

Support-EAM

Supporting the creation of an eAccessibility Mark



SIXTH FRAMEWORK PROGRAMME

Project/Contract no. : **IST-2-004754-SSA**

Project acronym: **SUPPORT- EAM**

Project full title: **Supporting the creation of an e-Accessibility Mark**

Instrument: **Specific Support Action**

Thematic Priority: **Information Society Technologies of
the 6th Framework Programme**

D1.5: Final Plan for using and disseminating knowledge

Due date of deliverable: 30 March 2006
Actual submission date: 26 July 2006

Start date of project: **01/10/04** Duration: **18 months (extended to 22 months)**

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Project coordinator organisation name: **Association BrailleNet**

Revision 1

Project co-funded by the European Commission within the Sixth Framework Programme (2002-2006)		
Dissemination Level		
PU	Public	YES
PP	Restricted to other programme participants (including the Commission Services)	NO
RE	Restricted to a group specified by the consortium (including the Commission Services)	NO
CO	Confidential, only for members of the consortium (including the Commission Services)	NO

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Author Note : this deliverable is similar to the “Final Plan for using and disseminating knowledge”.

1 Project execution

1.1 Project objectives and structure

The objective of the SUPPORT-EAM was to propose a strategy for creating a **Web-Accessibility Quality Mark** for Web services by the end of 2005, as part of the Action Plan eEurope 2005: An information society for all.

The project clearly refers to the Council Resolution on " eAccessibility - improving access people disabilities to Knowledge Based Society (doc. 5165 03), inviting Commission member states to consider the provision of an eAccessibility mark goods and services which comply with relevant standards for eAccessability".

In particular, harmonisation of Web Accessibility conformity assessment methodologies was one of the objectives of the project, to be in line with the W3C/WAI guidelines.

Another objective of the project was to recommend requirements for a Web Accessibility conformity assessment scheme to be elaborated in a CEN Workshop

Finally the project workplan included actions for disseminating knowledge elaborated in the project.

Support-EAM was an IST funded project (specific support action) under the Sixth Framework Programme of the European Commission. It started on the 1st October 2004 for 22 months.

Seven partners were involved in Support-EAM from seven different countries in Europe:

- Association BrailleNet (France) Coordinator
- Fundosa Teleservicios (Spain)
- Bartimeus Accessibility Foundation (Netherlands)
- Dublin City University (Ireland)
- Universität Linz (Austria)
- Katholieke Universiteit Leuven Research & Development (Belgium)
- AccessInMind Ltd (United Kingdom)

1.2 Achievement and main results

The project reached the objectives as desciber in its Technical Annex. The main results of the project are :

- Support-EAM conducted a study on certification schemes in Europe which identifies the essential elements of a future scheme for certification or distribution of a Quality Mark for guaranteeing the conformity of Web sites to accessibility requirements. The report of this study is available under the title D3.1: "State-of-the-art of Certification Scheme in Europe" available at :
http://www.support-eam.org/supporteam/About_Supporteam/Documents.asp

- Support-EAM compared actual schemes and labels developed by several organisations for certifying the conformity of Web sites to the W3C/WAI WCAG requirements. This work is mainly reported in two documents
 - DWAB 3.1: “*Description of Web Accessibility Quality Marks*” that identifies and compares seven Web Accessibility Quality Marks currently in operation, namely Accessiweb, Sello de Accesibilidad, See it Right, Excellence through Accessibility Award, W-Mark, BlindSurfer, and Drempeelvrij.nl.
 - DWAB3.2 : “*Harmonisation framework for Web Accessibility Quality Marks*” which proposes a possible framework for “harmonised” Web Accessibility Quality Mark scheme, based on the schemes studied in DWAB 3.1, and particularly the schemes run by 3 Support-EAM partners. This proposal is intended to complement the certification scheme proposed in the CEN WS/WAC Workshop Agreement on Web Accessibility Certification (see below)

These two reports are part of the report DWAB3: “*Evaluation of UWEM 0.5*” delivered as a contribution to the WAB Cluster activity, that can be downloaded at : http://www.support-eam.org/supporteam/About_Supporteam/Documents.asp

- Support-EAM conducted two on-line surveys in order to better identify the needs expressed by Stakeholders concerning a Quality Mark and a European Authority for Web Accessibility Certification. This was done in 5 languages (Dutch, English, French, German and Spanish). In conclusion, both surveys show clearly that:
 1. Web accessibility is raising more and more concrete concerns in Europe;
 2. third party certification is often regarded as a more trustful certification method than Supplier Declaration of Conformance;
 3. avoiding fragmentation of interpretation of web accessibility guidelines and harmonisation should be the key activities of a European Authority; and,
 4. there is a huge need for objective criteria and good practices concerning web accessibility

These two studies can be downloaded at :

http://www.support-eam.org/supporteam/About_Supporteam/Documents.asp

- Support-EAM has developed a process for collating and merging three different methodologies, all based on the W3C/WAI WCAG, checking their coherence with the W3C/WAI work, within the WAB Cluster ¹. These methodologies are those currently used by three organisations involved in Support-EAM, namely Accessibility Foundation Netherlands (ACC), Association BrailleNet (BNET) and Foundosa Teleservicios (TSERV). The result is a methodology for expert reviewers which is described in a document numbered DWAB3.5-1, available at :

http://www.support-eam.org/supporteam/About_Supporteam/Documents.asp

This methodology has been integrated as a component in the Unified Web Evaluation Methodology (UWEM1.0)

A Web application demonstrates how the methodology can be applied by expert reviewers in the frame of a labelling scheme. This demonstrator is a Web application that can be run on-line (figure 1) The url is: <http://www.demo-support-eam.org/>

¹ <http://www.wabcluster.org>. This Cluster was formed grouping 3 projects, i.e. 23 partners.

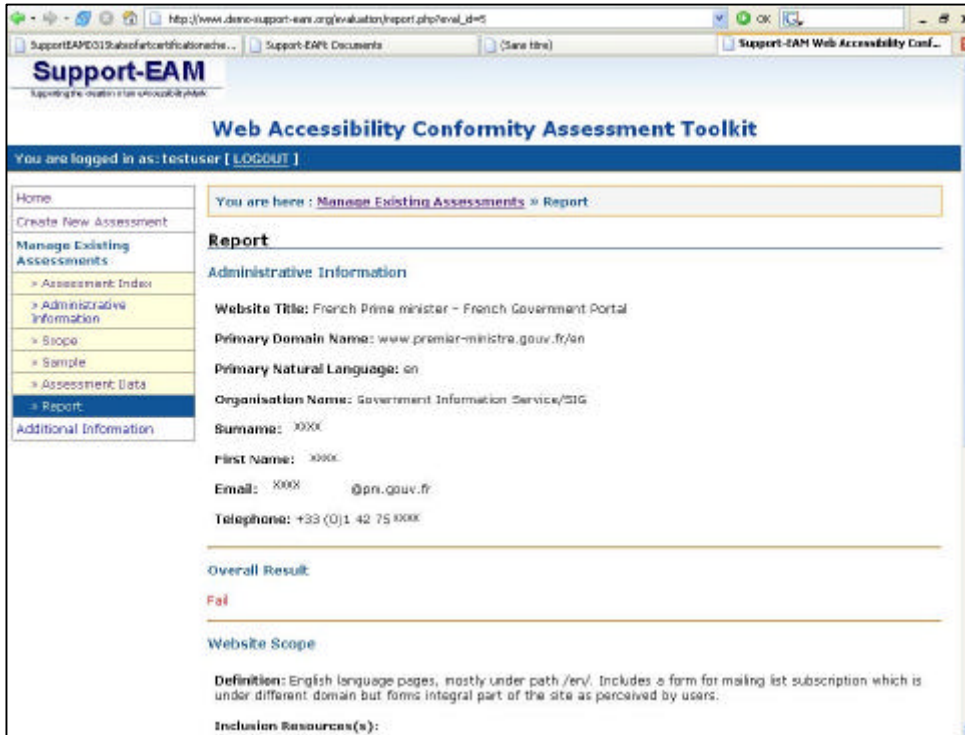


Figure 1 : Support-EAM Demonstration of the assessment of a Web Site by expert reviewers

- Support-EAM launched and conducted a CEN Workshop which produced a CEN Workshop Agreement (CWA n° 15554:2006 - Specifications for a Web Accessibility Conformity Assessment Scheme and a Web Accessibility Quality Mark). This agreement has been published by the CEN as a first level European agreement on how standard conformity assessment schemes commonly used in Europe can apply to Web accessibility conformity assessment. This agreement reflects three types of demands that were identified, namely supplier's declaration of conformity, inspection and product certification. Supplier's declaration of conformity is supported by industry groups like EICTA², while inspection seems very close to the existing labelling schemes. The agreement also proposes a reasonable way for existing labelling schemes to improve and to harmonise. This CWA can be found on the CEN Web site at: <http://www.cenorm.be/cenorm/businessdomains/businessdomains/iss/cwa/design+for+all+in+ict.asp>
- Based on the different studies already mentioned, the Support-EAM project elaborated a strategy for implementing the recommendations of the CEN Workshop. This strategy is coherent with the experience of partners in various countries, including those where labelling schemes are in operation. It is organised in 6 major steps :
 - Creation of an institute for Web Accessibility Conformity Assessment ;
 - Preparation of a Normative Document;
 - Creation of a web accessibility Quality Mark and adoption of a convergence plan of the different labels towards this mark;
 - Establishing agreements with organisation willing to use the mark;
 - Cooperation with the standardisation bodies;
 - Developing services supporting the Web accessibility Quality Mark.

² See for instance : <http://www.eicta.org/files/WPeAccessibility-161511A.pdf>

- In order to support the actual implementation of this strategy the project prepared a series of documents, including:
 - Statutes of an institute for Web Accessibility Conformity Assessment
 - Model of an agreement binding the institute and organisation willing to use the mark
 - Conditions for the implementation in different countries
 - Information on Local conditions for certification in the Country
 - Accreditation bodies, Certification Bodies operating service certification, Certification process
 - Laws / regulations concerning the protection of consumers, Legal obligations concerning e-accessibility
 - Successful experiences, Existing certified services , on-line services, concerning of accessibility services for disabled persons; Existing labels for Web Accessibility
 - Possible migration plan for the existing labels
 - Potential key constraints; possible barrier to convergence: property rights, involvement of stakeholders, national regulation bodies, ...

This strategy and documentation are compiled in “D3.4: *CWA Implementation Plan*”, available at :

http://www.support-eam.org/supporteam/About_Supporteam/Documents.asp

- Support-EAM has developed a unified Curriculum and contents for training expert reviewers which provide a unified training resource for people willing to assess websites against an evaluation methodology that has been harmonised at a European level and in the context of Web Accessibility certification. Versions are available in 5 languages (Dutch, English, French, German, Spanish) at : <http://www.support-eam.org/waec/en/index.html> (Figure 2)

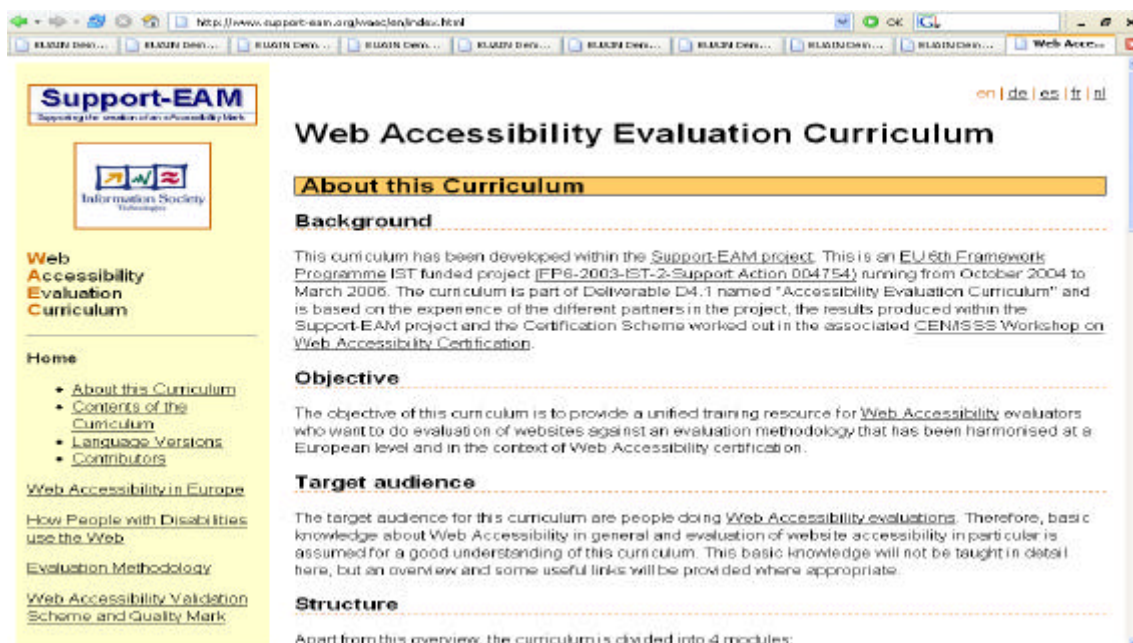


Figure 2: Support-EAM Curriculum home page.

1.3 Project Logo and Web Site

url : www.support-eam.org

Support-EAM

Supporting the creation of an eAccessibility Mark

2 Dissemination and Use

2.1 Exploitable knowledge and its Use

2.1.1 Overview of the exploitable knowledge

Exploitable Knowledge (description)	Exploitable product(s) or measure(s)	Sector(s) of application	Timetable for commercial use	Patents or other IPR protection	Owner & Other Partner(s) involved
1. Unified Methodology for Web Evaluation (UWEM)	Methodology	Industrial inspection	2006-2010	Copyrights	WAB Cluster European Commission
2. CEN Workshop Agreement n° 15554:2006 - Specifications for a Web Accessibility Conformity Assessment Scheme and a Web Accessibility Quality Mark	CEN Workshop Agreement	Certification – Quality Mark	2006-2010	Copyrights	CEN
3. unified Curriculum and contents for training expert reviewers	Course material	Academic & Professionnal Training	2006 -2010	licensed under a Creative Commons Attribution-NoDerivs 2.5 License	Support-EAM

2.1.2 Unified Methodology for Web Evaluation (UWEM1.0)

This methodology is the result of a joint effort by 23 European organisations in three European projects combined in a Cluster (WAB Cluster) established to develop a Unified Web Evaluation Methodology. It is based on the W3C Web Content Accessibility Guidelines 1.0 [WCAG10] and fitted for future migration from WCAG 1.0 to WCAG 2.0 [WCAG20]. It offers an interpretation of the Web Content Accessibility

Guidelines version 1.0 priority 1 and 2 guidelines which is agreed among stakeholders within the projects. Thus UWEM1.0 constitutes a basis for building a unified inspection process as part of a European certification scheme for Web accessibility. It can be estimated that such a certification scheme should take place within the eEurope 2010, with some significant influence of the mandate to standardisation bodies concerning a standard for eAccessibility.

Support-EAM has proposed a strategy towards the building of this labelling scheme, in coherence with existing labelling schemes currently in operation (D3.4). This strategy is organised in 6 major steps:

- Creation of an institute for Web Accessibility Conformity Assessment ;
- Preparation of a Normative Document;
- Creation of a web accessibility Quality Mark and adoption of a convergence plan of the different labels towards this mark;
- Establishing agreements with organisation willing to use the mark;
- Cooperation with the standardisation bodies;
- Developing services supporting the Web accessibility Quality Mark.

During the project three organisations, namely ACC, BNET, and TSERV, have examined how their actual labelling process could integrate the specifications of UWEM, with a very positive conclusion that there is no technical obstacle to a convergent effort (DWAB3&5). These organisations have expressed their intent to continue to work on a future harmonisation. For instance BrailleNet has already published a correspondance between the tests they use and the tests proposed by UWEM1.0, showing that the AccessiWeb conformity assessment process is compatible with a UWEM1.0 based assessment. This is part of BrailleNet's efforts for promoting a harmonised scheme in concertation with other stakeholders in Europe.

2.1.3 Conformity Assessment Scheme and a Web Accessibility Quality Mark

The CEN Workshop Agreement (CWA) was established as a result of a CEN Workshop as a first step towards a standardisation process. The Intellectual Property of this document is owned by the CEN. It is worth noting that the CWA can be obtained free of charge, by any interested party, in order to facilitate its implementation (D3.4).

This CWA should help the emergence of a market for Web accessibility conformity assessment and certification/labelling at European level. This would confirm the experience of the several project partners which have already developed activities on the demand for Web accessibility conformity assessment and certification/labelling in their own countries. This was also clearly indicated by two surveys conducted in Support-EAM (D3.2; D3.5).

On the other hand, the project identified three possible obstacles:

- **Ongoing fragmentation** due to the fact that Web accessibility conformity assessment and certification/labelling is driven by many stakeholders in response to local demands. For the moment the European political wish for a harmonised certification and European Quality mark appears to be weaker than the local constraints (but the Mandate issued by the EC could change the situation)

- **Hostility of some industry sectors** towards third party certification/labelling
- **Resources needed for setting up a European organisation** (or “authority”) controlling a European scheme. For the moment, inspections and labelling activities did not prove to be sufficient for funding such an authority. Thus a sustainable business model should be established. This means that organisations start funding such a venture, on a voluntary basis.

After the project BNET will continue to encourage discussions with ACC and TSERV, as well as with the European Commission and other partners, in order to establish a pathway towards a Web Accessibility Conformity Assessment Scheme and a Web Accessibility Quality Mark corresponding to the specifications of the CWA.

2.1.4 Unified Curriculum and contents for training expert reviewers

The unified Curriculum and contents for training expert reviewers that was produced by Support-EAM is intended to be a basis for developing training services across Europe. Several partners in the project have already developed training courses for expert reviewers of Web accessibility, namely ACC, BNET, TSERV, IS.

The experience of these partners shows that there is a market for training courses on Web accessibility conformity assessment and certification/labelling at European level. These partners have a strong interest in keeping a coherence and homogeneity in their services dealing with, as it will provide a high added-value to the services they already have developed and improve their image.

2.2 Dissemination of knowledge

2.2.1 Events

<i>Date</i>	<i>Type</i>	<i>Typ of audience</i>	<i>Country Addressed</i>	<i>size of audience</i>	<i>Partner responsible /involved</i>
2005-01-31	Workshop Policies legislations 150 participants from 16 countries 20 speakers from 10 countries, Austria, Belgium, Denmark, France, Ireland, Italy, the Netherlands, Spain, Sweden, United Kingdom	IC	International	150	BNET
2005-03-08	Workshop COST219 – EdeAN 120 participants– 15 speakers	IC	International	120	KULRD/ BNET
2005-08-31	“Web Accessibility Quality Marks in Europe”	C	Ireland	50	DCU
2005-09-10	Infoaccesibilidad	C	Spain	50	TSERV
2006-01-30	Workshop Instruments 150 participants from 12 countries – 20 speakers – Representation of 4 International Organisations (European Commission, CEN, W3C/WAI,	IC	International	150	BNET

<i>Date</i>	<i>Type</i>	<i>Typ of audience</i>	<i>Country Addressed</i>	<i>size of audience</i>	<i>Partner responsible /involved</i>
	EDeAN)				
2006-07-11	ICCHP 2006 Conference - 400 participants – more than 150 speakers – leaflets distributed – One day Workshop on eaccessibility with 30 participants	IC	International	400	IS
Continuous	Irish Design for All e-Accessibility Network	M	Ireland	30	DCU
Continuous	National Advisory Group	M	Ireland	25	DCU
Continuous	National Standards Activities	M	Ireland	25	DCU
2004-11-03 2004-11-24 2004-12-21 2005-02-14 2005-09-20	Meetings accessible media – zugang für alle	M	Austria	20	IS
2004-11-24	Meeting National Disability Authority	M	Ireland	5	DCU
2005-02-18	Meeting University of Vienna	M	Austria	5	IS
2005-04-04	Meeting Staatskontoret	M	Sweden	4	AIM
2005-05-04	Briefing on Web Accessibility Certification	M	Ireland	20	DCU
2005-09-16	Meeting CNCPH	M	France	10	BNET
2006-01-24	Meeting COFRAC	M	France	4	BNET
2006-02-14	Meeting DIPH	M	France	10	BNET
2004-10-19	Workshop on eProcurement	P	International	200	BNET
2005-01-01	Support-EAM - una marca de calidad para la accesibilidad	P	Spain	30	TSERV
2005-02-17	Support-EAM: Lanzamiento de una encuesta	P	Spain	30	TSERV
2005-03-01	Needs for a European mark for electronic accessibility	P	Spain	25	TSERV
2005-08-31	Workshop DCU	P	Ireland	50	BNET
2005-09-06	AAATE conference	P	International	300	BNET
2005-10-21	UK Presidency eAccessibility conference	P	International	250	BNET

<i>Date</i>	<i>Type</i>	<i>Typ of audience</i>	<i>Country Addressed</i>	<i>size of audience</i>	<i>Partner responsible /involved</i>
2005-12-01	La Accesibilidad a la web hoy	P	Spain	25	TSERV
2006-01-30	Workshop Instruments - Presentation	P	International	150	IS
2006-07-11	ICCHP 2006 - Paper	P	International	60	BNET
2004-11-01	Necesidades de los usuarios en el desarrollo de sitios web	S	Spain	25	TSERV
2005-02-28	WAI Education and Outreach	S	International	50	TSERV
2005-03-18	eAccessibility expert group	S	International	25	KULRD
2005-04-08	Accesibilidad: un derecho poco respetado en Internet	S	Spain	20	TSERV
2005-06-15	Breafast - Forum européen de l'administration électronique	S	France	60	BNET
2005-08-15	Metodología para revisar la Accesibilidad de sitios web	S	Spain	30	TSERV
2005-09-29	Webdeveloper Forum in Hagenberg	S	Austria	40	IS
2005-10-20	eAccessibility expert group	S	International	25	KULRD
2005-12-12	Cómo abordar un proyecto de accesibilidad	S	Spain	25	TSERV
2006-04-10	Aspectos sociales de la accesibilidad	S	Spain	30	TSERV
2006-06-26	l'accessibilité numérique au quotidien	S	France	80	BNET

Type

M: Meeting

S: Seminar

C: Organisation of a conference

IC: Organisation of a International conference

P: Paper

Among these events the Project was responsible for organising three major events, two in Paris, one in Linz:

- Workshop “Policies and Legislations in favour of e-accessibility in Europe”
- Workshop “Instruments for Making Web Accessibility a Reality”
- Workshop “A European model for Web Accessibility Conformity Assessment - How the results of the Support-EAM project can make a Web Accessibility Quality Mark a reality”

Workshop Policies legislations

Type of action: International Workshop

Country, City: Paris, France

Leading organisation : Association BrailleNet

Date : 31 January 2005

Objective : policy and practice for accessible Information and Communication Technologies (ICT) has the potential to play a vital role in removing barriers to participation in the Information Society by disabled or older people. This workshop addressed the harmonisation of eAccessibility requirements to be used in the public procurement of ICT products and services and the requirements for policy implementation in this field.

Description

Title: Policies and Legislations in favour of e-Accessibility in Europe

Location: Cité des sciences et de l'industrie - Paris

Attendance: 150 people from 16 countries – 20 presentations by speakers from 10 countries, namely Austria, Belgium, Denmark, France, Ireland, Italy, the Netherlands, Spain, Sweden, United Kingdom – 6 speakers from Support-EAM

Keynotes Speeches

Per Blixt, e-Inclusion Unit, European Commission : European Policy challenges on eAccessibility
Ms Marie-Anne MONTCHAMP, French State Secretary for Handicapped Persons (Secrétaire d'Etat aux Personnes Handicapées), who closed officially the workshop

Summary

The objective of the workshop was to disseminate information about the policies that governments put in place in different countries to foster equal access to the information society in accordance to European policy and decisions. Concrete study cases were discussed. It was an opportunity to hear first-hand about the reactions to these policies, from users with disabilities and members of the Web industry. The workshop was also encouraging the harmonisation of good practices all over Europe. The following topics were covered in the workshop:

- Legislations
- International recommendations and standards
- E-accessibility as part of a quality assurance process
- Quality Marks
- User involvement
- Industrial approach
- European harmonization

Proceedings (French/English) available at :

<<http://www.brailenet.org/colloques/policies/program.html>>

Workshop Instruments

Type of action: International Workshop

Country, City: France, Paris

Leading organisation : Association BrailleNet

Date : 30 January 2006

Objective : The objective of the workshop was to disseminate information about the instruments that exist to encourage the design, the development and dissemination of accessible information, using the Web particularly. Different types of resources and techniques that can help the creation of contents respecting the Design for All principles, were presented.

Description

Title: Instruments pour faire de l'accessibilité du Web une réalité

Location: Cité des sciences et de l'industrie - Paris

Attendance: 150 people from 12 countries – 20 presentations – Representation of 4 International Organisations (European Commission, CEN, W3C/WAI, EDeAN) – 4 speakers from Support-EAM

Keynotes Speeches

Mr Patrick GOHET , French Delegate for Handicapped Persons (Délégué Interministériel aux Personnes Handicapées)

Summary

The speakers were from organisations representing users and consumers with disabilities, researchers and industrial companies. Concrete case studies were discussed. It was also an opportunity to hear first-hand about the experience, from users with disabilities, purchasers and members of the Web industry. The workshop was encouraging the harmonisation of good practices all over Europe. The following topics were covered in the workshop:

- Technical Reference documents
- Design and Development
- Evaluation methods
- Accessibility Measurement
- Quality Marks
- User Testing
- Professional training
- Industrial approach
- European harmonisation

Proceedings (French/English) available at :

<<http://inova.snv.jussieu.fr/actes/colloques/Instruments/>>

Workshop European model for Web Accessibility Conformity Assessment

Type of action: International Workshop

Country, City: Linz, Austria

Leading organisation : Support EAM Consortium

Date : 14 July 2006

Objective : The objective of the workshop was to disseminate information about the results of the project.

Description

Title: “A European model for Web Accessibility Conformity Assessment - How the results of the Support-EAM project can make a Web Accessibility Quality Mark a reality”

Location: University of Linz, Workshop inside a

Attendance: 35 participants – 5 speakers from Support-EAM, including a presentation and discussion of a prototype Web tool for conducting an assessment of a Web site

Summary

The speakers discussed issues related to concrete labelling activities. It was an opportunity to hear first-hand about the experience, from organisations having developed accessibility Quality Marks and the lessons learned from the Support EAM project and the CEN Workshop

- Technical Reference documents
- Evaluation methods
- Quality Marks
- User Testing
- Professional training
- European harmonisation

2.2.2 Publications :

Guillou P. , Burger D., An eAccessibility Quality Mark to promote e-Inclusion: the Support-EAM project , in Pruski A. & Knops H. (Eds.) *Assistive technology from virtuality to reality* - 8th European conference for the advancement of assistive technology in Europe - Lille - France - September 6-9, 2005

Burger D. and Guillou P., Towards Web Accessibility Certification: The findings of the Support- EAM project, in Miesenberger et al. (Eds) *Computers Helping People with Special Needs* – 10th International Conference, ICCHP 2006 – Linz – Austria – July 12-14, 2006.

2.3 Publishable results

2.3.1 Unified Methodology for Web Evaluation (UWEM1.0)

- Result description : Unified Web Evaluation Methodology, based on the W3C Web Content Accessibility Guidelines 1.0 [WCAG10] and fitted for future from WCAG 1.0 to WCAG 2.0 [WCAG20]; offers an interpretation of the Web Content Accessibility Guidelines version 1.0 priority 1 and 2 guidelines
- Possible market applications : designed for developers of Web tools, for Web reviewers
- Stage of development : version 1.0 validated by 23 European organisations in the WAB Cluster, takes into account to comments from W3C/WAI and public
- Collaboration : WAB Cluster; W3C/WAI
- Intellectual property rights : WAB Cluster & European Commission
- Contact details : www.wabcluster.org

2.3.2 Conformity Assessment Scheme and a Web Accessibility Quality Mark

- Result description : CEN Workshop Agreement
- Possible market applications : usable by Inspection/certification bodies, standardisation bodies
- Stage of development : Published as CWA n° 15554:2006
- Collaboration : CEN, Stakeholders
- Intellectual property rights : CEN
- Contact details : www.cenorm.be/cenorm/

2.3.3 Unified Curriculum and contents for training expert reviewers

- Result description : CEN Workshop Agreement
- Possible market applications : usable by Inspection/certification bodies, standardisation bodies
- Stage of development : Published as CWA n° 15554:2006
- Collaboration : CEN, Stakeholders
- Intellectual property rights : Support-EAM & European Commission
- Contact details : Dominique Burger, President, Association BrailleNet. dominique.burger@snv.jussieu.fr.

3 Annex : Letters of Intent of partners

At the end of the project several partners have expressed their intent of continuing the discussions with the relevant organisations in Europe interested in setting up an harmonised assessment and certification scheme concerning the conformity of Web sites to accessibility standards/requirements.

This annex contains the letters of intent by :

- Association BrailleNet
- Teleservicios (Technosite)
- Accessibility Foundation
- Dublin City University
- University of Linz
- Catholic University of Leuven