



ZOONO

William Bunch, Head of Accessibility – Zoonou

**Digital accessibility as a cultural adoption,
not just a legislative one.**

**“If disability is not on your board agenda,
neither is diversity”**

-Caroline Casey, The Valuable 500

What is digital accessibility?

Web accessibility is about ensuring all users can access the same level of information and service regardless of impairment.

What % of pages have WCAG issues?

98%

What is the top WCAG issue?

Contrast.

What's the most common way for a screen reader to scan a new page?

Navigate through headings.

“Public Sector Bodies (Websites and Mobile Applications) Accessibility Regulations 2018”

What does this *actually* mean?

Is your website accessible?

How do you know.

Building a culture of accessibility.

Everyone is responsible for accessibility.

Executive Level

Identity & organisation goals.

Project Managers

Planning & building deliverables.

Development Teams

Building accessibility by design.

Content Teams

Internal & external comms.

QA & Testing

Assistive technology, user testing.

Compliance Teams

**Legal requirements, consequences of
inaction.**

Building a culture of accessibility.

Spread Knowledge.

Building a culture of accessibility.

Keep Learning.

Thank you!

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