Scaled Accessibility

How Big Dutch Companies Manage Accessibility

Nationaal Congres
Digitale Toegankelijkheid

(i) inklusivo

Hi!

I've worked with large companies

for 9 years and these are some of

the things I learned.

The plan for today

1. Foundation - ING

2. Culture - IKEA

3. Scaling – VodafoneZiggo

4. The layer model

Foundation

ING - 2016

A frontend developer at a bank

Resources → **Practitioners** ← Skills

Culture

IKEA - 2022

For the many people

```
                    ┌─────────────┐
                    │  Mission/   │
                    │  Vision     │
                    └─────────────┘
                           │
                           ▼
    ┌──────────────────────────────────────────────┐
    │                                                │
    │              Management                        │
    │                                                │
    └──────────────────────────────────────────────┘
                           │
                       Mandate
                   Requirements/goals
                           ▼
    ┌──────────────────────────────────────────────┐
    │                                                │
    │              Practitioners                     │
    │                                                │
    └──────────────────────────────────────────────┘
                           ▲
                           │
    ┌──────────────────────────────────────────────┐
    │         Support with community and culture     │
    └──────────────────────────────────────────────┘
```

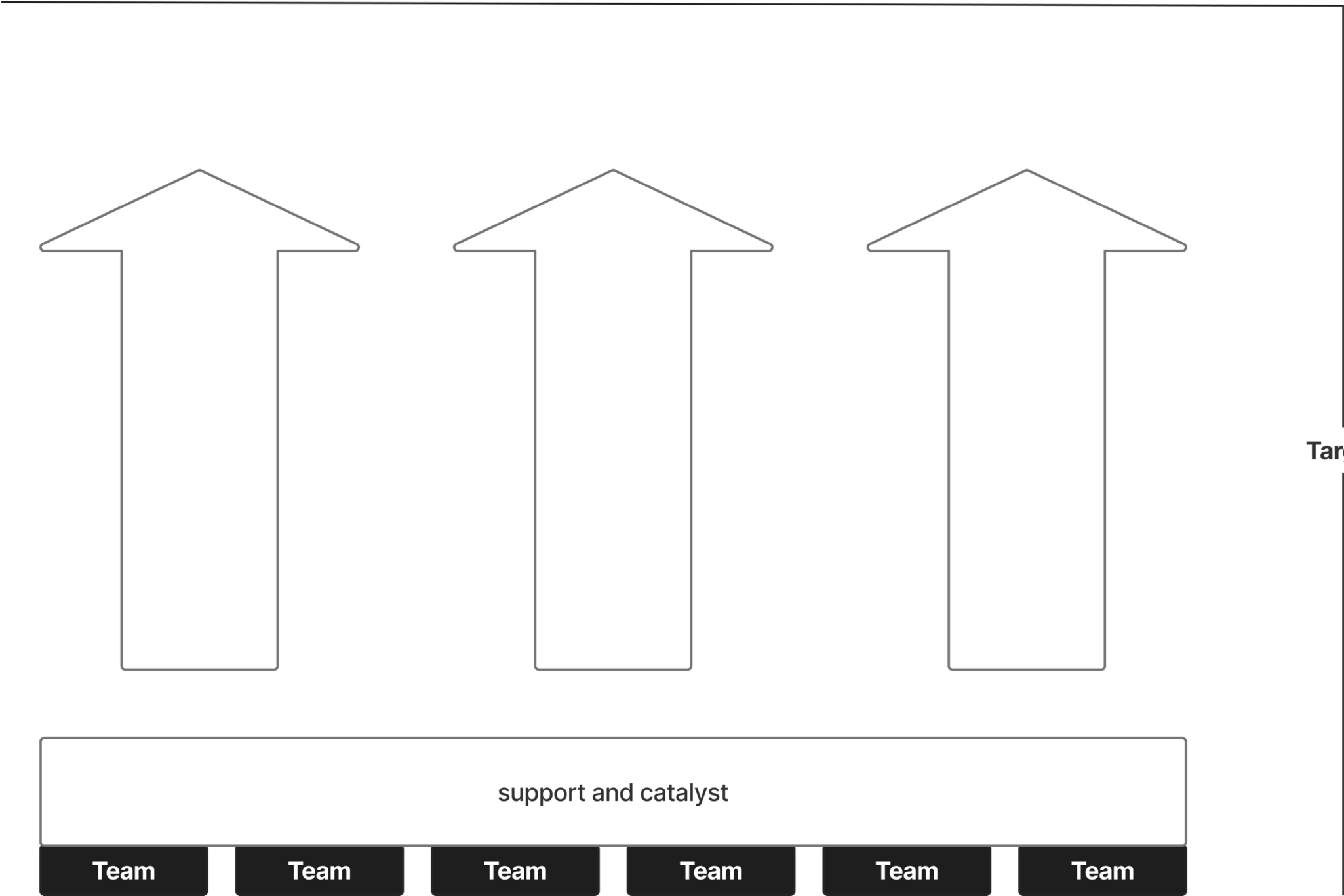# Scaling

VodafoneZiggo- 2023

Assessment

VodafoneZiggo- 2023

6/13 EAA products and services

4/5 regulatory bodies

6-7ish brands

countless journeys, processes and touchpoints
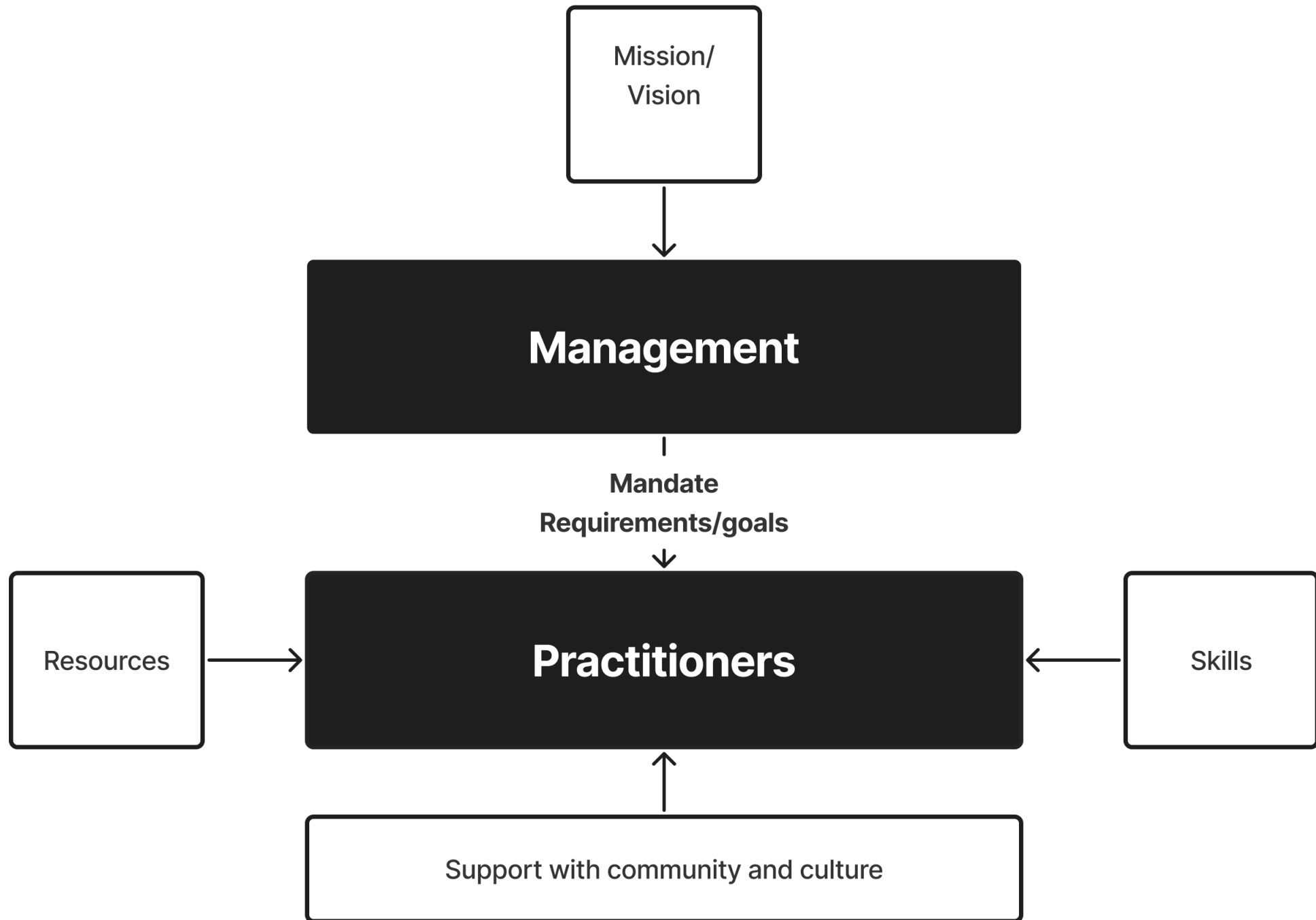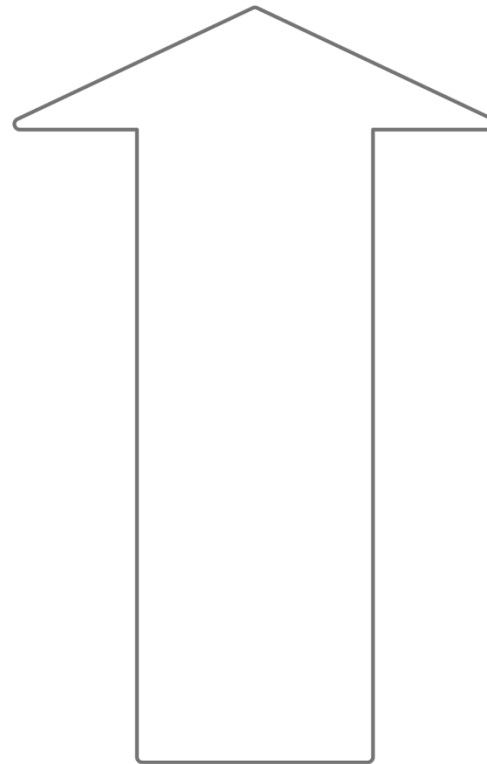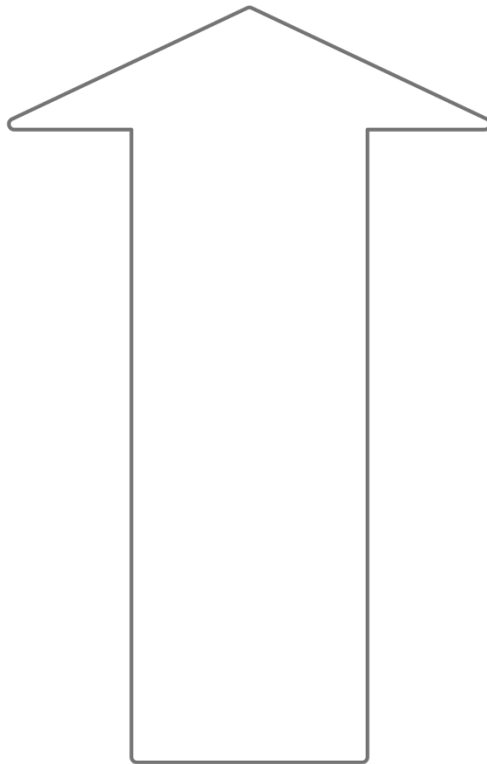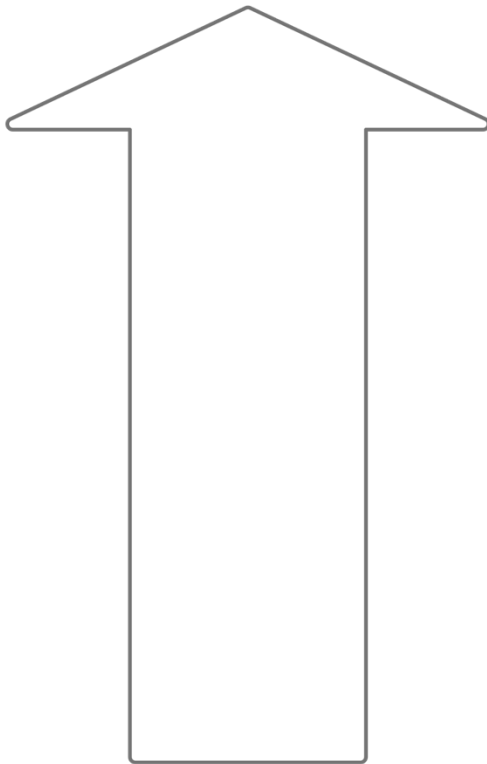
Target

support and catalyst

| Team | Team | Team | Team | Team | Team |

The layer model

(this needs a catchy acronym)

Inklusivo - 2025

A strategy

```
                    ┌──────────┐
                    │ Mission/ │
                    │  Vision  │
                    └──────────┘
                         │
                         ▼
    ┌────────────────────────────────────────────┐
    │               Management                    │
    └────────────────────────────────────────────┘
                         │
                   Mandate
                   Requirements/goals
                         ▼
┌───────────┐   ┌────────────────────────────────┐   ┌─────────┐
│ Resources │──▶│          Practitioners         │◀──│  Skills │
└───────────┘   └────────────────────────────────┘   └─────────┘
                         ▲
            ┌────────────────────────────────────┐
            │  Support with community and culture │
            └────────────────────────────────────┘
```

Target

safety net

Team **Team** **Team** **Team** **Team** **Team**

support

Accessibility center
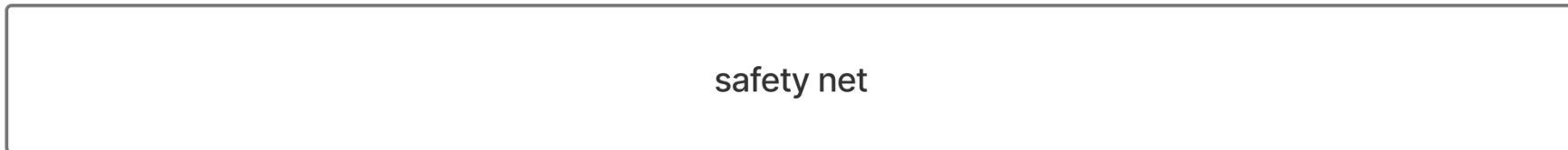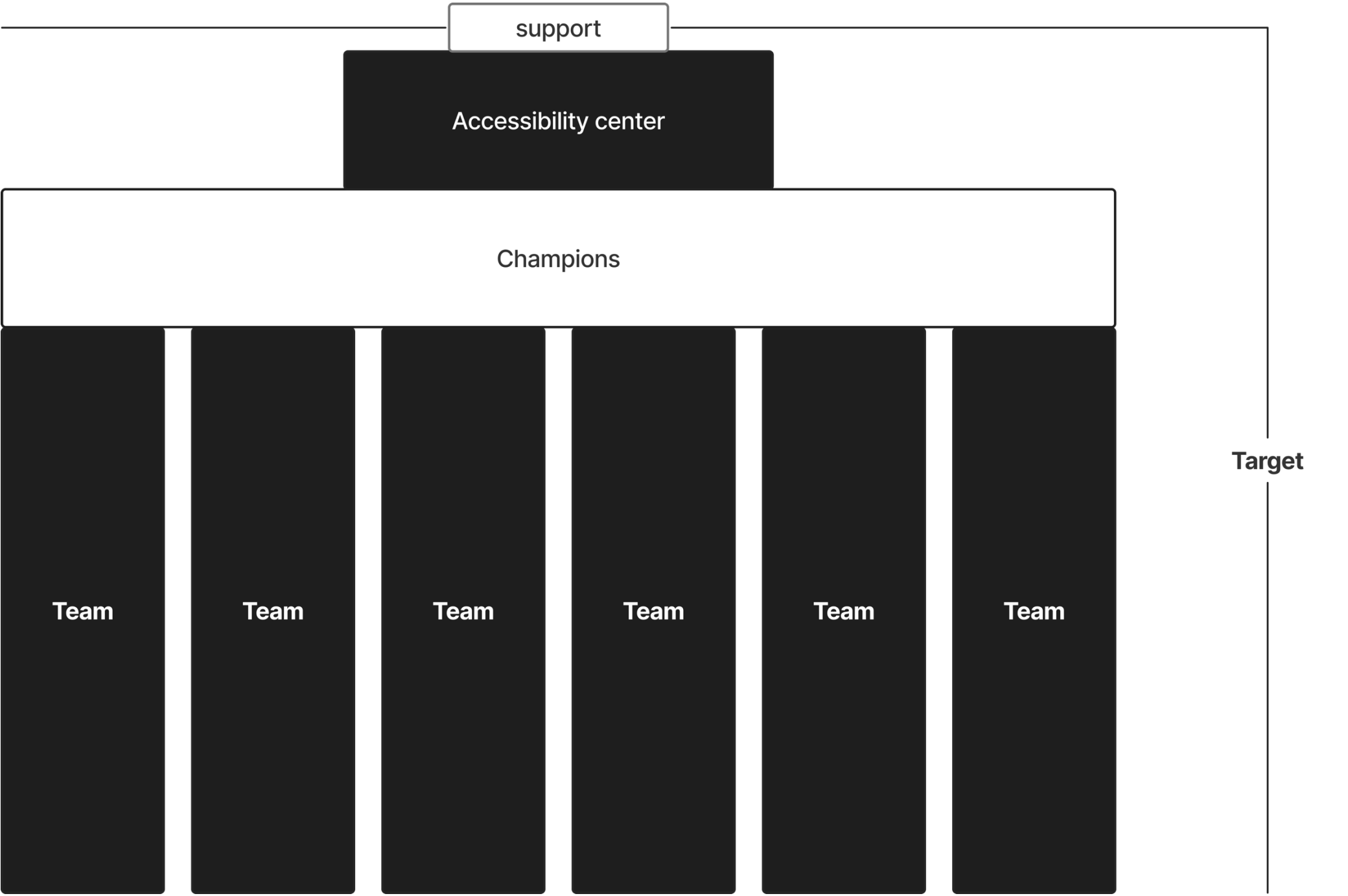
Champions

Team   Team   Team   Team   Team   Team

Target

please connect

erikKroes.nl, LinkedIn, Discord, Mastodon, Bluesky