

How to produce accessible documents that benefit everyone

Create for all. Share to all.
Acrobat's got it.



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Why accessibility really matters

Research shows that at least one in six people have additional accessibility needs, covering visual, auditory, motor, speech and cognitive impairments.¹ It's therefore vitally important that we do all we can to be more inclusive in how we operate as businesses. Designing for accessibility, though, is much more than box ticking. It's about tapping into a huge pool of potential and enabling others to unleash their true capabilities.

Imagine employees not just feeling included, but being fully able to contribute and collaborate in more effective ways. Imagine being able to cultivate a more diverse and empowered workforce, and a better talent pipeline. Imagine unlocking new, larger markets, and building competitive advantage in the process – all while having more confidence in your approach to compliance. These are the benefits that grounding your business in accessibility can bring. This is what happens when you **create for all and share to all**.



1 in 6

people have additional accessibility needs, covering visual, auditory, motor, speech and cognitive impairments.¹

The exponential potential of creating for all

Many businesses may struggle to know the best way to meet the needs of people with disabilities. Designing accessible documents is a great place to start. Adobe Acrobat has accessibility built in, so you can easily create inclusive content. Doing so can provide benefits that stretch wider than you might think.

One-billion strong market of people who possess

\$1.2tn
in annual disposable income.²



“ By adopting digital accessibility practices, we can ensure our digital content and services are not only compliant with laws and standards but also truly inclusive. We’re talking about a one-billion strong market of people who possess \$1.2 trillion in annual disposable income.² This represents a vast untapped market that businesses can cater to by making their digital offering accessible. ”

Rojan Modir,
Senior Solutions Consultant, Adobe

The accessibility landscape

Though it will come as no surprise to those with additional needs, the true scale of accessibility issues is staggering.



Visual

Globally, approximately **2.2 billion people** have a vision impairment or experience some level of visual impairment³



Auditory

More than **1.5 billion people** worldwide are currently affected by hearing loss in one ear⁴



Motor

In the US, **12.1% of adults** have a mobility disability⁵



Speech

Up to **14 million people** in the UK will experience communication difficulty at some point in their lives⁶



Cognitive

There are **870,000 adults** of working age with a learning disability in the UK⁷

Despite the fact that people with disabilities play such a large and integral role in our societies, the lack of true accessibility and inclusion creates wide-ranging impacts.

29% employment gap for people with disabilities⁸

20% of top 500 e-commerce websites were sued in 2022 for not meeting accessibility legal requirements⁹

3% of pages on the internet passed a test for accessibility errors¹⁰

£17.1bn

a year. The amount UK retailers could be missing out on by not meeting the needs of disabled shoppers online¹¹

How Acrobat helps you accommodate everyone

Acrobat has a range of tools to help you create and share documents suitable for all. By following this three-step process, you can make accessibility simpler than ever for your business.



Create It

Take advantage of Acrobat's accessible creation features such as:

Microsoft Integration

Allowing you to add and check accessibility features directly in Microsoft Word

Adobe Color

Find accessible colours directly from the colour wheel [here](#) when designing documents

Alt Text

Add descriptive text to images to benefit those using screen readers



Adobe has been a long-time champion in building tools and experiences that aim to include everyone. To increase inclusion in the digital world, we are committed to developing our technologies in a thoughtful and ethical way, true to our core values.

Andrew Kirkpatrick,
Director of Accessibility, Adobe



Adapt It

Once you have created your accessible document, there are ways you can enhance it to enable as many people as possible to benefit from it:

Accessibility Auto-Tag API

A powerful API to automate the tagging of elements like titles, paragraphs and headings. Learn how to use it [here](#)

Proper Reading Order

Ensuring screen readers can navigate content in a logical way

Read Out Loud

Enables you to experience the document being voiced in the order the content would be read. You can also identify any content that isn't tagged and correct it as necessary

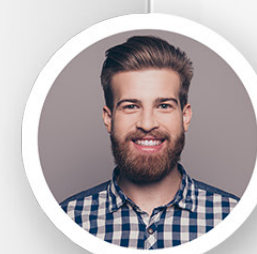


Finalise It

It's vital to review your document to ensure it's as inclusive as possible, and **Acrobat's Accessibility Checker** is there to help make this process simple and effective for you. It considers elements like screen reader accessibility, language and much more, before giving you the option to quickly fix them. It's always advisable to carry out your own manual check too, as no accessibility checker can guarantee a completely compliant document.

“ We know that not every user will be an expert in accessibility. That's why we built our Accessibility Checker – it acts as a starting point, allowing organisations to build usable documents with simple accessibility principles built in. ”

Andrew Kirkpatrick,
Director of Accessibility, Adobe



contract.

This Marketing Agreement (hereinafter referred to as the "Agreement") is entered into on _____ (the "Effective Date") by and between _____ ("Client") with an address of _____ and _____ ("Marketer") with an address of _____ (collectively referred to as the "Parties").

SERVICES PROVIDED

- a) Create design mockups for all creative materials in email marketing campaigns.
- b) Develop advertising and creative content for use in email marketing programs.
- c) Prepare estimates of costs and expenses associated with content development.

OWNERSHIP

The Parties agree that all products created by the Marketer will remain the exclusive property of the Client, as long as it is relevant to the performance of the Services set forth in this Agreement.

Any amendments must be made in writing. The Parties hereby agree to the terms and conditions set forth in this Agreement and such is demonstrated by their signatures below.



Click here to sign

Signature



The benefits of beginning with accessibility

Designing for accessibility isn't just transformative for those with additional needs. Just like with many improvements intended for individuals with disabilities, these enhancements offer something for everyone. Making documents easier to read, navigate, or even listen to, can improve everyday productivity, as well as boosting your brand reputation and helping to shield you from legal risk. Plus, it can have a profound impact on both individual businesses and the wider economy.



Flexible working has the potential to add

£20.7bn

to the UK economy by unlocking employment opportunities for around 600,000 people living with disabilities.¹²

The global disability market, including accessible products and services, represents a potential market of

\$8tn¹³

Flexible working could open up the workplace to

1.3mn

people with disabilities.¹⁴

Companies led by executives who are focused on disability engagement are growing sales **(2.9x)** and profits **(4.1x)** faster than their peers.¹⁵

2.9x
faster

Sales

4.1x
faster

Profits



“ Delivering true accessibility requires the right mindset. If we approach document creation with an accessibility lens, we can create content that works for everyone and unlocks the financial advantages that accessibility brings to an organisation and economy. ”

Andrew Kirkpatrick,
Director of Accessibility, Adobe

Doing more, for more people

Becoming truly inclusive is obviously about more than accessible documents. It's a huge subject, and one we're all still learning about as we strive to be an inclusive global community. At Adobe, we take part in a range of initiatives around the theme of accessibility, demonstrating our commitment to creating more benefit for all.



Giving all employees the tools they need to succeed

We recently signed on to the ProcureAccess initiative, promising to buy accessible technologies for our employees to use. This indicates our commitment to our people, while helping us learn and share best practices with others in the industry.

Putting disabilities on the business leadership agenda with The Valuable 500

Adobe is committed to unlocking the potential of individuals with disabilities, as part of [The Valuable 500](#). This movement sees 500 influential business leaders look to ignite systemic change for the [1.3 billion people](#) living with disabilities around the world.

The Easterseals Disability Film Challenge

The Easterseals Disability Film Challenge gives filmmakers—with and without disabilities—the opportunity to collaborate to tell unique stories that showcase disability in its many forms. Adobe acts as a Creative Partner to the awards.

The Crip Camp Impact Campaign x Adobe Fellowship

Adobe partners with The Crip Camp Impact Campaign to host a fellowship program for creatives and community organisers with disabilities who are interested in elevating their work to the next level of visibility. Fellows also participate in training classes with Adobe and Crip Camp lecturers and have direct access to a pool of well-respected mentors.

Want to discover more about accessibility for all?

Check out our on-demand webinar: **3 Steps to Digital Document Accessibility Success:**

①

Understanding

②

Implementation

③

Compliance

Adobe's accessibility expert, Rojan Modir, highlights the benefits of introducing a handful of simple accessibility steps, and how including these into your everyday document processes will allow you to reach a broader group of people – while helping your compliance efforts.

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