From ambition to action -navigating the EU accessibility landscape

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DIGIN 2026

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EU policy and legislation

UNCRPD

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Disability Strategy

Procurement Directive

Master text styles

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Web Accessibility Directive

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European Accessibility Act

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Different types of legislation

EU Regulation

- Identical across member states
- GDPR

EU Directive

- National transposition
- EU digital accessibility laws

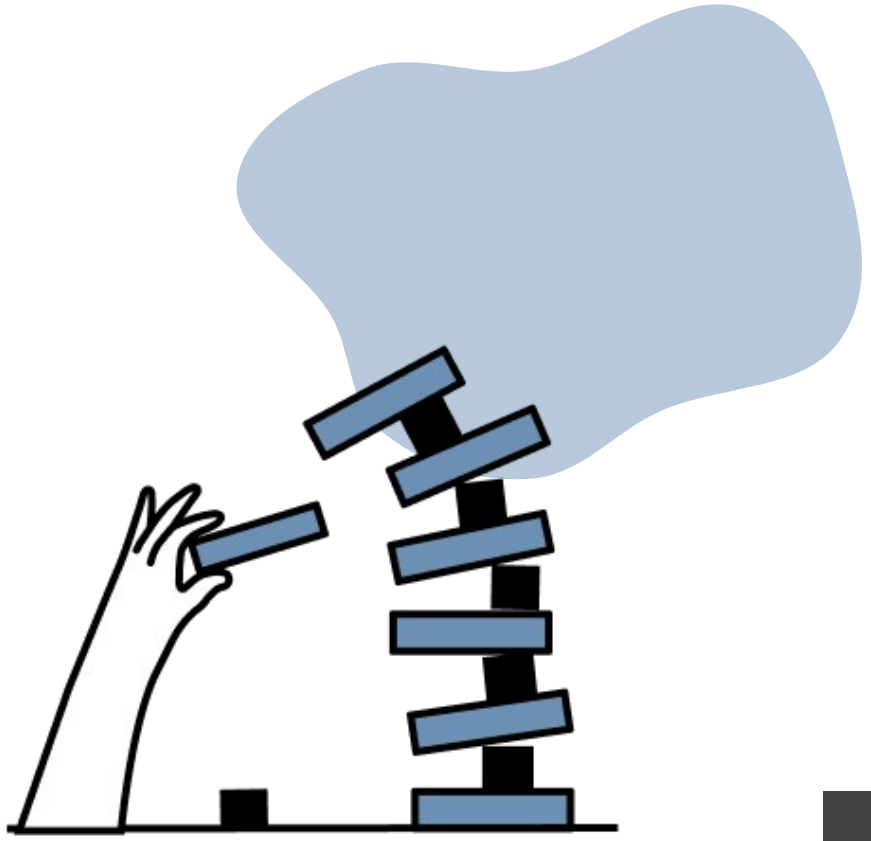
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Web Accessibility Directive

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WAD: Who is covered

- In scope
  - Public sector
  - Bodies governed by public law
- Indirectly affected
  - Suppliers to public sector



WAD: What is covered

- Website
- Intranet
- Extranet
- Documents
- Apps



WAD: Requirements

- Accessibility statement
- Alternative format
- Feedback mechanism
- Link to complaints mechanism
- EN 301 549 Annex A (ZA)



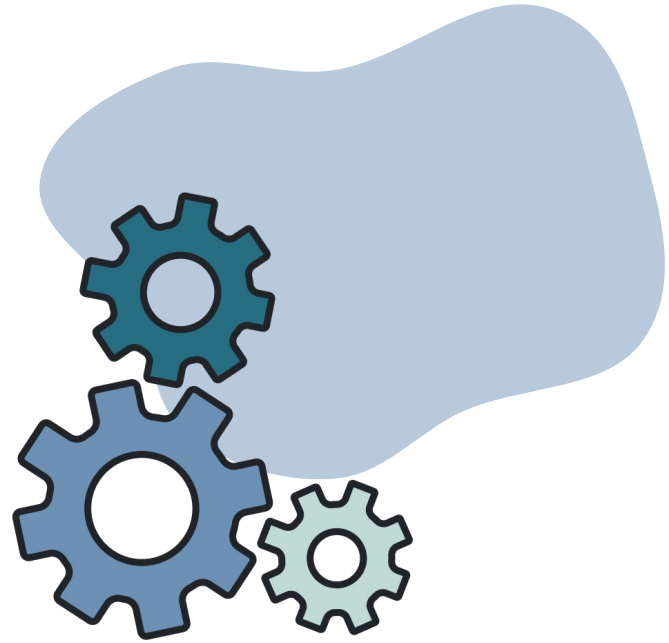
WAD: Enforcement

- At member state level
- Common methodology
- Yearly monitoring
- Reporting back to the European Commission



WAD: Implementation progress

- Increasing number of statements
- User feedback still rare in some countries
- Better monitoring
- Some member states report improvements



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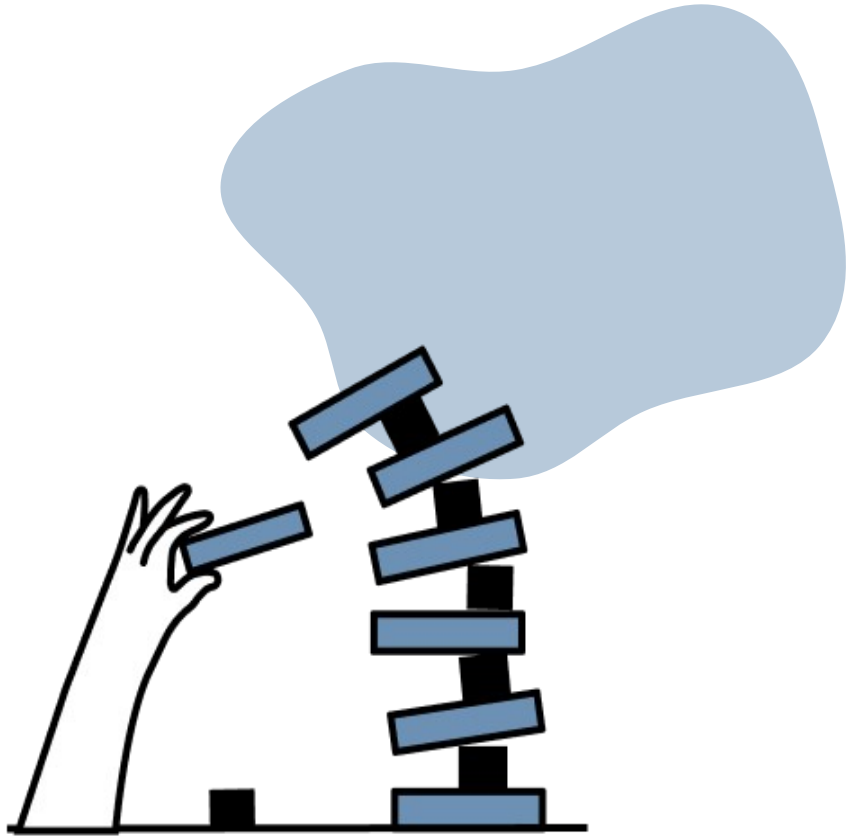
European Accessibility Act

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EAA: Who is in scope

- Manufacturers
- Authorised Representatives
- Importers
- Distributors
- Suppliers

of certain **products** and **services**



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EAA: Products in scope

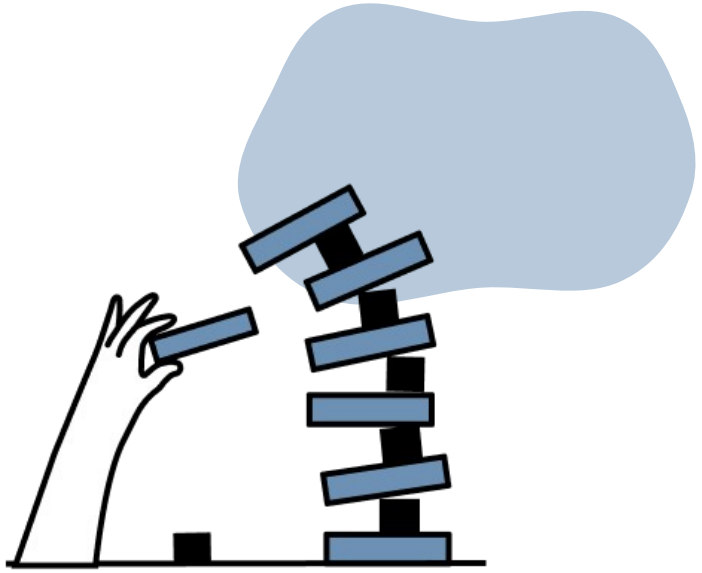
- Computers and operating systems
- Smartphones
- Payment terminals
- Self-service terminals
- Digital TV
- E-readers



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EAA: Services in scope

- Transportation: digital services
- E-books and its software
- E-commerce
- Consumer banking services
- Emergency communication



EAA: Requirements

- Annex 1 of the law itself:
  - Product
  - Service
  - Sector specific
- EN 301 549 + 6 other standards



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EAA: Enforcement

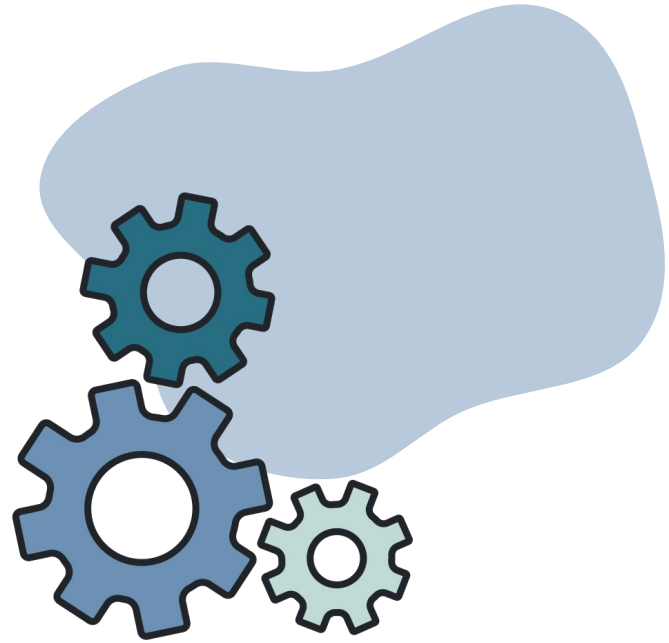
- At member state level
- Sector-wise
- Market surveillance authorities
- Competent authorities
- More than 100 enforcment bodies (!)



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EAA: Implementation progress

- Proactive surveillance
- Outreach
- Reporting systems
- Several thousand complaints



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Significant differences

Web Accessibility Directive

- Who
- What

>> EN 301 549

European Accessibility Act

- EAA Annex I:
  - Products
  - Services
  - Specific requirements

>> EN 301 549 + 6 more standards

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Legislation: a good start

Not a revolution

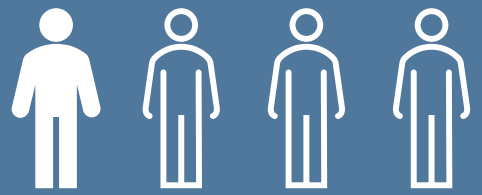


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Maximise the foreseeable use!



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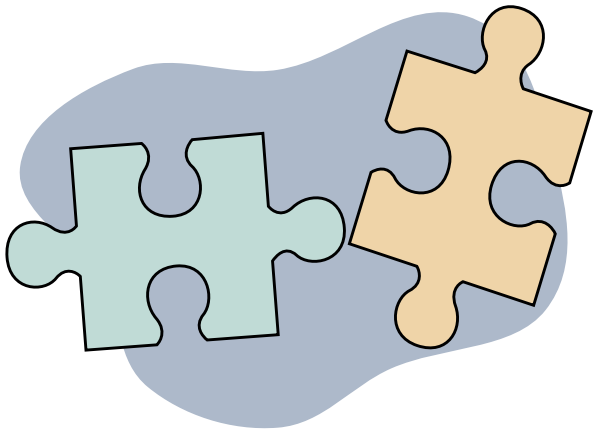
27%

of the EU population aged 16 and over has a disability (activity limitation).

Source: Eurostat

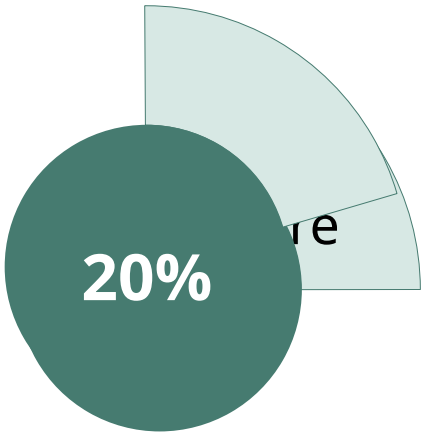
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The largest minority in the world – that anyone can join in an instant

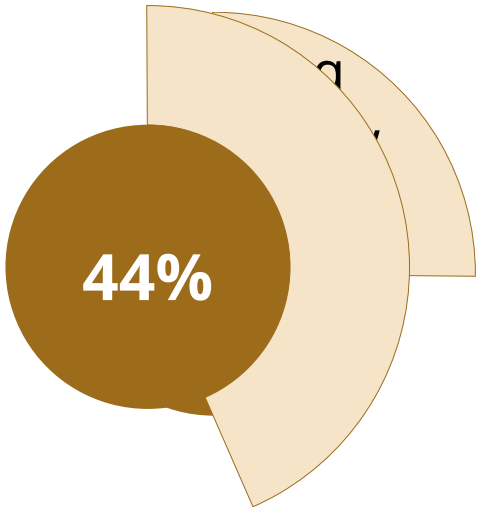


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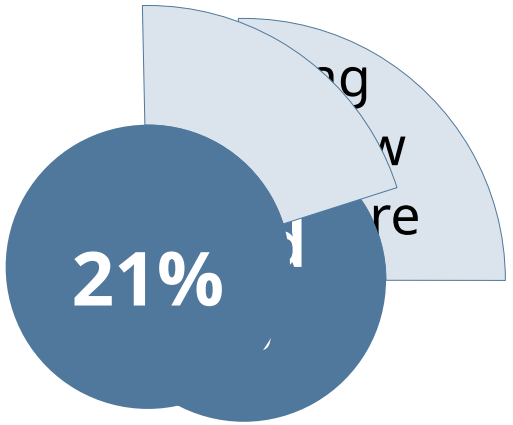
But there is more …



have poor reading skills



has less than basic digital skills



aged 65 years and over

Source: Eurostat, PIAAC

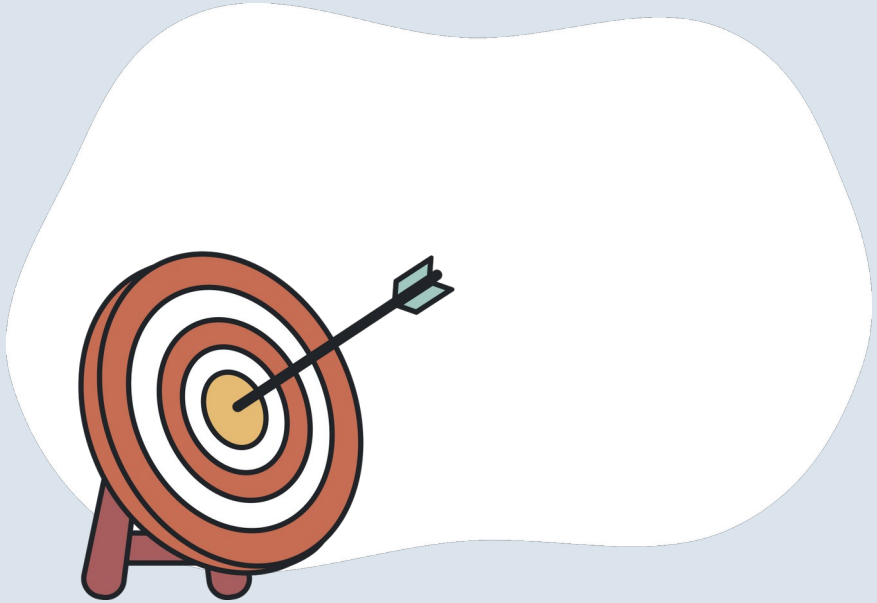
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Standards are voluntary

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”a formula that describes the best way of doing something”

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Far from perfect

- Minimum requirements
- Common denominator
- By experts for experts
- Inherently slow process

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Presumed conformance

- How to meet the requirements
- Minimum level
- Support and checklist
- Basis for test procedures
- Room for innovation



WCAG is not enough

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Mandate 587: Review of existing standards



EN301549

Products and Services



EN17161

Design for all



EN17210

Built environment

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Mandate 587: Development of new standards



Non-digital information



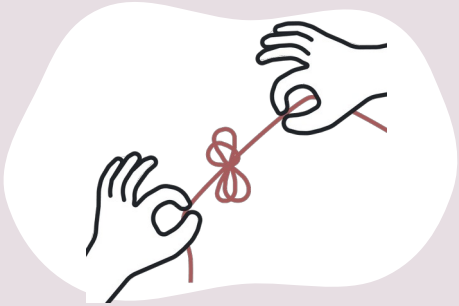
Support services



Emergency communications

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Get familiar with the EN



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Suggested reading order

- Clause 4: the heart of the standard
- Annex E: how to use the document
- Annex B: user needs <-> technical specifications
- Annex ZA: WAD requirements
- Annex ZB: EAA connection to EN301549 requirements



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Or you could ...

- Ask for help
- Join our trainings
- Get involved in workshops

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How can it be done?

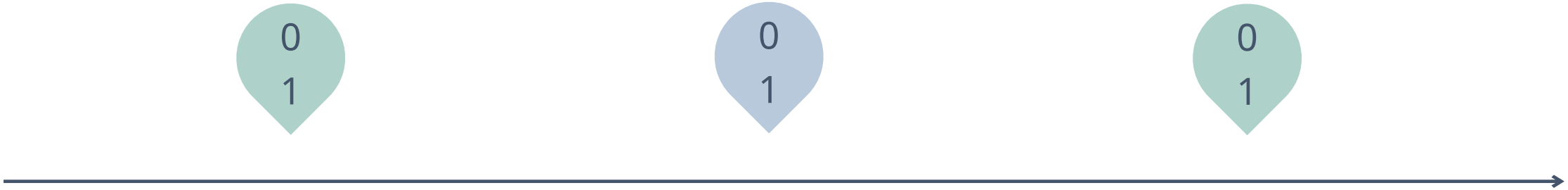
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Accessibility is everyone’s responsibility



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One step at a time



Analysis

Current state
Internal resources
External suppliers

Competence

Training
Certification
Buy-in

Procedures

Workflow
Documentation
Standards

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Questions



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Thank you!

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