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Inclusive Innovation: Transform your SME with Digital Accessibility

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Introduction

Digital accessibility refers to the ability to design virtual environments, applications, and online sites in a way that is accessible and usable by all individuals.

With 96% of Spanish households having internet access, ensuring **accessible virtual spaces** becomes a **collective responsibility**.

Considering that approximately **15%** of the global population has a **recognized disability** and that the **population is aging**, there is an urgent need to **develop inclusive digital solutions** to encompass the entire society.

The key concepts of Digital Accessibility for SMEs and freelancers

Digital accessibility, according to the principles of **Universal Design**, aims to ensure that any person can use a virtual environment, object, or device **autonomously and equitably**. There is legislation at both the national and European levels with the primary goal of ensuring online accessibility for all users.

The **Universal Design** approach acknowledges **diversity in internet access** and considers the following key aspects:

Language

Types of disability

Devices

Connection quality

Usability

Win-win: Benefits for SMEs and people with disabilities

People who benefit from digital accessibility are mainly those with physical, visual, hearing, cognitive or mental disabilities. Below, we see how with the use of **different tools** and the **inclusion of some features on websites** these people manage to access and use web pages **more easily**.

Visually impaired persons

They make use of **screen readers and assistive** tools to access content on websites, applications or documents.

People with hearing disabilities

Through **subtitles or transcriptions**, they are able to understand the videos and/or audios on the web pages.

People with motor disabilities

Alternative keyboards, voice recognition software and **other assistive tools** make navigation easier.

People with cognitive disabilities

These people benefit from **clear and simple designs** and **instructions** to support navigation.

Win-win: Benefits for SMEs and people with disabilities

People with mental disabilities

Easy and intuitive interfaces provide ease of navigation on websites.

Ageing-related situations

Large text size and the inclusion of visual elements make websites easier for older people to use.

People affected by the technological digital divide

The inclusion of **plugins or sound cards** to play multimedia content may present **problems** for some people.

From theory to practice: Digital Accessibility Guidelines for your SME's success

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These are the requirements established by the3WC Consortium, which has developed the **WCAC-21 Web Accessibility Guidelines**, which every SME should take into account when developing a website.

Effective website organisation, orderly and streamlined structure

Multimodal accessibility via mouse, keyboard, voice or other systems

Descriptive alternative text, included in images and graphical elements

Transcripts in multimedia elements such as videos or audios

Clarity of links, avoid "click here"

Appropriate contrast between background, text and content

Tables accessible by defining titles, row names and column names

Improving operational efficiency

Tools and resources for Digital Accessibility and Inclusive Design

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Tools for assessing the digital accessibility of your website

Taw

DevTool

WAVE

Platforms for designing a digitally accessible website

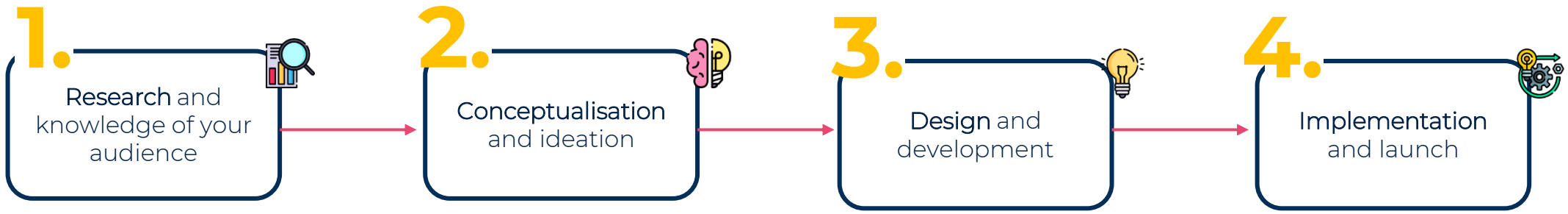
Bootstrap

W3C®

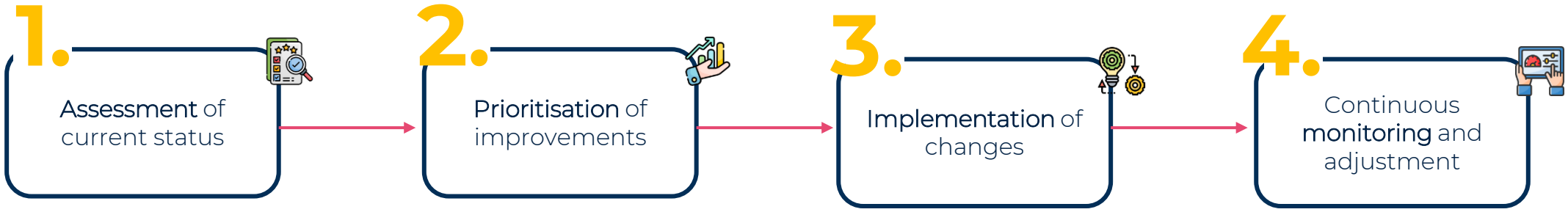
ASTRA

Tools and resources for Digital Accessibility and Inclusive Design

Practical guide to the inclusive website design process



Practical guide for continuous improvement in accessibility



Conclusions

In today's digital age, accessibility is both a necessity and a **strategic opportunity** for SMEs. Developing accessible online environments not only improves the quality of life of users, but also **strengthens the foundations of inclusive social values**. For SMEs, offering accessible online services means not only expanding their reach, but also opening doors to a more diverse audience.

It is important to **adopt inclusive practices and tools**, to design with diversity in mind, and to contribute to a digital environment that serves everyone, regardless of their abilities.

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