# Navigating the European Accessibility Act

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# What is the EAA?



## EU Legislation

Ensures digital products and services are accessible to people with disabilities.

## Global Impact

Applies to all companies offering products in the EU, regardless of location.

## Enforcement Date

Compliance required by June 28, 2025.

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# Products and Services Impacted

- ✅ Computers and operating systems
- ✅ ATMs, ticketing and check-in machines
- ✅ Smartphones
- ✅ TV equipment related to digital television services
- ✅ Telephony services and related equipment
- ✅ Access to audio-visual media services such as television broadcast and related consumer equipment
- ✅ Services related to air, bus, rail and waterborne passenger transport
- ✅ Banking services
- ✅ E-books
- ✅ E-commerce

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# Core Accessibility Principles

**1 Perceivable**
Information must be clearly presented for all users

**2 Operable**
Easy navigation with various input methods

**3 Understandable**
Content must be intuitive and straightforward

**4 Robust**
Works across devices and assistive technologies

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# Compliance Standards

## WCAG 2.1 (Level AA)

Web Content Accessibility Guidelines provide detailed criteria for making web content accessible.

- Text alternatives
- Navigability
- Readability
- Predictability

## EN 301 549

European standard for ICT products and services.

- Includes WCAG 2.1 and more
- Comprehensive approach
- Standardized across EU
- Covers all digital technologies

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| POUR Principle | Example WCAG 2.1 AA Success Criterion | Brief Description for Dev/QA Teams |
|---|---|---|
| **Perceivable** | 1.1.1 Non-text Content | Ensure all images, icons, and multimedia have appropriate text alternatives (alt text, transcripts). |
| | 1.4.11 Non-text Contrast | Ensure graphical elements and UI component states have a 3:1 contrast ratio against adjacent colors. |
| **Operable** | 2.1.1 Keyboard | Ensure all functionality is operable using only a keyboard interface. |
| | 2.5.8 Target Size (Minimum) | Ensure touch targets are at least 24x24 CSS pixels (WCAG 2.2 AA standard, good practice for EAA). *Note: EAA references WCAG 2.1, but 2.2 is best practice.* |
| **Understandable** | 3.1.1 Language of Page | Specify the default human language of the page programmatically (e.g., <html lang="en">). |
| | 3.2.4 Consistent Identification | Use consistent labels and icons for components with the same functionality across pages. |
| **Robust** | 4.1.1 Parsing | Write valid HTML with complete tags, proper nesting, unique IDs, and no duplicate attributes. |
| | 4.1.2 Name, Role, Value | Ensure UI components (especially custom ones) expose their name, role, state, and value to assistive technologies, often using ARIA. |

# Why Compliance Matters

## 94.8%
### Non-Compliance Rate
Home pages with WCAG 2 failures (WebAIM 2025)

## €€€
### Legal Penalties
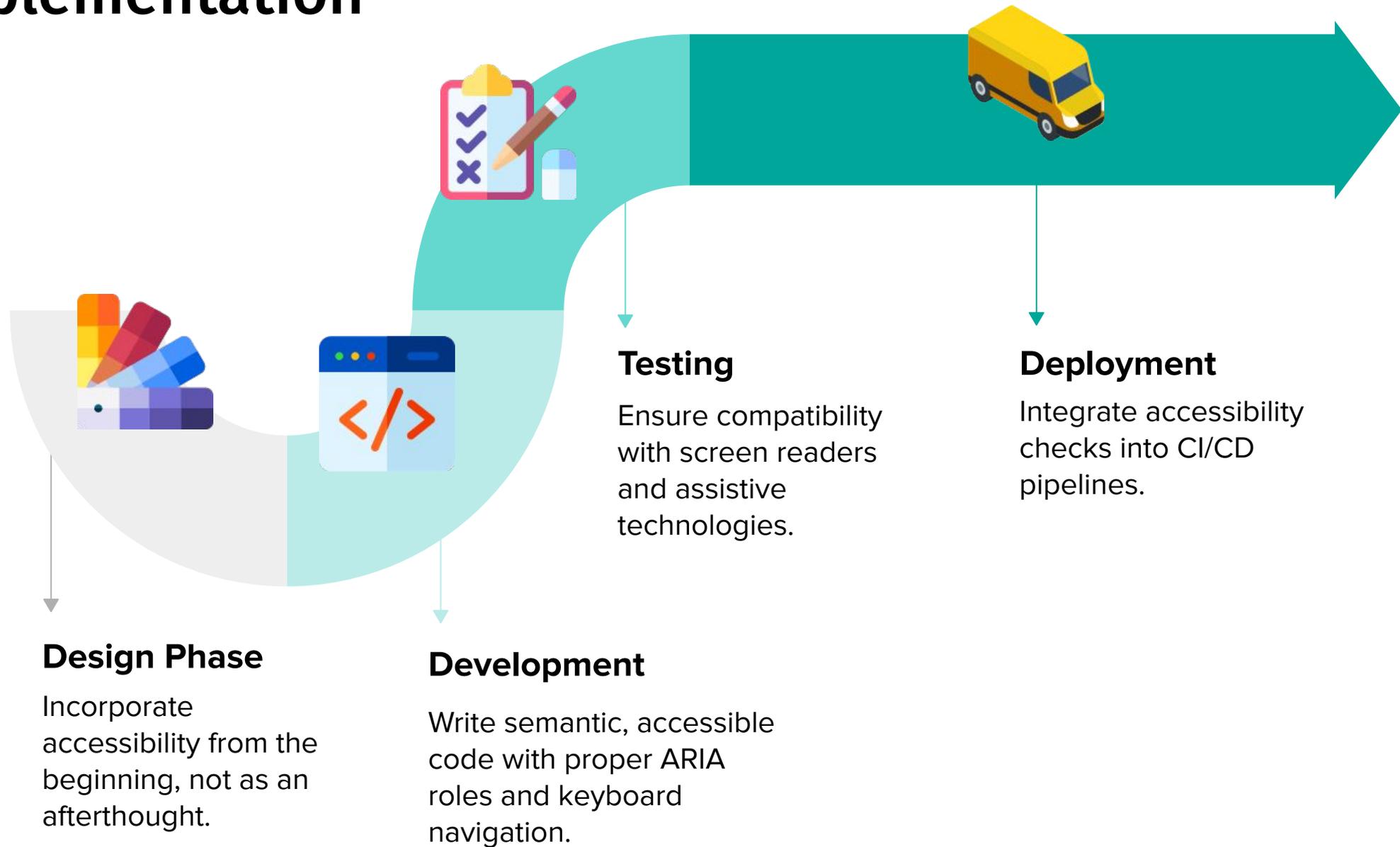Significant fines for non-compliance

## EU
### Market Access
Risk of exclusion from European markets

## UI/UX
### User Experience
Better user experience for everyone

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# Implementation

**Design Phase**

Incorporate accessibility from the beginning, not as an afterthought.

**Development**

Write semantic, accessible code with proper ARIA roles and keyboard navigation.

**Testing**

Ensure compatibility with screen readers and assistive technologies.

**Deployment**

Integrate accessibility checks into CI/CD pipelines.

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# Practical Steps for Preparation

## Prioritize Issues

Focus on critical accessibility problems and quick wins first.

## Train Your Teams

Provide accessibility training on standards, ARIA implementation, and testing methodologies.

## Audit Existing Software

Conduct comprehensive accessibility audits to identify barriers and non-compliance issues.

## Integrate Regular Checks

Build accessibility testing into every stage of your development lifecycle.

# Testing for Compliance

**Visual Verification**

Identify visual issues like insufficient color contrast and layout problems.

**Automated Checks**

Tools scan code for accessibility violations based on WCAG guidelines

**Detailed Reporting**

Generate actionable reports on accessibility issues for developers

**Cross-Platform Testing**

Validate accessibility across browsers, operating systems, and devices

# Resources

- 🔗 [European Accessibility Act](#)

- 🔗 [WCAG 2.1](#)

- 🔗 [EN 301 549](#)

- 🔗 [Easy-to-understand WCAG guide](#)

- 🔗 [Web accessibility design patterns](#)

- 🔗 [Overview of WCAG in visual format](#)

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# Questions??



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