



Co-funded by the
Erasmus+ Programme
of the European Union

Users Power the Web Accessibility Directive

23 November 2023, 14:00 CET
Via ZOOM Webinar



SYNTHESIS
CENTER FOR RESEARCH AND EDUCATION





Welcome to UPowerWAD Online Event

A workshop about scaling up UPowerWAD
project results across EU member states



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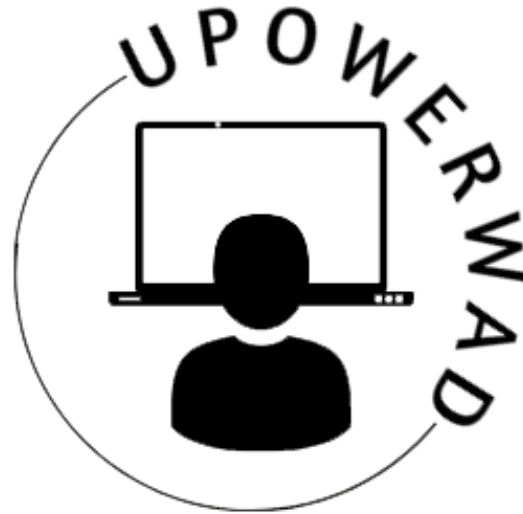


Welcome!

The webinar starts at 14.00 CET

- ✓ Please use the Q&A function if you would like to pose a question to the speakers.
- ✓ Your microphone is muted to avoid background noise.
- ✓ International Sign Language is provided, use the interpretation button (the globe) in Zoom.
- ✓ Live captions are presented as closed captions, use the "CC" function in Zoom.
- ✓ A streamtext link will also be shared in the chat.

About the project and the partners



The Project



UPowerWAD

Involving, empowering and training end users with disabilities to fully participate in the Web Accessibility Directive objectives

ERASMUS+ Programme

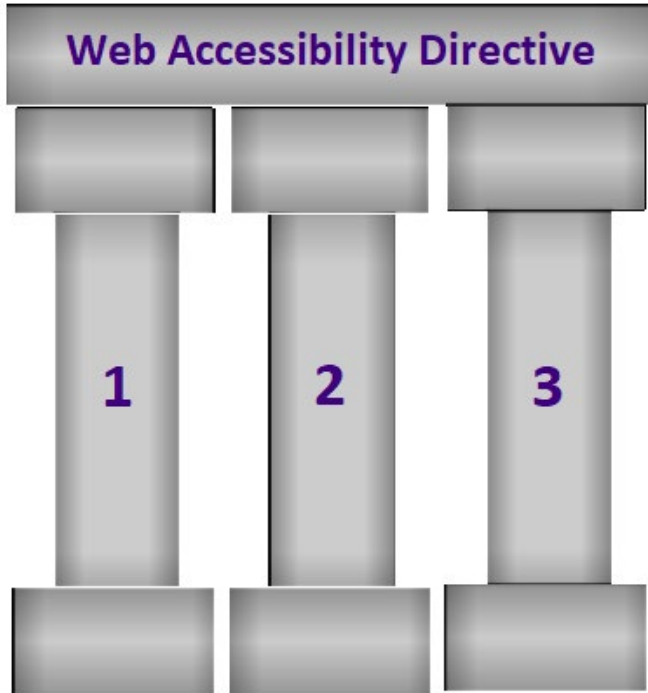
Action Type:

KA220-VET - Cooperation partnerships in vocational education and training



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Web Accessibility Directive - WAD



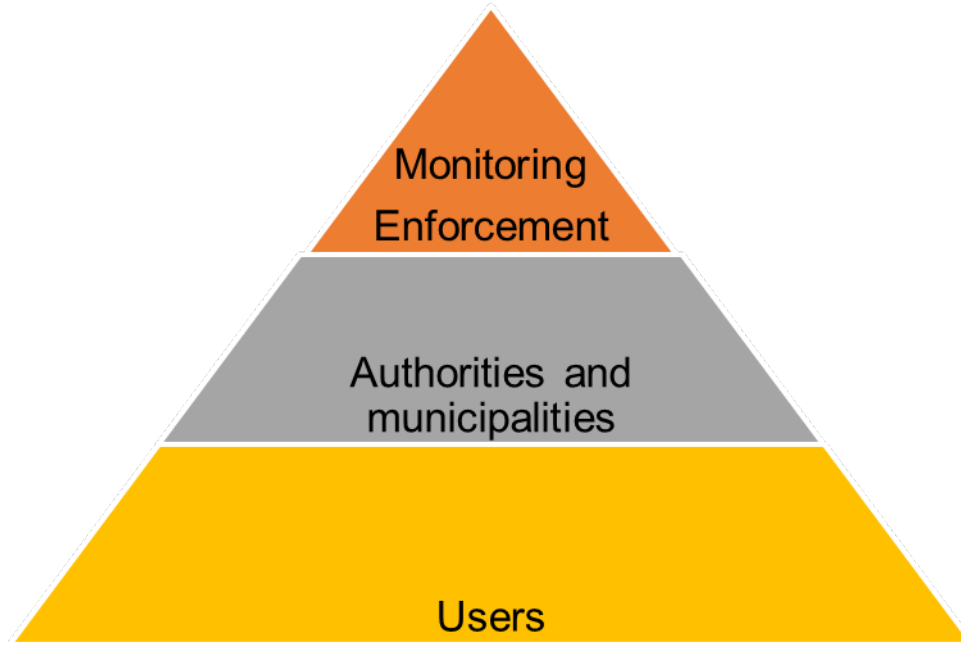
Directive (EU) 2016/2102 of the European Parliament and of the Council of 26 October 2016 on the accessibility of the websites and mobile applications of public sector bodies

1 - Feedback Mechanism

2 - Accessibility Statement

3 - Monitoring and Supervision

How the WAD works



Monitoring & Supervision

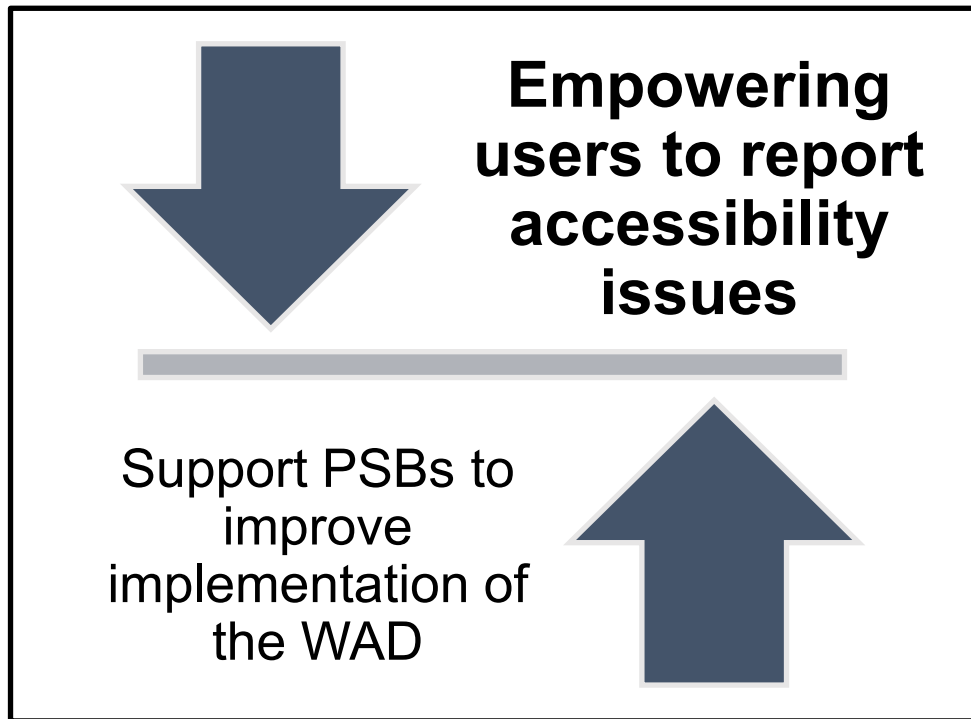


Accessibility Statement



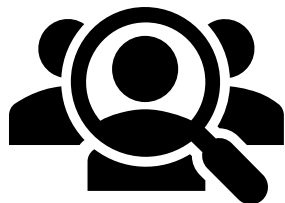
Feedback

Contexts and Objectives



To date: insufficient implementation & usage of the feedback mechanism and the accessibility statement

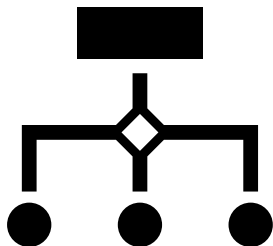
Methods we used



Interviews with end users and public service bodies across Europe



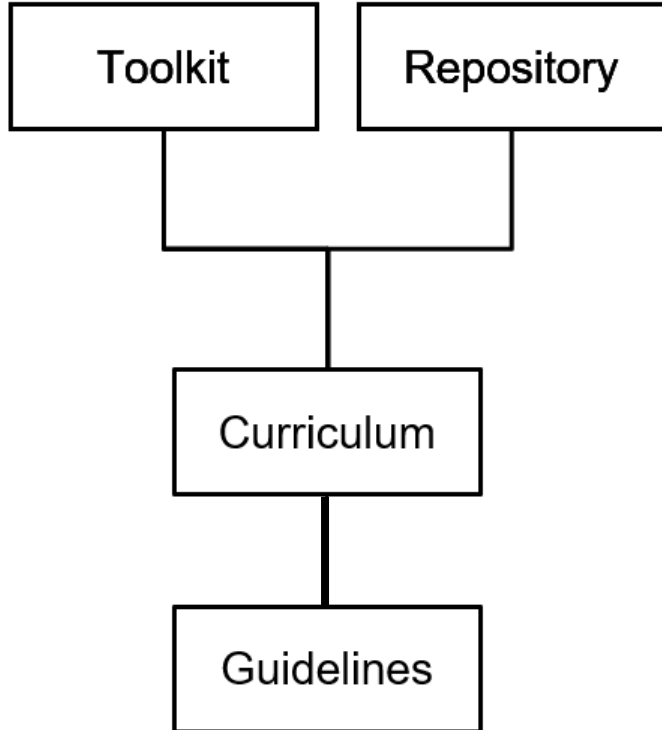
Online Surveys with public sector bodies from 20 European countries



Desktop research on digital accessibility

Various kinds of workshops with different stakeholders

Project results



1. **Toolkit (end user)** - Capture and categorize feedback from end users about web accessibility
2. **Repository (PSBs)** - Interactive Repository of best practices on structuring and reporting web accessibility issues
3. **Curriculum (VET providers)** - Model curriculum for training people with disabilities to provide relevant and actionable feedback on web accessibility
4. **Guidelines (VET & OPD)** - Practical guidelines on how to use the model curriculum to empower and train people with disabilities to provide feedback on accessibility issues

The partners and their expertise



European Blind Union (End User Participation)



Funka Nu (Digital Accessibility)



Synthesis (Education and Social Innovation)



TU Dortmund University (Science and Education)

Associated partners





Toolkit

How to capture and categorise feedback from users in the context of web accessibility



Stakeholder involvement

- User interviews
 - knowledge and preferences
- Survey with Public Sector Bodies
 - existing practice
- Connecting the dots



Toolkit target groups

Who is it for?

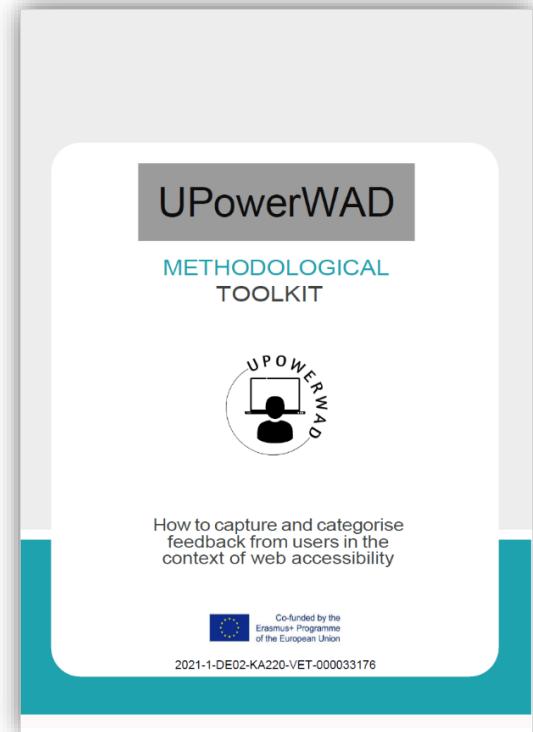
- end users / organisations
- website owners
- training providers



Toolkit content (1)

Why is feedback scarce?

- Challenges to feedback
 - Technical
 - Motivational
- Tips to website owners
- Tips to end users



Toolkit content (2)

How to provide feedback?

- Users and their expertise
- Actionable feedback
- Feedback mechanisms
 - Characteristics
 - Suggestions




[About](#)
[What we do](#)
[Publications](#)
[eForms](#)
[Contact Us](#)

Feedback

We welcome your feedback on the accessibility of our website. Please let us know if you encounter accessibility barriers on:

- Phone: +356 21336840
- E-mail: web.accessibility@mca.org.mt
- Postal address: Valletta Waterfront, Pinto Wharf, Floriana, FRN1913, Malta

We aim to respond to feedback within 2 business days.

LUND UNIVERSITY

☰ Menu

[Start](#) > [Accessibility statement](#)

Report accessibility issues

Description of the accessibility issues found on this website **(required)**

Report accessibility issues – describe your problem and your needs.

Link to webpage with examples of accessibility issues **(required)**

This must be an external URL such as <http://example.com>.

Accessibility aids used, if applicable

If the lack of accessibility is due to the site not working with an accessibility aid you use, please describe it here and which aid it is

Which operating system and web browser do you use?

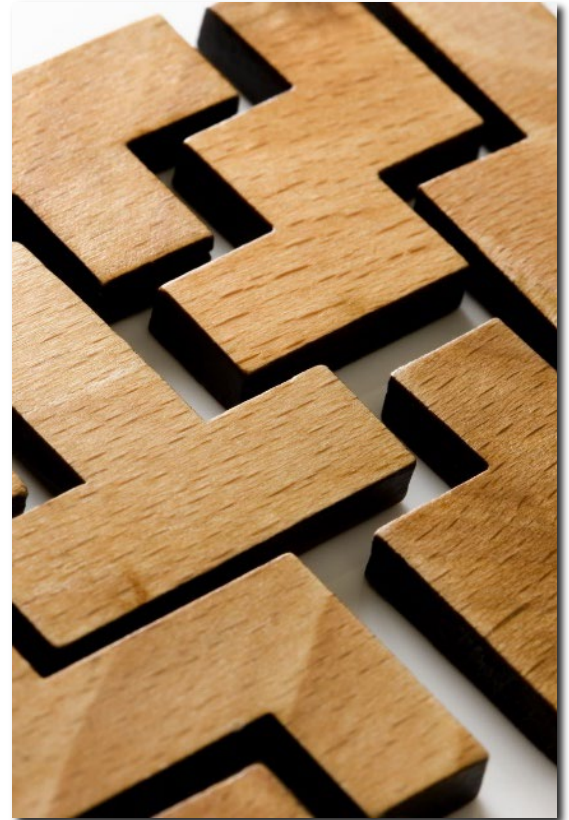
How do you wish to be contacted? **(required)**

Select one of the following options ▼

Send message

Repository

How to provide structured feedback
regarding web accessibility issues



Repository target groups

Who is it for?

- website owners

but also:

- users, training providers,
user organisations



Repository content (1)

Best practices presented with:

- Descriptions
- Explanations
- Benefits
- Some real-life examples



Repository content (2)

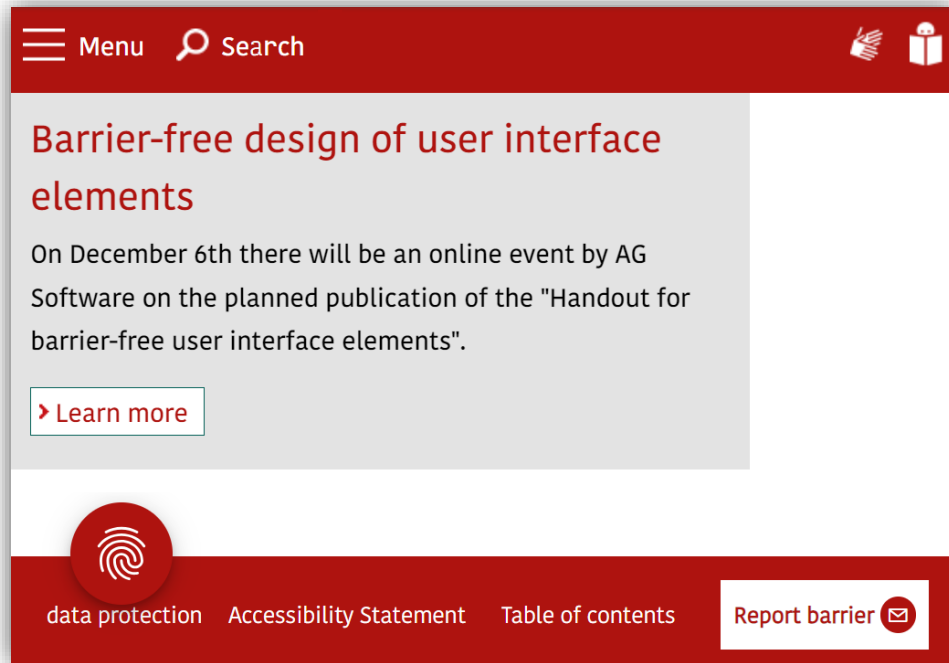
Aligned to the feedback process:

- Access points
- Accessibility statement
- General aspects, guidance
- Feedback formats and channels
- Response to feedback



Good practice (1)

Direct
link



Good practice (2)

Different channels

ARBETSFÖRMEDLINGEN
SWEDISH PUBLIC EMPLOYMENT SERVICE

Several ways to give us your feedback

You can use our form, e-mail or call us when you want to give us your feedback or report a shortcoming with our digital accessibility. Choose the way that suits you best.

Fill in and send a form

You can submit your feedback anonymously. However, we will need your contact details if you want us to get back to you. Do not use this form if your identity is protected.

All mandatory fields are marked with (mandatory information).

Enter the address of the page where you found the problem (voluntary information)

Describe your problem (mandatory information) *

E-mail

E-mail: support@arbetsformedlingen.se
Write "Digital accessibility" in the subject line.

Call

State your case as "technical support" in the voice-controlled switch and you will be connected to our technical support.

[> +46 771-416 416](tel:+46771416416)

Good practice (3)

Possibility to
send
attachments

A screenshot of a web page from the Regional State Administrative Agency. The page has a purple header with the agency's logo and name on the left, and search and menu icons on the right. The main content area is white and contains a breadcrumb trail: 'HOME > USER RIGHTS >'. Below this is the text 'SUBMIT A COMPLAINT ON WEB ACCESSIBILITY OR REQUEST CLARIFICATION'. The main heading is 'Submit a complaint on accessibility or request clarification'. Underneath is a section titled 'Supporting attached document' with the text: 'If you wish, you can attach documents, such as a screenshot, to the notification. If you have received a response or decision on the matter from the publisher of the website or mobile app, please attach it here.' Below this text is a dashed-line box containing the text 'Drop files here or' and a purple button labeled 'Select files'. At the bottom of the page, it says 'Accepted file types: jpg, gif, png, pdf, word, Max. file size: 500 MB.'



Time for a coffee break.

We will be back in 15 minutes.

BREAK

A hand holding a blue marker, positioned as if it has just finished writing the word "BREAK" on a whiteboard. The word is written in large, blue, hand-drawn capital letters and is underlined with a blue horizontal line.

Model Curriculum

How to teach people with disabilities to provide actionable feedback on web accessibility issues





Overview

- **Based on:** Methodological Toolkit & Repository of Best Practices
- **Goal:** empower users with disabilities to provide actionable feedback on accessibility problems
- **Comprises:** structured description of course material, lessons and assessment plans
- **Target group:** Vocational Education and Training providers and Organisations of Persons with Disabilities



Flexible usage

- Allows for implementation in different learning contexts
- Trainers can focus on different key aspects (basic information on feedback, additional details and discussion on user feedback, ...)
- Trainers can vary the depth of content (singular workshop, more detailed training package, ...)
- Adaptation to specific user needs and local conditions

Modules

Module 1: Web Accessibility

- knowledge on web accessibility
- implementation of the WAD

Module 2: Understanding Feedback

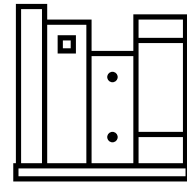
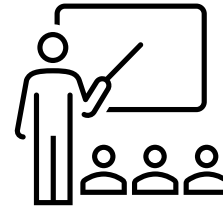
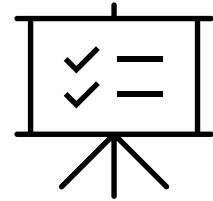
- addresses the importance of user feedback
- presents feedback options

Module 3: Actionable Feedback

- basic information on actionable feedback
- guidance on how to give actionable feedback
- Details on the follow-up process

Each module contains ...

- ... expected learning outcomes
- ... units with suggested content & assessment
- ... suggested methods
- ... relevant resources

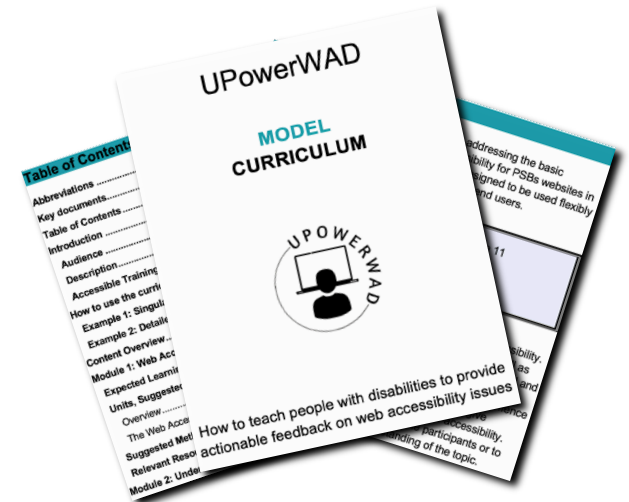




Why train the user?

- Understanding the **right to report** accessibility issues
- Understanding the **relevance/importance of feedback**
- PSB might not even be aware that the website has accessibility problems – **Website owners can learn a lot from feedback**
- Bottom-up process **fosters participation**
- Reporting barriers can **help other users**

Available on the project website

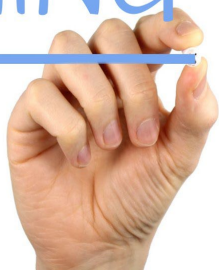


Result 4: Practical Guidelines on how to empower people and train people with disabilities on providing quality feedback on accessibility problems



The Practical Guidelines serve as a resource of information on initiating the creation of training courses based on the Model Curriculum that was designed in the framework of the UPowerWAD project.

TRAINING



The Practical Guidelines offer practical and specific instructions on how the Model Curriculum can be adapted to various cultural backgrounds.

The Practical Guidelines gives guidance as to how the project's results can be combined for maximum efficiency and for facilitating the scaling up of the project's results.



The overall aim is to provide guidance on how to produce training courses that will raise awareness and increase the knowledge of people with disabilities regarding actionable feedback on accessibility barriers.

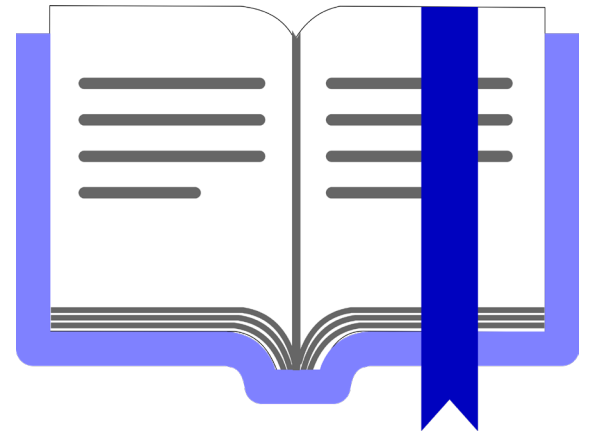


The Practical Guidelines was designed for:

- ✓ Vocational Education and Training (VET) providers in EU Member States who are interested in producing specialised VET courses in the field under different contexts. VET trainers who aim to improve knowledge on the topic among people with disabilities.
- ✓ National DPOs across the EU and EU DPOs, interested in organising training programs for their members and empower them by providing training on giving feedback on accessibility barriers and raising awareness on their right to express their opinion.
- ✓ The general public or anyone who is interested in utilising and adapting the project results.

What shall you expect from the Practical Guidelines?

What is the content of the Guidelines?



Chapter 2 The Universal Design for Learning (UDL)

The Practical Guidelines offers guidance on how to apply the UDL in training since the UDL creates the space for flexible learning and inclusive classroom environments.



You will find in the Guidelines a summary of the UDL principles that will inform the design of the learning process. Those are:

1. Multiple means of representation
2. Multiple means of action and expression
3. Multiple means of engagement



You will also find information about:

- ✓ Face to face training - What you need to pay attention to.
- ✓ Trainers' competencies and skills necessary to ensure maximum engagement and efficiency.
- ✓ Accessibility in communication.



Chapter 3: The target groups

In the Practical Guidelines you will also find information about the target groups. Specifically, there is information about:

- how to motivate people with disabilities to attend training;
- how to adapt the training to the different target groups;
- additional resources on how to develop and conduct inclusive training.

Chapter 3: The target groups

The final section of this chapter gives guidance on how to raise awareness on accessibility beyond the scope of the training.



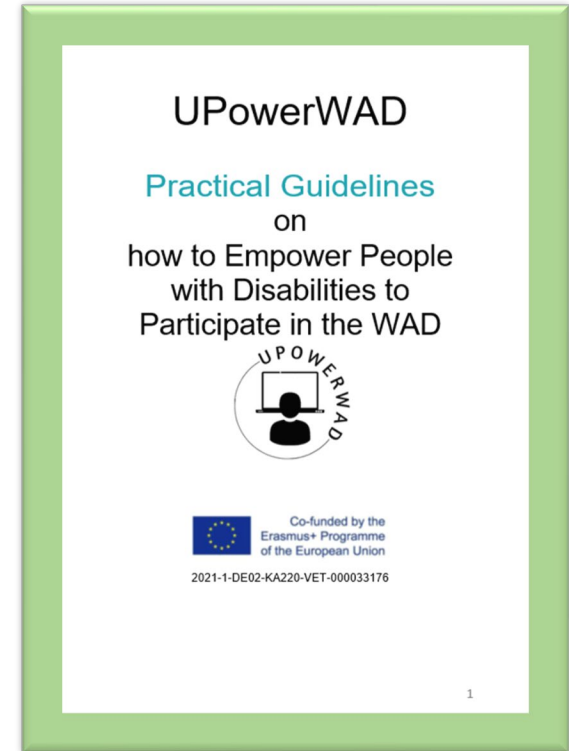
Chapter 4: How to Utilize the Model Curriculum

Chapter 4 of the Practical Guidelines focuses on offering practical guidance as to how to take maximum advantage of the model curriculum. Additionally, guidance is offered for linking the Model Curriculum to the Methodological Toolkit and the Repository of Best Practices.



In specific Chapter 4 includes:

- ✓ Details about the content of the Model Curriculum and its validation process
- ✓ The aims it serves
- ✓ Details on how to localize and adapt it outside the partner countries
- ✓ Instructions on how to implement it with practical examples and support material
- ✓ Practical Guidance on how to link it with the Methodological Toolkit and the Repository of Best Practices



All 4 Chapters of the **Practical Guidelines** were developed with the aim of creating a document that will help **VET trainers, DPOs** and other **interested parties** in creating informed training courses responding to the needs of people with disabilities in various contexts and will work towards raising awareness about end users' right of digital accessibility.



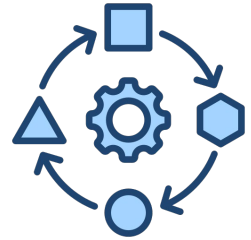




Scaling-up Opportunities Across the EU

Scaling up opportunities across the EU

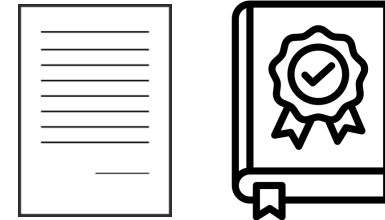
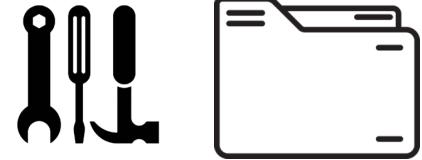
1. UPowerWAD resources are flexible.
2. Ideas to disseminate these resources and to implement trainings widely
3. Q&A session



Scaling up opportunities across the EU

UPowerWAD documents to empower persons with disabilities to give actionable feedback

- A toolkit
- A repository of best practices
- A model curriculum
- Practical guidelines



Scaling up opportunities across the EU

1. UPowerWAD resources are flexible

- Curriculum in English, translated into French, German, and Swedish
- Practical guidelines for different contexts and countries across Europe
- Applicable advice for various specific needs
- Universal Design for Learning



Scaling up opportunities across the EU

1. UPowerWAD resources are flexible

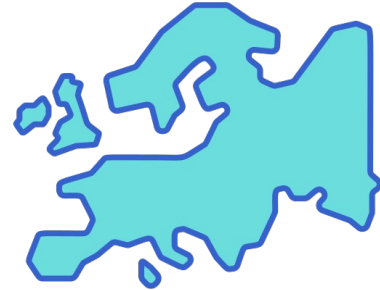
- Curriculum valid for websites and mobile apps
- Applicable to various level of ICT knowledge and usage
- Singular workshop or detailed training courses



Scaling up opportunities across the EU

2. Scaling up activities

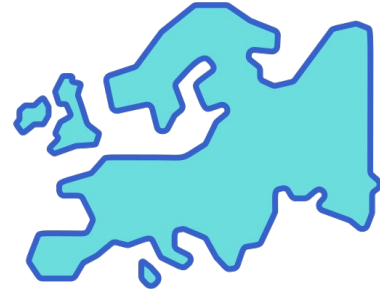
- ✓ Teiresiás Centre, Masaryk University, Czech Republic
- ✓ Hungarian IT Foundation for the Visually Impaired (INFOALAP)



Dissemination *via* our associated partners: EDF, BAG Selbsthilfe, DoBuS, Lebenshilfe NRW, University of Nicosia, FAF, etc.

Scaling up opportunities across the EU

Ideas to disseminate these resources and to implement trainings widely



- Release the project deliverables on EBU website
- Send these materials to EBU partners and to national delegations of EBU 42 members, including 26 EU member states



Scaling up opportunities across the EU

Ideas to disseminate these resources and to implement trainings widely



- Develop a training plan with some EBU partners
- On the occasion of yearly training events, such as the ICC camp (International Camp on Communication and Computers for Blind and Partially Sighted Youth)
- Reference these actions for other umbrella organisations







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Thank you for participating!



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www.funka.com/en/upower