

Transcript of video "Why is accessibility important?"

General introduction

Did you know that 15% of the population of Luxembourg lives with a disability? This represents more than 99,000 people. And that the more than 137,000 people aged 60 and over represent 20.6% of the total population in Luxembourg.

Logging into an online meeting, shopping and making reservations online, checking the arrival time of the next train or watching a film, withdrawing money from an ATM or shopping in a store, banking online or checking the latest messages on social media.

It's not so simple for people with disabilities. In everyday life, they often encounter places that they cannot perceive, understand or use properly: these are known as barriers.

Indeed, many places, as well as digital interfaces, are not designed for people with sensory impairments.

What is accessibility?

Accessibility means providing equal access and opportunities for people of all abilities and disabilities. This includes visual, hearing, physical and mental impairments, as well as people with cognitive disorders and other less obvious groups.

In short: it means making life easier for everyone, regardless of where they are or what means they use.

This simple idea is recognised by the United Nations, the European Union and Luxembourg through a series of regulatory and legislative texts that require companies to make a range of products and services accessible.

These products and services are:

- websites and applications for obtaining information;
- e-commerce;
- banking services, including cash machines;
- passenger transport services (bus, train, aeroplane);
- electronic communications services;
- smart televisions or equipment providing access to audiovisual services and audiovisual services (video on demand, replay, etc.);
- pre-recorded time-based media (audio and/or video) available on the Internet or via an app;
- payment terminals, check-in kiosks, ticket machines/self-scan machines.

Benefits for users and businesses

Apart from the legal obligation, there are only winners in a barrier-free world: the users concerned can participate in everyday life, use public transport, book tickets, write messages, shop online and much more.

Businesses – including online service and app providers – also benefit, as they gain many new satisfied customers.

Furthermore, in the digital realm, search engines find barrier-free websites more quickly because algorithms are better at understanding simplified structures and readability. Ultimately, everyone enjoys navigating simple, easy-to-understand interfaces – not just people with disabilities.

Accessibility demonstrates this: when all individuals are considered, solutions are developed that benefit everyone.