

Our guide to European Accessibility Act Compliance



A message to all businesses operating in the European Union

"Ensuring that your digital assets—including websites, devices, and content—are accessible, compliant, and usable for people with disabilities is no longer optional. The European Accessibility Act mandates these requirements, which will come into effect on June 28, 2025.

While this deadline may seem distant, it is crucial to begin preparations now. We understand the demands of running a business, and it may be tempting to delay addressing digital accessibility. However, postponing these efforts could lead to significant challenges down the line.

This is not just a regulatory obligation—it is an opportunity to enhance inclusivity, improve user experience, and expand your reach. The journey toward full compliance may present complexities, but with the right strategies, tools, and support, you can navigate this transition successfully and ensure that your business is ready for the future.

Now is the time to take action. Let's move forward together."



LESTAT MONROE

Founder & Board Member of the
Romanian Diversity Chamber of Commerce

Introduction

The **European Accessibility Act (EAA)** is a transformative directive that mandates accessibility requirements for businesses operating in the European Union. As a member of the **Romanian Diversity Chamber of Commerce (RDCC)**, adopting accessibility measures is not just about compliance—it is an opportunity to unlock new business growth, foster inclusion, and enhance brand reputation.

This guide is tailored to Romanian businesses, with a special focus on diverse suppliers, SMEs, and corporate entities committed to diversity, equity, and inclusion (DEI). Beyond meeting regulatory obligations, implementing accessibility practices can position businesses for public procurement advantages, expanded customer bases, and a more inclusive workforce.



About us

The **Romanian Diversity Chamber of Commerce (RDCC)** is a business-driven organization dedicated to fostering inclusive economic growth, corporate innovation, and equitable market participation. Our diverse stakeholders—ranging from SMEs to multinational corporations—are united in their commitment to building a more inclusive, sustainable, and competitive business environment.

At the **RDCC**, we empower organizations to adopt future-ready, inclusive strategies that drive long-term success in European and global markets. Through a comprehensive suite of services, we provide businesses with the expertise, tools, and resources needed to advance diversity, equity, and inclusion (DEI) while ensuring regulatory compliance and business resilience.

For more information, visit www.rdcc.ro

How We Support Businesses

- ✓ Advisory & Consulting Services – Helping companies implement inclusive business strategies and meet accessibility standards.
- ✓ EDI Certification Programs – Recognizing organizations that demonstrate leadership in equitable and inclusive practices.
- ✓ Executive Training & Development – Equipping leaders and teams with skills to navigate and champion diversity and inclusion.
- ✓ Strategic Partnerships & Networking – Connecting businesses with industry leaders, policymakers, and inclusion advocates to drive collective impact.

As a trusted partner to corporations, local enterprises, and policymakers, the RDCC bridges the gap between inclusivity, compliance, and business growth—helping organizations maximize their social and economic impact.

What Does the EEA Affect?

The European Accessibility Act (EAA) applies to businesses that provide key digital and physical services or products within the EU, including:

- Retailers and E-commerce Businesses – Online platforms must be fully accessible.
- Banks and Financial Institutions – ATMs, payment platforms, and banking services must comply.
- Telecommunications Providers – Websites, mobile apps, and customer service platforms need accessibility compliance.
- Public Transport Operators – Ticketing, travel information systems, and customer service portals must meet accessibility requirements.
- Manufacturers of ICT Products – Includes smartphones, computers, and self-service kiosks.
- Audiovisual and Broadcasting Services – TV services, streaming platforms, and media applications must be inclusive.

What Businesses are Exempt?

- Micro-enterprises (fewer than 10 employees and annual revenue under €2 million) are exempt but encouraged to adopt accessibility voluntarily.
- Certain niche services or sectors may have adapted requirements, depending on national laws.
- Legacy infrastructure may have phased transition periods before full compliance is required.

Why Accessibility Matters for the RDCC Members?

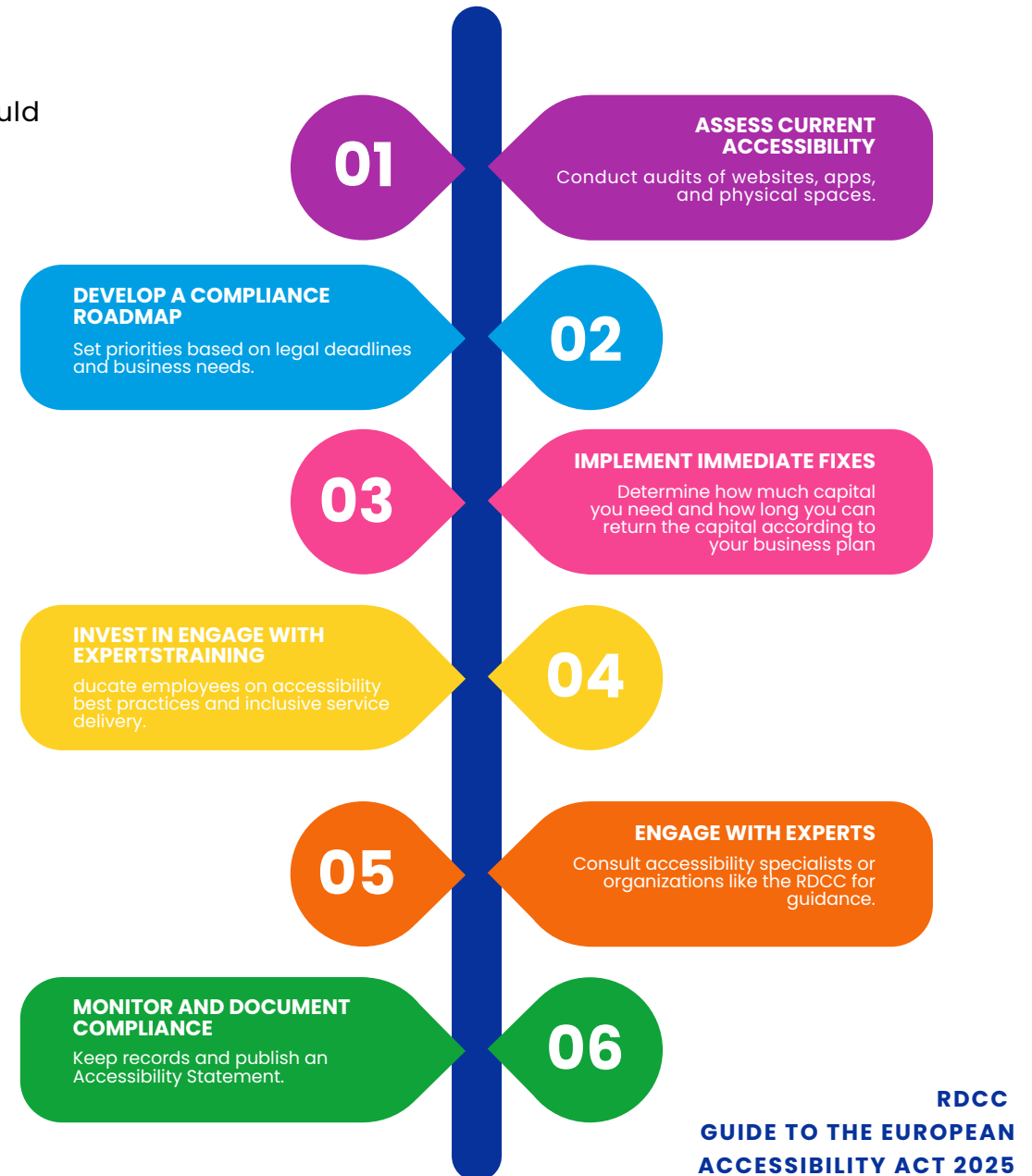
- Legal Compliance: The June 28, 2025 deadline mandates full compliance across digital and physical services.
- Public Procurement Benefits: Romanian and EU procurement laws favor businesses that meet accessibility standards, providing competitive advantages.
- Brand Reputation: Commitment to accessibility strengthens corporate social responsibility (CSR) and enhances customer trust.
- Inclusive Workforce: Accessible workplaces attract diverse talent, improving innovation and performance.

Penalties for Non-compliance

- From June 28, 2025, EU countries will enforce accessibility regulations through fines, restrictions, and reputational risks. Potential penalties include:
- Financial Fines – Ranging from €5,000 to €100,000, depending on severity.
- Market Restrictions – Non-compliant businesses risk losing eligibility for public contracts and sales bans.
- Legal Sanctions – National authorities may impose corrective action mandates.
- Reputational Damage – Negative press and customer loss due to non-compliance.

How Can Companies Prepare?

To ensure compliance and minimize risk, companies should take the following steps



What Should Companies Do Next?

✓ Week 1: ASSESS

- Establish your conformance goal – WCAG 2.1 AA to meet current requirements or WCAG 2.2 AA to be more future-proof.
- Prioritize your digital assets in terms of importance to assess for potential accessibility issues.
- Conduct an accessibility scan of each digital asset to identify the level of conformance.
- Follow up with a manual assessment of each digital asset against your conformance standard.
- Assess your team's accessibility awareness, knowledge, and skills.
- Start conversations with leadership and other stakeholders to make the case for investment in addressing accessibility issues and building an accessibility program.

✓ Week 2: STRATEGIZE

- Define and communicate a future state of digital accessibility that your organization will work towards and a high-level plan for achieving that future state.
- Communicate accessibility responsibilities to each stakeholder responsible for aspects of digital asset development and content creation.
- Create a plan for prioritizing and addressing barriers found in existing digital assets.
- Define accessibility requirements for building all new digital assets based on your chosen conformance standard.
- Define a strategy for involving people with disabilities in designing and testing digital assets.
- Define product accessibility documentation and reporting expectations.

✓ Week 3: PREPARE AND SUPPORT

- Provide role-based accessibility training to everyone involved in digital asset creation.
- Define accessibility tests to be conducted by team members involved in digital asset design, development, and testing.
- Identify and acquire tools that will help with meeting accessibility requirements during design, development, content creation, and testing.
- Establish a shared repository of accessibility knowledge that all team members can consult and contribute to.

✓ Week 4: IMPLEMENT

- Work through the process of remediating accessibility barriers in existing products.
- Address accessibility requirements as early as possible when creating new digital assets.
- Include people with disabilities in digital asset usability evaluation.
- Document progress towards addressing accessibility requirements, including producing an accessibility statement for each digital asset you provide to customers.

✓ Week 5: MONITOR AND GROW

- Track accessibility data for each digital asset and address areas where improvement is not happening at the desired rate.
- Review and address gaps in knowledge and tools available.
- Review, report, and celebrate successes!



Tip: Having a trusted guide like the RDCC can help ensure your journey starts out on the right foot, is there to assist if you stray from the plan, provide guidance and training as your team enters uncharted terrain, and help mature your accessibility program as time goes on. Learn more about our services.

The RDCC's Role in Supporting Accessibility

As a leader in diversity and inclusion, the **RDCC** offers tailored support to businesses navigating accessibility compliance. Our initiatives include:

- Accessibility Compliance & Auditing – Helping businesses meet EAA, WCAG, and Section 508 standards.
- Workplace Accessibility Audits – Identifying and removing barriers in physical and digital environments.
- Digital Accessibility Testing & Error Remediation – Conducting manual and automated testing for websites, apps, and documents.
- Accessibility Training & Capacity Building – Equipping teams with essential knowledge on inclusive practices.
- Inclusive Policy Development – Strengthening accessibility strategies within organizations.
- Assistive Technology & Inclusive Design Support – Ensuring usability for all through innovative solutions.
- Disability Inclusion Strategy – Assisting members in fostering a diverse and accessible workforce.

The RDCC proposes a full panel of accessibility solutions on their website, offering businesses a structured approach to achieving compliance. To explore the RDCC's comprehensive accessibility solutions, visit [RDCC Accessibility Solutions](#).



Key Resources :

- [European Accessibility Act Overview](#)
- [Read the Official Directive](#)
- [EU Funding & SME Support for Accessibility Compliance](#)
- [National Authority for Accessibility in Romania \(ANPD\)](#)
- [Additional guidance on implementing the EAA](#)
- [WCAG 2 Overview](#)
- [WCAG 3 Introduction](#)

Your Accessibility Partners

Remember: Accessibility is a journey, not a destination. It requires continuous effort, adaptation, and the right partners to guide the way.

With the **European Accessibility Act (EAA)** deadline fast approaching, businesses must take decisive action to ensure compliance and create a truly inclusive experience for all.

At **RDCC**, we don't just provide compliance solutions—we help businesses turn accessibility into a competitive advantage. Our team of experts offers tailored digital and physical accessibility strategies that:

- ✓ Reduce legal and reputational risks associated with non-compliance.
- ✓ Enhance customer engagement by ensuring equal access for all users.
- ✓ Drive business growth by tapping into new markets and diverse talent pools.

Whether your organization is just beginning its accessibility transformation or refining existing practices, RDCC provides the expertise and resources you need to succeed. We support businesses at every stage—ensuring compliance while fostering a culture of inclusivity and innovation.

Partner with us today and lead the way in accessibility excellence.

Take Action Today!

The time to act is now. Preparing for the European Accessibility Act allows the **RDCC** members to become industry leaders in accessibility, enhance business opportunities, and support a more inclusive economy.

Contact

For more information
about RDCC's
Accessibility Solutions
contact us

www.rdcc.ro

Contact@rdcc.ro

Together, we can make Romania a leader in accessibility and inclusion!