

# Holding threads together

Building cross-organisational accessibility

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Quick glossary:

ICT = Information & Communication Technology

A11y = Accessibility

PwD = People with Disabilities

Getting started

# Hello, my name is Marion.

To become more inclusive,  
the tech industry must go  
through **a radical change**.

My work is all about making  
this happen.



Getting started

# I work at DigitalService

We develop digital solutions  
**for and with** the Federal  
administration.

We work **user-centered**,  
**data-driven** and **iterative**.



# Acknowledgement

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You are starting at a company.  
Your intention is to grow  
accessibility in it.

**What do you do first?**

# Get to know the people

- Which **experiences** people have with a11y?
- How do they **feel** about a11y?
- What do they want to **learn** about a11y?

# Map power dynamics

- **Formal power:** Who makes the last call for key decisions?
- **Reward power:** Who decides how to share resources?
- **Coercive power:** Who can exercise power as a pressure mean?
- **Expert power:** Who is responsible for key expertise fields?
- **Information power:** Who may use or retain key information?
- **Referent power:** Who has a lot of social influence?

# Assess maturity

- **Communications:** how inclusive are your internal & external comm?
- **Knowledge and Skills:** What do you provide for people to learn?
- **Support:** How do you support PwD internally & externally?
- **ICT Development Life Cycle:** To which extend is a11y considered?
- **Personnel:** How inclusive is your hiring process?
- **Procurement:** How do you ensure tools in your org are accessible?
- **Culture:** What are attitudes and considerations about disability?



**Raise  
awareness**



**Build  
capability**



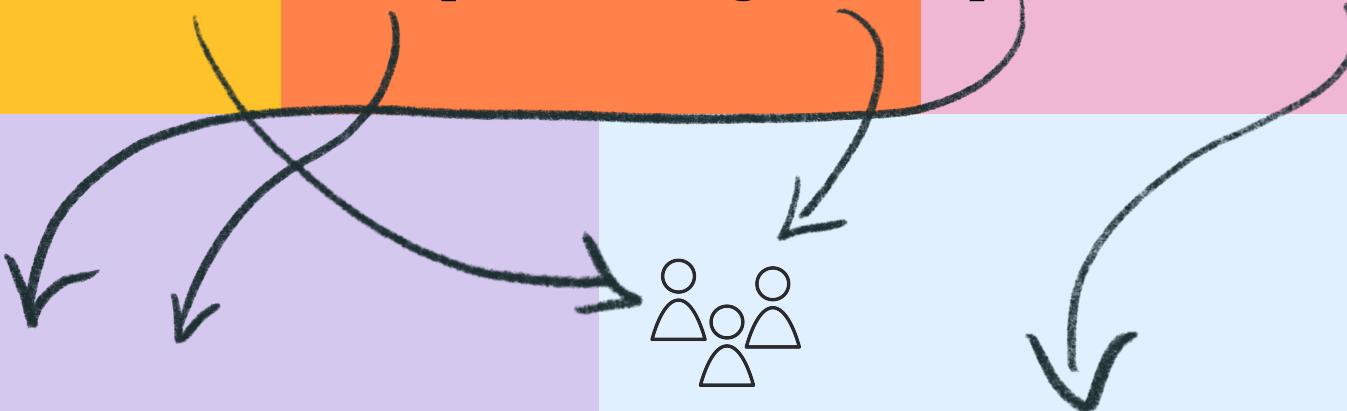
**Define  
process**



**Compliance**



**Usability**



# A11y onboarding for new joiners



Raise awareness

# Spread posters in strategic places

- Where people eat
- Where people “expel”
- Where people daydream

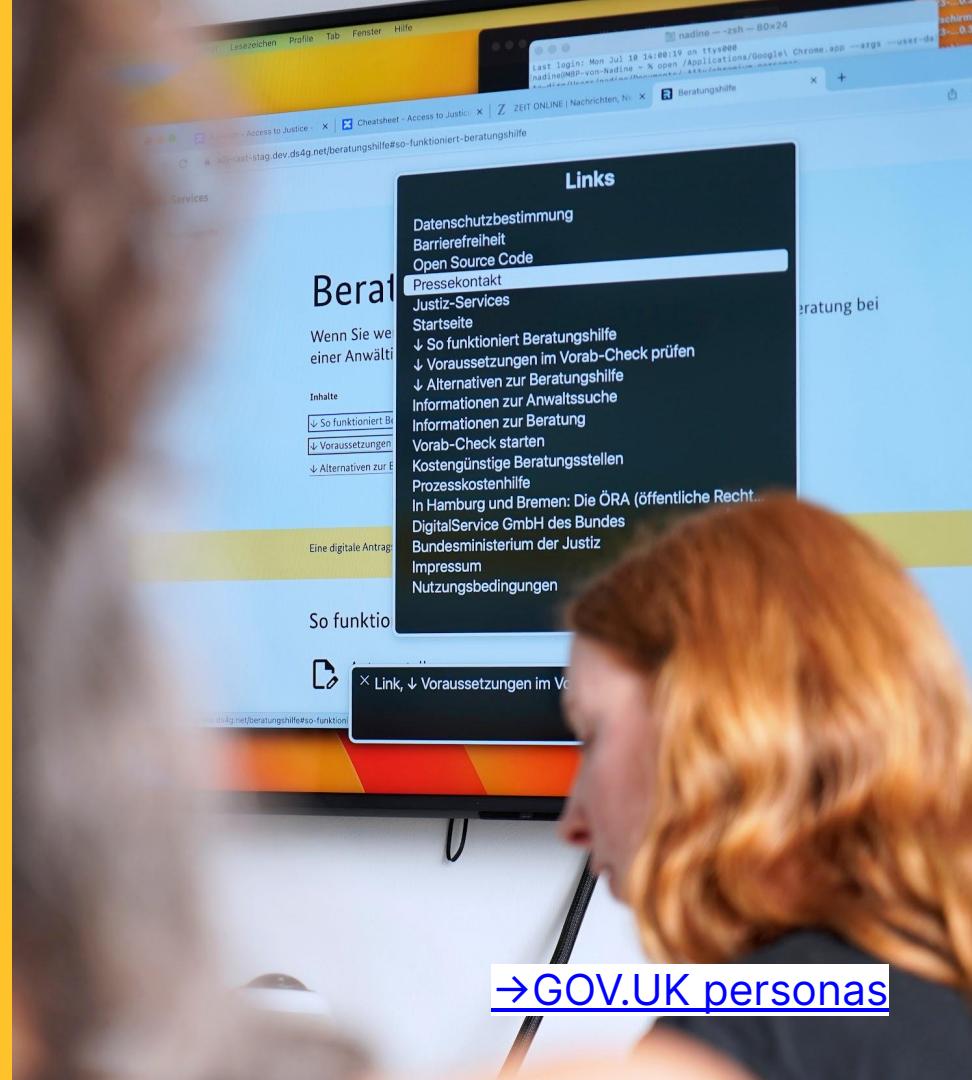
[UK Home office a11y poster](#)



Raise awareness

# Pizza-powered a11y test

- Review through the lens of PwD via GOV.UK personas
- A simulation is **never** a true representation of an impairment



[→GOV.UK personas](#)



# Train with experts

Build capability

# Develop an accessibility champion programme

	<b>Definition</b>	<b>Training</b>	<b>Initiative</b>	<b>Project</b>	<b>Teaching</b>	<b>Time investment</b>
<b>Level 1</b>	You attended the onboarding training and want to learn more about accessibility	W3Cx: Introduction to Web Accessibility <i>or</i> any introduction to your specific domain.	Summarise 1 book you read about a11y	Request 3 accessibility clinic sessions	Present your take-away from 1 accessibility-related conference/event of your choice. (can be a conference rewatch)	10%
<b>Level 2</b>	You know already the basics about accessibility and are looking into more concrete aspects	Deque IAAP CPACC training <i>or</i> Accessibility: how to design for all	Organise 1 pizza testing  Lead 3 a11y clinic	Participate in 1 user research session with people with disabilities	Write & publish one blogpost about accessibility  Organise 1 bite size a11y session	20%

Build capability

# Test with People with Disabilities

- Always test with a diverse audience
- Partner with disability associations
- Learn from the experts



Define process

# Spread your knowledge

- Provide a space for Q&A
- Gather recommended approach

## Responsive tab menu



Owned by Marion Couesnon ...

Last updated: Nov 15, 2023 • 3 min read • 9 people viewed • 1 link

- The question
- Recommendation
  - Turn the tab into a table of content (Layout manipulation only)
- Other options
  - Keep it as is
  - Make it scrollable
  - Turn it into a select (or dropdown)
- Additional resources
- Session infos

### The question

What is the most accessible option to handle a tab menu in a responsive way?

Dies ist ein Prototyp und kein funktionierendes Rechtsinformationsportal. Weitere Informationen →



Bundesministerium  
der Justiz

Bundesamt  
für Justiz

Leichte Sprache

[Gesetze & Verordnungen](#) [Gerichtsentscheidungen](#) [Verwaltung](#)

### Gesetze & Verordnungen

Suchbegriff

Suchen

**Roles**

Drag and drop the role responsible for the action you defined.

Transformation manager	Product manager	Project Lead
Engineer	UX/UI designers	User researcher
Content designer	Customer support	Accessibility ambassador
Stakeholder	Other teams (e.g. Argent)	Other

**To specify**

Edit the text to specify who exactly do you have in mind.

Take a look at one of the 10 success criterion assigned to your team.

What can be done to meet each success criterion?  
Discuss in your team and write down concrete actions.

1.1.1 Non-text Content



1.3.1 Info and Relationships



1.3.4 Orientation



1.4.4 Resize Text



2.1.1 Keyboard



2.2.1 Timing Adjustable



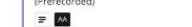
3.1.2 Language of Parts



Take a look at one of the 10 success criterion assigned to your team.

What can be done to meet each success criterion?  
Discuss in your team and write down concrete actions.

1.2.5 Audio Description (Prerecorded)



1.4.1 Use of Color



1.4.10 Reflow



2.1.4 Character Key Shortcuts



2.4.7 Focus Visible



3.2.4 Consistent Identification



2.5.6 Target Size (Minimum)



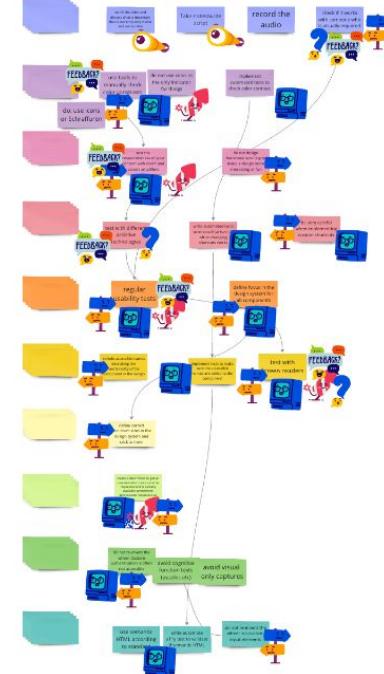
3.3.7 Redundant Entry



3.3.8 Accessible Authentication (Minimum)



4.1.2 Name, Role, Value



# Engage with the teams

Define process

# Overcome silos

Connect people from different department to achieve initiatives.

Justiz-Services

 / Erklärung zur Barrierefreiheit

## Erklärung zur Barrierefreiheit

Diese Erklärung zur Barrierefreiheit gilt für die unter service.justiz.de veröffentlichte Website des Bundesministeriums der Justiz.

Als öffentliche Stelle im Sinne der Richtlinie (EU) 2016/2102 sind wir bemüht, unsere Websites und mobilen Anwendungen im Einklang mit den Bestimmungen des Behindertengleichstellungsgesetz (BGG) und der Barrierefreie-Informationstechnik-Verordnung (BITV 2.0) zur Umsetzung der Richtlinie (EU) 2016/2102 barrierefrei zugänglich zu machen.

### Wie barrierefrei ist das Angebot?

Das Angebot ist weitgehend barrierefrei, basierend auf internen Tests. Es wurden verschiedene Maßnahmen ergriffen, um sicherzustellen, dass das Produkt benutzerfreundlich und zugänglich ist.

Im Sinne der agilen Produktentwicklung wird die Webseite kontinuierlich auf der Basis neuer Rechercheergebnisse und der Rückmeldung der Nutzer:innen weiterentwickelt.

Welche Bereiche sind nicht barrierefrei?

You can't do  
much alone.

Last pair of advice

# Build an a11y group

diverse disciplines +  
diverse responsibilities =  
better success

1. **Group organisation**

People & motivations  
If you are new: add your motivation. What do you want to get from this group?

Send

2. **Meeting config**

Use dots to share your opinion.

How often should we meet?

- Once per month
- Once every 2 weeks
- Once per week

How long should the meeting be?

- 1h
- 45min
- 30min
- 15min

What is the main purpose of the meeting?

- Share updates
- Make decision
- Ideate
- Other: planning

How might we share the progress?

- Slack updates
- All Hands
- Confrence
- Public Miro board
- Other?

Let's make it official: what is our title?  
Use stickers and add comments for more details!

A guild (Guild 2.0) is an association of artisans and merchants who oversee the practice of their crafts in a particular territory.

Accessibility Ambassadors

Accessibility taskforce

Accessibility council

Accessibility guild

Accessibility workforce

Accessibility team

Accessibility tribe

Accessibility club

Accessibility League

Accessibility Union

Accessibility fellowship

Accessibility gang

Accessibility crew

Accessibility group

Accessibility community

Fachbereich Barrierefreiheit

Referat BFI

Accessibility enabling team

**Keep it fun!**



# Celebrate success



# Learn to unplug



# Thanks for your attention!

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Photo credit: Martin Jordan, Étienne Ndiaye

My linkedin  
profile

