



Euro Disney 2024-2026 Multiannual Digital Accessibility Plan

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1. Introduction

1.1 Purpose and scope of this document

The purpose of this document is to present and share the organisation validated by Euro Disney Associés S.A.S., the operating company of Disneyland Paris ('Euro Disney'), to make digital accessibility a core principle of content creation, improving accessibility of the two media that make up the disneylandparis.com ecosystem:¹

- disneylandparis.com and its subdomains:
 - The ticket sales platform
 - Parks:
 - <https://booktickets.disneylandparis.com/https://booktickets.disneylandparis.com/>
 - The Hotel + Tickets package sales platform

¹ Content dated 2 January 2024

Parks:

<https://book.disneylandparis.com/>
<https://book.disneylandparis.com/>

- The Disneyland sales platform

Passes: <https://tickets.disneylandparis.com/>

- The visit date registration

platform:<https://register.disneylandparis.com/>

<https://register.disneylandparis.com/>

- The contact centre: <https://contact.disneylandparis.com/>

- The customer account:

<https://guest.disneylandparis.com/>
<https://guest.disneylandparis.com/>

- The payment pages:

<https://payment.disneylandparis.com/>
<https://payment.disneylandparis.com/>

- The contact forms: <https://help.disneylandparis.com/>

- The Disneyland mobile app

A three-year management tool, the multiannual plan was drawn up to define the **organisation and cross-functional collaboration required to seamlessly and sustainably integrate digital accessibility**.

Each year, this plan will serve as the basis for a detailed annual action plan.

1.2 What is digital accessibility?

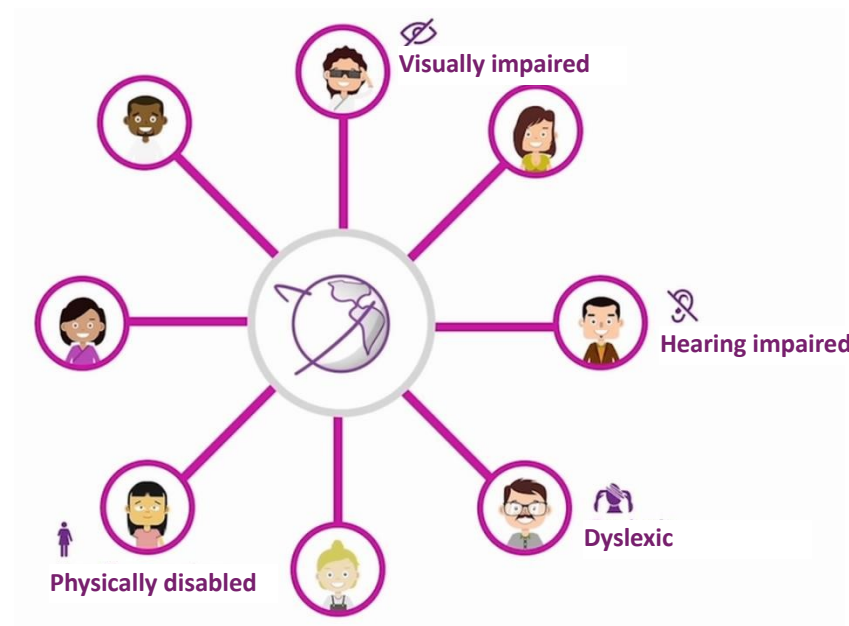
Digital accessibility is a set of **graphic, functional, technical and editorial rules** developed to ensure that digital media (documents, websites, mobile apps, etc.) can be accessed and used by everyone, especially people with disabilities.

For example, these rules enable users to effectively interface with content:

- Using a keyboard, without a mouse;
- Using a screen reader (vocal synthesis and/or Braille display);

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- By customising screen display (changing colour, text size, font, etc.);
 - Without sound (with subtitles, for example);
 - Etc.

Accessibility is helpful for many people with disabilities or limitations, and especially people who are colour blind, dyslexic or dyspraxic, photosensitive, blind or visually impaired, deaf or hearing impaired, people with tremors or a physical handicap that makes it difficult or impossible for them to use a mouse or keyboard.

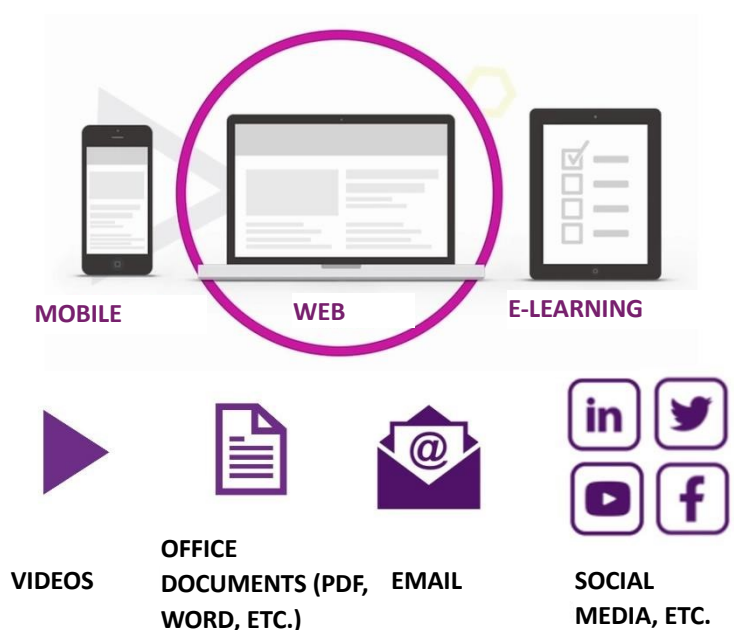


In fact, digital accessibility improves the user experience for everyone. Just like an accessible building is more comfortable for everyone, a more accessible website or app will be more user-friendly for everyone.

Accessibility rules apply to all digital content, whether the content is generated by software, CMS, Framework, word processing or DPT tools, or other means, and no matter what interface is used (HTML/CSS, PDF, etc.).

The following digital content must comply with digital accessibility requirements (non-exhaustive list):

- Websites and apps (internet and intranet);
- Mobile apps;
- E-learning modules;
- Videos and audio content;
- PDF versions of print documents (leaflets, brochures, annual reports, etc.);
- Office documents (especially Word documents).
- Social media, emails, etc.



The accessibility guidelines that serve as benchmarks in France are the RGAA (Référentiel Général d'Amélioration de l'Accessibilité, or General Guidelines for Improving Accessibility)¹. RGAA 4.1 is the version in force since February 2021.

1.3 Euro Disney's digital accessibility pledge

The Euro Disney company has made aligning its website with digital accessibility requirements a top priority www.disneylandparis.com.

Since January 2020, it has committed to reaching compliance with the RGAA. Boosted by the support of a digital accessibility consulting service, Euro Disney has adopted a proactive approach to offer an inclusive experience to all customers who visit its website.

To achieve this, the first training sessions have been set up, along with the initial support for auditing new components and monitoring change.

Following these first actions, this plan will be used to improve the framework for the implementation of accessibility.

2. Organisation and governance

2.1 Naming a Digital Accessibility Coordinator

Euro Disney has named a Digital Accessibility (DA) Coordinator to organise the upgrade of website accessibility and staff training and to promote the approach internally. The coordinator will report to the E-commerce Director.

Internal discussions have begun to organise the appointment of a Digital Accessibility Coordinator responsible for Group-wide digital content.

2.2 Setting up an Accessibility Monitoring Committee

Achieving sustainable digital accessibility requires:

- **The commitment of all stakeholders** involved in designing, developing and distributing digital content.

¹ [View the RGAA online \(in French\)](#). Version in force in October 2023: RGAA 4.1.2

- **Organisational changes** that build accessibility into every new project from the very start.

A Digital Accessibility Monitoring Committee has been set up to ensure implementation of the multiannual plan. Its purpose is:

- to manage the implementation of the various tasks, monitor progress and mediate where necessary;
- to plan the implementation of accessibility and set up tracking metrics;
- to define the procedures for monitoring and assessing how well accessibility has been embedded into the workflow;
- to write up and publish action plans and annual status reports.

The Monitoring Committee is made up of competent representatives of the various stakeholders.

The Monitoring Committee meets once per increment¹ as determined by the DA Coordinator.

2.3 Organising the action plan into 5 tasks

Tasks 2024–2026	Description
1. Organising skills development for our teams	- Include digital accessibility skills in the job description of each person concerned. - Set up awareness and training sessions. - Explore the benefits and feasibility of implementing e-learning to provide a 24/7 training solution. - Set up skills acquisition monitoring.

¹ Each increment includes five 2-week sprints, making a total of ten weeks.

2. Provide tools and resources	- Aligning internal guidelines with accessibility requirements. - Provide detailed guidelines for implementing accessibility. - Identify and certify assessment tools. - Ensure that these resources and tools are easily accessible.
3. Build accessibility into design and development workflows	- For graphic and ergonomic design (UX/UI). - For development. - For tests and user acceptance testing. - For editorial content.
4. Build accessibility into the procurement workflow and outsourced content and services	- For services managed directly by Euro Disney. - Via specific actions for content created by third parties ¹ in the form of cloud based services (SaaS).

Tasks 2024–2026	Description
5. Planning the implementation of accessibility	- Secure digital accessibility support from outside consulting services. - Set up prioritisation and tracking metrics. - Set up compliance audit tracking and publication of accessibility statements. - Encourage Group-wide implementation of accessibility.

These 5 tasks are presented in detail in the next chapter.

¹ for example chat solution and user satisfaction tracking

3. The 5 tasks of the multiannual plan

3.1 (Task 1) Organising skills development for our teams

Preliminary remarks

Our operational teams must develop their skills in order to integrate accessibility seamlessly and sustainably into our digital products.

This training need concerns all teams involved in digital tool development:

- Product Manager (PM) and Product Owner (PO), Scrum Master (SM).
- UX designers, UI designers, Product designers.
- Business analysts.
- Tech lead, Web Front developers.
- App developers (iOS, Android).
- Editorial teams.
- Testing and QA teams.
- Etc.

To promote skills development, we have identified the following actions:

- Define the skills to be acquired for each profile and the corresponding training path.
- Include digital accessibility skills in job offers and training programmes for new recruits.
- Set up skills acquisition training and its monitoring system.
- Explore the possibility of installing e-learning to provide a quick solution for digital accessibility training.
- Other support initiatives TBD (tutorials, workshops, etc.)

Include digital accessibility skills in the job description of each person concerned

Actions can be carried out at different levels:

- **In job offers**

Job offers published by Euro Disney will include a target level of digital accessibility certification for all digital team positions.

- **In the job descriptions**

When necessary, digital team job descriptions will add implementing digital accessibility as one of the job responsibilities.

- **Annual status reports**

An annual accessibility objective could be set.

Accessibility could also be integrated into the required skill set of outside consultants, including those working off-shore.

Set up awareness and training sessions.

The first accessibility awareness and training sessions were held at the end of 2022.

To boost skills acquisition, new training initiatives will be launched, including:

- Digital accessibility awareness training.
- Training that targets specific job profiles.
- Actions to monitor skills acquisition.

A knowledge assessment will be carried out to determine the knowledge level of those concerned and a training plan set up based on their job assignments.

Explore the benefits and feasibility of implementing e-learning.

E-learning modules provide 24/7 access to training, enabling everyone to advance at their own pace.

The goal of e-learning is to meet the various long-term challenges of developing Digital Accessibility skills, for example:

- **Creating a basic skill set** for everyone (a recommended or mandatory skill set which could be adjusted to fit different profiles).
- Enabling everyone to access training any time and **at their own pace**, focusing on the elements they need to develop.
- Offering digital accessibility training as part of the **onboarding process and training for new recruits**.
- **Providing a training and tutorial tool, or one that helps DA Coordinators run training sessions.**

3.2 (Task 2) Providing tools and resources

Aligning internal guidelines with accessibility requirements

Internal guidelines related to our digital ecosystem need to be identified¹ and reviewed to ensure that their recommendations are compatible with accessibility requirements.

Should incoherences be found, discussions will be held with the teams in charge of the concerned guidelines to ensure they make the necessary changes.

Providing detailed guidelines for implementing accessibility

Resources should be developed to cover all types of digital content concerned by this multiannual plan, such as:

- Websites and apps.
- Mobile apps.
- Videos.
- Word and PDF documents (generated).
- Notification emails.
- Print documents created using InDesign and PDF generated and published on concerned websites.
- Others TBD.

Relevant resources for Euro Disney need to be identified and accessibility guidelines put into place.

These could be existing resources or newly developed guidelines.

Identifying and certifying tools that help build accessibility into the workflow

There are a number of software programs and extensions on the market to help build accessibility into the workflow (assessment tools, technical tools used by people with disabilities, etc.).

A regularly updated list of these tools will be shared with the teams, and the necessary actions taken to:

- Check if these tools can be installed on team member work stations;
- Arrange for certification if necessary;

¹ For example: graphic charter, editorial charter, internal development standards, etc.

- Ensure that the service providers who recruit outside consultants are aware of the list of tools which can be used by consultants who

work in the Disneyland Paris ecosystem and that these tools are available from their work station.

Ensure that these resources and tools are easily accessible

A Digital Accessibility space will be created to centralise and facilitate access to all tools and resources.

3.3 (Task 3) Building accessibility into design and development workflow

To sustainably integrate accessibility, it must become a core principle of the process. One of the first actions of the multiannual plan will be to define deliverables and intermediate checkpoints, as well as the responsibilities of each stakeholder for every new design and every new development.

3.4 (Task 4) Building accessibility into the procurement workflow and outsourced content and services

The objective will be to integrate accessibility requirements into contracts by default.

For skills procurement, this will mainly consist of:

- Specifying the accessibility skills needed to join Disneyland Paris ecosystem teams.
- Securing guarantees from the staffing agency to train the personnel they provide.

For SaaS content procurement, this will mainly consist of:

- Explicitly integrating accessibility requirements into specifications, into scoring criteria and during content selection.
- Requiring content providers to provide their accessibility positioning and objectives.
- Ensuring contractual agreement of accessibility commitments.

3.5 (Task 5) Planning the implementation of accessibility

Secure digital accessibility support from outside consulting services.

Outside consulting services will be used to ensure optimal implementation of accessibility.

Set up prioritisation and tracking metrics

It will not be possible to work simultaneously on all digital paths and content. Prioritisation and tracking criteria need to be defined to monitor team training and progress on accessibility.

Each squad will also be responsible for implementing the multiannual plan in the form of concrete actions at its own level.

Setting up compliance audits and the publication of accessibility statements

In the short term, all digital content that has not been audited for compliance must display the words 'Digital Accessibility; non-compliant' as well as the corresponding accessibility statement in order to comply with legal requirements.

Each entity will be asked to share with the Monitoring Committee a status report, the dates of its compliance audit as well as any corrective measures that will be taken to deal with non-accessible content. This includes a timetable for implementing these measures, taking into account the priority status of the most frequently viewed content and most heavily used services.

Encouraging the implementation of accessibility

The Digital Accessibility Multiannual Plan (SPAN) of the Disneyland Paris ecosystem will be presented and explained to all concerned teams.