



Inclusive means effective

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How to make real use of digitalization



Funka

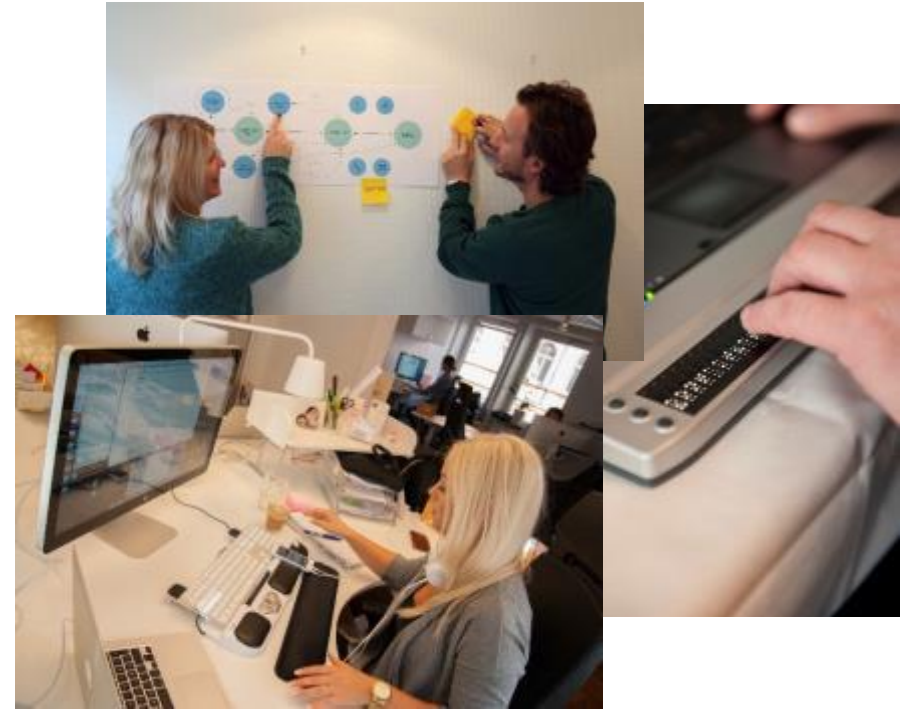
- Founded by Swedish disability organisations
- Private company 2000
- Oslo 2010
- Madrid 2013

IAAP International Association
of Accessibility Professionals



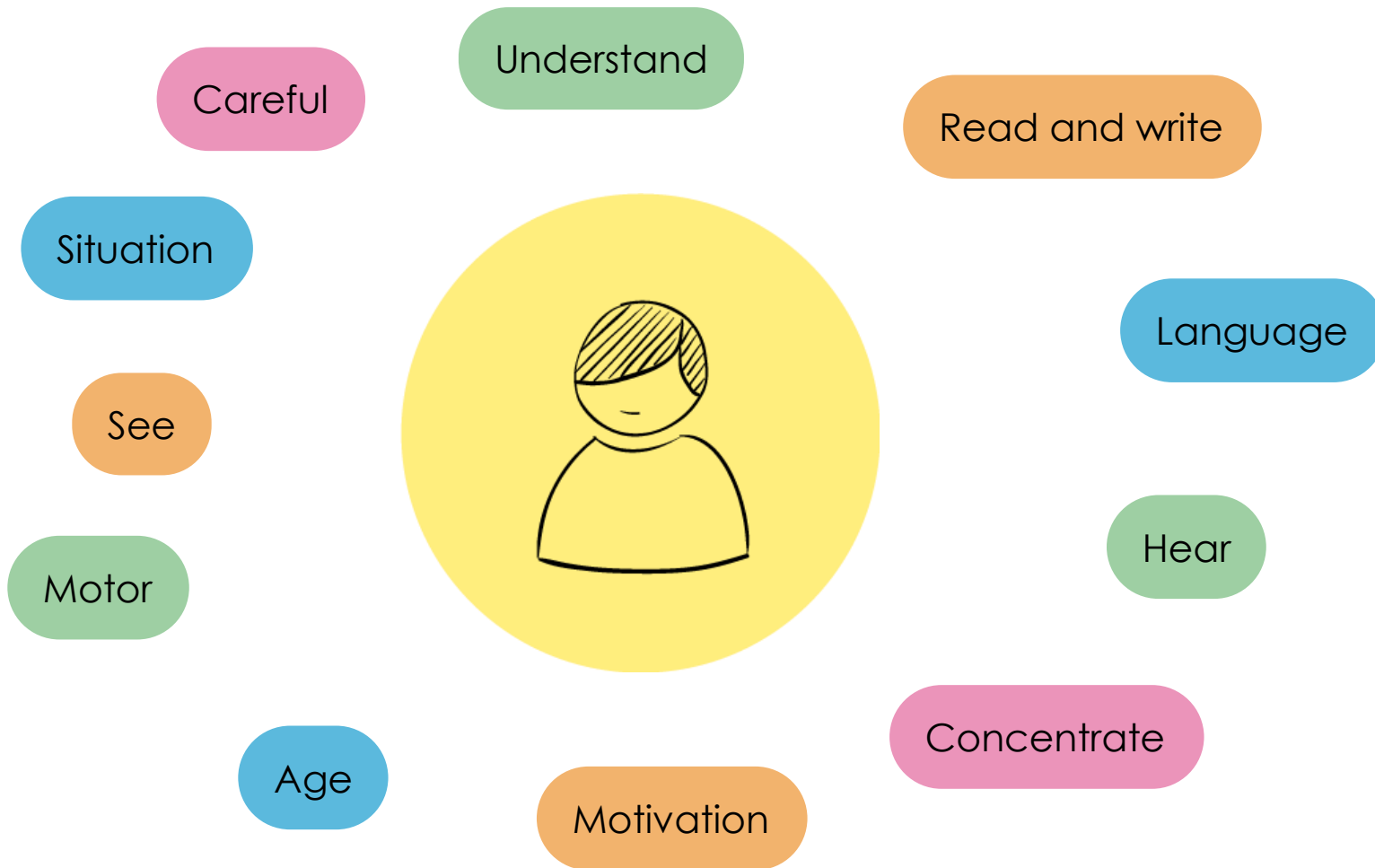
What we do

- Consulting
 - Development
 - Analysis, test and advice
 - Training
- Research
- Government assignments
- Collaboration projects
- Standardization



A close-up photograph of several interlocking brass gears. The gears are made of a polished, golden-brown metal. The letter 'H' is engraved on the face of at least two of the gears. The lighting is warm, highlighting the metallic texture and the intricate teeth of the gears. A black rectangular box is overlaid on the bottom right portion of the image, containing white text.

What is it all about?



The largest minority



The numbers are increasing

- 1 000 000 000 people
- 15 % of world pupulation
- Demography
- Chronic diseases
- Environmental factors



```
function getElementsByClassName(className) {
    var elements = [];
    for (var i = 0; i < document.getElementsByTagName(className).length; i++) {
        elements.push(document.getElementsByTagName(className)[i]);
    }
    return elements;
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}
```




**Why fit in when you are
born to stand out?**

**Diversity fosters
creativity**

**Constant
innovation**

**Based on real
user needs**



Requirements needed





Directives on procurement and websites & apps

Procurement directive

- January 1, 2017
- ICT procurement
- EN 301 549
- Should >> shall





**Procurement
can make a
difference!**

Web Accessibility Directive

- EN 301 549 (minimum)
- Website
- Intranet
- Extranet
- Documents
- Apps



In practice

- Compliance of interfaces
- Accessibility statement
- Alternative formats
- Complaints mechanism
- Monitoring



The timeline

- 23 Sep 2018
New law in Finland
- 23 Sep 2019 new websites
- 23 Sep 2020 old websites
- 23 June 2021 apps



How are we supposed to do this?

- Start early (now)
- Status and planning
- Talk to procurers
- Requirements – control - contract
- Training
- And again



A low-angle, close-up shot of a group of runners during a marathon. The focus is on the lower legs and feet of several runners as they stride forward on a dark asphalt road. The runners are wearing various athletic shoes and socks. The background is slightly blurred, showing more runners and a green landscape under bright sunlight. A black rectangular box with white text is overlaid on the bottom left of the image.

You better start moving

Accessibility is not magic



Learn from the ones who succeed

Management decisions

Meet users and test assistive technology

Routines and support

A natural part of the everyday work flow

Ask for help when needed



**Fear does not
foster innovation**



BECAUSE THE
PEOPLE WHO
ARE CRAZY
ENOUGH TO
THINK THEY CAN
CHANGE THE
WORLD ARE THE
ONES WHO DO.

-STEVE JOBS



**There is no such thing
as an average user**

Questions?

