

Event Structure: Navigating the Grey Areas of the European Accessibility Act 2025

Total Duration: 2 hours

When: 11 June 2025, 16:00 – 18:00

Where: Dentons, The Mark, Calea Grivitei 84-98, 7th floor, 010735 Bucharest.

Audience: Businesses operating in the EU affected by the EAA (e.g. retail, banking, telecom, public transport, digital services)

Objective: Clarify ambiguous aspects of the EAA and help companies prepare for compliance before the June 28, 2025 deadline.

1. Welcome & opening remarks (10 min) - Lestat Monroe, Founder and Board member of the Romanian Diversity Chamber of Commerce

- **Purpose of the event:** Addressing unclear areas of the EAA and how to navigate them strategically.
- **Why it matters:** The EAA will reshape how companies serve customers with disabilities - non-compliance risks fines and reputational damage, but compliance can drive innovation and inclusivity.

2. Overview of the European Accessibility Act (20 min) (TBC)

- **What is the EAA?** A European directive aiming to harmonize accessibility requirements for certain products and services in the EU.
- **Key areas covered:** Websites, mobile apps, ATMs, e-commerce platforms, digital payments, ticketing machines, and more.
- **Sectors impacted:** Retail, banking, telecom, public transport, audiovisual media, e-readers, and customer support interfaces.
- **Compliance deadline: June 28, 2025**
- **Key standard reference:** EN 301 549 + alignment with WCAG 2.1 (Level AA)

3. Navigating Grey Areas & Ambiguities (20 min) – Argentina Rafail, Counsel, Co-Head of Employment and Labor Practice • Corporate, Dentons

Panelists: Accessibility consultants, corporate compliance leads, legal advisors, tech product owners.

Topics covered:

- **Exemptions for micro-enterprises:** Fewer than 10 employees and annual turnover under €2M.
- **Vague definitions:** What constitutes "disproportionate burden" or "fundamental alteration"?
- **National variation:** Enforcement and penalties are handled differently across EU Member States.

- **Unclear digital boundaries:** What about third-party tools, legacy systems, or cross-border services?
- Real-world examples of grey areas businesses are facing.
- How to interpret unclear clauses (e.g., scope of application, technology limitations).
- Risk mitigation strategies: from voluntary compliance to minimum viable conformance.
- The business case for going beyond baseline compliance.

4. Reframing Accessibility: From Compliance to Competitive Advantage (20 min) - TBC

Core Topics:

- **What Accessibility Really Means in 2025:**
Beyond legal requirements — how businesses can embed accessibility into their values, processes, and services.
- **Common Pitfalls from a Rights Perspective:**
Why some companies fail even when they “technically comply.” Real stories from the frontline of accessibility implementation.
- **From Policy to Practice:**
Insights on aligning internal teams (legal, product, comms, IT) with the spirit of the law, not just the letter.
- **Inclusive Co-Creation Models:**
How to include people with disabilities in testing, feedback loops, and UX audits — and why it pays off.
- **Reputation, Retention, and Reach:**
The untapped business case: Accessible design enhances loyalty, opens new markets, and builds brand credibility.

5. Action Plan: Accessibility Solutions by the RDCC (10 min) - Lestat Monroe, Founder and Board member of the Romanian Diversity Chamber of Commerce

Presented by the **Romanian Diversity Chamber of Commerce (RDCC)**. As part of its mission to support businesses in meeting the European Accessibility Act (EAA) requirements, the RDCC has launched a dedicated **Accessibility Solutions Department** — the first of its kind in Romania — offering hands-on support from a multidisciplinary team of experts.

6. Q&A Session (10 min)

7. Closing Remarks & Networking (30 min)