



# Accessibility Certification Consultation Phase 1 Participant Guide



**November 25, 2015**

# Session Agenda

|                      |   |
|----------------------|---|
| 9:30 AM to 10:00 AM  | Registration  |
| 10:00 AM to 10:20 AM | Introductions and Welcome                             |
| 10:20 AM to 10:40 AM | Context Setting                                       |
| 10:40 AM to 11:00 AM | Morning Break   |
| 11:00 AM to 11:15 AM | Break Out Discussion on Key Barriers and Challenges   |
| 11:15 AM to 12:00 PM | Plenary Discussion on Key Barriers and Challenges     |
| 12:00 PM to 12:30 PM | Lunch   |
| 12:30 PM to 12:45 PM | Break Out Discussion - Why Certification?             |
| 12:45 PM to 1:30 PM  | Plenary Discussion – Why Certification?               |
| 1:30 PM to 1:50 PM   | Afternoon Break                                       |
| 1:50 PM to 2:05 PM   | Break Out Discussion on Key Risks and Success Factors |
| 2:05 PM to 2:50 PM   | Plenary Discussion on Key Risks and Success Factors   |
| 2:50 PM to 3:00 PM   | Thank You and Next Steps                              |

# 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.
- Facilitators 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.

# Accessibility is Good for Business

## ACCESSIBILITY IS GOOD FOR BUSINESS



**40%**  
OF CONSUMER  
SPENDING

will come from people with accessibility issues by 2035.

**\$11.2**  
Billion



in new spending in Ontario over 5 years.



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[certifiedforaccess.ca](https://certifiedforaccess.ca)

 @CertForAccess

# Accessibility is Good for Ontarians

## PEOPLE WITH DISABILITIES CONTRIBUTE TO THE WORKPLACE:



**40%**

of people with disabilities  
in Ontario have a  
postsecondary credential.



**70%**

of small businesses  
have never hired a person  
with a disability.



**20%**

of employees with  
disabilities require no  
accommodation at all.



**\$500**

average cost to  
accommodate an  
employee with a disability.

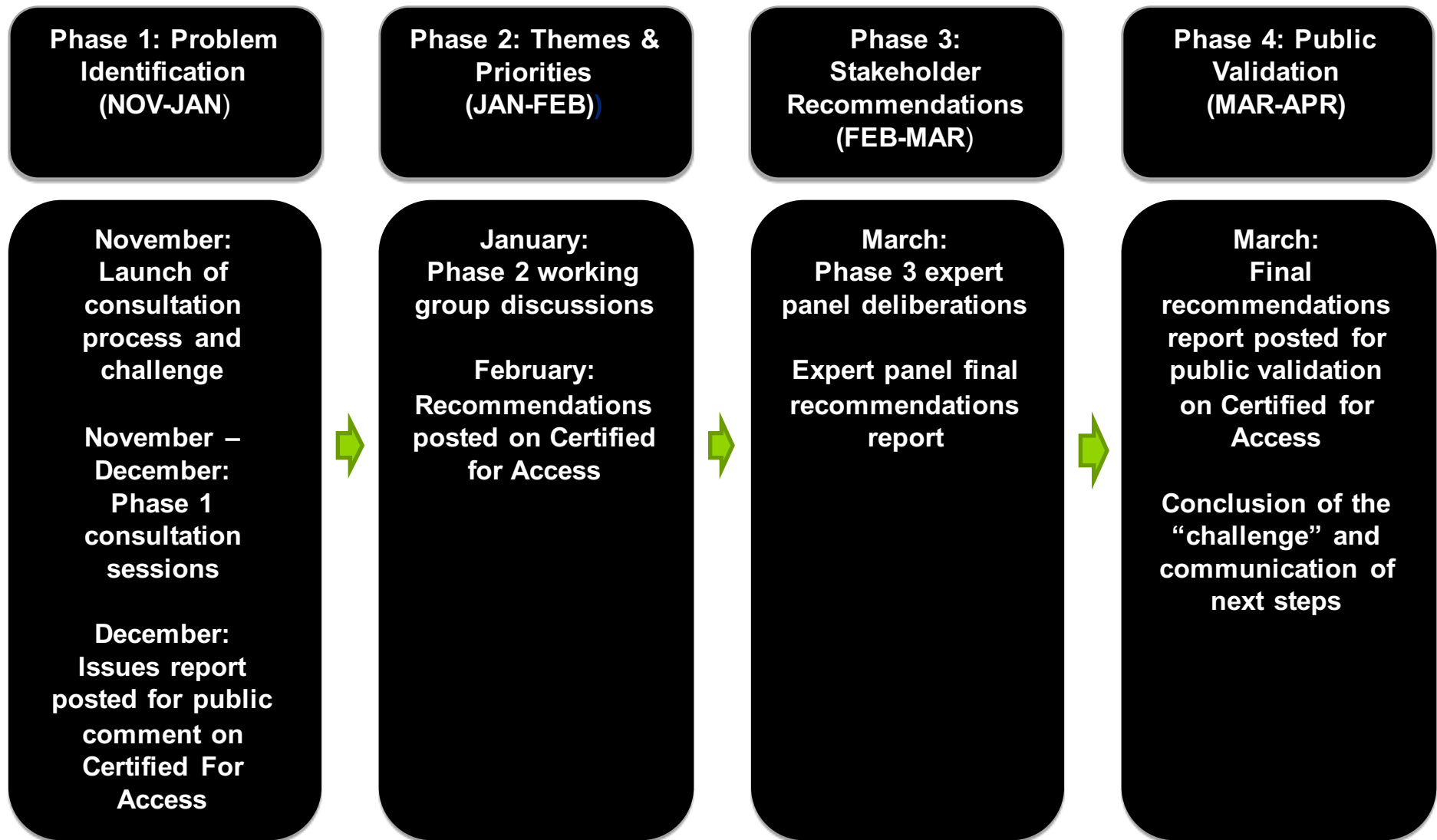


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# Our Process

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.

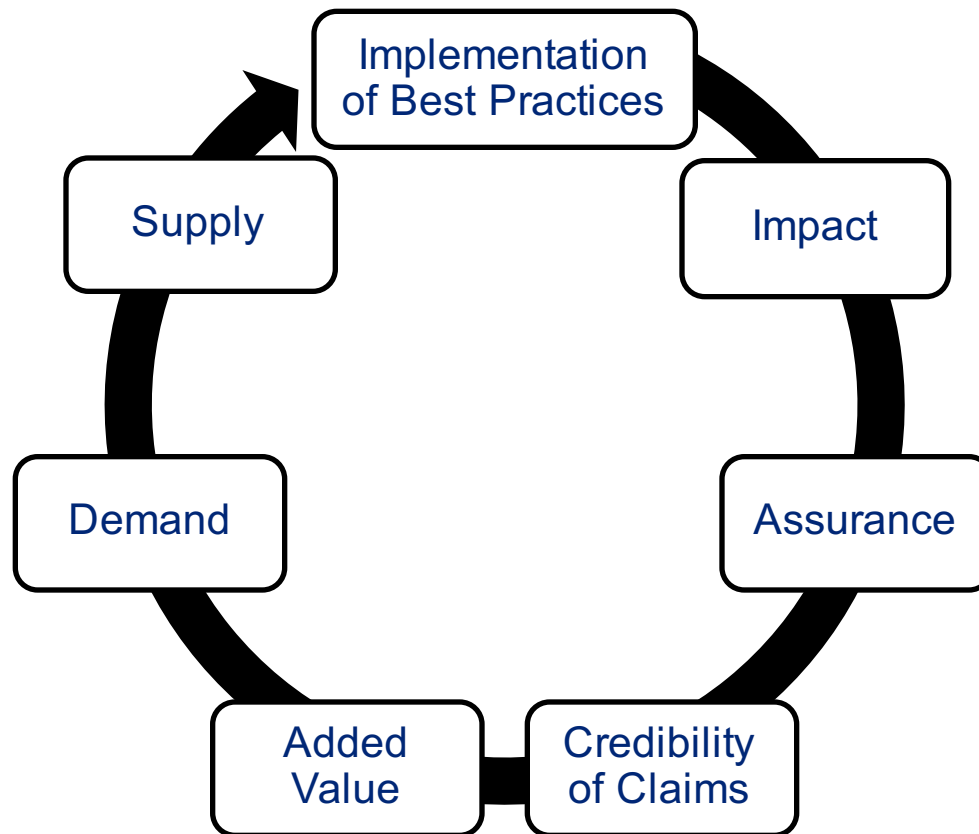
Accessibility certification will be a separate and voluntary program, independent of government, to encourage businesses and organizations to become accessibility champions.

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 increasingly being recognized as a vital tool to support market transformation.



| <b>Advantages</b>                                | <b>Risks</b>                               |
|--|--|
| Credibility                                      | Undermining existing efforts               |
| Aligns incentives, standards, and best practices | Potential bias toward larger organizations |
| Increases awareness, influences market behaviour | Eliminates weak performers                 |
| Complements standards and regulations            | Sustainability                             |

## Three Guiding Questions for the Day

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?

## First Break Out Discussion Question

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

- What are the most common challenges you face as a consumer?
- What would be the most impactful change(s)?
- In your view what types of businesses tend to have greater challenges in becoming accessible?
- As a consumer/ person with a disability, what could organizations do to improve their accessibility?
- What do you feel is the understanding of the business community when it comes to providing accessible services or accessibility in general?
- What could be the incentives for becoming more accessible?

## Second Break Out Discussion Question

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

- What problems could certification solve?
- Where do you see the value in a business or organization in becoming certified as accessible?
- How could the challenges discussed today be potentially addressed through certification?
- What would the successful outcomes for a successful certification program look like in the short-term (3 – 5 years) and the long-term (10 years)?

## Third Break Out Discussion Question

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

- What are certain attributes that would make a certification program successful?
- What potential risks do you foresee in a certification program? How can these be overcome?

# Key Contacts

| Name         | Role                                  | Email  |
|--------------|---------------------------------------|--|
| Don Lenihan  | Facilitation Lead                     | Don.Lenihan@canada2020.ca                                      |
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Please continue to participate online at [CertifiedForAccess \(dot\) ca](https://CertifiedForAccess(dot)ca)

**Deloitte.**