

Advancing Your Company's Accessibility Inclusion Roadmap

by incorporating an organizational-wide framework that leverages certifications, professional education, solution-based tools, and top industry subject matter experts to provide equal access and opportunities for customers and employees with disabilities.

IAAP, a division of the Global Initiative for Inclusive Information and Communication Technologies (G3ict), is a nonprofit organization formed by leading industries, disability advocacy groups, and public organizations to address the inequality lack of accessible products and services for persons with disabilities (PWD) and promote innovation, standards, and good practices in digital inclusion and built environments.

IAAP brings together organizations and professionals from all industries and sectors of activity worldwide to define, promote, and improve access to digital and physical environments for persons with disabilities, that comprise over 15 percent of the world's population. IAAP leverages the framework provided by the United Nations Convention on the Rights of Persons with Disabilities (CRPD) and its implementation worldwide.



Building an Accessibility TEAM

IAAP's **Accessibility Professional Certification** offerings provide organizations with the resources to build a skilled workforce. Building a team of certified accessibility professionals will provide a return on investment by expanding your market base by advancing the accessibility of their products and services and supporting your employees with disabilities.



Upskilling Employee Accessibility Knowledge

IAAP's **Educational** offerings provide our members with a directory of rich subject matter experts' content, including educational courses, training, webinars, podcasts, blogs, and events on various inclusion topics. The resources provide organizations and their employees with vast options, such as good practices around inclusion policies, procedures, information technology, customer service, procurement, marketing, human resources, compliance, and other related areas.



Leverage Your Company Inclusion Commitment

IAAP's **Networking and Exposure** opportunities, both virtual and in-person, provide companies with the ability to share and learn from industry leaders around the world. Through an exclusive virtual platform, leadership briefings, research, whitepapers, and its worldwide provisional Summit, IAAP members diversity, equity, and inclusion work is recognized and highlighted, broadening their influence.

EQUAL ACCESS TO

Digital and Built Environments

IAAP is an association focused on producing solution-driven products and services for companies to address inclusion and accessibility needs. Through partnering with leading disability advocacy groups and global subject matter experts and concentrating on the current accessibility trends, IAAP has invested in a suite of members' offerings to address and impact inclusion and accessibility company-wide requirements.

Problem

Solution



Upskilling

Companies must ensure all customers and employees have equal access to all built and digital environments, services, and products.

Upskilling employees' knowledge and skills through Education and Professional Certifications.



Implementation and Monitoring

Companies need a way to get input from disability groups on ensuring their environments, services, and products have accessibility addressed.

Leveraging a maturity model roadmap and integrating a disability-led business inclusion implementation program.



Improved Efficiency and Reduced Risk

Companies must ensure HR and recruitment professionals have the skills and resources to accommodate employees or customers with disabilities.

Putting in place a process to give your HR team options to expand their skill set by becoming a Certified Professional in Accessibility Core Competencies (CPACC) will support efficiency and reduce company risk.



Accessibility Leadership and Mentoring

Companies' DEI strategic plans often leave out a pathway to address building internal leaders around accessibility inclusion.

Leverage the IAAP network of subject matter experts and emerging leaders in accessibility career path.



Procurement and Accessibility

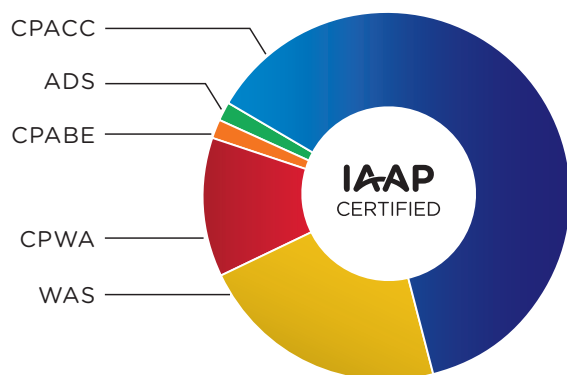
Companies need to know how to address the purchasing of accessible products and services to prevent the organization from creating accessibility barriers.

Companies require the procurement team to be trained and policies to address inclusion and accessibility.

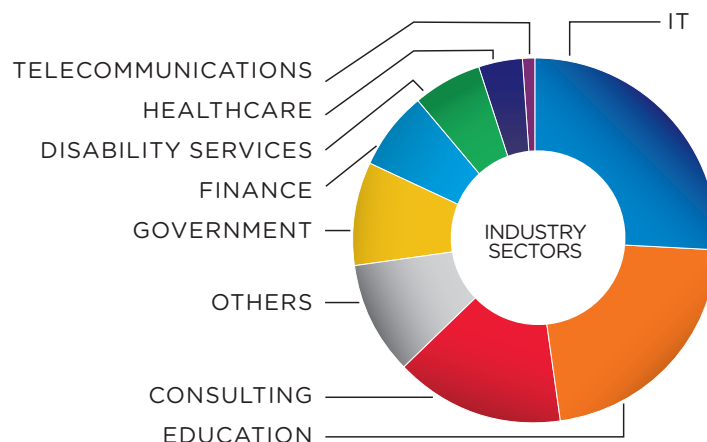
Keeping a Global Pulse on the State of Accessibility

IAAP leverages current data from the Disability Accessibility Rights Evaluation (DARE) Index. This G3ict product reports on the progress of accessibility to over 137 countries to keep a pulse on what our industry members require around inclusion.

Over 6000 certificate holders
in over **75** countries



Over 5500 individual and organizational
members in over **100** countries



The Navigator

A Disability-Led Business Inclusion Implementation Program

IAAP offers a Disability-Inclusion and Accessibility Program with criteria, tools, and resources that allow companies flexibility to address accessibility on their timeframe. At the program's center is "The Navigator," a set of Criteria vetted, packaged, and monitored by disability advocacy groups.



1 Leadership and Accountability

2 Engagement and Outreach

3 Policy, Planning, Management, and Capacity Building

4 Procurement

5 Emergency Preparedness and Disaster Resilience

6 Measurement, Data Collection and Feedback

7 Human Resources

8 Employee and Customer Accommodations

9 Training

10 Design, Build, Test

11 Facilities, Equipment and Transportation

12 Communications

13 Events

LEGEND FOR CERTIFICATIONS AND INITIATIVES

ADS: Accessible Document Specialist

CPABE: Certified Professional in Accessible Built Environments

CPACC: Certified Professional in Accessibility Core Competencies

CPWA: Certified Professional in Web Accessibility

SLiA: Strategic Leader in Accessibility

WAS: Web Accessibility Specialist

Smart Business, not regulation

is where the most significant potential returns exist when strategically reaching out to your customers and employees with disabilities. Putting in place a framework to support and offer inclusive products and services is a win-win for all and will open an avenue for revenue growth.

“Together, the disability market controls over \$13 trillion in disposable income”

— Global Economics of Disability Report, 2020

Invest in Accessibility Professional Certification, Education, and Networking and join our growing members.



“ IAAP has a significant role to play in helping organizations develop their accessibility maturity. At Atos we value the professional network and the work done to create micro certifications that are meaningful for people working in the field and helpful for businesses wanting to understand that they are engaging with knowledgeable practitioners. ”

Neil Milliken BA Oxon MBA FRSA
Vice President
Group Accessibility & Digital Inclusion, Atos

Accessibility Inclusion!

When IAAP was founded in 2014, it had 31 Founding Member organizations ranging from Fortune 500 companies, universities, government agencies, and disability advocacy organizations.

Over the years, IAAP’s growing members base continues to expand, representing more industries and sectors coming together in one voice to expand the accessibility profession: United in Accessibility.

These are a few of IAAP’s **founding members**:



International Association of Accessibility Professionals (IAAP)

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Connect with Us



“My membership with IAAP has given me access to tools, resources, and an amazing network of professionals to keep developing my organization’s accessibility maturity.”

Steven Lewis Senior Manager
Capital One Legal Counsel