11th CIDUI CONGRESS 2020+1
Beyond competencies: new challenges in a digital society
June 29, 30, July 1 and 2, 2021
CIDUI
Congrés Internacional de Docència Universitària i Innovació
Congreso Internacional de Docencia Universitaria e Innovació
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Web Accessibility for All

Pilar Orero, Estel·la Oncins, Anna Matamala
pilar.orero; estella.oncins; anna.matamala@uab.cat
TransMedia Catalonia
Departament de Traducció, d'Interpretació i d'Estudis de l'Àsia Oriental
Universitat Autònoma de Barcelona

Importance of accessibility

Source: European Council (2019)

Web accessibility definition

Web accessibility means that websites, tools, and technologies are designed and developed so that people with disabilities can use them.

More specifically, people can:
perceive, understand, navigate, and interact with the Web contribute to the Web.

(WAI/W3C)

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EU Accessibility legislative framework

European Web Accessibility Directive (WAD) - 2016
Audiovisual Media Service Directive (AVMSD) – 2018 (reviewed)
European Accessibility Act (EAA) - 2019

Standard EN 301 549
"Accessibility requirements for ICT products and services"

Issues identified

The majority of new websites (80%) are found not accessible.

42% of users are not (very) satisfied with the “Web Accessibility Directive transposition and implementation”

(source: EDF survey 2019)

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IMPACT project

Inclusive Method based on the Perception of Accessibility and Compliance Testing

Erasmus + Strategic Partnerships
in Higher Education.
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Project Partners

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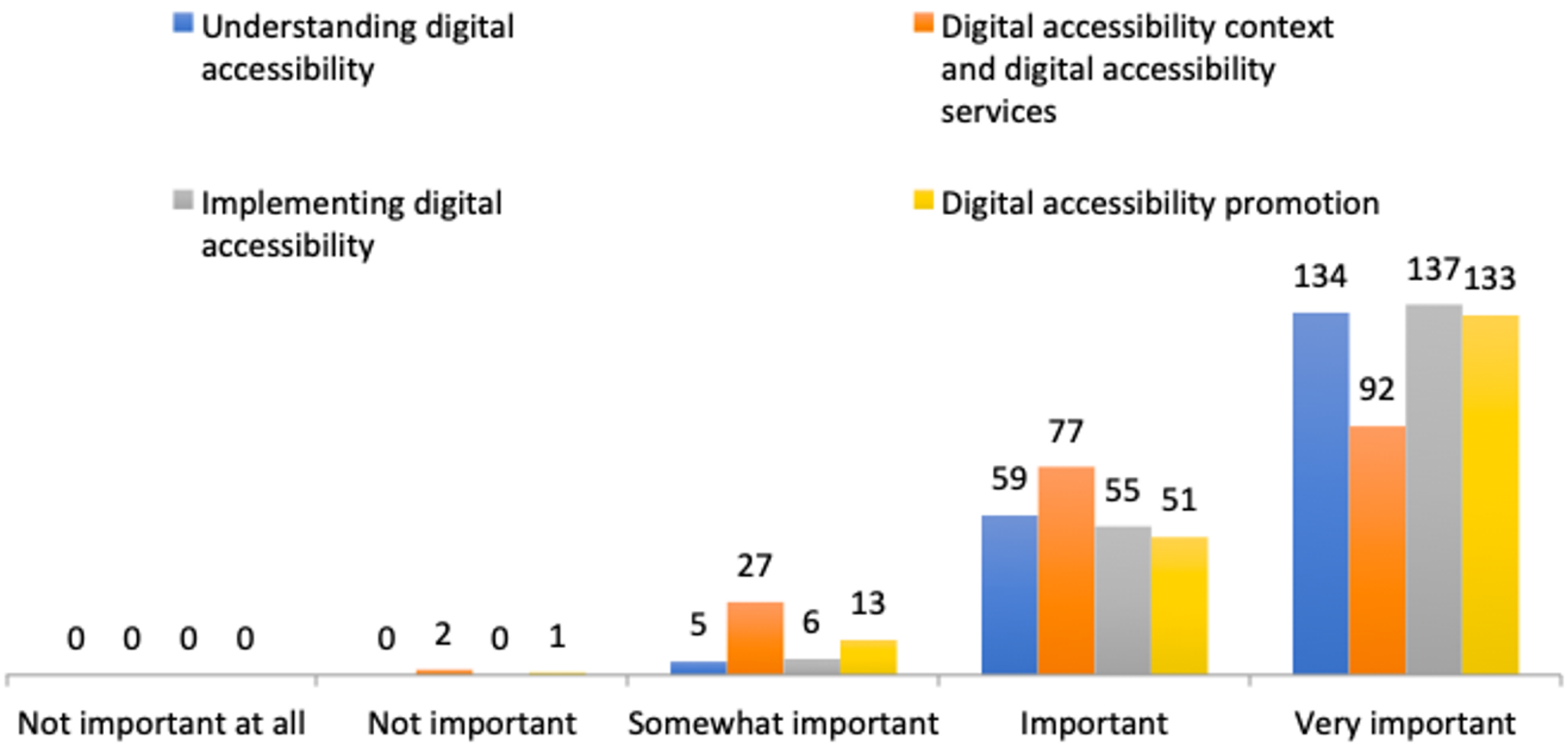
Main aims

- Map the current situation of web and digital accessibility practices in terms of training and practice.
- Define the skills framework for a new profesional profile “Digital Accessibility Educator/Mediator” for two roles adults and for children.
- Generate recommendations for web accessibility.
- Develop open source training materials.

Results achieved

- Define competeces of the new professional profiles online survey.
- Validate competences with focus groups.
- Develop training materials.

Competences definition



Skill cards structure

Understanding Digital and Media Accessibility	• Basic concepts • Target groups and their needs • Accessibility context
Digital Accessibility context and digital accessibility services	• Accessible web • Accessibility services • Accessibility tools
Implementing Digital accessibility	• Getting started with web accessibility • Accessibility management • Toolkit for adults • Sensibilisation toolkit for children
Digital accessibility promotion	• Accessibility needs and benefits • Stakeholders involvement • Accessible communication

Training materials

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