

# Support-EAM

Supporting the creation of an eAccessibility Mark



## SIXTH FRAMEWORK PROGRAMME

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### D1.4: Report on raising public participation and awareness

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Project coordinator name: **Dominique BURGER**  
Project coordinator organisation name: **Association BrailleNet**

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PU	Public	YES
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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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# 1 Executive Summary

## 1.1 The Support-EAM project

The objective of the SUPPORT-EAM is 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.

It clearly refers to the Council Resolution on "eAccessibility" - improving access people disabilities to Knowledge Based Society (doc. 5165 03), inviting the Commission and the 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 is one of the objectives of the project, to be in line with the W3C/WAI guidelines (see DWAB2, DWAB3, DWAB4, DWAB5). Another objective of the project is to recommend requirements for a Web Accessibility conformity assessment scheme to be elaborated in a CEN Workshop (see D3.3 and D3.4).

The third objective of the project was to disseminate knowledge about the possibility to set up a Certification scheme and a Quality Mark at European level for Web Accessibility, in line with the recommendations of the W3C/WAI.

Support-EAM is 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 are 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 Support EAM raising public participation and awareness

The objective was to promote the Support-EAM initiative beyond the research community to the relevant authorities, stakeholders and decision makers in each country involved in the project, and more widely in Europe. This objective was addressed in variuos workpackages.

The Workpackage "Project Management and Quality Assurance" (WP1) produced presentation documents that were used for communication in order to promote the the project initiative.

The WorkPackage "Evaluation Methodology" (WP2), as part of the WAB activity, produced several versions of a unified methodology for Web Elavuation (UWEM) that were released

on the WAB Cluster Web Site as well as Press Releases. This Web site and mailing lists were used for inviting public comments on the methodology (see [www.wabcluster.org](http://www.wabcluster.org))

The workpackage “European Authority - Quality Mark” (WP3) included two large scale surveys on stakeholders needs which involved respondents in countries far beyond the seven countries represented in the project. Last but not least the CEN Workshop organised as an activity of WP3 raised awareness and participation by stakeholders from both public and private sectors.

The workpackage “Dissemination“ (WP4) focused on :

- The preparation of training material for professional Web accessibility conformity evaluators, as part of a potential certification scheme (see D4.1)
- Organisation of events in several countries in Europe in order to inform key organisations that could be interested in the set up of a certification scheme and in the necessary accompanying services like information outreach, localisation, training, certification, ...

Finally the project published a booklet summarising the main results of the project, entitled “An investigation on the possibility to create an eAccessibility Quality Mark for Web services”. This document is used for dissemination It is available on the project Web site.

## 2 Documents used for raising public participation and awareness

Deliverable No	Deliverable title		Nature	Dissemination level
2	D1.2	Project Presentation	Report	PU
10	D-WAB2	Preliminary Unified website evaluation methodology (UWEM-0.5)	Report	PU
11	D-WAB3	Evaluation of UWEM-0.5	Report	cluster + WAI
12	D-WAB4	Unified website evaluation methodology (UWEM-1.0)	Report	PU
13	D-WAB5	Prototype demonstrator	Report	PU
15	D3.1	State-of-the-art of Certification scheme in Europe	Report	PU
16	D3.2	Stakeholders' needs for a Quality Mark	Report	PU
18	D3.4	Reporting on the CEN Workshop and Implementation	Report	PP
19	D3.5	Stakeholders' needs for a European Authority	Report	PU
20	D4.1	Accessibility Evaluation Curriculum	Report	PU
21	D4.2	Dissemination	Other	PU

The Support-EAM Web Site was used as a medium for communicating the activities, events and results of the project: <http://www.support-eam.org>

Additionally, each partners relayed information on their Website, in their own language

French : [www.brailenet.org](http://www.brailenet.org); [www.accessiweb.org](http://www.accessiweb.org)  
Dutch : <http://www.accessibility.nl/>  
<http://www.accessibility.nl/?languageId=2> (english)  
Spanish : [www.teleservicios.es](http://www.teleservicios.es)  
English : [www.accessinmind.com](http://www.accessinmind.com)  
German : [www.integriert-studieren.jku.at](http://www.integriert-studieren.jku.at)

### **3 Events organised for raising public participation and awareness**

The project partners have organised different types of events where hundreds of people have had at least an opportunity to learn about e-accessibility assessment, certification, and quality marks.

#### **3.1 Meetings with authorities**

- Raise awareness about the process followed at the CEN Workshop
- Promote e-accessibility in the public and private sector.

#### **3.2 Seminars, Papers, Conferences**

- Discuss about the E-Accessibility in Europe
- To show the Support EAM objectives and establish contacts with stakeholders
- To motivate and to imply to the public and private sector in the E-Accessibility
- Disseminate information and the state of the art of the E-Accessibility and design for all
- Promote web accessibility in Europe. Public and private sector.

#### **3.3 Contacts**

In addition to formal events, the partners have disseminated information using of their usual communication channels at national or international level.

Details are provided in deliverable D4.2

### 3.4 Summary of events organised for raising public participation and awareness

<i>Date</i>	<i>action</i>	<i>Location</i>	<i>Type</i>	<i>Lead</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	Paris	IC	BNET
2005-03-08	Workshop COST219 – EdeAN 120 participants– 15 speakers	Florence	IC	KULRD/ BNET
2005-08-31	“Web Accessibility Quality Marks in Europe” 50 participants	Dublin	C	DCU
2005-09-10	Infoaccesibilidad	Cadiz	C	TSERV
2006-01-30	Workshop Instruments 150 participants from 12 countries – 20 speakers – Representation of 4 International Organisations (European Commission, CEN, W3C/WAI, EDeAN)	Paris	IC	BNET
2006-07-11	ICCHP 2006 - Conference	Linz	IC	IS
Continuous	Irish Design for All e-Accessibility Network	Dublin	M	DCU
Continuous	National Advisory Group	Dublin	M	DCU
Continuous	National Standards Activities	Dublin	M	DCU
2004-11-03 2004-11-24 2004-12-21 2005-02-14 2005-09-20	Meetings accessible media – zugang für alle	Vienna	M	IS
2004-11-24	Meeting National Disability Authority	Dublin	M	DCU
2005-02-18	Meeting University of Vienna	Vienna	M	IS
2005-04-04	Meeting Staatskontoret	Stokholm	M	AIM
2005-05-04	Briefing on Web Accessibility Certification	Dublin	M	DCU

<i>Date</i>	<i>action</i>	<i>Location</i>	<i>Type</i>	<i>Lead</i>
2005-09-16	Meeting CNCPH	Paris	M	BNET
2006-01-24	Meeting COFRAC	Paris	M	BNET
2006-02-14	Meeting DIPH	Paris	M	BNET
2004-10-19	Workshop on eProcurement	Brussels	P	BNET
2005-01-01	Support-EAM - una marca de calidad para la accesibilidad	Spain	P	TSERV
2005-02-17	Support-EAM: Lanzamiento de una encuesta	Spain	P	TSERV
2005-03-01	Needs for a European mark for electronic accessibility	Spain	P	TSERV
2005-08-31	Workshop DCU	Dublin	P	BNET
2005-09-06	AAATE	Lille	P	BNET
2005-10-21	UK Presidency eAccessibility conference 250 participants	London	P	BNET
2005-12-01	La Accesibilidad a la web hoy	Spain	P	TSERV
2006-01-30	Workshop Instruments - Presentation	Paris	P	IS
2006-07-11	ICCHP 2006 - Paper	Linz	P	BNET
2004-11-01	Necesidades de los usuarios en el desarrollo de sitios web	Madrid	S	TSERV
2005-02-28	WAI Education and Outreach	Boston, US	S	TSERV
2005-03-18	eAccessibility expert group	Brussels	S	KULRD
2005-04-08	Accesibilidad: un derecho poco respetado en Internet	Madrid	S	TSERV
2005-06-15	Breafast - Forum européen de l'administration électronique	Paris	S	BNET
2005-08-15	Metodología para revisar la Accesibilidad de sitios web	Cadiz	S	TSERV
2005-09-29	Webdeveloper Forum in Hagenberg	Hagenberg	S	IS
2005-10-20	eAccessibility expert group	London	S	KULRD
2005-12-12	Cómo abordar un proyecto de	Madrid	S	TSERV

<i>Date</i>	<i>action</i>	<i>Location</i>	<i>Type</i>	<i>Lead</i>
	accesibilidad			
2006-04-10	Aspectos sociales de la accesibilidad	Pamplona	S	TSERV

### **Type**

M: Meeting

S: Seminar

C: Organisation of a conference

IC: Organisation of a International conference

P: Paper

## **4 Major 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* – 10<sup>th</sup> International Conference, ICCHP 2006 – Linz – Austria – July 12-14, 2006.

## 5 Surveys on stakeholders needs

### 5.1 Impact of the survey “stakeholders needs for a Quality Mark”

country	commercial sector	non-commercial organisations	TOTAL
Austria	11	43	54
Belgium	3	6	9
Cyprus	0	2	2
Czech Republic	1	0	1
Denmark	1	6	7
Finland	0	5	5
France	55	81	136
Germany	17	20	37
Greece	0	4	4
Hungary	1	0	1
Ireland	6	18	24
Italy	3	4	7
Luxembourg	0	2	2
Netherlands	2	6	8
Norway	1	1	2
Portugal	0	5	5
Spain	34	25	59
Sweden	5	5	10
Switzerland	1	2	3
United Kingdom	6	9	15
USA and Others	6	4	10
total	153	248	<b>401</b>

We give here the results giving an idea of the impact factor of the on-line survey conducted by the project project. They show that this impact was much wider than just the countries represented in the project. For instance Germany, which was not involved in Support-Eam, provided 37 reponses, the US provided 10 (figure 1).

**Figure 1**

## 5.2 Impact of the survey “stakeholders needs for a European Authority”

This survey involved 241 respondents, from various activity sectors. We present here the figures corresponding (Figure 2 and 3).

	Total	Perc.	France	Spain	Other
Web designer/builder *	62	26%	22	14	26
Governmental organization at local level	38	16%	19	13	6
Governmental organization at national level	39	16%	14	9	16
Internet site for Retail-market (products & services) *	30	12%	14	7	9
Disability organization	18	7%	4	6	8
Non governmental organizations	17	7%	6	0	11
Inspection and/or evaluation organization *	16	7%	3	2	11
Library related organization	13	5%	7	5	1
Special care centre or hospital	5	2%	2	3	0
Governmental organization at community level	3	1%	0	0	3
<b>Total</b>	<b>241</b>	<b>100%</b>	<b>91</b>	<b>59</b>	<b>91</b>

Figure 2

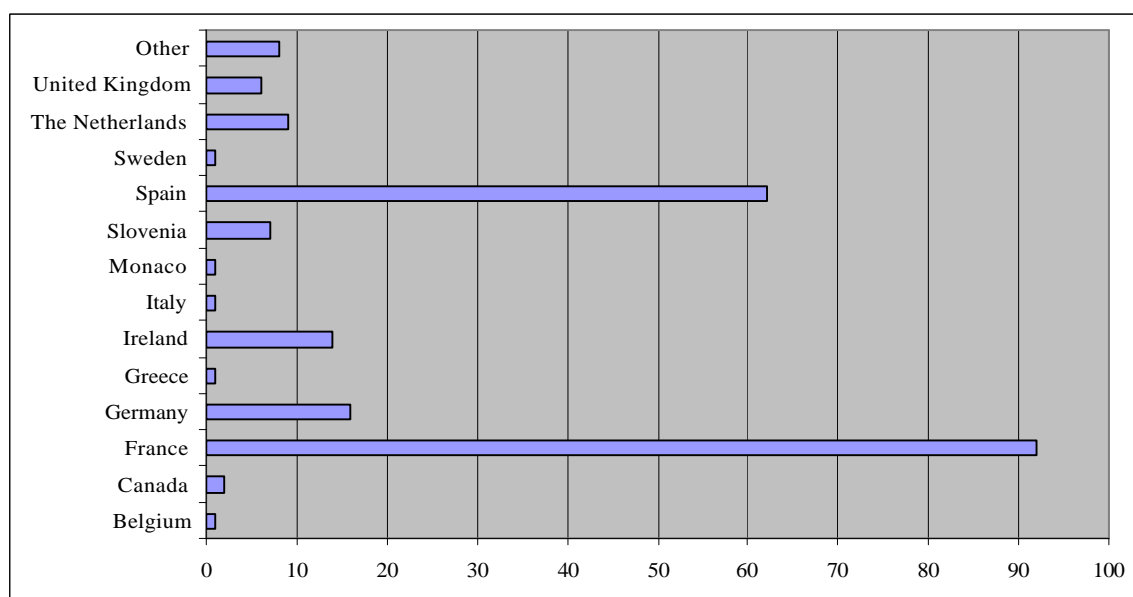


Figure 3

## 6 CEN Workshop

The CEN Workshop on Web Accessibility Certification that was lunched and coordinated under the Support EAM project was an opportunity to raise significant public participation and awareness. The process was :

- A Business Plan was written by the Support EAM project with CEN/ISSS and AFNOR. It was published on 1st February 2005 on the CEN/ISSS web site as a proposal.
- In the same time, registration to the WAC CEN Workshop (WAC stands for Web Accessibility Certification) was open and the date of the 14 April 2005 was announced for the kick-off meeting at Brussels.
- At this kick-off meeting, the Business Plan was amended by participants to a new and final version which was officially validated at the first meeting on 22-23 June 2005.
- The work in the WAC CEN Workshop has been presented and discussed in regularly scheduled meetings within its timeline organised between April 2005 and March 2006:
- On 20 December 2005, the CEN made public the CWA Draft (CEN Document WS/WAC N 027) produced by the CEN Workshop "Specifications for a complete European Web Accessibility Certification Scheme and a Quality Mark" for external comment. Indeed, it is CEN/ISSS's policy to submit draft CWAs that are of public interest to an external enquiry to enable interested parties who are not registered participants in the Workshop also to comment on the draft. The duration of this external enquiry was 60 days (close 20 February 2006). The call for comments was posted on the Support EAM Web site and partners' ones too. Partners mailing lists were used for promoting it.
- The CEN Workshop produced a CEN Workshop Agreement (CWA n° 15554:2006 ) which 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 CWA can be downloaded from the CEN Workshop Web site at:  
<<http://www.cenorm.be/cenorm/businessdomains/businessdomains/iss/cwa/design+for+all+in+ict.asp>>

### 6.1 List of participants in the Workshop

Name	Country	Address	Phone, fax, email
Shadi ABOU-ZAHRA	France	INRIA 2004 RTE DES LUCIOLES  BP 93 06902 SOPHIA ANTIPOLIS CEDEX	phone : +33 4 92 38 50 64 fax : +33 4 92 38 78 22 email : <a href="mailto:shadi@w3.org">shadi@w3.org</a>
Blanca ALCANDA CORREA	Spain	FUNDOSA TELESERVICIOS C/ RUFINO GONZALEZ 42  E 28037 MADRID	phone : +34 91 121 03 30/41 fax : +34 91 375 70 51 email : <a href="mailto:balcanda@teleservicios.es">balcanda@teleservicios.es</a>

Andrew ARCH	Australia	NILS  PO BOX 860 HAWTHORN VIC 3122	phone : 613 9864 9282 fax : 613 9864 9210 email : <a href="mailto:andrew.arch@nils.org.au">andrew.arch@nils.org.au</a>
Gautier BARRERE	Luxembourg	SERVICE ELUXEMBOURG 67 RUE VERTE  L 2667 LUXEMBOURG	phone : +325 478 2035 fax : +325 478 2072 email : <a href="mailto:gautier.barrere@sel.etat.lu">gautier.barrere@sel.etat.lu</a>
David BARRETT	Belgium	BT GROUP RUE MONTOYER 40  B 1000 BRUXELLES	phone : 01977 592898 fax : 0116 2516425 email : <a href="mailto:david.k.barrett@bt.com">david.k.barrett@bt.com</a>
Nicolas BIDON	United Kingdom	WATCHFIRE 211 PICCADILLY  GB LONDON W1J 9HF	phone : +44 207 917 2962 fax : +44 207 917 2963 email : <a href="mailto:nicolasb@watchfire.com">nicolasb@watchfire.com</a>
Johanna BOLTON	Ireland	DUBLIN CITY UNIVERSITY / RINCE COLINS AVENUE 9  DUBLIN	phone : +353 1 700 5432 fax : +353 1 700 5508 email : <a href="mailto:johannabolton@hotmail.com">johannabolton@hotmail.com</a>
Françoise BOUSQUET	France	-ZFIB CONSEIL 69/71 RUE ALEXANDRE DUMAS  75020 PARIS	phone : 01 43 15 93 31 fax : 01 73 04 01 43 email : <a href="mailto:francoise.bousquet@akela.fr">francoise.bousquet@akela.fr</a>
Judy BREWER	United States	MIT / LCS 200 TECHNOLOGY SQUARE  CAMBRIDGE MA 02139	phone : +1 617 258 9741 fax : +1 617 818 0749 email : <a href="mailto:jbrewer@w3.org">jbrewer@w3.org</a>
Michele BUDRIS	United Kingdom	SUN MICROSYSTEMS LIMITED GUILLEMONT PARK, MINLEY ROAD BLACK WATER  GB CAMBERLEY SURREY GU17 9QG	phone : fax : email : <a href="mailto:michele.budris@sun.com">michele.budris@sun.com</a>
Dominique BURGER	France	BRAILLENET 9 QUAI SAINT BERNARD INSERM - UPMC B23  75252 PARIS CEDEX 05	phone : +33 1 44 27 25 32 fax : +33 1 44 27 34 38 email : <a href="mailto:dominique.burger@snv.jussieu.fr">dominique.burger@snv.jussieu.fr</a>
Rodolfo	Italy	UNIONE ITALIANA DEI CIECHI	phone : +39 06 699 88 375/388 fax : +39 06 699 88 328

CATTANI		VIA BORGOGNONA 38  I 00187 ROMA (RM)	email : <a href="mailto:inter@uiciechi.it">inter@uiciechi.it</a>
Alan CHUTER	Spain	FUNDOSA TELESERVICIOS C/ RUFINO GONZALEZ 42  E 28037 MADRID	phone : fax : email : <a href="mailto:achuter@teleservicios.es">achuter@teleservicios.es</a>
Richard CLARK	United Kingdom	ELYSIUM LTD WHITEHILL ROAD MILTON HOUSE  GB CROWBOROUGH	phone : +44 1892 667411 fax : +441892 667433 email : <a href="mailto:richard@elysium.ltd.uk">richard@elysium.ltd.uk</a>
Michael COOPER	Canada	WATCHFIRE 1 HINES ROAD  KANATA ON K2K 3C7	phone : +1 613 599 3888 fax : +1 613 599 4661 email : <a href="mailto:michaelc@watchfire.com">michaelc@watchfire.com</a>
Daniel DARDAILLER	France	INRIA 2004 RTE DES LUCIOLES  BP 93 06902 SOPHIA ANTIPOLIS CEDEX	phone : +33 4 92 38 79 83 fax : +33 4 92 38 78 22 email : <a href="mailto:danield@w3.org">danield@w3.org</a>
Funda DENIZHAN	Sweden	STATSKONTORET  PO BOX 8110 S 104 20 STOCKHOLM	phone : +46 768 77 47 17 fax : +46 8 791 89 72 email : <a href="mailto:funda.denizhan@statskontoret.se">funda.denizhan@statskontoret.se</a>
Jon DODD	United Kingdom	BUNNYFOOT 173 CURIE AVENUE HARWELL INNOVATION CENTRE  GB HARWELL OX14 5HA	phone : +44 845 644 0650 fax : +44 845 644 0651 email : <a href="mailto:jon@bunnyfoot.com">jon@bunnyfoot.com</a>
Jan ENGELEN	Belgium	KATHOLIEKE UNIVERSITEIT LEUVEN KASTELPAARK ARENBERG 10  B 3001 HEVERLEE	phone : +32 0 16 32 11 23 fax : +32 0 16 32 19 86 email : <a href="mailto:jan.engelen@esat.kuleuven.ac.be">jan.engelen@esat.kuleuven.ac.be</a>
Nikolaos FLORATOS	Belgium	ANEC AV DE TERVUEREN 32 BTE 27  B 1040 BRUXELLES	phone : +32 2 743 24 70 fax : +32 2 743 54 30 email : <a href="mailto:nick@e-isotis.org">nick@e-isotis.org</a>
Alistair GARRISON	United Kingdom	ACCESSINMIND LIMITED 7 BRIDGE STREET  GB MAIDENHEAD SL6	phone : +46 8 446 5287 fax : +46 8 446 5287 email : <a href="mailto:alistair.garrison@accessinmind.com">alistair.garrison@accessinmind.com</a>

		8PA	
Francois-Rene GERMAIN	France	FRANCE TELECOM 2 RUE AUGUSTE COMTE IMM BERRY BP 48 92174 VANVES CEDEX	phone : +33 1 56 66 80 46 fax : +33 1 56 66 83 00 email : <a href="mailto:francoisrene.germain@francetelecom.com">francoisrene.germain@francetelecom.com</a>
Pierre GUILLOU	France	BRAILLENET 9 QUAI SAINT BERNARD INSERM - UPMC B23  75252 PARIS CEDEX 05	phone : +33 1 44 27 26 25 fax : +33 1 44 27 34 38 email : <a href="mailto:pierre.guillou@snv.jussieu.fr">pierre.guillou@snv.jussieu.fr</a>
Peter GYLDEN HOUMANN	Denmark	ITST - NATIONAL IT AND TELECOM AGENCY HOLSTEINGADE 63  DK 2100 COPENHAGEN Ø	phone : +45035 45 00 00 fax : email : <a href="mailto:pgh@itst.dk">pgh@itst.dk</a>
Andrew HEATH	United Kingdom	SHEFFIELD HALLAM UNIVERSITY / SB 51 PATERSON CLOSE  GB STOCKSBRIDGE S36 1JQ	phone : +44 788 195 5997 fax : +44 2255555 email : <a href="mailto:a.k.heath@shu.ac.uk">a.k.heath@shu.ac.uk</a>
Tony HITTEMA	France	-AFNOR 11 RUE FRANCIS DE PRESSENSE  93571 ST DENIS LA PLAINE CX	phone : 01 41 62 83 95 fax : 01 49 17 90 33 email : <a href="mailto:tony.hittema@afnor.org">tony.hittema@afnor.org</a>
Miguel JIMENEZ LOYZAGA	Spain	FUNDOSA TELESERVICIOS C/ RUFINO GONZALEZ 42  E 28037 MADRID	phone : +34 91 121 03 30/41 fax : +34 91 375 70 51 email : <a href="mailto:mjimenez@teleservicios.es">mjimenez@teleservicios.es</a>
Francois JUNIQUE	Belgium	EC-EUROPEAN COMMISSION RUE DE LA LOI 200  B 1049 BRUXELLES	phone : +32 229 63 846 fax : +32 229 51300 email : <a href="mailto:francois.junique@cec.eu.int">francois.junique@cec.eu.int</a>
Georgina KAMSIKA	United Kingdom	UFI LEARN DIRECT 1 YOUNG STREET  GB SHEFFIELD S1 BX	phone : +41 114 291 5522 fax : +41 114 291 5522 email : <a href="mailto:gkamsika@ufi.com">gkamsika@ufi.com</a>
John KETCHELL	Belgium	CEN RUE DE STASSART 36	phone : +32 2 550 08 46 fax : + 32 550 09 66 email : <a href="mailto:john.ketchell@cenorm.be">john.ketchell@cenorm.be</a>

		B 1050 BRUXELLES	
Jean-Francois LEGENDRE	France	-AFNOR 11 RUE FRANCIS DE PRESSENSE  93571 ST DENIS LA PLAINE CX	phone : 01 41 62 83 57 fax : 01 49 17 90 00 email : <a href="mailto:jeanfrancois.legendre@afnor.org">jeanfrancois.legendre@afnor.org</a>
Marie-Luise LEITNER	Austria	INSTITUT INTEGRIERT STUDIERN ALTENBERGERSTR. 69  A 4040 LINZ	phone : +43 732 2468 9232 fax : +43 732 2468 9322 email : <a href="mailto:marie-luise.leitner@univie.ac.at">marie-luise.leitner@univie.ac.at</a>
Knut LINDELIEN	Norway	SN  PO BOX 242 N 1326 LYSAKER	phone : 47 67 83 86 49 fax : email : <a href="mailto:kli@standard.no">kli@standard.no</a>
Sarah LORTEAU	France	EDF R&D 1 AV DU GL DE GAULLE  BP 408 92141 CLAMART CEDEX	phone : +33 1 47 65 49 51 fax : email : <a href="mailto:sarah.orteau@edf.fr">sarah.orteau@edf.fr</a>
Mark MAGENNIS	Ireland	NCBI - NATIONAL COUNCIL BLIND IRELAND WHITWORTH ROAD DRUMCONDRA  DUBLIN 9	phone : +353 1 830 7033 fax : +353 1 830 7787 email : <a href="mailto:mark.magennis@ncbi.ie">mark.magennis@ncbi.ie</a>
Henk MANNEKENS	Belgium	BT GROUP RUE MONTOYER 40  B 1000 BRUXELLES	phone : +32 2 237 1757 fax : +32 2 237 1700 email : <a href="mailto:henk.mannekens@bt.com">henk.mannekens@bt.com</a>
Tania MARCOS	Spain	AENOR C/ GENOVA 6  E 28004 MADRID	phone : +34 91 432 60 56 fax : +34 91 310 45 96 email : <a href="mailto:accessibility@aenor.es">accessibility@aenor.es</a>
Barry MCMULLIN	Ireland	DUBLIN CITY UNIVERSITY / RINCE COLINS AVENUE 9  DUBLIN	phone : +353 1 700 5432 fax : +353 1 700 5508 email : <a href="mailto:barry.mcmullin@dcu.ie">barry.mcmullin@dcu.ie</a>
Urte MEINHARDT	Germany	SAP AG DIETMAR HOPP ALLEE 16  D 69190 WALLDORF	phone : +49 6227 741021 fax : +49 6227 782 5074 email : <a href="mailto:urte.meinhardt@sap.com">urte.meinhardt@sap.com</a>

Klaus MIESENBERGER	Austria	INSTITUT INTEGRIERT STUDIERN ALTENBERGERSTR. 69  A 4040 LINZ	phone : +43 732 2468 9232 fax : +43 732 2468 9322 email : <a href="mailto:klaus.miesenberger@jku.at">klaus.miesenberger@jku.at</a>
Yehya MOHAMAD	Germany	FRAUNHOFER INSTITUT / FIT SCHLOSS BIRLINGHOVEN  D 53757 SANKT AUGUSTIN	phone : +49 2241 142846 fax : +49 2241 142080 email : <a href="mailto:yehya.mohamad@fit.fraunhofer.de">yehya.mohamad@fit.fraunhofer.de</a>
Dick MOORE	United Kingdom	UFI LTD 1 YOUNG STREET DEARING HOUSE  GB SHEFFIELD S42 7HH	phone : +44 114 291 5527 fax : +44 114 291 5599 email : <a href="mailto:dmoore@ufi.com">dmoore@ufi.com</a>
Daniela ORTNER	Austria	INSTITUT INTEGRIERT STUDIERN ALTENBERGERSTR. 69  A 4040 LINZ	phone : +43 732 2468 9232 fax : +43 732 2468 9322 email : <a href="mailto:daniela.ortner@jku.at">daniela.ortner@jku.at</a>
Olaf PERLICK	Germany	FRAUNHOFER INSTITUT / FIT GRUNDSCHÖTTELER STR. 40  D 58300 WETTER RUHR	phone : +49 2335 9681 26 fax : +49 2335 9681 19 email : <a href="mailto:eiao@ftb-volmarstein.de">eiao@ftb-volmarstein.de</a>
Inmaculada PLANCENCIA-PORRERO	Belgium	EC-EUROPEAN COMMISSION RUE DE LA LOI 200  B 1049 BRUXELLES	phone : +32 229 902 39 fax : +32 229 51300 email : <a href="mailto:inmaculada.placencia-porrero@cec.eu.int">inmaculada.placencia-porrero@cec.eu.int</a>
Roy REED	United Kingdom	SUN MICROSYSTEMS LIMITED GUILLEMONT PARK, MINLEY ROAD BLACK WATER  GB CAMBERLEY SURREY GU17 9QG	phone : +44 0 1252 42000 fax : +44 0 1252 42001 email : <a href="mailto:roy.reed@sun.com">roy.reed@sun.com</a>
Jan RIETVELD	Netherlands	NEN  POSTBUS 5059 NL 2600 GB DELFT	phone : fax : email : ">
Anne SALAUN	Belgium	EC-EUROPEAN COMMISSION	phone : +32 229 84 386 fax : +32 229 51300

		RUE DE LA LOI 200 B 1049 BRUXELLES	email : <a href="mailto:anne.salaun@cec.eu.int">anne.salaun@cec.eu.int</a>
Luis SANZ	Spain	AENOR C/ GENOVA 6 E 28004 MADRID	phone : +34 91 432 60 86 fax : +34 91 310 45 18 email : <a href="mailto:sddesarrollo@aenor.es">sddesarrollo@aenor.es</a>
Rasmus SHERMER	Denmark	ITST - NATIONAL IT AND TELECOM AGENCY HOLSTEINGADE 63 DK 2100 COPENHAGEN Ø	phone : +45 35 45 00 00 fax : email : <a href="mailto:rs@itst.dk">rs@itst.dk</a>
Martina SINDELAR	Belgium	EC-EUROPEAN COMMISSION RUE DE LA LOI 200 B 1049 BRUXELLES	phone : +32 2 296 02 17 fax : +32 2 296 95 00 email : <a href="mailto:martina.sindelar@cec.eu.int">martina.sindelar@cec.eu.int</a>
Mikael SNAPRUD	Norway	AGDER UNIVERSITY COLLEGE GROOSEVEIEN 36 N 4876 GRIMSTAD	phone : +47 37 25 33 23 fax : +47 37 25 30 01 email : <a href="mailto:mikael.snaprud@hia.no">mikael.snaprud@hia.no</a>
Gerard SOISSON	Luxembourg	SERVICE ELUXEMBOURG 67 RUE VERTE L 2667 LUXEMBOURG	phone : +352 478 2194 fax : +352 478 2072 email : <a href="mailto:gerard.soisson@sel.etat.lu">gerard.soisson@sel.etat.lu</a>
Christophe STROBBE	Belgium	KATHOLIEKE UNIVERSITEIT LEUVEN KASTELPAARK ARENBERG 10 B 3001 HEVERLEE	phone : +32 0 16 32 85 51 fax : +32 0 16 32 19 86 email : <a href="mailto:christophe.strobbe@esat.kuleuven.ac.be">christophe.strobbe@esat.kuleuven.ac.be</a>
Henny SWAN	United Kingdom	ROYAL NATIONAL INSTITUTE FOR THE BLIND BAKEWELL ROAD ORTON SOUTHGATE GB PETERBOROUGH PE2 9RH	phone : fax : email : <a href="mailto:henny.swan@rnib.org.uk">henny.swan@rnib.org.uk</a>
Ronald TETTEROO	United Kingdom	WATCHFIRE 211 PICCADILLY GB LONDON W1J 9HF	phone : +44 207 917 2962 fax : +44 207 917 2963 email : <a href="mailto:rnt@watchfire.com">rnt@watchfire.com</a>
Maggie THOMSON	United Kingdom	BUNNYFOOT 173 CURIE AVENUE HARWELL	phone : +44 845 644 0650 fax : +44 845 644 0651 email : <a href="mailto:maggie@bunnyfoot.com">maggie@bunnyfoot.com</a>

		INNOVATION CENTRE GB HARWELL OX14 5HA	
Clas THOREN	Sweden	STATSKONTORET  PO BOX 8110 S 104 20 STOCKHOLM	phone : +46 8 454 47 13 fax : +46 8 791 89 72 email : <a href="mailto:clas.thoren@statskontoret.se">clas.thoren@statskontoret.se</a>
Bernard TOCAIL	France	EDF 22-30 AV DE WAGRAM  75382 PARIS CEDEX 08	phone : +33 1 40 42 12 06 fax : email : <a href="mailto:bernard.tocail@edf.fr">bernard.tocail@edf.fr</a>
Sophie VAN CANGH	Belgium	-ONA - OEUVRE NATIONALE DES AVEUGLES AV DAILLY 90-92  B 1030 BRUXELLES	phone : fax : email : <a href="mailto:blindsurfer@ona.be">blindsurfer@ona.be</a>
Luc VAN DEN BERGHE	Belgium	CEN RUE DE STASSART 36  B 1050 BRUXELLES	phone : 32 2 550 09 57 fax : 32 2 550 08 13 email : <a href="mailto:luc.vandenberghe@cenorm.be">luc.vandenberghe@cenorm.be</a>
Enrique VARELA	Spain	FUNDOSA TELESERVICIOS C/ RUFINO GONZALEZ 42  E 28037 MADRID	phone : +34 91 121 03 30/41 fax : +34 91 375 70 51 email : <a href="mailto:evarela@teleservicios.es">evarela@teleservicios.es</a>
Carlos VELASCO	Germany	FRAUNHOFER INSTITUT / FIT SCHLOSS BIRLINGHOVEN  D 53757 SANKT AUGUSTIN	phone : +49 2241 142609 fax : +49 2241 142080 email : <a href="mailto:carlos.velasco@fit.fraunhofer.de">carlos.velasco@fit.fraunhofer.de</a>
Eric VELLEMAN	Netherlands	BARTIMEUS ACCESSIBILITY FOUNDATION UTRECHTSEWEG 84  NL 3702 AD ZEIST	phone : +31 30 698 2401 fax : +31 30 698 2388 email : <a href="mailto:e.velleman@bartimeus.nl">e.velleman@bartimeus.nl</a>
Rainer WALLBRUCH	Germany	FTB VOLMARSTEIN GRUNDSCHÖTTELER STR. 40  D 58300 WETTER RUHR	phone : +49 2335 9681 23 fax : +49 2335 9681 email : <a href="mailto:rw@ftb-volmarstein.de">rw@ftb-volmarstein.de</a>
Marc	Belgium	ASCII SA	phone : +32 2 235 56 82

WALRAVEN		49-51 RUE DE TREVES  B-1040 BRUXELLES	fax : +32 2 235 56 99 email : <a href="mailto:marc.walraven@ascii.be">marc.walraven@ascii.be</a>
Josefina ZAMBRANO	France	FRANCE TELECOM 2 RUE AUGUSTE COMTE IMM BERRY BP 48 92174 VANVES CEDEX	phone : +33 1 56 66 80 46 fax : +33 1 56 66 83 00 email : <a href="mailto:josefina.zambrano@francetelecom.com">josefina.zambrano@francetelecom.com</a>

## 6.2 List of organisations having made comments

29 organisations sent their comments (a total of 60 pages of comments available in the document WSWAC N 028). The following table lists the 29 organisations:

Abbreviation	Company, Organisation
AeA	American Electronics Association Europe
ANEC	European Association for the Co-ordination of Consumer Representation in Standardisation
BITKOM	Bundesverband Informationswirtschaft, Telekommunikation und neue Medien e.V.
CAI	Czech Accreditation Institute
Cofrac	Comite francais d'accreditation
DBSV/ DVBS	German Association of the Blind and Partially Sighted / German Association of the Blind and partially sighted in Study and Occupation
DGME	Direction générale de la modernisation de l'Etat
DIMI/UNIUD	Università di Udine
EICTA	European Information & Communications Technology Industry Association
ENAC	Entidad Nacional de Acreditación
ES	AENOR
FTB (MS)	Forschungsinstitut Technologie-Behindertenhilfe (Martin Stehle)
FTB (RW)	Forschungsinstitut Technologie-Behindertenhilfe (Rainer Wallbruch)
IBM	IBM
ifib	Institut für Informationsmanagement
ITI	Information Technology Industry Council
IWA/ HWG	International Webmasters Association / HTML Writers Guild
JAS	Japanese Standards Association
NAB-MSA	National Accreditation Body - Malta Standards Authority
RENAR	Romanian Accreditation Association
SAP	SAP
SAS	Service d'accréditation suisse

SE (CT)	Verva, Swedish Administrative Development Agency
SE (HS)	Handisam - The Swedish Agency for Disability Policy Coordination
SUN	SUN Microsystems
SWEDAC	Styrelsen för ackreditering och teknisk kontroll
UKAS	United Kingdom Accreditation Service
VA	Vision Australia
W3C/ WAI	World Wide Web Consortium / Web Accessibility Initiative

## 7 Training material

Support-EAM has developed a Curriculum and contents for training expert which provides 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. This Curriculum is available on-line. The Support-EAM Curriculum is available on-line in 5 languages, namely Dutch, English, French, German, and Spanish, at : <http://www.support-eam.org/waec/en/index.html>

## 8 Conclusion

The Support-EAM has had a series of public activities whose result was to significantly raise public participation and awareness of relevant authorities, stakeholders and decision makers interested in Web Accessibility. This was particularly effective in Europe but also over the ocean.

Thus the project contributed significantly in discussions about Certification as an instrument for making the information society more inclusive.