How to produce accessible documents that benefit everyone

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





Contents

- 3 Why accessibility really matters
- The exponential potential of creating for all
- The accessibility landscape
- How Adobe Acrobat helps you accommodate everyone
- The benefits of beginning with accessibility
- Doing more, for more people

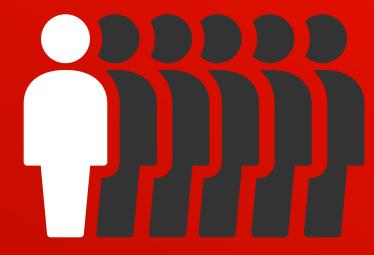




Why accessibility really matters

Research shows that at least one in six people have additional accessibility needs, covering visual, auditory, motor, speech and cognitive impairments¹. 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.



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

US\$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 US\$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

Around **466 million people** worldwide have disabling hearing loss⁴



Motor

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



Speech

10% of the US population have speech, language and/or voice disabilities⁶



Cognitive

12.8% of the US adult population have a cognitive disability⁷

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.

of people with disabilities participate in the labour market compared to 82% of people without disabilities⁸

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

of pages on the internet passed a test for accessibility errors¹⁰

of people with accessibility needs in the UK say businesses are losing out on their custom¹¹

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



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

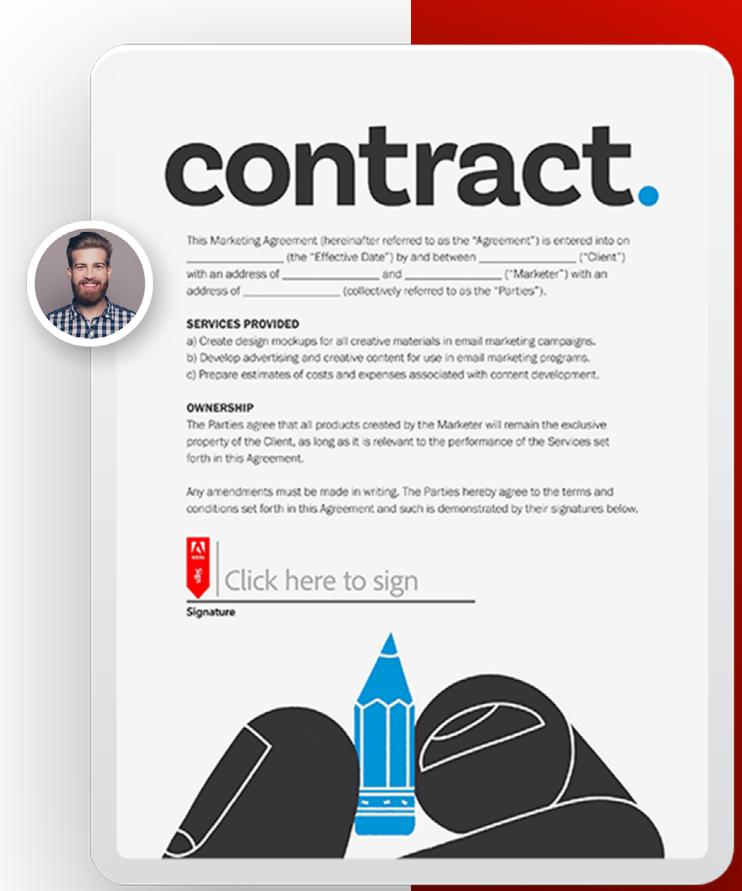
A powerful API to automate the tagging of elements like titles, paragraphs and headings. Learn how to use it <u>here</u>

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

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\$8tn¹²

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

US\$29bn

per year by 2030.13

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

US\$15bn

gain to the Exchequer.¹⁴

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

An average higher shareholder return of

2X

the net income

30%

higher economic profit margins¹⁵



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 <u>The Valuable 500</u>. This movement sees 500 influential business leaders look to ignite systemic change for the <u>1.3 billion people</u> 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:



Understanding



Implementation



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.

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

Sources

- 1. WHO https://www.who.int/news-room/fact-sheets/detail/disability-and-health
- 2. Adobe https://www.adobe.com/uk/documentcloud/webinars/3-steps-to-digital-document-accessibility-success.html.
- 3. WHO https://www.who.int/news-room/fact-sheets/detail/blindness-and-visual-impairment
- 4. Royal College of General Practitioners https://elearning.rcgp.org.uk/mod/book/view.php?id=12532&chapterid=288#
- 5. Center for Disease Control and Prevention. Disability and Health Data System (DHDS) https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html
- 6. National Library of Medicine https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6258615/
- 7. American Association on Intellectual and Developmental Disabilities (AAIDD) https://www.specialolympics.org/about/intellectual-disabilities/what-is-intellectual-disability#:~:text= Approximately%206.5%20million%20people%20in,16.41%20in%20every%201%2C000%20people.
- 8. Fundación ONCE and the ILO Global Business and Disability Network https://www.ilo.org/wcmsp5/groups/public/---ed_emp/---ifp_skills/documents/publication/wcms_729457.pdf
- 9. Usable Net https://3280432.fs1.hubspotusercontent-na1.net/hubfs/3280432/Remediated%20-%202022-Year-End-Report-FINAL.pdf
- 10. Forbes https://www.forbes.com/sites/forbestechcouncil/2022/10/11/whats-next-for-digital-accessibility/?sh=d329bca4bbda
- 11. The Clickaway Pound Survey https://www.clickawaypound.com/downloads/cap16final2711.pdf
- 12. The Return on Disability Group https://home.barclays/content/dam/home-barclays/documents/who-we-are/our-suppliers/Accessibility-guide-for-Suppliers-Dec2021.pdf
- 13. Centre for Economics and Business Research (CEBR) www.base-uk.org/sites/default/files/knowledge/Enabling%20Work%20-%20a%20Scope%20report/enabling-work-report.pdf
- 14. Centre for Economics and Business Research (CEBR) www.base-uk.org/sites/default/files/knowledge/Enabling%20Work%20-%20a%20Scope%20report/enabling-work-report.pdf
- 15. Accenture & American Association of People with Disabilities (AAPD) https://www.accenture.com/_acnmedia/pdf-89/accenture-disability-inclusion-research-report.pdf

