



2023 Activity Report

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1.

Letter from the Executive Director, Marion Ranvier

Dear friends, partners and allies,

As we wrap up another year at The Contentsquare Foundation, I am very proud and grateful to reflect on the significant journey of the past two years. After a first year that was all about setting the foundations of what we stand for and what we hope to achieve, we have continued to build on these beginnings and expand our impact in the realm of digital accessibility. For us, 2023 was a year of bold moves, new partnerships and initiatives, and renewed commitment towards advancing our mission.

And we remain steadfast in that mission: to help break down the online accessibility barriers that prevent millions of people from taking full advantage of the web. As the world continues to move

online, it is alarming that 70% of websites do not meet accessibility standards, leaving more than 1 billion people with disabilities behind¹. Not only does this gap exclude persons with disabilities from participating fully in the web, it also slows our collective progress towards a truly inclusive and accessible digital world.

One of our core focuses this year was driven by the understanding that accessibility is not just a technical issue, but at its core, a people issue. For that reason, much of our work in 2023 revolved around our three synergistic pillars: Education, Advocacy, and Research & Innovation. We chose these areas of focus because we see them as fundamental to fostering meaningful and widespread change. ↓



¹Source: <https://nucleusresearch.com/research/single/the-internet-is-unavailable/>



→ **Education** forms the foundation of our approach. We firmly believe that equipping the next generation of tech leaders and experts with the right skill set is the first step towards building an inclusive online world.

Since awareness is crucial to instigating change, our **advocacy** efforts are centered around deepening understanding of online accessibility issues and empowering voices to spark a global shift in consciousness and action.

By supporting **research & innovation**, our aim is to address the current knowledge gap around various types of impairments and their impact on digital usability, and to provide concrete solutions through collaborative research efforts.

Highlighted in this report are some of the key initiatives carried out by The Contentsquare Foundation this year, including the publication of our 2023 Digital Accessibility Barometer, ongoing training programs and research partnerships, and the continued development of our assistive reading software, Readapt. Recognizing that systemic change is beyond the scope of a single entity, we also decided to form a Digital Accessibility Consortium in 2023, bringing together experts, businesses, as-

sociations, research and education institutions who are committed to making digital accessibility a priority.

Despite our collective efforts, the consensus is clear – we must do more to ensure digital accessibility. For those with visual, auditory, motor, or cognitive impairments, navigating the digital landscape remains a formidable task. Poorly designed interfaces, lack of alternative text for images, and insufficient keyboard navigation options contribute to a web experience that excludes rather than embraces diversity.

Accessibility is a fundamental human right, and at The Contentsquare Foundation, we see it as our responsibility to champion this cause and continue working with creators, developers, decision-makers, and public authorities to ensure that no one gets left behind. As we reflect on the past year's accomplishments and look ahead to the future, let us continue on our shared journey to building a world where everyone can fully participate in the web ■

Marion Ranvier

Executive Director, Contentsquare Foundation

2. Our Mission

"Our vision of a world in which every person gets the online experience they love, seek and deserve is impossible without addressing the fact that millions today are prevented from participating fully in the Web because of inaccessible digital experiences. The reason we set up The Contentsquare Foundation was to play our part in righting this wrong by growing awareness of the issue and by helping to empower the individuals and organizations that can help realize this vision of a fair and inclusive digital world."

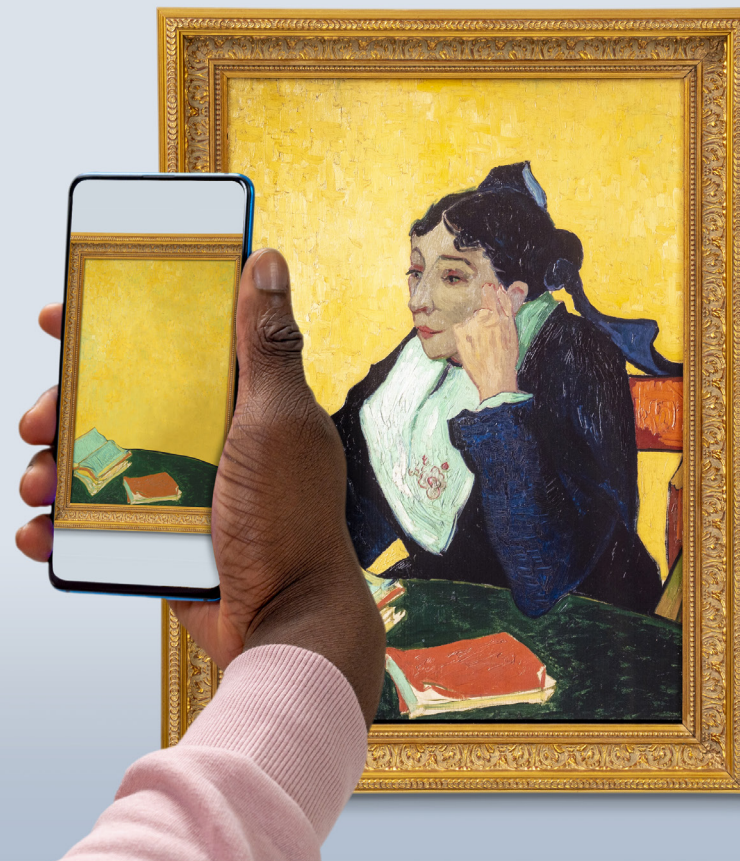
*Jonathan Cherki,
Chairman & President, Contentsquare Foundation,
Founder & CEO Contentsquare*



In today's world where digital has become an integral part of our everyday existence, the need to address the increasing digital divide has never been more pressing. In 2021, Contentsquare launched The Contentsquare Foundation with a mission to reduce the digital accessibility gap and help create a fair and inclusive digital world. The catalyst for our vision was clear: more than one billion people have a disability that prevents them from taking full advantage of the web.

In 2022 we took a bold leap forward, laying the foundations for our programs, forging strong partnerships and launching several ambitious projects. In 2023, The Contentsquare Foundation embarked on a new chapter in its journey – one marked by reflection, sharpened focus and the reallocation of resources. This year was not just about continuing what we had started in 2022; it was about committing to and doubling down on the areas where we could have the maximum impact

Would you enjoy a painting without 70% of its content?



**Over 1 billion people
can't access 70% of the web.**

Learn more about digital accessibility at
contentsquare-foundation.org

Our Three Pillars



Education

We create and distribute free educational content designed to train professionals and the next generation of engineers and tech leaders on digital accessibility.

Recognizing the power of knowledge, our goal is to shape a future Web that is universally accessible by ensuring that digital products and services are built with accessibility and inclusive design principles at their core ■



Advocacy

We empower diverse voices to raise awareness about the importance of digital accessibility, building a strong community of experts and allies.

Our goal is to inspire institutions, organizations and individuals to embark on their own journey towards digital inclusion ■



Research & Innovation

We partner with renowned institutions and researchers to better understand various impairments and their effect on accessibility.

Our aim is to harness the power of research and innovation to provide concrete accessibility solutions that have the power to change lives ■

3.

2023 by the Numbers



19,267+ people trained on the fundamentals of **Digital Accessibility**, with 80% of trainees enrolled at 4 top Tech Schools in France

50 French sites audited for accessibility, with the results published in **our first Digital Accessibility Barometer**



35+ speaking engagements and events with a combined audience of more than **500** private companies



1,800+ downloads of our free, assistive software Readapt, with **77,500+ digital texts adapted** by Readapt users

40+ accessibility experts and changemakers mobilized in a network to promote accessibility policy and digital inclusion



1 research sponsorship to support phase two of a **3-year research project** to better understand the digital challenges of visually impaired people

4. Impact – Objectives & Key Results

We understand that creating a fair and inclusive digital world won't happen overnight. We also know that fixing the web's accessibility problem means understanding the barriers to access that prevent millions of people from participating fully in our digital society.

When setting our objectives for 2023, we carefully considered how and where to focus our efforts and resources today in order to pave the way for digital accessibility long-term. Here are some of the initiatives and projects we launched in year two, to do just that →

1. We launched our first-ever Digital Accessibility Barometer, a milestone in championing inclusive digital spaces.

PILLAR : RESEARCH & INNOVATION

PILLAR : ADVOCACY

In 2023, The Contentsquare Foundation took a significant step forward in our ongoing advocacy and research efforts by launching the first edition of our **Digital Accessibility Barometer**. Developed using results from technical audits and focus group interviews, the report offers an in-depth analysis of digital accessibility in France today.

To conduct this assessment, The Contentsquare Foundation and its partners² audited the **top 50 most-visited websites in France**, concentrating on four website categories that are a critical part of everyday life – (a) Public services (b) Media (c) E-commerce and (d) Banking. This dual approach allowed us to blend technical compliance data with authentic, first-hand experiences from users with diverse disabilities and accessibility needs. ↓



²Temesis, Numerik-ea and Oocity are accessibility specialists that helped conduct the websites audits and user interviews in 2023.

→ The Barometer sheds light on the current state of digital accessibility in France, revealing the main trends and challenges, and underscoring the urgency of our mission. Shockingly, **only one out of the 50 websites** audited met **100%** of legal accessibility requirements. Despite increasing regulation in France and worldwide, the impact of accessibility laws remains minimal, as illustrated by the findings in the report.

Beyond providing a baseline assessment of digital accessibility in France today, the report also includes tailored recommendations and solutions for both private and public sector actors, to encourage collective action towards a more inclusive digital world³.

³For more visibility, check out our feature in Les Echos: <https://www.lesechos.fr/tech-medias/hightech/handicap-1-site-internet-sur-2-en-france-nest-pas-adapte-2030614>

In 2024 we hope to broaden the scope of the Barometer to provide a truly global overview of digital accessibility. This first edition of the Barometer will also serve as a benchmark, helping us track progress as we push for a much-needed paradigm shift in how digital accessibility is viewed – not simply as a matter of legal compliance, but as a fundamental human right. This Barometer is not just a report; it's a call to action. [Explore the full report](#) ■



2.

We trained 19,267 students and professionals on digital accessibility, empowering the next generation of web builders with inclusive design skills.

In 2023, The Contentsquare Foundation made significant strides in our commitment to educating more people in the fundamentals of digital accessibility. Building on the strategic partnerships we launched in 2022 with top schools and businesses, we trained over 19,200 individuals in web accessibility basics this year.

Of the individuals who took part in our programs, 13,900 (or 80%) were students from leading tech schools in France, including YNOV, INSEEC, Ada Tech School and others. We also trained 5,367 professionals, underscoring our reach across both educational and professional spheres. In developing our 'Students and Professionals Training Packs', our aim was twofold: 1) empower the emerging tech workforce with the necessary

awareness to be true accessibility (a11y) advocates, and 2) support brands and companies with their accessibility transformation.

Another milestone was the creation and launch in June 2023 of our dedicated and free e-learning platform and accessibility certification.

Part of our plan for 2024 is to expand this platform, adding more advanced courses focused on inclusive design, developed in collaboration with accessibility experts. We're also planning to further extend the reach of our educational programs by multiplying partnerships with schools and businesses ■

3.

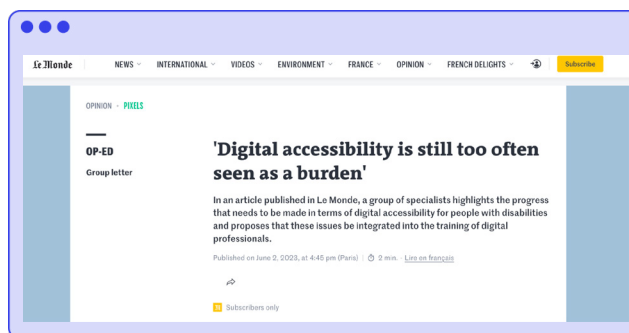
We created a Digital Accessibility Consortium of 40+ decision makers and experts to advance digital accessibility and promote policy reform

PILLAR : ADVOCACY

In 2023, The Contentsquare Foundation intensified its advocacy efforts by forming the [Digital Accessibility Consortium](#), an influential network of over 40 accessibility decision-makers and experts from diverse sectors (see logos below). Our goal was to promote better integration of essential accessibility strategies and policy into business and educational practices.

A key highlight of this collective advocacy effort was the publication of a [joint editorial in Le Monde](#) calling for digital accessibility training to be made mandatory in France. Forty signatories from various industries and backgrounds added their name to this manifesto including decision-makers from the private and public sectors, educational institutions, and tech leaders, among others. This initiative was in response to French President Macron's plan to digitize over 250 key administrative procedures and have 400,000 trained digital experts in France by 2030.

While we recognize the value of getting our message out in the media and reaching a wide audience this way, we also know that effective advocacy often involves groups and individuals coming together to find solutions. In 2023, we took part in over 33 external events, from international conferences like La Product Conf to roundtables at France's National Assembly. We also hosted an event on Global Accessibility Awareness Day (GAAD) titled ["Digital Accessibility & Corporate culture: how to contribute to a fair and inclusive digital world"](#). These events have been crucial to growing a core network of digital accessibility champions across the private sector, government and education.



The Digital Accessibility Consortium convened in September 2023 to chart progress and discuss further action. Together, we will continue to engage policy makers to make digital accessibility a national priority, and push for specialized training to encourage an inclusive and responsible digital transformation ■



4.

We empowered online readers with unique needs through Readapt, our free and open-source assistive reading technology

In July 2022, we launched Readapt, a free and open-source assistive technology for reading, developed in partnership with Microsoft France. Initially designed for individuals with vision impairments and reading challenges like dyslexia – a condition affecting 700 million people worldwide – Readapt allows users to tailor their reading experience with features such as highlighted syllables and alternate text displays.

Since its launch, Readapt has become a widely utilized tool, transforming the reading experience for thousands and facilitating the **adaptation of over 77,500 digital texts**. In 2023, we made Readapt accessible to even more people by adding a Safari extension.

“Microsoft is delighted with its partnership with the Content Square Foundation. The development of Readapt is a real step forward for neuro-diverse people, making it easier for them to access information,

particularly in Microsoft Word.” – Philippe Troitin Accessibility Lead at Microsoft

We are committed to keeping Readapt open-source, to allow for continuous improvement by the accessibility tech community, and reflecting our belief in collaborative innovation. In line with this, we have shared [our code on GitHub](#) and on our [dedicated webpage](#), encouraging developers to integrate and share similar accessibility components into their products. By remaining open-source, we also provide other companies and organizations with the opportunity to use and rework our code to enhance their own accessibility tools, products, and services. As we continue to promote Readapt in the open-source space, our goal is to see it evolve into an even more versatile tool that addresses a wider spectrum of reading and learning needs ■

PILLAR : RESEARCH & INNOVATION



Customize your reading comfort

by  Contentsquare
Foundation



Michelle, dyslexic

One text, multiple
reading possibilities



Benjamin, dyslexic

One text, multiple
reading possibilities



Maria, partially sighted

One text, multiple
reading possibilities

5.

We advanced research in visual impairment detection: Phase 2 of our partnership with Institut de la Vision

PILLAR : RESEARCH &
INNOVATION

Building on our commitment to support research in the detection of eye disorders and understand their impact on digital accessibility, The Contentsquare Foundation launched phase two of its partnership with Institut de la Vision in 2023. This collaboration, which began in 2022, focuses on developing a first-of-its-kind passive system for understanding the browsing behaviors of people with visual impairments, with the aim of facilitating the early detection of central vision pathologies.

In the second phase of this three-year project, we focused on analyzing the data gathered in the first year. In particular, we worked to understand the browsing patterns of 8 subjects with visual impairments (cataract, AMD, glaucoma, retinitis pigmentosa, etc.), and compared them to 8

age-matched sighted controls. Working hand in hand with Contentsquare data analysts, we made many significant findings. For instance, we discovered that individuals with accessibility needs typically spend 7x the time on the browser zoom feature and take three times as long to interact with a page.

As we anticipate the third and final phase of this partnership in 2024, our focus will shift to real-time validation of our findings. We plan to conduct behavioral research testing on three partner websites, involving 50 people with disabilities. This phase will allow us to validate the identified behaviors in real-world scenarios, offering an even deeper understanding of the digital experiences of visually impaired users ■



5. Lessons Learned

1 Tailoring approaches for multifaceted impact

This year, as we refined our focus, we realized something critical: tackling digital accessibility is a bit like solving a puzzle. All our objectives and the impacts we hope to have – whether direct or indirect, short-term or long-term – are intertwined. They may require a different approach, but they are nonetheless interdependent. For example, while our educational program has allowed us to train thousands of individuals on the basics of digital accessibility, delivering immediate and tangible results, our advocacy initiatives are designed to drive more gradual, systemic change. Other projects, such as the Digital Accessibility Barometer, not only provide a valuable snapshot of the digital accessibility landscape, but also give us invaluable data to inform and adapt our educational program and advocacy efforts.

2 The power of indirect impact (don't think your advocacy isn't working)

While people often look for immediate results when it comes to philanthropy, it's also important to highlight the impact of what could be described as the “quiet work” of advocacy, which is less visible but just as important. Advocacy takes time, especially if what you're trying to do is spark a movement and bring about long-lasting change. Building the right networks, influencing policy – none of these happen overnight. It's important not to underestimate the power of these efforts, and to remain persistent and resilient. In other words, don't think your advocacy isn't working, even if the results aren't immediately apparent.

3 Embracing our hybrid role

A key lesson this year was capitalizing on our distinctive status as an endowment fund. This ‘sweet spot’ has allowed us to act both as an operator and an operator endowment fund – a model that has helped us accelerate our philanthropic work. Building on Contentsquare's skills-based sponsorship, which was pivotal to our activity in 2022, we continued to leverage internal expertise to grow our impact. This allowed us to launch and lead our own programs, such as Readapt and the Digital Accessibility Barometer, while still providing financial or human capital donations to others, like the Institut de la Vision. These initiatives exemplify our commitment to not just support our partners but to actively build and create solutions, while empowering others in the field.

4 Scaling for global impact

In our second year we laid important groundwork for expanding our initiatives on a global scale. One example of this is the Digital Accessibility Barometer. After a successful launch in France in 2023, we plan to broaden our reporting and analysis to present global findings in 2024. Growing our international reach requires careful planning and resource allocation, and will be a continued focus for us going forward. As we prepare to scale up, we're mindful of the challenges and opportunities that come with growing our presence on a global stage ■

6. Financial Model

Endowment Fund

The Contentsquare Foundation is an endowment fund acting both as an operator and operator endowment fund. It is an operator fund because it relies on its own resources to take actions in favor of the general interest. It is also an operator endowment fund as it provides financial, material or human support to nonprofit organizations.

As an operator fund, we are committed to improving awareness of a little-known societal problem that is sometimes neglected by social actors: digital accessibility. Our model includes prioritizing advocacy and awareness-building actions to reach our target audience in the most impactful way. This approach also allows us to work hand in hand with public actors to further the causes we champion ■

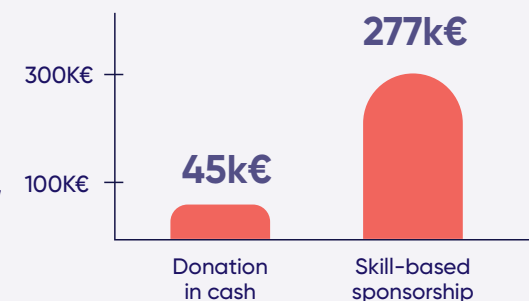
Source of financial contributions



Financial Model

The Contentsquare Foundation is primarily financed by Contentsquare. The endowment fund receives both financial contributions from the company and in-kind contributions in the form of talent and staffing.

In 2023, we also received a 10,000€ donation from Woonoz, the European leader in adaptive learning. Woonoz has more than 12 years of experience developing e-training technology, including «Projet Voltaire,» a spelling and writing solution. Woonoz decided to support The Contentsquare Foundation after recognizing its potential to help students with learning difficulties ■



Contentsquare Foundation financed by 45000 euros in donations in cash and 277000 euros in Skill-based sponsorships

2023 program expenses

For the second year, our program investment was focused on education, advocacy, research & innovation, and building a strong relationship with our partners ■

Distribution of expenditure by pillar and initiative

Pillar	Initiative	Program spend	Sponsoring
Advocacy	A11y Paris	6,000€	129000€
	GAAD event	5,000€	
	Barometer	30,000€	
Education	E-learning	8,987€	48000€
Research & Innovation	Institut De la Vision + Readapt		10000€

7. Our Team

Operational team

The CS Foundation operational team is made up of 4: an Executive Director, an Impact Program Manager, a Data Analyst, and an accessibility expert. Thanks to our unique status as an endowment fund, the team is further supported by experts within

the Contentsquare group (developers, web designer, marketing, communications, legal, HR, Data Protection) and external freelancers and counsels in order to provide support on specific projects ■



Marion Ranvier
Executive Director



Loulwa Murtada
Impact Program Manager



Natacha Madeuf
Accessibility Expert



Dylan Brançon
Impact Data Analyst

Our board



Jonathan Cherki
President Chairman



Nicolas Fritz
Secretary



Arnaud Gouachon
Administrator

8. Conclusion

A step towards systemic change

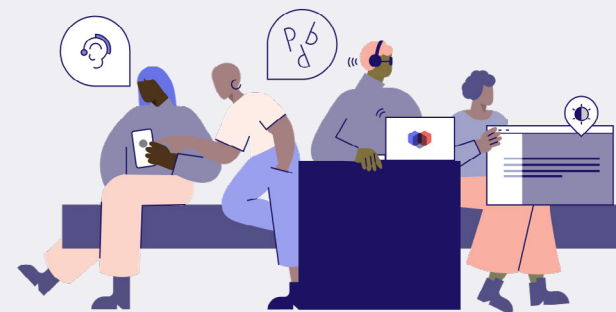
As we look back at The Contentsquare Foundation's journey over the past two years, it is essential to acknowledge that we are still at the very beginning of our mission, and the road ahead demands humility and perseverance. Accessibility is a marathon, not a sprint; it is a continuous process that requires dedicated effort and time.

In 2023, we made great strides in our efforts to advance our mission maintaining a clear focus on Education, Advocacy, and Research & Innovation. From pushing to include mandatory digital accessibility training in schools to advocating publicly for policy change, we will continue to engage, mobilize and educate the communities that are shaping and building the Web of tomorrow. This means demystifying digital accessibility, helping people to understand the

realities of accessing the web when living with a disability, and giving them the knowledge and skills to be agents of change. While digital accessibility remains a legal requirement, the issue is at its core one of inclusion and fairness.

As we gear up for the next phase, we are committed to expanding our initiatives globally, transcending borders to make a worldwide impact.

In conclusion, our second year was marked by growth, resilience, and an unwavering commitment to a digital world where accessibility is no longer a goal but a reality for all. Let's continue to push boundaries together, to innovate and educate, ensuring that our collective efforts contribute to a more accessible and inclusive digital future for everyone ■



Annex

The **Valentin Haüy association** works to improve the social inclusion of visually impaired people in France. Through its training programs, foster centers, and job insertion organizations, the Valentin Haüy association enables people with visual impairments to find employment and living spaces that are appropriate for their needs. The Valentin Haüy association is recognized for its work for 130 years, contributing to the greater good, and counts nowadays more than 450 employees and 3500 volunteers. Each year, the association organizes a conference dedicated to accessibility in Paris named A11Y Paris, for which The Contentsquare Foundation was a sponsor in 2023.

The **Institut de la Vision** enables the sharing of ideas and skills, the emergence of new questions and facilitates the delicate process of translating fundamental discoveries into new treatments. In 2018 it was evaluated by an international commission of experts as a world leading research center, which can rightly be considered as the first vision research center in the world. The Institute's goal is to discover, test and develop treatments and technological innovations of tomorrow in order to prevent or limit visual impairment and to improve the autonomy and the quality of life of patients. It harbors, aside from the research center, a clinical investigation center and a rare disease reference center. The Contentsquare Foundation has launched a long-term partnership with the Institut de la Vision. In 2023, we embarked on the second-phase of the three-year partnership ■

Acknowledgements

All consortium members

50 in tech
Ada tech school
Afp
Contentsquare Fondation
Voltaire
Diversidays
Ecole Centrale Lyon
E-mma
Engie
Fondation Malakoff Humanis
France Digital
French Tech
H7
Hopital des 15-20
Hôpital et Fondation Rothschild
Ipedis
Institut de la vision
Institut des jeunes aveugles
Inseec
Konexio
Kedge
La Mednum
Latitudes
L'Oréal
MEDEF
Microsoft

Numerik-ea
Oocity
Phenix
Simplon Fondation
Tech For Good
Temesis
Valentin Haüy
Webforce 3
Ynov
Ynov campus

And partners

Ministère du numérique
Ministère de la Santé
Ministère délégué chargé
des Personnes âgées et des
Personnes handicapées



Contentsquare Foundation



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