- check documents of manufacturer
- check CE-marking

Requirements for products

- user-interface requirements
(visual, tactile, operation, interaction, other)
- information and instruction
- instructions for user
- packaging
- organisation

Services

- websites, apps (and products) etc. for your service must be accessible
- explain how your service works and how it works with related products
- provide information (accessible/ty) about support technologies and procedures necessary to keep that

Requirements for services

- regarding subjects in EAA
- 4 principles (POUR)
- Include support (like helpdesk, callcenter etc.)
- declaration of conformity
- exemption for small organizations

Brief



So, will all that legal stuff work?

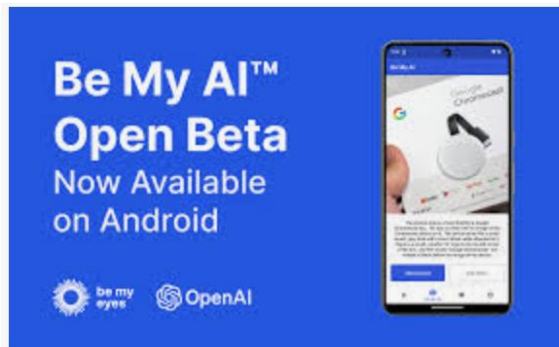
- Yes, if combined with:
- Inclusion into processes of the organization (Management responsibility, monitoring, education, awareness, enablement, equipments, tools, engagement, A11yStatement with multichannel feedback, tracking, 5 yr plan)
- Use customer journeys (AND include PwD)
- unified approach & Q&A for questions

Legal stuff



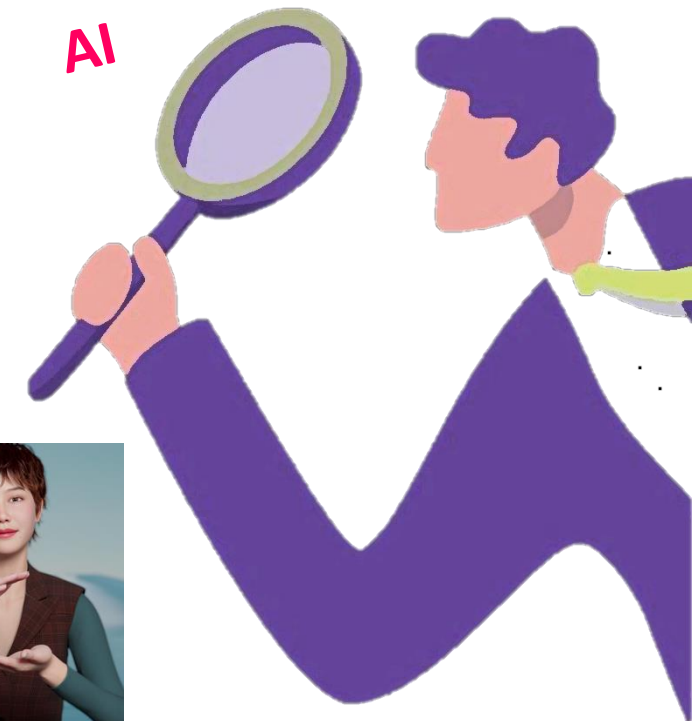
Will AI make a11y problems dissapear?

- Haha
- But consider Web4 and
- Use of AI by PwD



KIKI
VIRTUAL HUMAN : INTERPRETER

She specializes in sign language.



AccessibleEU website and newsletter



6x per year

The latest news on accessibility, events, workshop, and training courses, as well as other related topics

Website: www.AccessibleEUCentre.eu

NL: eric.velleman@han.nl



Links for your colleagues

- EAA: [The European Accessibility Act itself](#)
- EAA: [page of website EU Employment, Social Affairs & Inclusion](#)
- EAA: [Annex 1,2,3](#) (older but handy)
- EDF [transposition toolkit document of EDF](#)
- More [support information about EAA](#) from the European Commission
- About the [revision of Audio Visual Media Services Accessibility](#) policy
- [Deloitte, Study on the socio-economic impact of new measures to improve accessibility](#) of goods and services for people with disabilities
Final Report
- [AccessibleEU network](#) and activities

Thank you!

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