



# Lessons for innovation implementation

“What we can learn from the implementation of web  
accessibility standards by Dutch municipalities”

Short summary of phd study

Eric Velleman / NewYearsEvent / 17 January 2018 / Amsterdam

# Accessibility

- Accessibility means that hardware, software, websites, mobile applications and the Internet (Web) of Things are *Perceivable, Operable, Understandable and Robust* for all people, whatever their hardware, software, language, location or abilities.
- Goal: an inclusive society where people with disabilities can fully and equally participate.

# People with disabilities

Health and healthcare use (period: 2016)											
Period:	2016										
Subject:	Disabilities							Assistive devices			
	Persons with a GALL disability	EOCD disabilities, 12 years and older					ADL, 55 y & older	IADL, 55 y & older			
		Persons with min. 1 disabil.	Number of disabilities. pp	Hearing disabilities	Visual disabilities	Motor disabilities	Number of disabilities pp	Number of disabilities pp	For hearing < 4 years	For vision < 4 years	For movement <12 years
	%	%	Number	%	%	%	Number	Number	%	%	%
All persons	27,2	12,3	2	3,1	3,2	9,4	2,8	2	4,7	63,3	6
Men	23,8	9,4	1,9	3	2,7	6	2,5	1,9	5,2	58,6	4,2
Women	30,6	15,2	2	3,2	3,8	12,8	2,9	2	4,3	67,8	7,9

- In Netherlands: 2.2 miljoen persons
- In Europe: 80 miljoen persons
- And: fast growing number of elderly
- Also: temporary disabilities and situational disabilities

# Reasons for Accessibility

- Working together to achieve a more inclusive society
- Better findability in search engines (good code helps!)
- Less costs for maintenance
- Less questions on the phone or at the counter
- Since 2017, citizens must be able to do business with NL Gov digitally

# Redenen voor toegankelijkheid

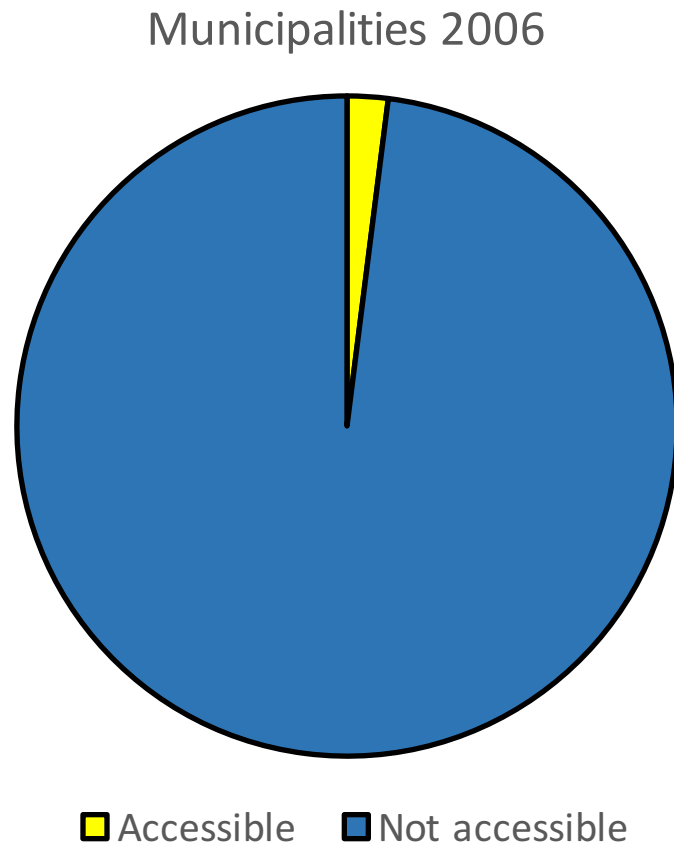
- Working together to achieve a more inclusive society
- Better findability in search engines (good code helps!)
- Less costs for maintenance
- Less questions on the phone or at the counter
- Since 2017, citizens must be able to do business with NL Gov digitally
- It is in the law: UN Convention (2016); EU Directive 2016/2102 accessibility of Public Sector Bodies websites/applications; European Accessibility Act (2019); Tijdelijk Besluit digitale toegankelijkheid voor de overheid; Artikel 429q WvS; Wet maatschappelijke ondersteuning (2015); Jeugdwet (2014); Wet gelijke behandeling WGBH/cz (extended in 2017); Wet Digitale Overheid (23 sept 2018); Section 508



# So....

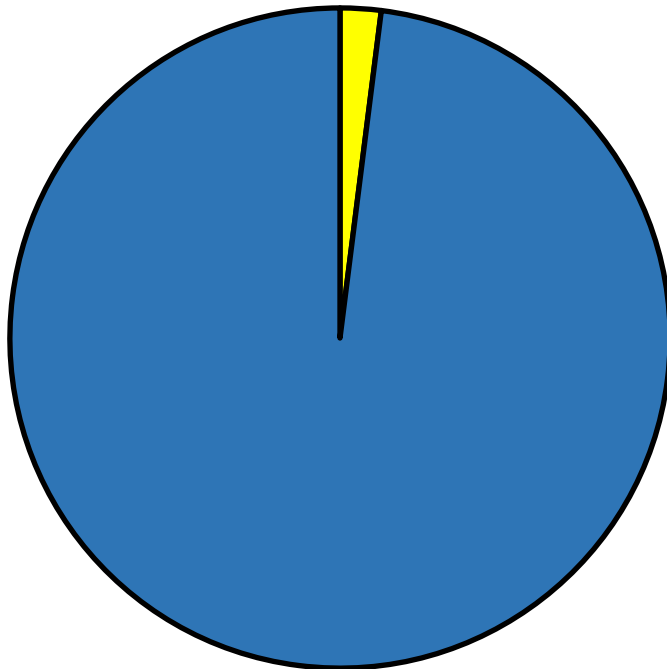
- Many municipalities have freely embraced accessibility and have started implementation (website)

# We measured them in 2006



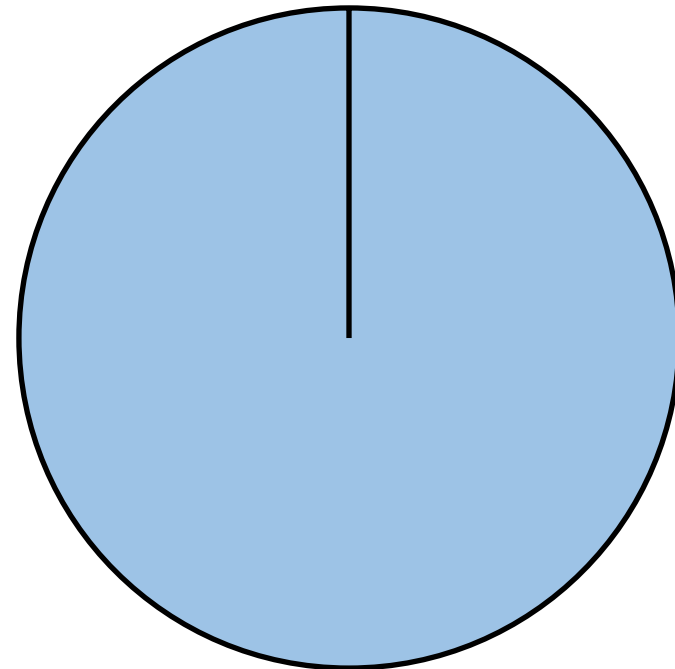
# And in 2018

Municipalities 2006



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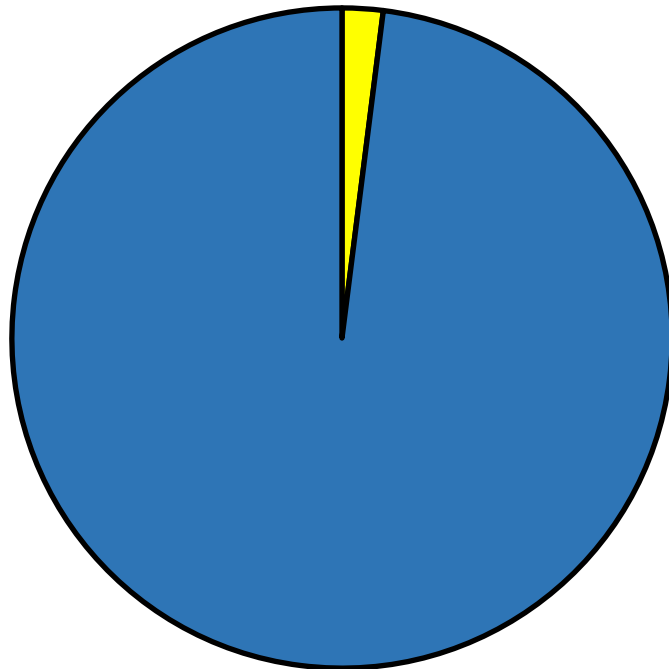
Municipalities 2018



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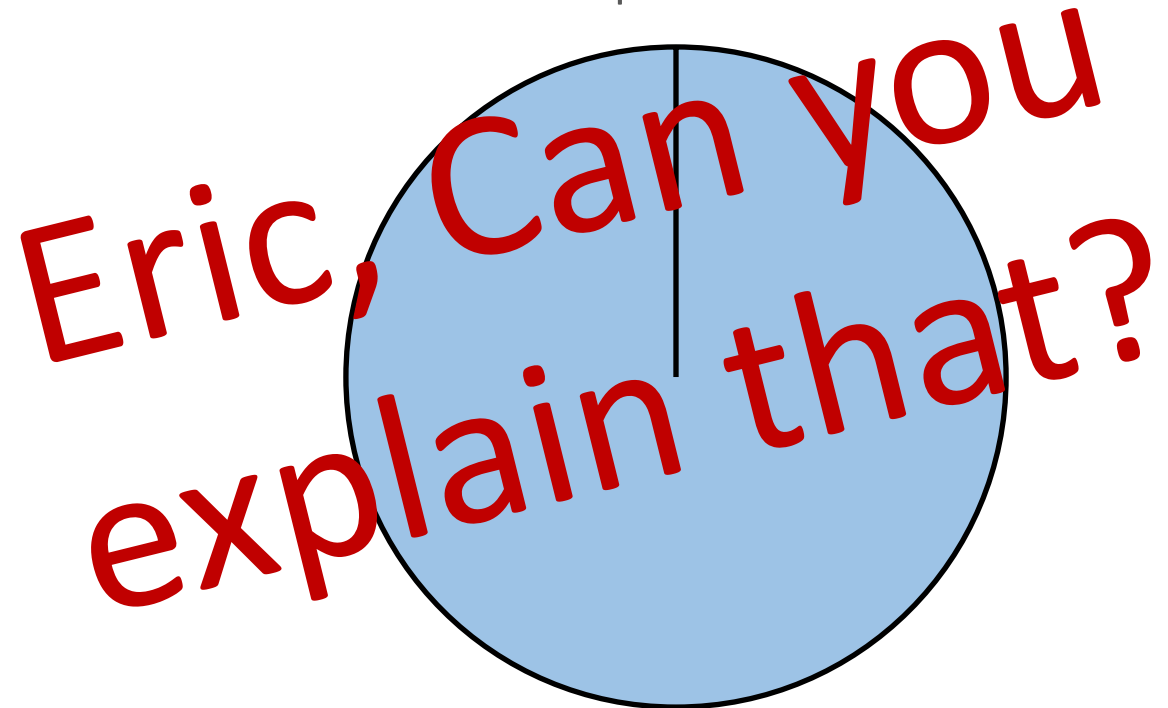
# And in 2018

Municipalities 2006



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Municipalities 2018

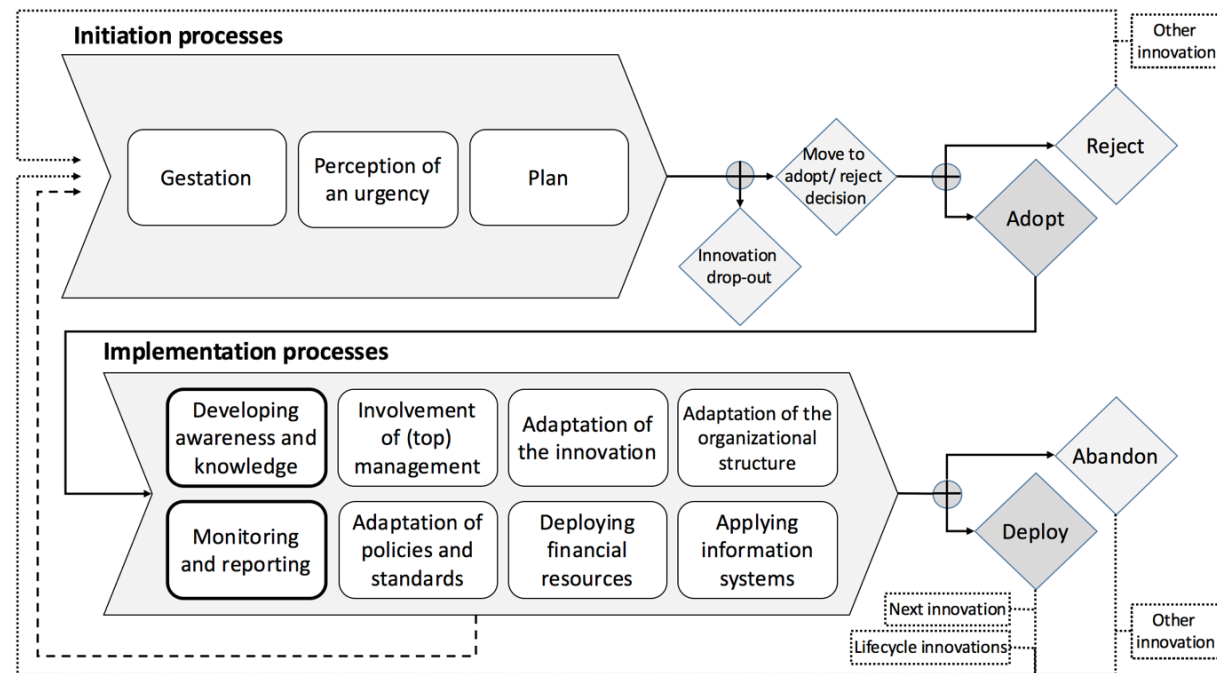


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# Research question

- *Which organizational factors influence resistance to and/or support for the implementation of web accessibility standards to local government websites in the Netherlands?*

- Result: Explorative 'initiation and implementation model for web accessibility innovations'.



# Conclusion

- We are looking at it the wrong way
- Compliance is not enough
  - Compliance: has the law been applied, have the standards been applied?
  - Compliance misses: process and measures
- It is not a technical problem but rather an organizational problem
- An individual cannot succeed if the organization does not support it
- Municipalities are partly dependant on external parties
- Errors (with the technical standards) are mostly easy to fix (low hanging fruit)

# So what did we learn?

- Extend focus from technical implementation to organizational process

An impressionistic painting of a landscape with a car. The background features a car on a road, with green fields and trees. The sky is a mix of blue and green. The overall style is painterly and abstract.

So....

How will you implement accessibility into your products and services in 2019?

This research has been made possible by a covenant between the University of Twente, Bartiméus and Accessibility Foundation ([www.accessibility.nl](http://www.accessibility.nl))

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