T4G's Response to Deloitte's "Certified for Access" Initiative: Model Prototype

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Prepared for **Deloitte Canada** by **T4G Limited**

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"We need to make every single thing accessible to every single person with a disability"

-Stevie Wonder, February 2016

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Name of Model Prototype

Certified for Access Prototype

Name of Model Prototype Leader (or Consortium Partners)

T4G would like to position itself as the leader in digital accessibility for this initiative. We would partner with organizations who can provide leadership in accessibility for design & physical space and who contribute to the evolving standards for accessibility recognition and innovation.

Objectives and Outcomes of the Model Prototype

Objectives

To create an incentive program designed to encourage organizations to exceed accessibility requirements and demonstrate innovative leadership in global accessibility practices.

Outcomes

People of all ages and abilities will experience a meaningful improvement in accessibility over time. Businesses and organizations will have access to affordable and sustainable ways of embracing accessibility, and will receive recognition for their successes in demonstrating inclusive design and user experience for all. By providing recognition for achievement and advancements in this area, communities, organizations and private business will gain respect and public support while seeing tangible benefits from striving for excellence and innovation in accessibility practices.

Executive Summary of the Model Prototype

T4G will help lead and deliver a program that will recognize, incentivize and encourage businesses to exceed accessibility standards while increasing awareness on inclusive design and user experience. We will provide education to organizations on how to become more inclusive and will provide resources for education, assessment, and remediation.

Fit with Working Group Recommendations

Prioritized Guiding Principles (if applicable)

- The model will increase awareness among businesses and the general public on inclusive design and user experience best practices through self-paced training and assessments
- The model will support businesses that seriously commit to the process of learning, improvement according to best practices, inclusion, and innovation in accessibility and user experience.
- The accreditation would be a tiered system of (tier nomenclature to be finalized with an example below):
  - Learner (Bronze): Organizations participating in training on inclusive design and user experience best practices
  - Supporter (Silver): Organizations participating in training on inclusive design and user experience best practices, and who are taking remediation action
  - Advocate (Gold): Organizations participating in training on inclusive design and user experience best practices, and who are continuing to take remediation action when necessary, who are contributing to one or more areas of innovation in accessibility, and who are mentoring at least one smaller organization
  - Champion (Platinum): Organizations participating in training on inclusive design and user experience best practices, and who are continuing to take remediation action when necessary, who are contributing to two or more areas of innovation in accessibility,   and who are mentoring two or more smaller organizations
- The model will allow collaboration among more than one organization to allow for a wider range of expertise and diversity

Principles Not in Alignment with the Prototype

- With regard to digital accessibility and digital documentation, T4G will follow the WCAG 2.0 guidelines.

Organizational Capacity to Deliver and Sustain the Prototype

T4G will offer a number of capabilities that are part of a successful team structure for delivery of this program and would include:

- Well established experience in digital agency expertise to help develop content, storylines and creative elements to make the program attractive and compelling for potential participants.
- Strong expertise in a number of digital marketing platforms upon which the content for the program can be delivered, awards and recognition recorded, publicized and maintained.

- Progress towards future accessibility goals would be tracked, and training & knowledge base on accessibility would be maintained.
- Existing web and document accessibility practices would be implemented to ensure all program content is fully accessible.
- Accessibility remediation services can also be offered to organizations pursuing accessibility certification or recognition.

Proposed Partners and Resources to Support Delivery and Sustainability

T4G would partner with organizations who are recognized as having strong track records in accessibility and who can provide leadership in accessibility design and physical space. Together we would contribute to the evolving standards for accessibility recognition and innovation.

Benefits and Costs to Organizations

Benefits to business

- increased customer base and public facing recognition
- better ties to the community
- opportunities for mentorship between early adopters and other businesses

Cost to business

Cost will be based on a tiered level across all areas of accessibility and will take the following into consideration:

- Number and size of locations to be reviewed
- Revenue generation of organization
- Level of tier: Learner (Bronze), Supporter (Silver), Advocate (Gold), Champion (Platinum)
- Additional cost for remediation and reassessment

Cost will include a pass/fail assessment with remediation report, along with a certificate of recognition based on the tiers in the third bullet above.

Piloting strategy

Area of Focus

T4G will focus on customer experience across all areas of accessibility regardless of age or ability and would like to focus on the banking sector. However, the specific business sector or community is not final.

Scope

The scope will cover customer experience across all areas of accessibility regardless of age or ability in the sector finally chosen. The specific area or community of the sector has not been determined, but will be within the City of Toronto.

Rationale

In order to generate interest in the program and its benefits, a small pilot group must be considered. By selecting a pilot group that sees the potential value in being "first to market" with an accessibility accreditation, adherence to desired outcomes and effort leveraged against achievement goals will be maximized. What needs to be set up is an environment where peers of the pilot group see the public recognition and branding benefits of these efforts and look to achieve the same success in a "me too" or better yet a "me too and I achieved an even higher level of certification" fashion.

Five Year Vision

To create a portable program that will work in other jurisdictions and across all sectors that will achieve national coverage and promote continued awareness on accessibility.