European Social Catalyst Fund
Scaling Plan: Web Accessibility Helps All Tool

Introduction

The innovation WA HELPS ALL tool is a Web Accessibility (WA) **awareness raising, monitoring & enabling tool**, built on bottom-up public bodies employees' engagement, student education and Persons with Disabilities (PwDs) empowerment. The tool is based on the **AnySurfer tool**: Belgian nationally approved methodology for WA awareness raising, monitoring & enabling functions which has been upgraded as a methodology for **a levelled WA evaluation** done by representatives of different groups and end beneficiaries involved:

1. level: **WA self-evaluation**: website editor / administrator of a public sector website answers a simple questionnaire on the website's features connected to The Web Content Accessibility Guidelines (WCAG) standard. The results on level 1 raise the public body administrator's awareness on WA, encourage him/her to enable suitable WA and give additional information on further necessary steps.

2. level: **Student WA evaluations**: websites evaluated on level 1 are further evaluated by students. They make an in-depth WA evaluation via a more complex questionnaire. The students' evaluations are gathered into yearly statistics for WA state monitoring and reporting to the EU. During the evaluation the students are educated on technical, design and User Experience (UX) accessibility necessities, vital for WA enabling.

3. level: **PwDs and WA expert evaluation**: Appx.10 -15% of websites evaluated on the 1. and 2. level are further evaluated by PwDs and WA experts, emphasizing PwDs' user habits and experience. Their WA evaluations are focused on their abilities to perceive, understand, and use particular website contents. WA experts then interpret PwDs' different answers to particular WCAG guidelines. This phase directly includes and empowers the end beneficiaries – **PwDs** and gives WA experts a chance to develop new WA enabling solutions.

This WA tool is a simple, bottom-up WA and social capacity building best practice – a cost efficient system that addresses many issues at once:

- raising general society's WA awareness, standards & education levels
- enabling digital inclusion & equality for PwDs
- development of WA enabling technical, UX, design solutions.

It is useful to EU members that passed the WA Directive into their national legislation and is compatible with WA QUICKscan methods already in place in some EU countries (for example in the Netherlands).

Lead Organisation

Beletrina, Academic Press, Slovenia

Other Organisations in the consortium

- University of Ljubljana: Faculty of Electrical Engineering (UL)
- Blindenzorg Licht en Liefde (BLL) - AnySurfer]
- National Council of Disability Organizations of Slovenia (NSIOS)

Primary social challenges that the innovation seeks to address

Disability, Digital Inclusiveness, Community Development

Relevance of this Social Innovation

Relevance across EU Member States:

Despite the fact all EU members ratified the **UN Convention on the Rights of Persons with Disabilities** which requires: »*to ensure access for persons with disabilities, on equal basis with others, to information and communication technologies, including the Internet*«, for the majority WA became a reality with the [WA Directive on the accessibility of the websites and mobile applications of public sector bodies](#) which was transferred into national legislations. EU members are also bound to follow the [Strategy for the Rights of Persons with Disabilities 2021-2030](#) and are anticipating the [European Accessibility Act](#) adoption until 2025. However, in the field of WA there are quite a few differences in enabling, awareness raising and monitoring between **Northern & Western EU** Members in comparison to **Central & Eastern EU** Members, especially regarding **WA awareness raising, enabling & monitoring practices**, as well as including WA in educational curriculums or systems.

Northern and Western EU Members have been active in developing the field of WA as a social equality priority for a much longer period of time than Central and Eastern EU Members. The reasons for that are different mixes of historical, political, public administration and socio-economic factors in each particular EU member. The bottom line is that Central and Eastern EU Members have lower WA awareness levels and public administration system re-organization capacities. As such they show lack of knowledge for enabling social and digital equality with an emphasis on the end beneficiaries: PwDs and the elderly population.

A strong indicator of different WA standards and importance levels between the Northern & Western EU and the Central & Eastern EU is the International Association of Accessibility Professionals (IAAP) with its European Chapters; IAAP is a USA based WA association that spread its Chapters across Europe:

- IAAP DACH – German speaking Chapter: Germany, Austria and Switzerland;
- IAAP Nordic: Sweden, Norway, Denmark and Finland;
- IAAP United Kingdom: UK (established before Brexit);

Sweden is a leading WA EU actor, where Funka is the WA expert company, nationally and internationally involved in research and evolution of WA standards. Even if Sweden doesn't have a nationally acquired WA evaluation system such as AnySurfer, they cooperate with Funka for many years in WA awareness raising, enabling & monitoring in the Swedish public and private sector alike. [DIGG](#) is the Swedish Agency for Digital Government, dedicated to digital inclusion and WA awareness raising, enabling & monitoring on a national level, which also indicates one of the highest WA standards in EU. Swedish WA actors are in close cooperation with all Scandinavian countries and their WA institutions and experts.

The Netherlands are also a strong player in the WA field, having started awareness raising and enabling practices as well as implemented an automatic [QUICKscan tool for assessing accessibility](#) for the public and private sector websites, thus enabling the public sector to

make an effective and up to date Accessibility Statement. The Netherland's government is closely cooperating with the national ICT organization Logius, which takes care of developing and enabling WA for the public sector and an accessible digital government. The Netherlands also produced a national [document on procuring WA for municipalities in their region in 2016,](#) so they have obviously been active in the WA field for a substantially longer period than most of the countries of Eastern & Central Europe. The Netherland WA experts and institutions are also bound in cooperation with Belgium, Denmark, Luxembourg, Germany, and northern France. The countries of Northern Western EU however could incorporate the WA HELPS ALL tool in their existing WA practices. The practicality and usability of this methodology has been initially acknowledged as well as its (partial) applicability to their existing WA awareness raising, enabling, and monitoring methods.

As these countries are at least partially involved in forming the WA standards and best practices for the whole EU, there is a big difference in the evolution of WA between them and the countries in Central & Eastern Europe. They are rather still in the processes of development or adoption of suitable tools and practices for WA awareness raising, enabling, and monitoring. This is a good time to introduce the WA HELPS ALL tool, but it was important that the AnySurfer methodology be tested, revised, and upgraded to suit the necessary WCAG 2.1 compliance of (public and / or private sectors') websites and mobile applications.

Relevance in Central & Eastern Europe

Slovenia where the WA HELPS ALL tool will be implemented seem like the perfect candidate to transfer this WA awareness raising, monitoring, and enabling methodology to Central & Eastern Europe Members such as: Slovakia, the Czech Republic, Croatia, Romania, Hungary, and Macedonia.

The Beletrina, UL & NSIOS consortium established in Slovenia is well experienced in developing and implementing new WA best practices and has plenty of international connections with similar actors in Central & Eastern Europe Members as well as with WA actors from the countries of Northern Western EU.

By evolving and implementing this WA awareness raising, enabling, and monitoring tool, initially for the public sector WA legislation compliance and later for the private sector as well, Slovenia can be the example for other **Central & Eastern Europe** Members and in the future, for the **Southern Europe countries** and the **Balkan** countries such as Serbia, Croatia, Bosnia, and Herzegovina. The WA HELPS ALL works because it is simple & low cost, easy to apply, has a strong capacity building and education note and offers modulations for smaller geographical areas (for example municipality or individual regions).

Slovakia and Croatia are the next two candidates for implementation of the WA HELPS ALL tool, since they have been active in complying with their WA legislation in the public sectors, but have not implemented any particular WA awareness raising, enabling and monitoring practices. They will receive the implementation deliverables: The WA HELPS ALL Methodology Handbook and an animated promotional video which explains the process and benefits of implementing this tool which is also meant to raise interests of potential public (or private) funders.

The extent to which this innovation has already been implemented in countries in Europe

The original innovation is the AnySurfer WA assessment methodology which has been implemented in Belgium for the last 15 years. Other European countries have not implemented such a WA methodology yet, but this is planned and will be primarily implemented in Slovenia and secondarily in the other four planed EU countries.

Some individual researches about incorporating WA in higher education are being evolved in Sweden through the IAAP, which has recently implemented a [Higher Education Community of Practice (CoP)](), which has a common ground with the WA HELPS TOOL as well.

Scope

Where the innovation is planned to be implemented

The implementation of the WA HELPS ALL tool is primarily planned in Slovenia. The plan to implement the WA HELPS ALL tool in Sweden, the Netherlands, Slovakia, and Croatia is also in motion but firstly the WA HELPS ALL Methodology Handbook will be disseminated to them along with the promotional video and other necessary information. The implementation of the WA HELPS ALL tool will be done on a national, but more likely on a regional pilot project level, preferably in regions with a least one university.

Reasons the geographical areas were chosen for implementation

Slovenia was chosen because it is necessary for all the EU Members to develop tools for WA awareness raising, enabling, and monitoring and there was no such tool here yet. On the other hand, Slovenia can be the WA information bridge between the more developed Northern & Western EU and Central & Eastern EU as well as to the countries in the South of Europe and the Balkans. The other countries where secondary implementation will happen were chosen because they represent the state of WA in EU on a small scale – from countries where WA is well developed to those that still have room to grow in the area of WA awareness raising, enabling and monitoring. These countries were also chosen because they meet the conditions necessary to scale the WA HELPS ALL tool (see Scaling Methods below). Since the EU WA Directive is obligatory for all EU Members, they are all potential candidates for the implementation of the WA HELPS ALL tool.

Level of implementation of the innovation anticipated

Level 1 or Level 2

Level of Adoption	Description
1	**Consistent Adoption by mainstream social services at national/federal level**
2	**Partial adoption by regional/municipal social services**
3	Inter-connected demonstration projects
4	Pilots external to mainstream social services

Anticipated measurable outcomes

Within 2 years

In the first year of methodology implementation, most of our efforts will be focused on the fulfilment of the adaptations that have been indicated as valuable, i.e., during this planning phase. These efforts will culminate in the production of a detailed manual with information about the methodology's intent and means of use. Further work will be conducted via focus group to observe if the addressed shortcomings in the original AnySurfer methodology have been improved. In it, evaluation using some key performance indicators, such as the weighted average Shannon entropy, measuring answer (un)certainty, will be key. After potential corrections to the adapted methodology, the first year of implementation will conclude with dissemination activities and the contact of interested public bodies for use of the methodology. In this time window, a representative sample of Slovene webpages will also be gathered for the WA evaluation studies, planned for Year 2.

In the beginning of Year 2 of the implementation roadmap, we recognize the training of the trainers as the main activity, as the proposed methodology is adopted for use by several Slovene public bodies for internal, legislative, or academic purposes. We anticipate a plethora of activities, mostly related to methodological and technical support in the adoption process, where several meetings and demonstrations will need to be held. Thus, a partner-focused demonstration of the methodology, its intents and offerings will need to be prepared to complement the – at this point already existing – manual. Furthermore, a broader evaluation of the accessibility of the Slovene web, supported by the proposed methodology will be carried out by us, with remaining yearly activities being devoted to the analyses of their results and publishing of the resulting findings. We anticipate that our adjusted WA HELPS ALL Methodology will yield solutions with vastly lower average uncertainty. Using the weighted average Shannon entropy as a KPI, we anticipate at least a 20% decrease in said measure, thus exhibiting better clarity and applicability of the newly produced method.

In Slovenia the implementation will be made with the established support of the Consortium: Beletrina, NSIOS and UL, in the next year University of Maribor (UM) will join with their students. In the second year, there will be a website established with all the results, until then, the data will be published on websites of the Consortium partners. The number of end beneficiaries is estimated at 180,000 in Slovenia, since this is the number of persons of disabilities, but the actual number of persons or users that will benefit from more accessible websites also includes the elderly population. In EU 15% of the population are PwDs and the elderly population is growing as well. These are all potential end beneficiaries of the WA HELPS ALL tool implementation. In the upcoming two years, at least partial implementation is planned for Croatia and Slovakia as well as pilot projects of the implementation in Sweden and the Netherlands.

Beyond 2 years

We have not made detailed plans for a longer timeframe, but we have ambitions of including more EU countries from Central & Eastern EU in the WA HELPS ALL tool implementation: Hungary, Poland, Romania, Macedonia, Bulgaria, possibly potential new members such as Serbia, which is planning to enter the EU in the next couple of years. In Slovenia, we plan to establish further cooperation with the DIH portal enabling cooperation between students and

the recommended companies and institutions, and to establish a base of recommended providers of WA services. We expect that the tool will be primarily used by public sector bodies that have to comply with the EU directive because they have the biggest need for it and want to avoid being fined. But since other (equally) important documentation on enabling equality for PwDs in all social areas also exists, this is ground to strongly encourage the private sector to acknowledge and take action in making their websites accessible too. It is also useful to point out to them, that there is a lucrative and fairly unexploited market opportunity by including PwDs into their consumer strategies. We plan to engage commercial and other private sector companies too.

This will happen through the EU Disability Card, a project Beletrina is cooperating with since 2016. There is a base of commercial companies/organizations, that offer discounts and other benefits such as individual guidance, counselling, free services etc., to PwDs that have the EU Disability Card. If the card owner wants to use a certain service it must be accessible to her or him, therefore the commercial company that offers these benefits must have an accessible website and be physically accessible as well. If they are suitably accessible, PwDs will appreciate this and return to this vendor to get and purchase the services again. If the vendor is not well accessible, they will not return, but will spread the word of mouth about this bad accessibility experience to other PwDs. The point is that it pays off to be accessible and this is what we will try to get across to the private sector companies.

Evidence

Evidence for this innovation derives from systematic reviews of descriptive and qualitative studies (meta-synthesis) (Level V appendix 2).

Evidence sources supporting the social service innovation:

1. Walraven, Marc. "E-accessibility initiatives undertaken in Belgium and on the demand of European Institutions in the field of e-accessibility". Braille Net. 2005.
2. The BlindSurfer Project, in Web Accessibility: Web Standards and Regulatory Compliance by Richard Rutter. Apress. 2007.
3. BlindSurfer wordt AnySurfer, Casestudy: vernieuwde website van Partena-ziekenfonds. Indymedia.be. 2006.
4. Accessibility Legislation and Codes of Practice: Accessibility Study of Web Sites of French and Belgium Local Administrations. DBLP. 2007.
5. Webtoegankelijkheid, in Wat [geweest/gewenst] is. Myriam Vermeerbergen. Academia Press. 2008.
6. Baldewijns, Jeroen. "Toegankelijkheidsmonitor 2009". KU Leuven. 2009.
7. Simons, Bart. "Nederlandse vertaling WCAG2.0 is klaar". AnySurfer. 2010.

8. https://accessibility.belgium.be/nl/artikels/wat-een-toegankelijkheidsverklaring

The most robust evidence is the adoption of the AnySurfer innovation by the Belgian WA Office: If a website passes the AnySurfer evaluation scoring at least 75%, the Belgian WA Office also recognizes it as accessible, indicating the innovation's high degree of social service adoption.

Scaling Methods

The conditions that have to be met in order for a EU Member or its region to implement the WA HELPS ALL too include the following: there has to be a University present in that country/region with study programs in the field of ICT, Computer Sciences or similar that can cooperate with students; in the same country or region there has to exist an NGO or other type of organization that offers WA services and; a national or regional larger organization of PwDs, that can cooperate with their members. This is also the method by which the four countries besides Slovenia were chosen for implementation planning in the first place. These conditions are met in all the chosen EU countries, but since Slovenia is geographically the smallest it is also useful to start the implementation here from that perspective, because the scope of the tools activities and effects is easier to keep in check in a smaller geographical region.

That is why the plan for larger countries suggests a gradual introduction of the WA HELPS ALL tool, first to individual regions in those four EU countries, as long there are all three organization types present in that area. The conditions that are not met in the four EU Members are the procurement of funding, but this will be easier to achieve after the dissemination of the WA HELPS ALL Handbook and the promotional video.

The initially planned consortiums from the other four EU countries have to this time remained the same: Croatia: WA organization CARNET, Croatian Union of Associations of Persons with Disabilities (SOIH) and University of Zagreb, Faculty of Electrical Engineering and Computing. Slovakia: WA NGO Modrý anjel, n.o., National Council of People with Disabilities in Slovakia and Palacký University Olomouc. Swedish partners are FUNKA, Swedish Disability Rights Federation and Lund University Faculty of Engineering. The Netherlands' partners are the organization Accessibility (ACC), Dutch Coalition on Disability and Development and University of Twent Faculty of Electrical Engineering, Mathematics and Computer Science (EEMCS).

Key partners

Primary implementation in Slovenia: WA organization Beletrina, UL and UM, NSIOS;

Secondary implementation in Croatia: WA organization CARNET, Croatian Union of Associations of Persons with Disabilities (SOIH) and University of Zagreb, Faculty of Electrical Engineering and Computing, Slovakia: WA NGO Modrý anjel, n.o., National Council of People with Disabilities in Slovakia and Palacký University Olomouc. Swedish partners: FUNKA, Swedish Disability Rights Federation and Lund University Faculty of Engineering. The Netherlands' partners are the organization Accessibility (ACC), Dutch Coalition on Disability and Development and University of Twent Faculty of Electrical Engineering, Mathematics and Computer Science (EEMCS).

Role(s) each partner will play

Beletrina: will execute the training and WA evaluations with PwDs in cooperation with NSIOS, it will prepare the WA HELPS ALL Methodology Handbook and the short animated promotional video in cooperation with the UL. Beletrina will be the main communication link and coordinator for the implementation of the WA HELPS ALL tool in Slovenia and for the

secondary tool's implementation in Croatia, Slovakia, Sweden, and the Netherlands. It will also execute the media and promotional plan for the general and expert public in Slovenia and will be in contact with the EDF and IAAP. Beletrina will also further communicate with potential funders for the WA HELPS ALL tool implementation.

UL: will execute the training and WA evaluations with students and cooperate with UM, it will also cooperate with preparations and dissemination of the Handbook and promotional video. It will also connect to the Universities of the four planed EU Members in the secondary implementation phase.

NSIOS: will be the main organization to communicate the WA HELPS ALL tool's benefits to the end users – PwDs in all national organizations for persons with disabilities, it will cooperate with the WA trainings and evaluations and especially by promoting these activities to members of organizations for persons with disabilities and motivate them to join them. NSIOS will thus execute the promotional strategy for the PwDs organizations and cooperate at including its principles in the WA HELPS ALL Methodology Handbook.

Who will scale the innovation?

Beletrina's project team: Alma Čaušević – Project leader, Maša Malovrh – Project coordinator and CPACC, Project administrator – Marija Ravnikar Dovč, IT experts – Marko Hercog and Andrej Krajnc, Eva Premk Bogataj – PR and communications coordinator and Luka Mancini – Project promotional material designer.

UL's project team: dr. Emilija Stojmenova Duh and her assistant Vid Stropnik with the executing UL LTFE team of students.

UM's project team: dr. Matjaž Debevc and his team of research students.

NSIOS's project team: NSIOS president Borut Sever and NSIOS general secretary Goran Kustura, a member of the board at EDF.

Involving end beneficiaries/service users

The WA tool innovation supports WA legislation subjects (public bodies) by giving them tools, offering knowledge and expert support for enabling, maintaining, and reporting on the accessibility of their websites. The students and PwDs as the main target beneficiaries will be **educated and empowered to collaborate in the WA evaluation, enabling and testing processes**. They will also benefit from a higher level of WA awareness, enabling and monitoring. Website developers will be inclined to get educated and experienced in enabling WACG compliant websites, which will in effect enable users with different disabilities to access and use these sites and so gain the necessary information and other content. This is again crucial in the COVID-19 epidemic.

Funding and Financing arrangements

Costs of scaling the innovation envisaged

Scaling the WA HELPS ALL tool costs are based on the ratio of Man/Workdays necessary for the:

- train the student WA evaluators trainers

- student work hours on evaluating WA
- train the PwDs evaluators trainers
- PwDs work hours on evaluating WA
- WA experts work hours
- communication and dissemination actions and
- tasks of the scaling and implementation coordinator

Cost of process adaptation and implementation:

One workday represents a total of 8 workhours. The cost of one work hour for **training the student WA evaluators trainers** in Slovenia is appx. 20 Euros per hour.

Train the WA evaluators trainers (moderators):

Considering that the evaluation methodology is underpinned by collaboration with **students**, an individual session can only be carried out by a student moderator with thorough understanding of the methodology.

Table 7.1: Costs of training a WA evaluators

Task (**individual** - by trainee, with provided aid, unless stated otherwise)	Estimated number of workdays/ hours	Estimated TOTAL costs
Familiarization with WCAG 2.1	5/40	
Study of methodology	2/16	
Technical specification / poll creation	2/16	
Study of lecture handouts and pedagogical guidance	4/32	
Methodological support (external)	1/8	
Total workdays/ hours	14/112	**2.300 Eur**

Train the WA PwDs evaluators trainers (moderators):

Considering that the second phase of the WA evaluation methodology is underpinned by collaboration with PwDs, an individual session can only be carried out by a PwDs moderator with a thorough understanding of the methodology and user habits and experience of persons with different types of disabilities as well as their computer and web user needs.

The table below estimates the cost of training such a moderator. The same costs calculations method can be applied for training the PwDs WA evaluators' trainers. The cost of one workhour for training PwDs WA evaluators' trainers in Slovenia is appx. **50 Euros per hour**.

Table 7.2: Cost to train a WA PwDs evaluator

Task (individual - by trainee, with provided aid for individual)	Estimated number of workdays/ hours	Estimated TOTAL costs
Familiarization with WCAG 2.1	5/40	
Study of methodology	2/16	
Technical specification / poll creation	2/16	
Study of lecture handouts and pedagogical guidance	4/32	
Methodological support (external)	1/8	
TOTAL WORKDAYS /hours	14/112	**3.360 Eur**

Cost of WA Analyses:

AnySurfer proposes a minimum of 6 students evaluating each website to get significant consolidated results. While our improvements to the methodology address the problem of question ambiguity, we recommend the increase of the minimal requirement of participating evaluators to get a clearer sample in the first year of implementation.

Should similar analyses show an improvement, the number of evaluators may be reduced back to 6 students.

The table below shows the **estimated cost** of carrying out **a single WA student evaluation**, with the evaluation given on a **per-evaluated website basis**, as the application of the methodology might differ vastly on the number of examined websites. The cost of student work in Slovenia is averagely based on 8 Euros per workhour.

Table 7.3: Cost to carry out a single WA student evaluation

Role	Estimated number of work hours	Estimated TOTAL costs (EUR)
Student (lecture)	36	
Student (evaluation)	12/ website	
Moderator/trainer	24	
Logistics & IT administration posting WA statistics	24	
TOTAL WORKHOURS	84 +12/website	**180 EUR/website**

The table below shows the estimated cost of carrying out a single WA PwDs evaluation, with the evaluation given on a per-evaluated website basis, as the application of the methodology might differ vastly on the number of examined websites. The cost of PwDs work in this project is based on 15 Euros per workhour.

Table 7.4: Cost of 1 WA PwDs evaluation per website

Role	Estimated number of work hours	Estimated TOTAL costs (EUR)
PwDs (lecture)	36	
PwDs (evaluation)	12 / website	
Moderator/trainer	24	
Logistics & IT administration posting WA statistics	24	
TOTAL	84 + 12/website	**1.680 EUR /website**

The estimated work hours per website, evaluation is at 5-8 hours per website for a WA expert. The evaluation costs of WA expert cooperation in Slovenia is appx. 30 eur/hour (150 - 240 Euros per website).

Dissemination material production costs:

The following table estimates the costs of the production and distribution of dissemination materials, crucial to the methodology implementation roadmap: The WA HELPS ALL Methodology Handbook and the promotional animated video.

Table 7.5: Costs of production and distribution of dissemination materials

Task	Estimated cost (workweek/workhour)	Estimated costs
Methodology adaptation, specification, and formalization	4/160	550 eur
Manual production	3/120	700 eur
Animated video production	4/160	1000 eur
Administrative work	2/80	350 eur
TOTAL	13/520	**2.600 eur**

Funders

Slovenian Ministry of Labor, Family, Social Affairs and Equal Opportunities (potential funder): the opportunity for including the WA HELPS ALL tool into the Operational plan for 2021-2030 has arisen so the proposal was sent to its representatives and Beletrina is currently in communication with them. The process of accepting a project proposition into a national funding or operational programme can take up to 6 months in Slovenia, to get financial support on a national level, largely because of the time needed administration and conformation processes in the ministry and government sector.

Slovenian Ministry of Public Administration (potential funder): in the beginning of 2022 two public tenders are expected: 1) for promotion of digitalization and 2) for Development of

digitalization skills and knowledge, where the current consortium can and will apply the scaling of WA HELPS ALL tool, in case of no additional funding from the above-mentioned ministry.

Financial arrangements and instruments planned to scale the innovation

The financial arrangements will be at least partly solved with funding from the Ministry of Labor, but we cannot predict to what extent of implementation (a pilot project and after a trial era) the tool implementation on a national level is very probable. The communications and negotiations with the ministry of Labor for accepting the WA HELPS ALL can take a few months due to a lot of paperwork and investment documents to prepare, synchronize with the operational public body and then wait for its confirmation. In the mean while the funds can be procured from two public tenders from the Ministry of Public Administration, some communication on that matter is proceeding with the SOS.

There are also other EU and national tenders in the field of social and digital inclusion, development of digital skills for vulnerable groups' digital empowerment or in the field of training the trainers, education, and knowledge transfer to different user/social groups.

Cost implications of the model compared to alternative approaches to the social challenge(s)

The WA HELPS ALL tool is a model for WA awareness raising, enabling, and monitoring that offers many benefits to a number of interest groups. The costs are established from work hours, since this is a low-cost bottom-up model for active WA awareness raising, enabling and monitoring.

Some partial alternatives to the WA HELPS ALL tool can be found in automated WA evaluation tools or QUICKscans, which can present a general assessment of a websites accessibility, but does not offer additional benefits in terms of student education, expert cooperation or PwDs involvement / empowerment, and can provide only partial WA statistics. Such automated WA tools do not offer all the necessary information to WA legislation subjects (usually public bodies employees) on where to turn to get the accessibility of their website or mobile application in order. The WA HELPS ALL tool is designed to give feedback to those WA subjects interested in sorting out their website's (or mobile application's) accessibility. In addition, QUICKscan automated tools have to be regularly maintained and should also be upgraded to current WCAG standards, ICT development and wider accessibility requirements of the European Accessibility Act.

Sustaining and further scaling of the innovation

In Slovenia we plan to sustain the WA HLEPS ALL tool by offering Beletrina's services of enabling WA to public bodies (WA legislation subjects in Slovenia) which have insufficiently accessible websites and mobile apps and finance the tool's functioning and development in the future. This model of sustaining the tool is appropriate for all the countries that have WA organizations or companies interested in offering their WA service to potential clients in their country. The chosen EU countries all have such organizations present, which means they could see a financial benefit for their business as well.

Measuring the Impact of Scaling

The first measurable anticipated outcome is the yearly statistic of the state of WA in an EU country based on the evaluated websites. The comparison of these statistics and numbers of websites evaluated year by year can show how the state of WA is changing, hopefully improving in a country or a region. This statistic is useful to any EU Member since they are all obliged to report every 2 years on the state of WA in their country to the EU Commission.

The second measurable outcome on the state of WA in a particular EU country, particularly on it getting better is the short yearly questionnaires for PwDs who will evaluate WA in the WA HELPS ALL Methodology. They will be able to tell if they notice any changes or improvements on the state of WA in their country. The analyses of PwDs' answer will give a first-hand picture of the WA progress made in that EU Member. The results of both measurable outcomes will be disseminated through national media and the communication channels of the Consortium and to government representatives for WA awareness raising. The results can be compared between EU Member, consequently best WA practices of finding programming, UX and design solutions to enable suitable WA can be developed and exchanged between these countries too.

Challenges and Risks

The main challenge was giving the necessary information about the upscaling the WA HELPS ALL tool to the planed EU Members, but we overcame this by adapting the implementation to fit regional implementation too, which is more suitable for executing a pilot project for the implementation at first in these countries. This took more time, than initially planned, but we will finish the predicted activities in October 2021 and proceed with the implementation plans in Slovenia and then in the other four EU Members.

Risks and mitigation

Students and PwDs, carrying out the WA evaluation processes, might not have the required background knowledge in WA and the students might not have the semantic structure of the web knowledge to successfully follow the methodology.

Such a situation can be mitigated by extending the introductory lesson from a 2-hour lecture to a week-long workshop with several meetings, during which all the required knowledge could be acquired by laypeople.

Members of the WA HELPS ALL consortium, as well as other users of the methodology, might not be able to find enough willing students or PwDs to carry out the evaluation process.

For more general evaluations, such as a major overview of a country's WA, we propose the collaboration between education institutions in integrating the WA workshop into the curricula of different web design classes (in the form of guest lectures). Alternatively, students of non-ICT related subjects may also part take in the evaluation process, if additionally educated, as stated below. The promotional strategy made by NSIOS in cooperation with Beletrina will be targeted to motivate PwDs to cooperate in the WA evaluation processes in the WA HELPS ALL Methodology.

In the event of a lack of funds, we recognize a potential series of mitigation steps in the search for a new source of public funding – on the national or European level. By formalizing

the methodology as part of WA HELPS ALL tool, the members of the consortium in Slovenia have created a tool which may not only be used in achieving several highly desired web democratization goals, but also in uncovering other new interesting areas of research connected to WA.