

Memberwise Webcast

Digital Inclusion and web accessibility.



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Agenda.

What is Digital Inclusion and web accessibility?

Three ways to make your website more accessible

Case study

QA

Digital inclusion and web accessibility.

Digital inclusion is about ensuring the benefits of the internet and digital technologies are available to everyone.

Web accessibility is about making sure that digital content can be accessed, understood and used by everyone.

Types of Disabilities.

- Auditory
- Cognitive
- Neurological
- Physical
- Speech
- Visual

WCAG.

The web content accessibility guidelines

Internationally recognized recommendations for improving web accessibility – www.w3.org

WCAG success criteria: Level A (Minimum), Level AA (Intermediate), Level AAA (Advanced)

WCAG has evolved over time. WCAG 2.2 was published in 2023.
www.w3.org/TR/WCAG22

Adhering to WCAG ensures that your digital content is inclusive and usable by all, regardless of their abilities or disabilities

Why it is critical towards your organisation's success.

- At least 1 in 5 people in the UK have a long-term illness, impairment or disability. Many more have a temporary disability.
- There are laws requiring digital accessibility.
- Positive impact on SEO.
- Increase your market reach and enhance your brand.

Four ways to make your website more accessible.

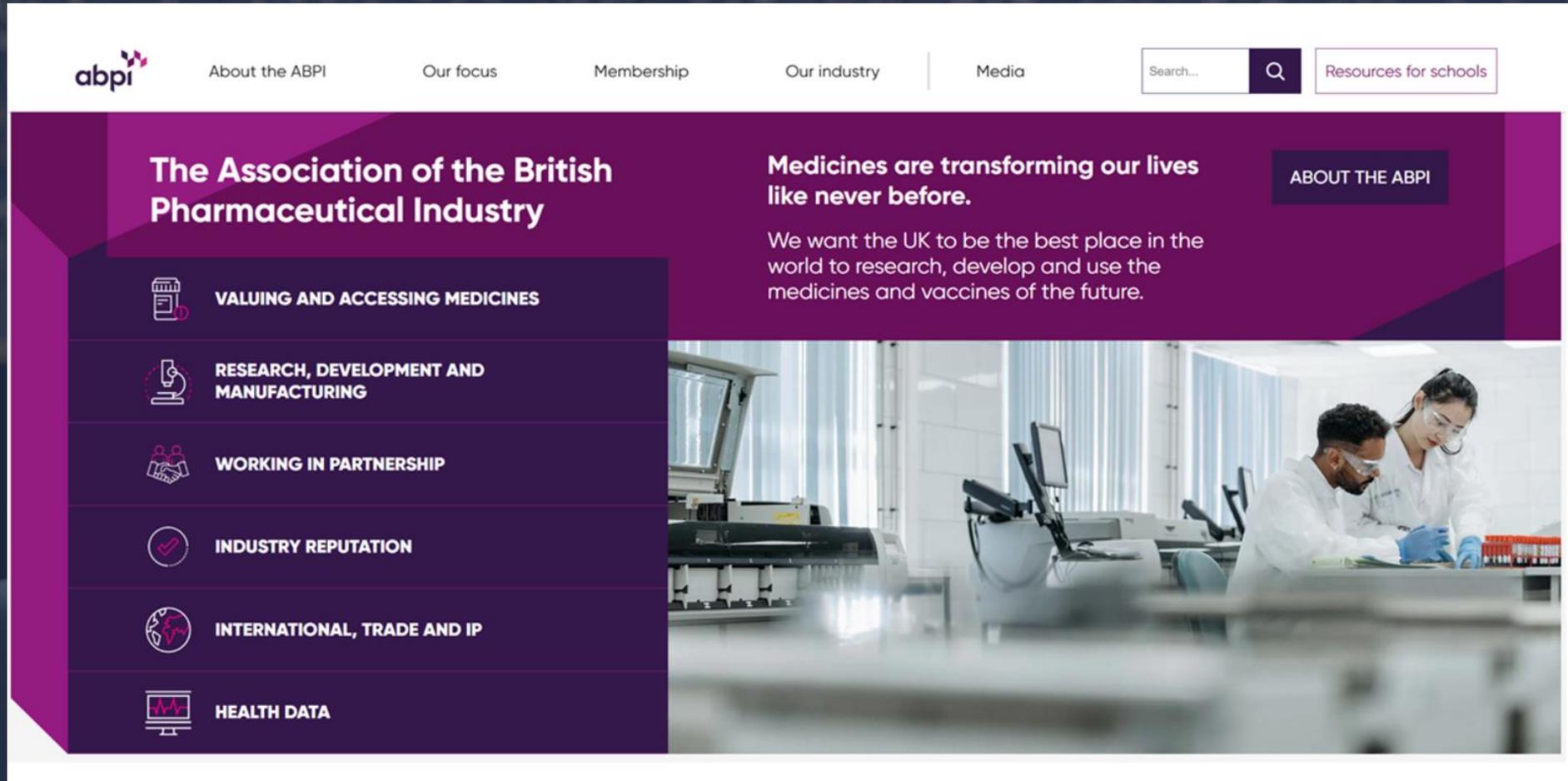
Keyboard Accessibility - Ensure that all content can be accessed with the keyboard alone.

Make video and multimedia accessible to visually impaired and deaf users - closed captions to all video and audio tracks on your website.

Keep the visual aspects of your website in mind - Font size and colour contrasts.

Add alt text to any images - screen readers will be able to read the alt attribute if you include one

The Association of the British Pharmaceutical Industry.



The screenshot shows the homepage of the Association of the British Pharmaceutical Industry (ABPI). The header includes the ABPI logo, navigation links for 'About the ABPI', 'Our focus', 'Membership', 'Our industry', and 'Media', a search bar, and a 'Resources for schools' button. The main content area features a purple background with the title 'The Association of the British Pharmaceutical Industry' and the tagline 'Medicines are transforming our lives like never before.' Below this is a list of six key areas: 'VALUING AND ACCESSING MEDICINES', 'RESEARCH, DEVELOPMENT AND MANUFACTURING', 'WORKING IN PARTNERSHIP', 'INDUSTRY REPUTATION', 'INTERNATIONAL, TRADE AND IP', and 'HEALTH DATA'. A photograph of two scientists in a laboratory is visible on the right side of the page.

abpi About the ABPI Our focus Membership Our industry Media Search... Resources for schools

The Association of the British Pharmaceutical Industry

Medicines are transforming our lives like never before.

ABOUT THE ABPI

We want the UK to be the best place in the world to research, develop and use the medicines and vaccines of the future.

-  VALUING AND ACCESSING MEDICINES
-  RESEARCH, DEVELOPMENT AND MANUFACTURING
-  WORKING IN PARTNERSHIP
-  INDUSTRY REPUTATION
-  INTERNATIONAL, TRADE AND IP
-  HEALTH DATA

Smart Energy GB



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Thank you.



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Q&A.

