A Statutory Web Accessibility Certification Program
Spearheaded by the Disability Community in Korea

The 8th Session of States Parties to
the Convention on the Rights of Persons with Disabilities
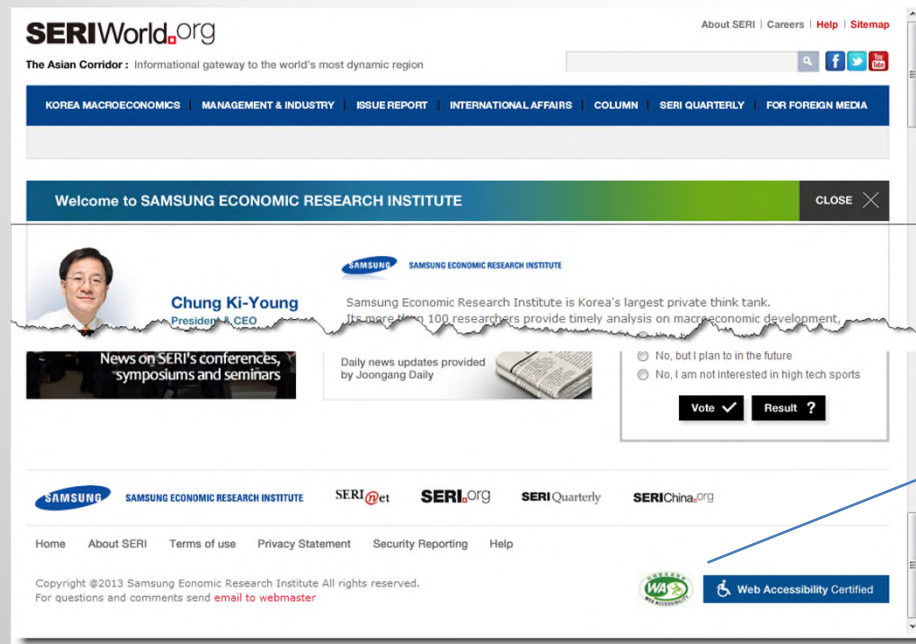Side Event Of the Korea Disabled People's Delegation

10 June 2015

WebWatch

1. WA and WA Quality Certification Mark

Web Accessibility(WA)?

It "guarantees access to all information provided on a website, in any technical environment, by any non-expert user (including persons of disabilities and the elderly)" (National Information Society Agency).

What is WA Quality Certification Mark?

It is a mark that recognizes and certifies websites with excellent web accessibility.

The Program Established by Statute

- **Effective as of : February 2014**

- **Relevant Law : The National Information Basic Law (Revised March 2013)**

  > **Article 32, Paragraph 2 (Web Accessibility Quality Certification and related matters)**
  > For the purpose of facilitating greater access to and use of information by persons of disabilities and the elderly, Minister of Science, ICT and Future Planning may designate an organization(s) to certify accessibility quality (hereafter "web accessibility quality certification") of information and telecommunication services provided by websites.

- **Certifying Organizations :** The government designates them after due evaluation process

- **Valid Period of the Certification :**
  - The certification mark may be used for one year from the date of the certification date
  - Renewal evaluation should be done after 1 year

Evaluation Standards

- **Expert Evaluation**

  - Evaluate on legal compliance with Korean Web Contents Accessibility Guidelines 2.0 (December, 2010)
  - Technical Evaluation by Technology Experts

- **User Evaluation**

  - Task accomplishment evaluation
  - Evaluation by users with disabilities

Specifications – 22 Requirements in KWCAG 2.0

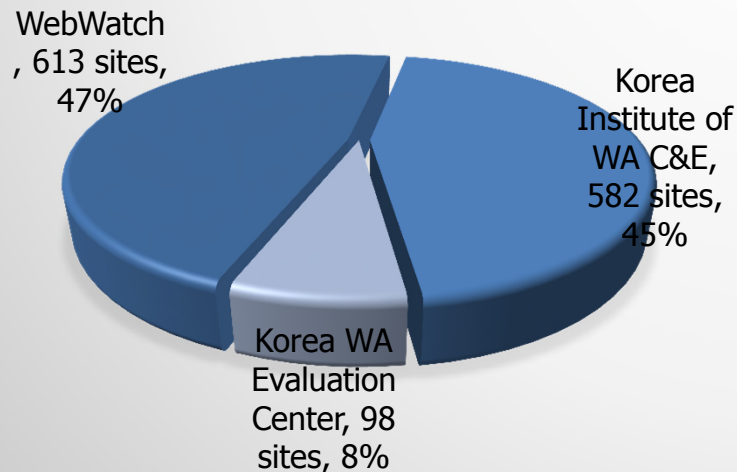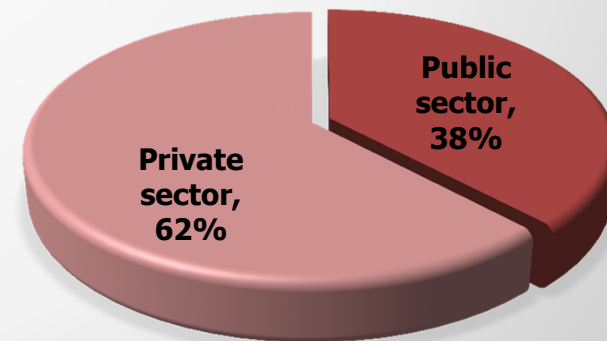|	
1.1.1 Proper text alternative: Non-text content shall provide text alternatives that present the equivalent meaning or purpose.	**2.4.1 Bypass blocks: Repetitive blocks shall be bypassed.**
1.2.1 Captions: Multimedia content shall provide captions, transcriptions or sign language.	**2.4.2 Page titled: web pages, frames and content blocks shall have proper titles.**
1.3.1 Content perception without colors: Content shall be perceived without colors.	**2.4.3 Proper link text: Link text shall be provided to help users understand its functionality or purpose.**
1.3.2 Clarified instructions: Instructions and directions should not solely rely either on shape, size, visual location, orientation or sound.	**3.1.1 Language of page: The default human language of each web page shall be defined.**
1.3.3 Text content contrast: Contrast ration of text content should be at least 4.5:1	**3.2.1 User response: Context changes (i.e., launching and closing a window, focus changes, etc.) shall not be initiated without user request.**
1.3.4 No background audio: Automatically playing background sounds shall not be used.	**3.3.1 Content sequence: Content shall preserve logical reading sequence.**
2.1.1 Keyboard operation: All functionality of the content should be operable through a keyboard.	**3.3.2 Tables: Tables shall be designed to be understandable.**
2.1.2 Focus order: Keyboard focus shall move logically, and shall be visually distinguishable.	**3.4.1 Labels: Proper labels shall be provided with user inputs.**
2.2.1 Timing adjustable: Any time limits of the content shall be adjustable.	**3.4.2 Error correction: A method to correct input mistakes shall be provided.**
2.2.2 Pause control: Any automatic movements of the content shall be controllable.	**4.1.1 Markup correctness: Markup language elements of the content shall not incur errors such as mismatching of start and end tags, nesting of tags, and incorrect attribute declarations.**
2.3.1 Avoiding flashes and blinks: Any objects that flash and blink objects 3~50 times in every second cannot be provided.	**4.2.1 Accessible web applications: Web applications of the page must be accessible by users.**

Certifying Organizations

- **WebWatch, Inc.,**

  affiliated with the Human Rights Forum of Persons with Disabilities in Korea

- Korea Institute of Web Accessibility Certification and Evaluation, affiliated with the Korea Federation of the Organizations of the Disabled

- Korea Web Accessibility Evaluation Center, affiliated with the Korea Blind Union
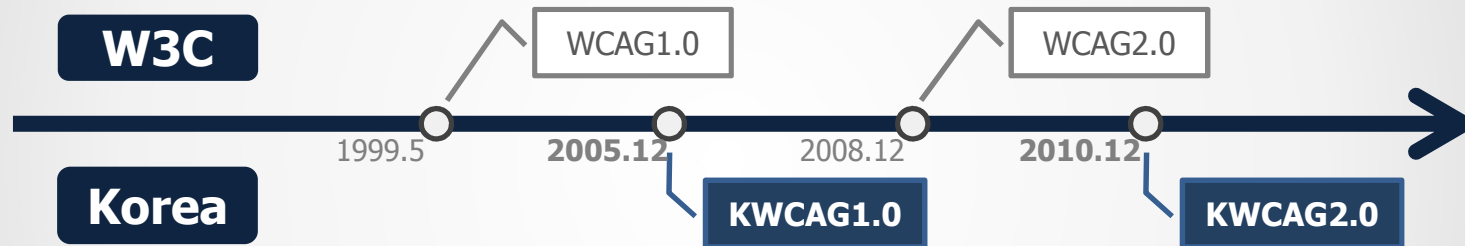
2014 CERTIFICATIONS

WebWatch, 613 sites, 47%

Korea Institute of WA C&E, 582 sites, 45%

Korea WA Evaluation Center, 98 sites, 8%

2014 MAJOR CERTIFIED SITES

Public sector, 38%

Private sector, 62%

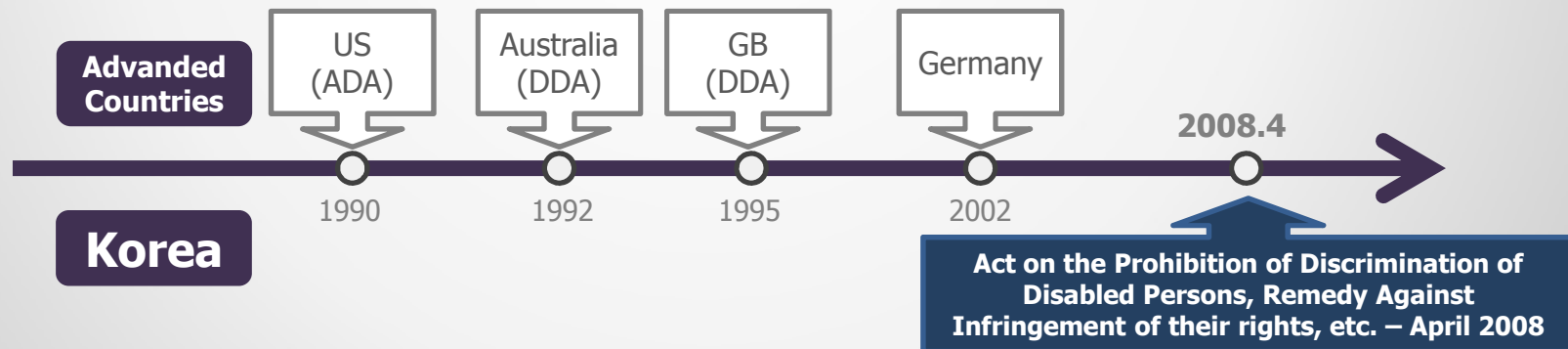**Korea, a leader in IT, but backward in information accessibility**

- Persons with disabilities did not enjoy the benefits of Korea's IT leadership

Korea, tardy in legislating a law on prohibiting discrimination against persons with disabilities and in instituting WA standards

- WA Standard

W3C		WCAG1.0		WCAG2.0
1999.5	**2005.12**	2008.12	**2010.12**	
Korea	KWCAG1.0			KWCAG2.0

- Anti-discrimination law

Advanded Countries	US (ADA)	Australia (DDA)	GB (DDA)	Germany	2008.4
	1990	1992	1995	2002	

Korea

Act on the Prohibition of Discrimination of Disabled Persons, Remedy Against Infringement of their rights, etc. – April 2008

In the private sector, with organizations of persons with disabilities in the lead, active efforts have been made to strengthen web accessibility

6. How was the certification program made? (2)

2006 ~ 2013 Webwatch, Inc., the first organization to issue WA quality certification in Korea.

- Developed a WA evaluation method focused on users with disabilities.
- Conducted an accessibility survey of 1,000 websites.
- Gave report on the survey results and held a ceremony recognizing websites with excellent accessibility.
- Gave WA certification mark to the homepages with excellent accessibility.

2007 NIA, a government agency, began a certification program

- They conducted an accessibility survey public organization websites and began a certification program.

2008 ~ 2013 The anti-disability-discrimination law went into effect since 2008.

- Web accessibility improvement projects have been expanded.
- There are now 1 public agency and 7 private-sector agencies, including organizations run by persons of disabilities, that provide WA certification.
- Disability organizations are participating actively in website improvement projects (Diagnosis, consulting, certification).
- In 2013, approximately 1,400 websites have been certified for WA.

2014 WA became statutory to government-authorized certification as the National Information Basic Law was revised.

- Three disability organizations, including WebWatch Inc., has been selected as WA quality certification agency

WebWatch Inc.: The leading WA Certification Organization

- Webwtach Inc., is a social enterprise established by a disability organization in Korea
- Webwatch was the first to introduce the WA certification program in Korea (2006)
- Webwatch led legislative efforts and activities to raise social awareness
- Webwatch carried out surveys on the actual conditions of web accessibility, held seminars and workshops, and led legislative efforts
- Webwatch has been a government-designated WA quality certification organization since 2014.
- Currently, Webwatch is the leading organization in Korea in the area of information accessibility

WebWatch is led by persons of disability

- 3/4 of the board members are persons with disabilities
- 85% of the shares are owned by persons with disabilities and by disability organization
- 13 out of the entire staff of 25 are persons with disabilities
- Of the 14 employees directly involved in certification work, 8 are persons of disabilities

Beyond Web Accessibility, Toward information accessibility

- Web Accessibility -->Mobile Applications Accessibility-->Software and Solutions Accessibility
- Research on information accessibility standards and technology and developing evaluation methods and software

Achievements of the disability community in Korea

- Within a relatively short period of time, we made WA certification a government program.
- Created new jobs for persons with disabilities
- We have become the rightful owners of the issues in the area of information accessibility.

Still a long road ahead in Korea

- Only a tiny fraction of websites have WA certification today
- Works on mobile applications and software/solutions accessibility have only started
- Standards have yet to be legislated, and social awareness must increase

Opportunity for the disability community to participate and to lead

- IT and the communications environment are changing rapidly
- Continued efforts are necessary for the disability community to participate as a key player in this field

9. Information Accessibility is the Universal Value of ICT

What can be learned from the Korean experience

- Make information accessibility a social issue by conducting accessibility surveys and reporting the result on a sustained basis
- Establish/legislate standards appropriate for the country
- Nurture individuals and organizations within the disability community for technical and other professional expertise in the field
- Successful WA certification program in the private sector led to a national statutory program

Universal value of ICT = Universal accessibility information

- The ultimate goal of ICT is to improve standards of living for all human beings
- Information accessibility is one of the key factors for improving standards of living today

Suggestions for UN SDGs

- All new technologies, including ICT, pose both threats and opportunities for the disability community
- Institutions for strengthening disability-friendly technologies, such as web accessibility, have positive impact on advancing and sustaining new technologies.
- Strong information accessibility guarantees wider participation of persons of disabilities in all areas human life in society.

Thank You

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