

The European Accessibility Act

Your practical guide



EEA

Digital
accessibility
made simple

Your quick introduction

What is it?

A European law that defines accessibility requirements for products and services.

Who it affects?

Companies providing products or services within, or to, the EU.

Why it matters?

Accessibility removes barriers and creates inclusive experiences.

Key dates

Implemented on 8th June 2025



What is the EAA?



The European Accessibility Act (EAA) is a directive that sets minimum accessibility requirements across the EU.

[Directive \(EU\) 2019/882](#)

It aims to:

- Remove barriers to goods and services for people with disabilities.
- Create consistent accessibility standards across EU member states.

Important considerations

- Countries may add additional requirements and have different penalties for non-compliance.
- It does not replace national laws.

Concept

A law that removes access barriers.

Example

Before: An online shop has a checkout form that can only be completed with a mouse.

After: The checkout process is updated to work with a keyboard, so all users can complete their purchase independently.

Who is affected?

The EAA applies to organisations from both public and private sectors that offer products or services to EU consumers.

This includes:

- Manufacturers
- Importers & distributors
- Service providers



Important considerations

- Organisations with fewer than 10 employees, or whose turnover is less than two million euros, are exempt.
- The EAA also applies to companies outside the Eurozone that sell to European markets, so many UK businesses are impacted.

Concept

Any company serving EU customers.

Example

A UK-based e-commerce site selling to France must comply with the EAA.



Benefits of the EAA

True to the principles of inclusive design, the European Accessibility Act benefits everyone: consumers, both disabled and non-disabled, and businesses.



To consumers



A wider range of accessible products and services, making them easier to use for everyone.



Greater competition between providers of accessible products and services will drive down prices.



Creation of employment opportunities with a renewed focus on inclusive design and legal compliance.



To businesses



Reduced compliance costs thanks to the introduction of a common standard.



Reduced operational costs, creating conditions for being more competitive.



No need to navigate multiple legal frameworks.



Increased customer base, as disabled people, older people, and all those that usually face barriers in navigating in the internet.

Products and services in the EAA's scope



Products

- Computers and operating systems
- Smartphones
- TV equipment
- Payment terminals, such as ATMs and kiosks
- E-readers

Services

- Websites and mobile apps
- E-commerce platforms
- Banking services
- Transport services
- E-books
- Emergency services

Concept

Digital and physical access points must be accessible.

Examples

Product: ATMs must include audio support.

Service: Transport apps must be easy to navigate.

**The EAA
accessibility
requirements
that should
be on your
radar**

Accessibility refers to the process of designing and developing products, services and environments so that everyone can use and interact with them regardless of ability or condition.

This is especially important for the web, which plays an ever-increasing role in our everyday lives, from education and employment opportunities to health care.

The Web Content Accessibility Guidelines (WCAG) are an international standard that businesses must comply with to ensure their digital content can be used by everyone.



It is based on four principles:



Perceivable

Content must be visible or audible.

Example

Images include alt text for screen readers.



Operable

Users must be able to interact with the product or service.

Example

A website can be **navigated using a keyboard**.





Understandable

Content must be clear and simple.

Example

Forms have clear **instructions and error messages.**

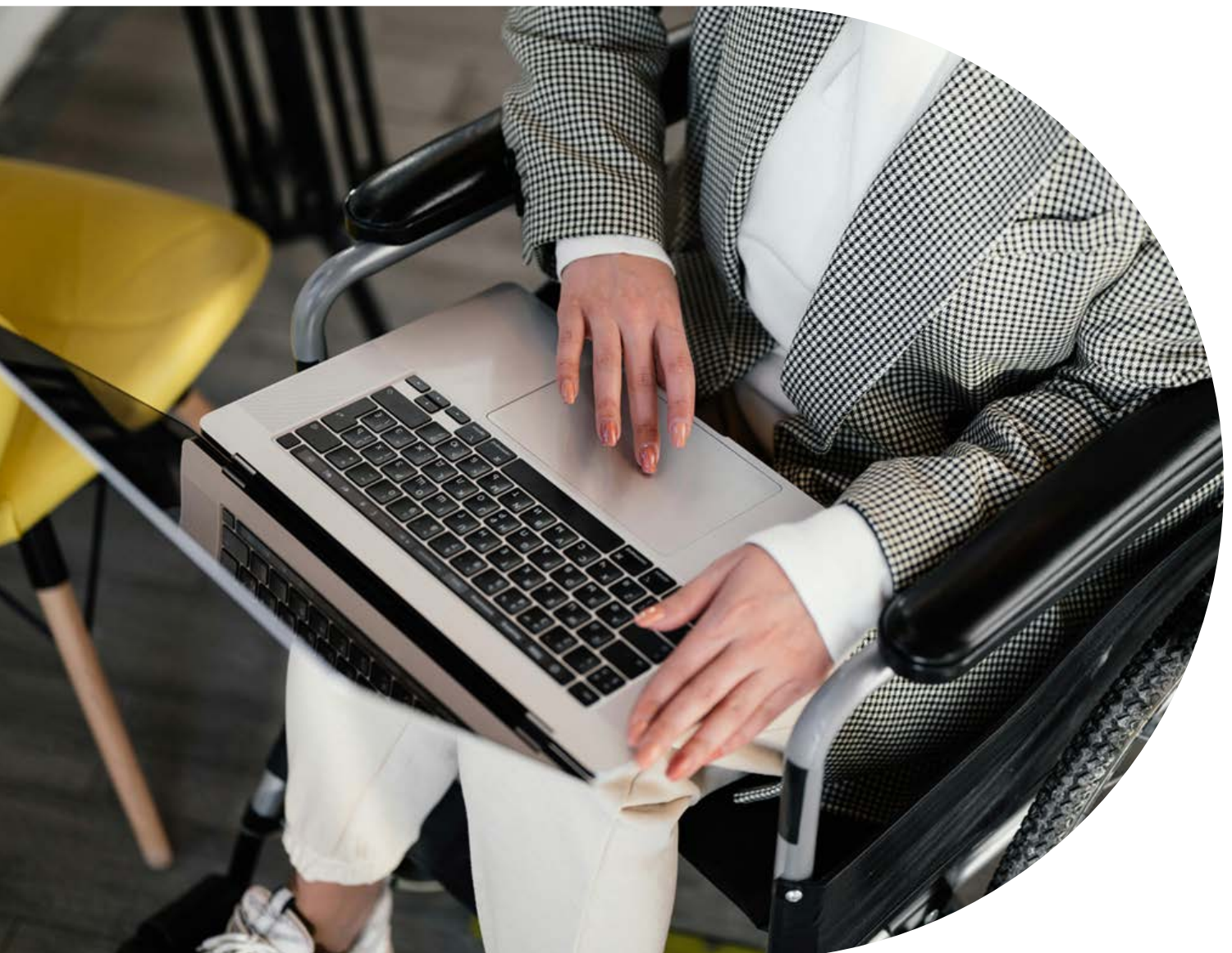


Robust

The product or service works across technologies.

Example

Compatibility with **screen readers and browsers.**

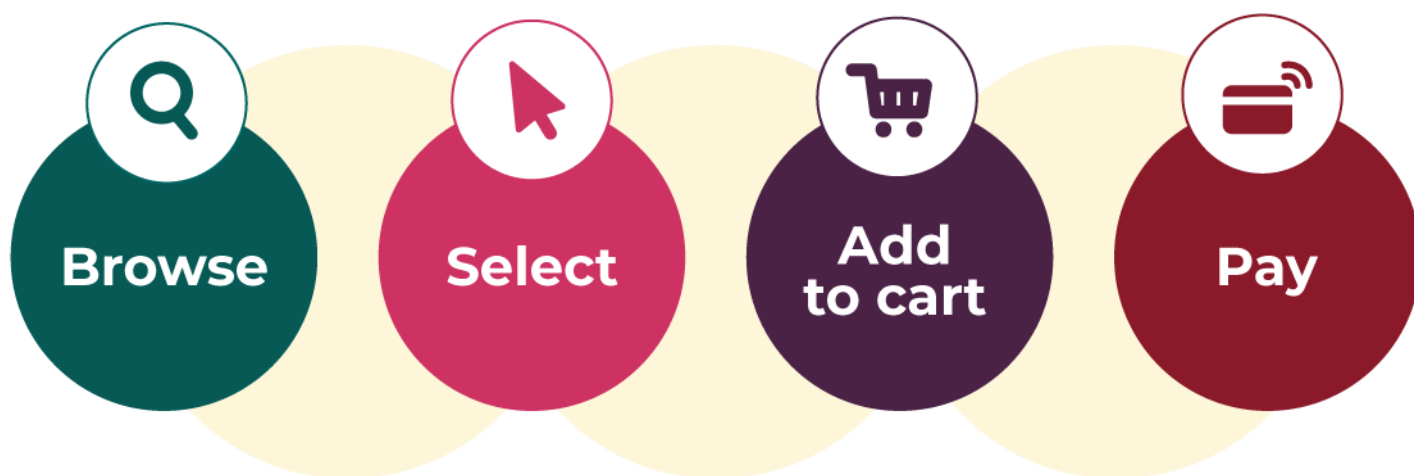


E-commerce and the EAA



Key for clients

Accessibility must cover a customer's complete action.



Must include

- Accessible forms
- Clear error messages
- Accessible login and payment
- Clear product information

Concept

Accessibility across the entire user journey.

Example

Every step must work for:

- Keyboard users
- People with low vision
- Screen reader users

The EAA's timeline

28th June 2025

Enforcement begins

All new products and services must be accessible

Concept

Compliance deadline.

Example

A website launched after this date **must** already be accessible.

Risks of non-compliance

- Fines and legal action
- Reputational damage
- Loss of EU market access



Concept

Business and legal consequences.

Examples



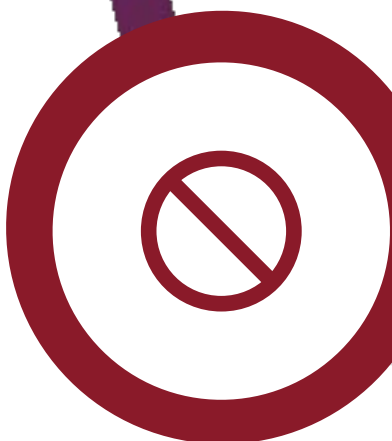
A company is **fin**ed for having an inaccessible website.



Their brand loses **credibility**.



Their customers turn to **other brands** that demonstrate commitment to meeting their needs.



Their product is **blocked** in the EU market.

**What
organisations
and
businesses
should do**

1

Understand scope

Identify affected products/services.

Example

A company identifies that its app will be used in Germany.

2

Assess accessibility

Test and identify barriers.

Example

A button does not work using a keyboard.

3

Fix priorities

Focus on high-impact issues first.

Example

Fix checkout blockers before minor UI issues.

4

Document progress

Track efforts and gaps.

Example

Create a report detailing accessibility improvements.

5

Embed accessibility

Make it part of daily processes.

Example

Design teams include accessibility from the start.

Key takeaway

Accessibility is not a one-time fix.

It must be:

- **Continuous**
- **Integrated into workflows**
- **Shared across teams**



Concept

Accessibility is ongoing.

Example

Every update must remain accessible.

Final message

Accessibility improves experiences for everyone when it goes beyond compliance.

An accessible product benefits:

- All users
- Older users
- People with disabilities

How Passion4Social can help

At Passion4Social, we support organisations with:

- Accessibility checks and audits
- Consultancy
- Training and awareness
- Accessible documents and websites

All aligned with **WCAG** and the **EAA**.



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