



# Accessibility Certification Consultation Phase 1 Participant Guide



**December 10, 2015**

# Session Agenda

<b>9:30 AM to 10:00 AM</b>	<b>Registration</b>
<b>10:00 AM to 10:20 AM</b>	<b>Introductions and Welcome</b>
<b>10:20 AM to 10:40 AM</b>	<b>Review of Purpose and Discussion to Date</b>
<b>10:40 AM to 11:15 AM</b>	<b>Breakout Groups: Priorities and Gaps in the Discussion to Date</b>
<b>11:15 AM to 12:00 PM</b>	<b>Plenary Discussion: Priorities and Gaps in the Discussion to Date</b>
<b>12:00 PM to 12:30 PM</b>	<b>Lunch</b>
<b>12:30 PM to 1:00 PM</b>	<b>Examples of Certification Models</b>
<b>1:00 PM to 1:30 PM</b>	<b>Plenary Discussion of Certification Examples</b>
<b>1:30 PM to 1:50 PM</b>	<b>Afternoon Break</b>
<b>1:50 PM to 2:30 PM</b>	<b>Break Out Groups: Key Considerations and Priorities for a Potential Model</b>
<b>2:30 PM to 3:20 PM</b>	<b>Plenary Discussion: Key Considerations and Priorities for a Potential Model</b>
<b>3:20 PM to 3:30 PM</b>	<b>Thank You and Next Steps</b>

# Rules of Engagement for the Consultation

Participants are free to use the information received during the day, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed. In other words, comments will not be attributed to any one person or organization.

Participants will be respectful of one another and all participants will be treated and acknowledged equally.

Team members will be identified at the beginning of the session. Please notify a facilitator if you are not able to fully participate. We will do our best to accommodate.

# Our purpose

The purpose of accessibility certification consultations is to spark a conversation about accessibility and to facilitate a dialogue between impacted stakeholders in order to:

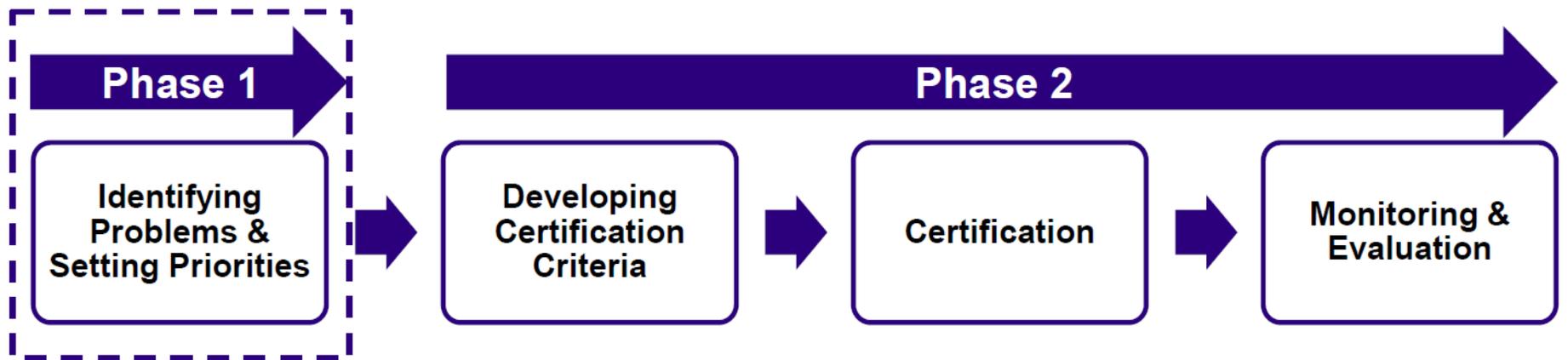
- articulate the problems;
- dispel myths and misconceptions;
- identify solutions that could be addressed through an independent, self-sustaining certification model; and
- create and issue a challenge to identify a third party organization(s) that could implement stakeholder recommendations for accessibility certification

A certification program will be developed by persons with disabilities, businesses and organizations - those who would be most impacted by certification will be responsible for finding solutions and making them work.

# Meeting Objectives

1. To ensure that all represented communities have a shared understanding of the goal of the process
2. To discuss and outline what kind of accessibility system we want
3. To reach agreement on key tasks for the next stage of the process

## Certification Process Diagram



# Discussion to Date

The following focus points emerged following last week's discussion

Barriers to Accessibility	<ul style="list-style-type: none"><li>• Attitudinal barriers</li><li>• Lack of awareness</li><li>• Lack of enforcement in accessibility standards</li><li>• Lack of information and resources to get started</li><li>• Balancing increasing awareness and incentivizing action</li></ul>
The Business Case	<ul style="list-style-type: none"><li>• Certainty for business that accessibility is a good investment</li><li>• Accessing new customer and employee bases</li><li>• Leveraging universal benefits from accessibility</li><li>• A focus on the customer experience</li></ul>
System Foundations	<ul style="list-style-type: none"><li>• Aspirational and evolving principles, with a focus on gradual change</li><li>• Barrier-free education and employment campaigns</li><li>• Accessibility champion “playbooks” to guide businesses</li></ul>
An Accessibility Toolkit	<ul style="list-style-type: none"><li>• Associations as central points of support for smaller organizations</li><li>• Checklists to make accessibility simple and practical</li><li>• Mentorships between businesses and between individuals</li></ul>
Culture Change	<ul style="list-style-type: none"><li>• Embedding accessibility in mainstream culture</li><li>• Encouraging ownership of accessibility from all individuals</li><li>• Providing best practice examples and success stories</li><li>• Rewarding early adopters and community and grassroots efforts</li><li>• Branding accessibility excellence</li></ul>

# Priorities and Gaps in the Discussion to Date

What key barriers do organizations, seniors and persons with disabilities face with regards to accessibility?

What would make a certification program attractive to organizations, seniors, persons with disabilities and certifying bodies?

What are some key risks and success factors in developing an accessibility certification program in Ontario?

## **Breakout Groups:**

Groups 1-2 in Room 713

Group 3 in Room 715a

Group 4 in Room 715b

# Examples of Certification Models

Program	Description	Key Features
<b>Green Key Eco-Rating Program</b>	<ul style="list-style-type: none"> <li>Recognizes hotels, motels and resorts that are committed to improving environmental and fiscal performance</li> <li>Standards in Canada are set by the Hotel Association of Canada</li> <li>Offers several marketing and branding incentives, as well as affiliation with top travel booking sites</li> </ul>	<ul style="list-style-type: none"> <li>A graduated rating system from 1 to 5 keys</li> <li>Assessments based on business operations and sustainable practices</li> <li>On-site inspections confirm ratings</li> <li>Certified members provided with guidance to improve their rating</li> </ul>
<b>B Corporation</b>	<ul style="list-style-type: none"> <li>B Corps are certified based on rigorous standards of social and environmental performance</li> <li>The B Corp Community has influenced laws in 26 states, creating a new type of “Benefit Corporation”</li> <li>Offers several marketing, branding, and financial incentives</li> </ul>	<ul style="list-style-type: none"> <li>One-level certification model</li> <li>To certify, firms need to amend their governing documents or adopt benefit corporation status.</li> <li>Need to recertify after two years</li> </ul>
<b>Access Now</b>	<ul style="list-style-type: none"> <li>Uses crowdsourcing to produce an interactive map with locations across 93 cities colour coded according to accessibility</li> </ul>	<ul style="list-style-type: none"> <li>Encourages users to add locations, rate and review existing locations, and engage on social media to incent businesses to continue to improve</li> </ul>
<b>Excellence Canada Standards</b>	<ul style="list-style-type: none"> <li>Certifies organizations and individuals that achieve “excellence” as role models according to any of three workplace-related standards areas</li> <li>Once organizations certify at all four levels of a given standard, they qualify for a Canada Award for Excellence</li> <li>Offers several marketing/branding incentives (i.e., label, press exposure)</li> </ul>	<ul style="list-style-type: none"> <li>Offers tiered certification as well as a one step recognition system</li> <li>The program provides a detailed roadmap, training and consulting, and learning resources to guide organizations and individuals through certification process</li> <li>Need to recertify or seek next-level certification after two years</li> </ul>

# Success Factors for Certification Models

- Engage multiple stakeholders throughout the development process
- Develop a clear understanding of the underlying issue(s) and objective(s) of the model
- Develop standards that are balanced, flexible and directly aligned with the underlying goals of the model
- Use a trusted, third-party certifier to provide credible, independent and objective assurances that model objectives are being achieved
- Use of logos and other incentives to promote interest and uptake in a certification model
- Pilot the model and design monitoring and evaluation procedures to ensure long-term relevance and success

# Key Considerations and Priorities for a Potential Model

- What issues should an accessibility certification model address?
- What are the guiding principles and objectives of an accessibility certification model?
- How can an accessibility certification model be designed to further these principles and objectives?
- Who should develop and deliver an accessibility certification model?
- What will make the model attractive for different users and different types of business?
- How and who should evaluate an accessibility certification model?

## Breakout Groups:

Groups 1 and 2 in Room 713

Group 3 in Room 715a

Group 4 in Room 715b

# Key Contacts

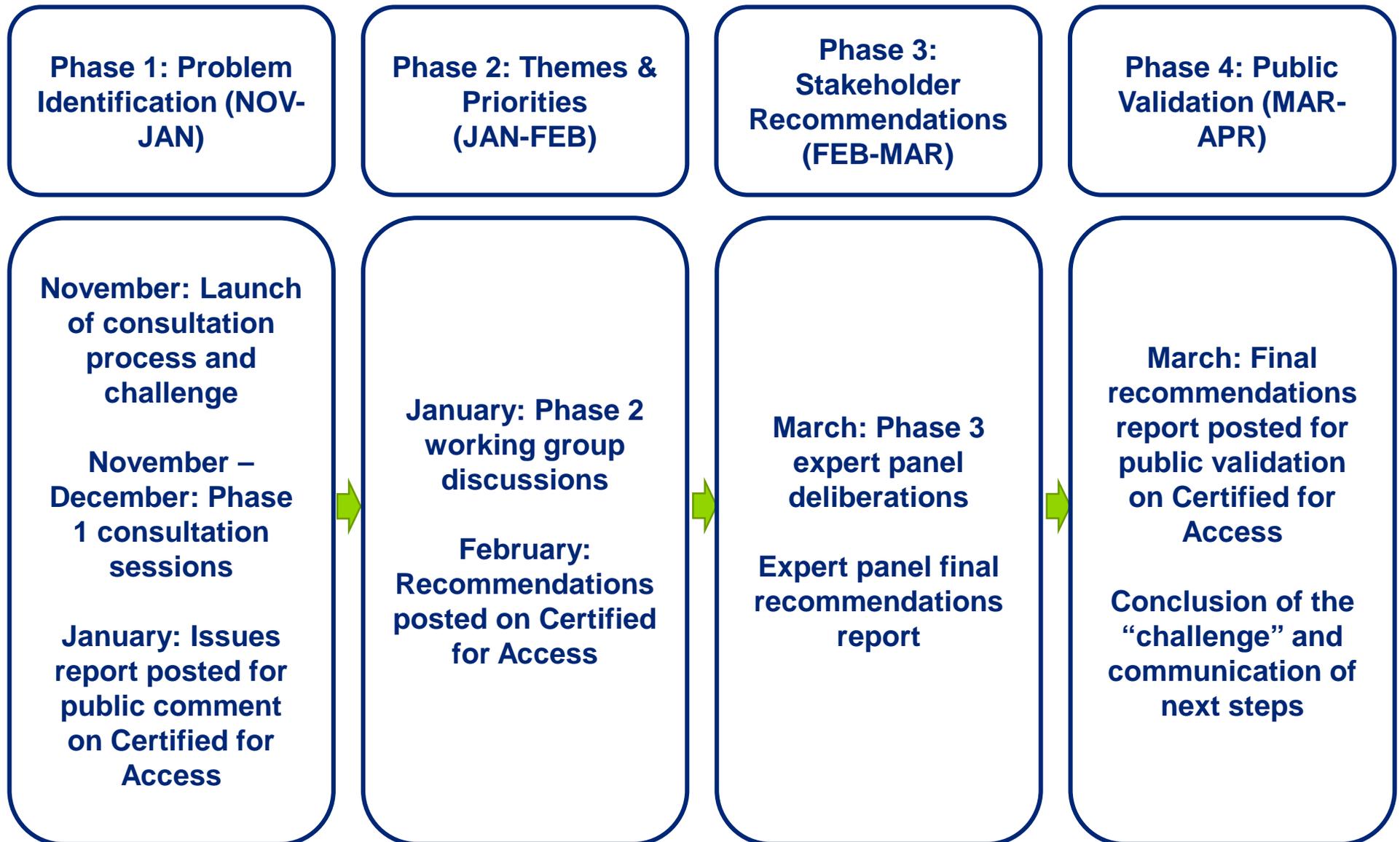
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Tracy Orr	Project Lead	trorr@deloitte.ca
Sarah Wilson	Logistics Lead	sawilson@deloitte.ca
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Please continue to participate online at [CertifiedForAccess \(dot\) ca](https://certifiedforaccess.ca)

**Deloitte.**

# Our Process

With the help of an independent facilitator, consultation participants will take part in one or more of four phases:



# Scope

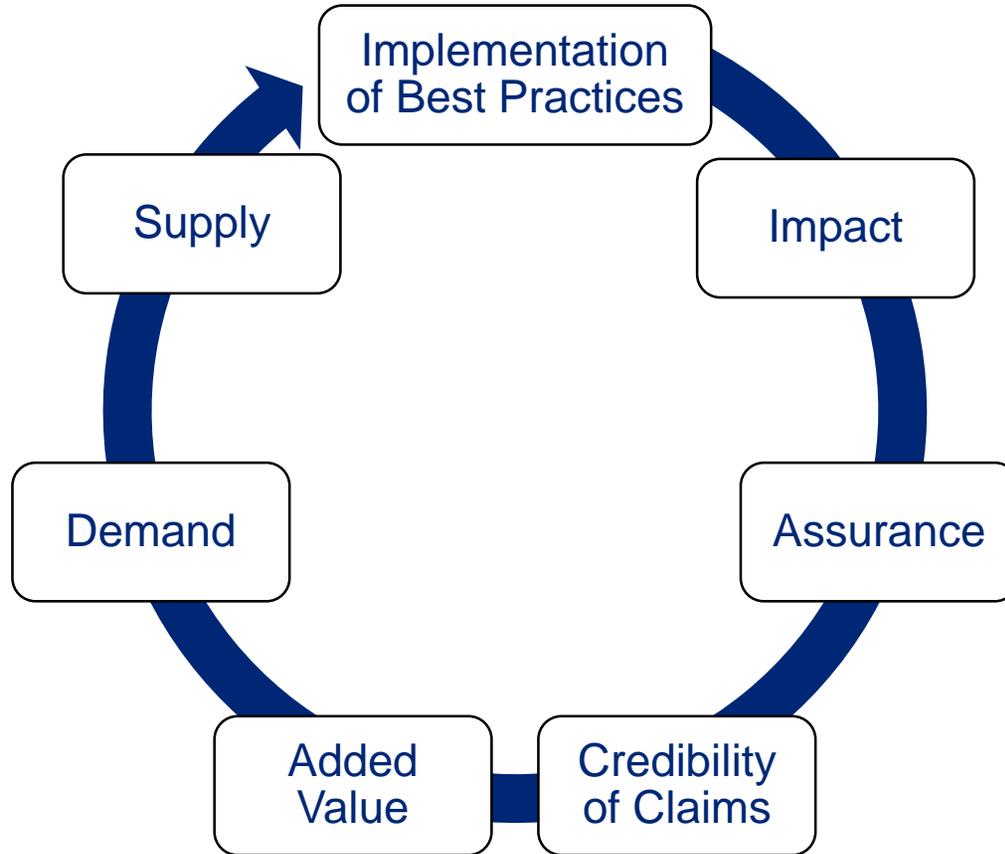
Accessibility certification will not replace, alter or overlap with the existing framework under the AODA.

Accessibility certification will be a separate and voluntary program, independent of government, to encourage businesses and organizations to become accessibility champions.

Accessibility certification will acknowledge the interests of the business community and promote a cultural shift that recognizes that accessibility benefits everyone.

# Why Certification?

Certification programs are a vital tool to support market transformation.



## Advantages

- Credibility
- Aligns incentives, standards, and best practices
- Increases awareness, influences market behaviour
- Complements standards and regulations

## Risks

- Undermining existing efforts
- Potential bias toward larger organizations
- Eliminates weak performers
- Sustainability