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WCAG – what, when, why and what for?

SIG-Marcomms online meeting,
including TF-RED joint session,
29-30 March 2021

Web Content Accessibility Guidelines - principles

Perceivable
Information and user interface components must be presentable to users in ways they can perceive.

- Guideline 1.1: Provide text alternatives for any non-text content so that it can be changed into other forms people need, such as large print, braille, speech, symbols or simpler language.
- Guideline 1.2: Time-based media: Provide alternatives for time-based media.
- Guideline 1.3: Create content that can be presented in different ways (for example simpler layout) without losing information or structure.
- Guideline 1.4: Make it easier for users to see and hear content including separating foreground from background.

Operable
User interface components and navigation must be operable.

- Guideline 2.1: Make all functionality available from a keyboard.
- Guideline 2.2: Provide users enough time to read and use content.
- Guideline 2.3: Do not design content in a way that is known to cause seizures.
- Guideline 2.4: Provide ways to help users navigate, find content, and determine where they are.

Understandable
Information and the operation of user interface must be understandable.

- Guideline 3.1: Make text content readable and understandable.
- Guideline 3.2: Make web pages appear and operate in predictable ways.
- Guideline 3.3: Help users avoid and correct mistakes.

Robust
Content must be robust enough that it can be interpreted reliably by a wide variety of user agents, including assistive technologies.

- Guideline 4.1: Maximize compatibility with current and future user agents, including assistive technologies.

WCAG 2.0 uses the same three levels of conformance (A, AA, AAA) as WCAG 1.0, but has redefined them. The WCAG working group maintains an extensive list of web accessibility techniques and common failure cases for WCAG 2.0.

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Web Content Accessibility Guidelines - law

European Union

- Directive 2016/2102 requires websites and mobile applications of public sector bodies to conform with WCAG 2.1 Level AA. New websites must comply from **23 September 2019** on, old websites from **23 September 2020** on and mobile applications from **23 June 2021** on. The European Parliament has approved the directive in October 2016, the European Commission updated the WCAG reference from 2.0 to 2.1 in December 2018.

- In some countries and jurisdictions, there are also legal reasons, aside from ethical and commercial justifications for implementing Web Content Accessibility Guidelines. Under UK law, if a business's website is not accessible, then the website owner could be sued for discrimination.

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Web Content Accessibility Guidelines - law

Other countries, for example - UK

- In January 2012, the Royal National Institute for the Blind (RNIB) in the United Kingdom issued a press release stating that it had served legal proceedings against low-cost airline Bmibaby over their "*failure to ensure web access for blind and partially sighted customers*". As of October 2011, at least two actions against websites had been initiated by the RNIB, and settled without the cases being heard by a court. An employment tribunal finding against the Project Management Institute (PMI), was decided in October 2006, and the company was ordered to pay compensation of £3,000 for discrimination.

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Web Content Accessibility Guidelines - law

Poland: our example: <u>wielkopolanie1920.mapyczasu.pl</u>

- Everyone has the right to request that the A11y accessibility declaration be placed on the website within 7 days from noticing its absence on the website, and if it is not possible - response, alternative access and availability up to a maximum of 2 months. There is a penalty of up to PLN 5,000 for the lack of a declaration of availability, PLN 10,000 for persistent failure to adapt the website to digital availability.

```
<h1 id="a11y-deklaracja">Deklaracja dostępności</h1>
<span id="a11y-url">
<a href="https://www.pcss.pl/">https://www.pcss.pl/</a>
```

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Web Content Accessibility Guidelines – how?

Adaptation to WCAG rules has 2 levels:

- **technical** (adjusting the rules of building websites and services to technical conditions - ALT, TITLE, navigation, contrast)
- **mental** ("see the graphic below that explains it", "ready-made tips are available HERE")

Why don't we build separate websites for people with disabilities?

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Web Content Accessibility Guidelines - tools

- Directive EU: https://eur-lex.europa.eu/eli/dir/2016/2102/oj
- WCAG Checklist Level: https://www.wuhcag.com/wcag-checklist/
- Four principles: https://developer.mozilla.org/en-US/docs/Web/Accessibility/Understanding_WCAG
- Validators & Evaluation Tools:
    - https://wave.webaim.org/
    - https://achecker.ca/checker/
    - http://checkers.eiii.eu/en/pagecheck2.0/
    - https://validator.w3.org/nu/
- Contrast tools:
    - https://webaim.org/resources/contrastchecker/
    - https://chrome.google.com/webstore/detail/wcag-color-contrast-check/plnahcmalebffmaghcpcmpaciebdhgdf

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Web Content Accessibility Guidelines - more

- we are planning to do separate WCAG workshops for Marcomms people, based on the experience gained with our websites and applications (April 2021)
- details will be provided at a later date

- **who, if not WE, should be apostles of digital accessibility on the web?**

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