

# 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<sup>1</sup>. 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**.



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# 1 in 6

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



# 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

**US\$1.2tn**  
in annual disposable income.<sup>2</sup>



“ 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 US\$1.2 trillion in annual disposable income.<sup>2</sup> 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 impairment<sup>3</sup>



## Auditory

Around **466 million people** worldwide have disabling hearing loss<sup>4</sup>



## Motor

In the US, **12.1% of adults** have a mobility disability<sup>5</sup>



## Speech

**10%** of the US population have speech, language and/or voice disabilities<sup>6</sup>



## Cognitive

**12.8%** of the US adult population have a cognitive disability<sup>7</sup>

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.

**60%** of people with disabilities participate in the labour market compared to **82%** of people without disabilities<sup>8</sup>

**20%** of top 500 e-commerce websites were sued in 2022 for not meeting accessibility legal requirements<sup>9</sup>

**3%** of pages on the internet passed a test for accessibility errors<sup>10</sup>

**75%** of people with accessibility needs in the UK say businesses are losing out on their custom<sup>11</sup>



# 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.



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

**US\$8tn**<sup>12</sup>

Addressing accessibility barriers and increasing the employment rate of disabled people could boost the UK's economy by

**US\$29bn**

per year by 2030.<sup>13</sup>

A 10 percentage-point rise in employment of people with disabilities would result in a

**US\$15bn**

gain to the Exchequer.<sup>14</sup>



Companies that actively pursued disability inclusion outperformed their peers, including:

An average higher shareholder return of **28%**

**2x** the net income

**30%** higher economic profit margins<sup>15</sup>



**“ 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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