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Specifications for a Web Accessibility Conformity Assessment Scheme and a Web Accessibility Quality Mark

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Foreword

This CWA was drawn up by a CEN/ISSS Workshop established to obtain a first level European agreement on a European conformity assessment scheme concerning the delivery of a “Quality Mark” for Web Accessibility, in accordance with the W3C Web Content Accessibility Guidelines.

The decision to launch the CEN/ISSS Workshop was taken at the Kick-Off meeting on 14 April 2005 in Brussels.

This CEN Workshop Agreement was approved following the consensus of the Workshop's registered participants at the final meeting in Brussels on 14-15 March 2006 and a subsequent expression of support through an electronic process that ended on 5 April 2006.

The CEN Workshop Agreement is based on the assumption that a Quality Mark for Web Accessibility will be beneficial to users including elderly people and users with disabilities. Many stakeholders support this assumption, as proven by the existence of many (national) labelling schemes already. It was noted that some major IT companies and their sector representative organisations clearly state a preference to use supplier's declaration of conformity, which is more feasible and efficient according to their opinion. The Workshop therefore considered third party conformity assessment and supplier's declaration of conformity equally.

The list of companies and organisations that have participated in the Workshop and expressed support to this CEN Workshop Agreement is available from the CEN Management Centre upon request.

W3C/WAI asked it to be recorded that they object to the implementation of this CEN Workshop Agreement until such time as high-quality, comprehensive, and consensed versions of the evaluation methodology and training requirements & plan are available.

This CEN Workshop Agreement is publicly available as a reference document from the National Members of CEN: AENOR, AFNOR, ASRO, BSI, CSNI, CYS, DIN, DS, ELOT, EVS, IBN, IPQ, IST, LVS, LST, MSA, MSZT, NEN, NSAI, ON, PKN, SEE, SIS, SIST, SFS, SN, SNV, SUTN and UNI.

Introduction

A Convergence of needs

User and consumers organisations, industry and governments agree that the accessibility of technology is a significant and relevant issue that shall be addressed seriously and coherently.

Accordingly, in its Communication on eAccessibility, September 13th, 2005, the European Commission proposed a set of policy actions that should foster eAccessibility. It calls on Member States and stakeholders to support voluntary positive actions to make accessible ICT products and services far more widely available in Europe.

All see the accessibility of technology as a large-scale problem concerning many business domains and hitting a growing potential market. They consider that standards should help towards a society more beneficial to all citizens, matching the ethical objectives of modern democracies.

Also the work done by the W3C under the Web Accessibility Initiative is recognised as a possible basis for building up Web Accessibility, particularly the Web Content Accessibility Guidelines (WCAG). Whatever basis is chosen, it must be globally harmonised.

Diversity of approaches

Based on this convergence, various demands have emerged from the stakeholders and concrete answers have been developed in several places for assessing the conformity of websites to the WCAG recommendations.

For instance, in several European countries, organisations working with disability groups have developed labelling schemes based on third party assessment, with some local success. In some cases they have been recognised by official governmental organisations. They also appear to have met expectations of Web site owners and small or medium sized Web agencies. In general these initiatives have been welcomed, also by public opinion, as a means to forge a path towards a more inclusive society. In several countries those organisations are exploring the possibility to adhere to certification schemes provided by international standards for certification or inspection. The approach of certifying accessibility by independent third party is supported by user and consumer organisations.

In parallel, the European Community has stated clear political objectives towards eInclusion. For instance, in its January 2003 Resolution on eAccessibility, the Council called for an “eAccessibility mark” for goods and services. The 2002 Ministerial Declaration on eInclusion reflected that “a European web accessibility label that certifies compliance with W3C/WAI¹ guidelines could be considered in order to avoid market fragmentation”. In its recent communication on eAccessibility, the European Commission announces they will foster the use of three approaches not yet widely used in Europe: (i) accessibility requirements in public procurement, (ii) accessibility certification, and (iii) better use of existing legislation (referenced in section 4.3).

¹ World Wide Web Consortium (W3C), Web Accessibility Initiative (WAI)

EICTA (European Information & Communications Technology Industry Association), on behalf of European digital technology industry organisations, has published a White Paper on e-Accessibility². The White Paper confirms their commitment to an inclusive information society and presents reasoned arguments in favour of the adoption of a supplier's declaration of conformity, as used in most other areas of technology. It explains why EICTA does not support accessibility labelling, or an accessibility mark on products or services. Particularly, they argue that manufacturers will not achieve accessibility by a hurdle set at the end of a process, but by organisational commitment through the supplier's declaration of conformity. EICTA indicate that supplier's declaration of conformity has been agreed on an international level defined in ISO 17050 and shown to be a successful and effective way to demonstrate conformance with requirements in other areas including safety. They also express their concerns that sectoral, national or regional certification or labelling schemes and a lack of harmonisation of technical requirements would lead to market fragmentation, market delays and increased costs; all of which would be detrimental to making real progress with accessible products and services for the ultimate benefit of end-users. The White Paper has been endorsed or mirrored by other industrial ICT associations, such as ITI, BITKOM, and AeA. The approach of elaborating a form of supplier's declaration is supported by some other stakeholders.

A compromise to find

The ambition of the CEN Workshop was to build up a first level European agreement on how standard conformity assessment schemes commonly used in Europe can apply to Web accessibility conformity assessment. This agreement shall reflect the three types of demands that were identified, namely supplier's declaration of conformity, inspection and product certification. It also proposes a reasonable way for existing labelling schemes to improve and to harmonise.

For these reasons, this CEN Workshop Agreement offers different options so that organisations wanting to improve the credibility of their Web accessibility on a voluntary basis could find a scheme best fitting their needs.

These schemes aim at providing a general framework and a harmonised understanding for developing Web accessibility quality management systems, under the authority of a central European institute whose mission is to organise, harmonise and control practices in liaison with international bodies concerned.

This institute should provide a good level of guarantee to customers and end-users, and objective, attainable and standard-based requirements for industry.

Important note

Currently there is no European standard (EN) for web accessibility. However, the W3C/WAI Web Content Accessibility Guidelines have been widely recognised and adopted at both the European Commission and EU member states level.

One essential assumption of the Workshop - based on the experience of the participants - is that assessing the conformity of a Web site to accessibility specifications is possible on an objective, reproducible and repeatable basis. This assessment shall be consistent with the latest adopted version of the W3C/WAI Web Content Accessibility Guidelines, in order to exclude the possibility of fragmentation.

Nevertheless, the assessment methods and techniques are not in the scope of this CEN WORKSHOP AGREEMENT, but are developed in a separate normative document.

² <http://www.eicta.org/files/WPeAccessibility-161511A.pdf>

1 Scope

This document describes a scheme that provides a model for a harmonised web accessibility quality mark (from now on called “the web accessibility quality mark”).

The document is limited to the assessment of web accessibility and excludes other issues related to assessment or standardisation of electronic or internet products and services.

This document does not describe the criteria for assessing web accessibility, which will be elaborated in a separate normative document (from now on called “the normative document”). This document does not describe the methodology for their conformity assessment, which will also be elaborated in the normative document.

2 Abbreviations

CEN/ISSS	European Committee for Standardisation (Comité européen de normalisation) / Information Society Standardisation System
CWA	CEN Workshop Agreement
EAWAC	European Authority for Web Accessibility Conformity Assessment
EA	European Co-operation for Accreditation
EN	European Standard (Europäische Norm)
EU	European Union
IEC	International Electrotechnical Commission
ISO	International Organization for Standardization
Support-EAM	Supporting the creation of an eAccessibility Mark
W3C/WAI	World Wide Web Consortium, Web Accessibility Initiative
WCAG	Web Content Accessibility Guidelines

3 Normative references

The following referenced documents are indispensable for the application of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

EN 45011:1998, *General requirements for bodies operating product certification systems (ISO/IEC Guide 65:1996)*.

EN ISO/IEC 17000:2004, *Conformity assessment – Vocabulary and general principles (ISO/IEC 17000:2004)*.

EN ISO/IEC 17020:2004, *General criteria for the operation of various types of bodies performing inspection (ISO/IEC 17020:1998)*.

EN ISO/IEC 17050-1:2004, *Conformity assessment - Supplier's declaration of conformity - Part 1: General requirements (ISO/IEC 17050-1:2004)*.

EN ISO/IEC 17050-2:2004, *Conformity assessment – Supplier's declaration of conformity – Part 2: Supporting documentation (ISO/IEC 17050-2:2004)*.

ISO 10002:2004, *Quality management - Customer satisfaction – Guidelines for complaints handling in organisations*.

W3C/WAI, *Web Content Accessibility Guidelines 1.0*: <http://www.w3.org/TR/WAI-WEBCONTENT/>.

4 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO/IEC 17000:2004 and the following apply.

4.1

attestation

issue of a statement, based on a decision following review, that fulfilment of specific requirements has been demonstrated (see EN ISO/IEC 17000:2004)

4.2

certification

written assurance by a third party stating that a product (including services), process, personnel, organisation or system conforms to specific requirements (see EN 45011:1998 and ISO/IEC Guide 65:1996)

4.3

the conformity assessment scheme

refers in this document to the web conformity assessment scheme and the web accessibility quality mark, which may be realised by any form of assessment recognised by international standards

4.4

the web accessibility quality mark

refers in this document to the web accessibility quality mark associated with the conformity assessment scheme

4.5

declaration

first party attestation (see EN ISO/IEC 17000:2004)

4.6

inspection

examination of a product design, product, service, process or plant, and determination of their conformity with specific requirements or, on the basis of professional judgement, general requirements (see EN ISO/IEC 17020:2004)

4.7

the normative document

the normative document containing the criteria for web accessibility and methodology for their conformity assessment.

NOTE This document will be created when the institute is established

4.8

supplier

Web site owner

4.9

supplier's declaration of conformity

declaration of conformity, or an attestation, issued by a supplier; it can be based on first, second or third party assessment (see EN ISO/IEC 17050-1:2004 and 17050-2:2004)

5 Specifications for a European Authority for Web Accessibility Conformity Assessment

5.1 Creation and participation

5.1.1 The organisations which operate or support web accessibility quality marks for web accessibility in Europe join their efforts for the creation of an institute which is called in this document European Authority for Web Accessibility Conformity Assessment (EAWAC).

5.1.2 The participation in the institute is open to all organisations, which fulfill one or more of the following criteria:

- a) operate or support a web accessibility quality mark;
- b) plan to adopt and implement the web accessibility quality mark as defined in this CEN Workshop Agreement;
- c) technically, politically or scientifically promote web accessibility;
- d) defend the interests of web users with disabilities;
- e) support the mission of the institute.

5.1.3 The participants support the mission and activities of the institute and contribute to its realisation by sharing their intellectual capital concerning the conformity assessment of web accessibility including expertise, experience, results of studies, documentation and relations with the public. The participants have sufficient knowledge of W3C guidelines. The participants take notice of other national and international guidelines developed by industry partners, interest groups and governments. The participants strive to strengthen the public support and acceptance of the conformity assessment scheme and quality mark.

5.1.4 The institute is created in a form which might be a foundation or European economic interest group according to civil law with registered office in a European member state.

5.1.5 In preparation of the creation of the institute the potential participants operate as a coordination group which prepares and provisionally undertakes the activities of the institute.

5.2 Mission

5.2.1 The mission of the institute is to create and operate a European conformity assessment scheme for web accessibility, which is accepted by all parties concerned and is considered a trustworthy marking of web accessibility by consumers. The conformity assessment scheme shall be defined in such way that it does not conflict with national legislation on web accessibility.

5.2.2 The activities of the institute concerning the operation of the conformity assessment scheme are:

- a) avoiding the fragmentation of the interpretation of guidelines for web accessibility;
- b) the harmonisation of web accessibility quality marks;
- c) drafting a normative document setting criteria to web accessibility, in line with the adopted version of the W3C/WAI WCAG;
- d) development of the web accessibility quality mark;
- e) establishing agreements with parties issuing the web accessibility quality mark;
- f) registration of websites which have been attributed the web accessibility quality mark;

- g) effectuating market surveillance;
- h) creating an active dialogue with user groups.

5.2.3 The institute realises its mission by all other necessary and adequate means including:

- a) the dissemination of information on web accessibility by means of websites, newsletters, seminars, workshops and conferences;
- b) publication and active dissemination of the normative document on web accessibility;
- c) the cooperation with international organisations to enhance an accessible internet;
- d) the encouragement of the use of objective criteria and good practices concerning web accessibility;
- e) the development of the technical expertise and experience concerning web accessibility;
- f) support for the implementation of policies and legislation at a European level concerning the improvement of web accessibility;
- g) the monitoring of web accessibility and evaluating the effects of instruments and policies in favour of web accessibility;
- h) the recommendation of necessary actions in order to continuously improve web accessibility.

5.3 Functions

5.3.1 The members of the institute approve the conformity assessment scheme for web accessibility. The operational management activities include:

- a) establishing by-laws for the proper functioning of the conformity assessment scheme and entities residing under the institute;
- b) protecting the integrity and proper use of the normative document and the web accessibility quality mark by claiming exclusive intellectual property rights;
- c) establishing agreements with bodies issuing the web accessibility quality mark;
- d) registering all websites which have been attributed the web accessibility quality mark including the scope and date of the assessment;
- e) screening the websites carrying the web accessibility quality mark and verifying the rightful use of the conformity assessment scheme and the web accessibility quality mark;
- f) take action against the improper use of the conformity assessment scheme and the web accessibility quality mark.

5.3.2 The institute appoints a Committee of experts which is a representation of all parties concerned including consumers, web users with disabilities, elderly people, web accessibility experts, industry parties and governments.

5.3.3 The Committee of experts incorporates in its work the principles of standardisation by involving all parties concerned in drafting and enhancing the normative document, checking its coherence with the adopted version of the W3C/WAI WCAG, and achieving consensus on it.

5.3.4 The activities of the Committee of experts are:

- a) drafting and continuously enhancing the normative document;

- b) assuring that the normative document is consistent with W3C guidelines and resources;
- c) taking into account national and international legislation regarding web accessibility;
- d) monitoring the quality of the conformity assessment scheme and advising, if necessary, on the improvement or enhancement of the conformity assessment scheme and normative document;
- e) deciding in matters of interpretation related to the conformity assessment scheme and advising the institute and related organisations about the interpretation and execution of the conformity assessment scheme;
- f) providing information on the contents, interpretation, operation and functioning of the conformity assessment scheme to interested parties.

5.3.5 The institute shall cooperate with official standardisation bodies and other relevant stakeholders for drafting the normative document. The institute may delegate the drafting of the normative document to standardisation bodies.

5.3.6 The institute takes the initiative to ensure the participation of stakeholders including consumer organisations, representatives of web users with disabilities, elderly people, web accessibility experts, the industry, certification bodies, public administrations and others. The objective of the participation is to strengthen the public support and acceptance of the conformity assessment scheme and the web accessibility quality mark.

5.4 Independence

5.4.1 The institute shall not effectuate the assessment of websites for the purpose of issuing the web accessibility quality mark. The participants in the institute may be organisations issuing the web accessibility quality mark.

5.4.2 The executives of the institute are, since they shall avoid a conflict of interests, not involved as individual persons in the process of assessing websites for the purpose of issuing the web accessibility quality mark. The organisation that they represent may effectuate assessment of a website and issue the web accessibility quality mark, if this process is clearly separated from their own activities.

5.4.3 The institute may inform persons about the normative document and the functioning of the conformity assessment scheme, it may also train persons who conduct web accessibility assessment. But the institute does not provide technical recommendations or consulting to individual organisations issuing the web accessibility quality mark or organisations which submit a website to assessment.

5.5 Complaints

5.5.1 The institute assures that complaints of stakeholders regarding the conformity assessment scheme and relations with assessing organisations are treated in a transparent and objective way. The institute shall establish a Committee of complaints which has independent experts dealing with the complaints.

5.5.2 The Committee of complaints is exclusively competent to deal with complaints regarding the interpretation, improvement and development of the conformity assessment scheme and normative document.

5.5.3 The institute does not resolve complaints regarding the accessibility of a single website. The institute redirects complaints from web users to the supplier, and the relevant assessing organisation in the case of third party assessment.

5.5.4 The institute shall provide a mechanism for the public to register a complaint and a process for handling such complaints.

5.6 Resources

The resources of the institute may be revenues from the dissemination of information, education and training, payments for issuing the web accessibility quality mark, donations, annual subscription fees, subsidies and public funding.

6 Specifications for the organisations that can issue to web accessibility quality mark

6.1 Generalities

6.1.1 All organisations performing web accessibility conformity assessments covered by this scheme shall apply the normative document. The normative document shall be in line with the adopted version of the W3C/WAI WCAG.

6.1.2 The logos and reports relating to the web accessibility quality mark clearly state the kind, and date, of assessment which was executed.

6.1.3 The institute consults the relevant standardisation and accreditation bodies about a harmonised and unified approach on the applicability of accreditation regimes in the field of the assessment of web accessibility. In the course of the consultation, the institute takes into account the different national situations and the development of technical possibilities.

6.2 Inspection organisations (Figure 1)

6.2.1 The institute authorises organisations by means of an agreement to issue the web accessibility quality mark. The organisation has to follow the instructions of the institute as stated in the agreement.

6.2.2 The organisations obtaining an authorisation to issue the web accessibility quality mark shall be an independent and competent organisation performing inspections.

6.2.3 All organisations performing inspections apply the normative document.

6.2.4 The logos and reports relating to the web accessibility quality mark which is issued after inspection clearly state the kind, and date, of assessment which was executed.

6.2.5 The organisations which want to reach an agreement to issue the web accessibility quality mark after effectuating an inspection shall meet the following criteria:

- a) acting as an independent party i.e. the organisations performing accessibility inspections shall not develop websites for clients and shall not be related to other organisations that develop websites;
- b) proving their experience and competences in the field of web accessibility and conformity assessment of websites; and
- c) having an accreditation according to ISO/IEC 17020 from an official accreditation body to perform an inspection with the normative document of the institute and to pass the re-assessments for the accreditation.

6.2.6 In a transition period, when an organisation has applied to become an inspection body and has not yet obtained accreditation, the institute will take appropriate decisions to allow the applicant to issue the web accessibility quality mark.

6.2.7 The institute withdraws the right to issue the web accessibility quality mark, when an inspection organisation fails to fulfil the criteria and the additional requirements set by the agreement. The institute assures the transfer to another inspection organisation in the interest of the consumer, when the web accessibility quality mark has been issued.

6.2.8 The open market principle applies on the relationship between the institute and an inspection organisation and an agreement may only be refused on criteria which have been published in advance.

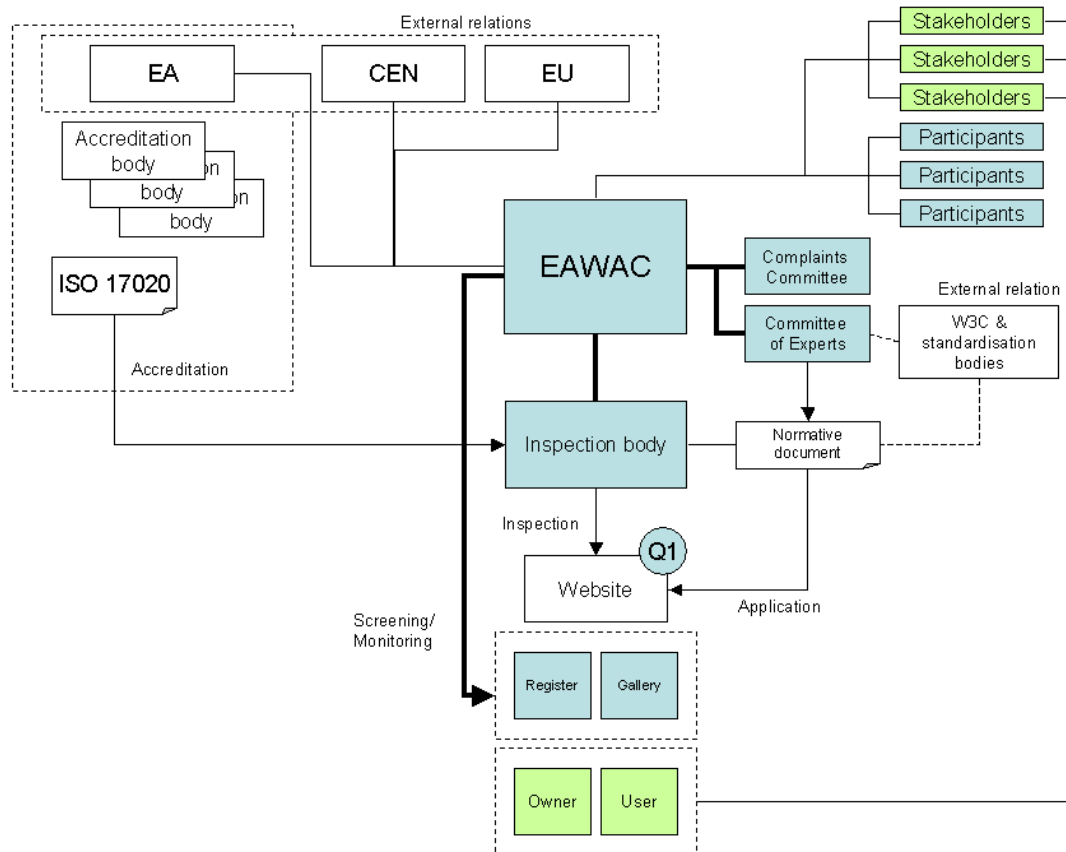


Figure 1 — Scheme according to organisations performing inspection

6.3 Certification organisations (Figure 2)

6.3.1 The institute authorises organisations by means of an agreement to issue the web accessibility quality mark. The organisation has to follow the instructions of the institute as stated in the agreement.

6.3.2 The organisations obtaining an authorisation to issue the web accessibility quality mark shall be an independent and competent organisation performing certification.

6.3.3 All organisations performing certification apply the normative document.

6.3.4 The logos and reports relating to the web accessibility quality mark which is issued in relation to certification clearly state the kind, and date, of assessment which was executed.

6.3.5 The organisations which want to reach an agreement to issue the web accessibility quality mark after effectuating a product certification have to meet the following quality criteria:

- a) acting as an independent party i.e. the organisations performing accessibility certification shall not develop websites for clients and shall not be related to other organisations that develop websites;
- b) proving their experience and competences in the field of web accessibility and conformity assessment of websites; and
- c) having an accreditation according to EN 45011 from an official accreditation body to operate a product certification system with the normative document of the institute and to pass the re-assessments for the accreditation.

6.3.6 In a transition period, when an organisation has applied to become a certification body and has not yet obtained accreditation, the institute will take appropriate decisions to allow the applicant to issue the web accessibility quality mark.

6.3.7 The institute withdraws the right to issue the web accessibility quality mark, when a certification organisation fails to fulfil the criteria and the additional requirements set by the agreement. The institute assures the transfer to another certification organisation in the interest of the consumer, when the web accessibility quality mark has been issued.

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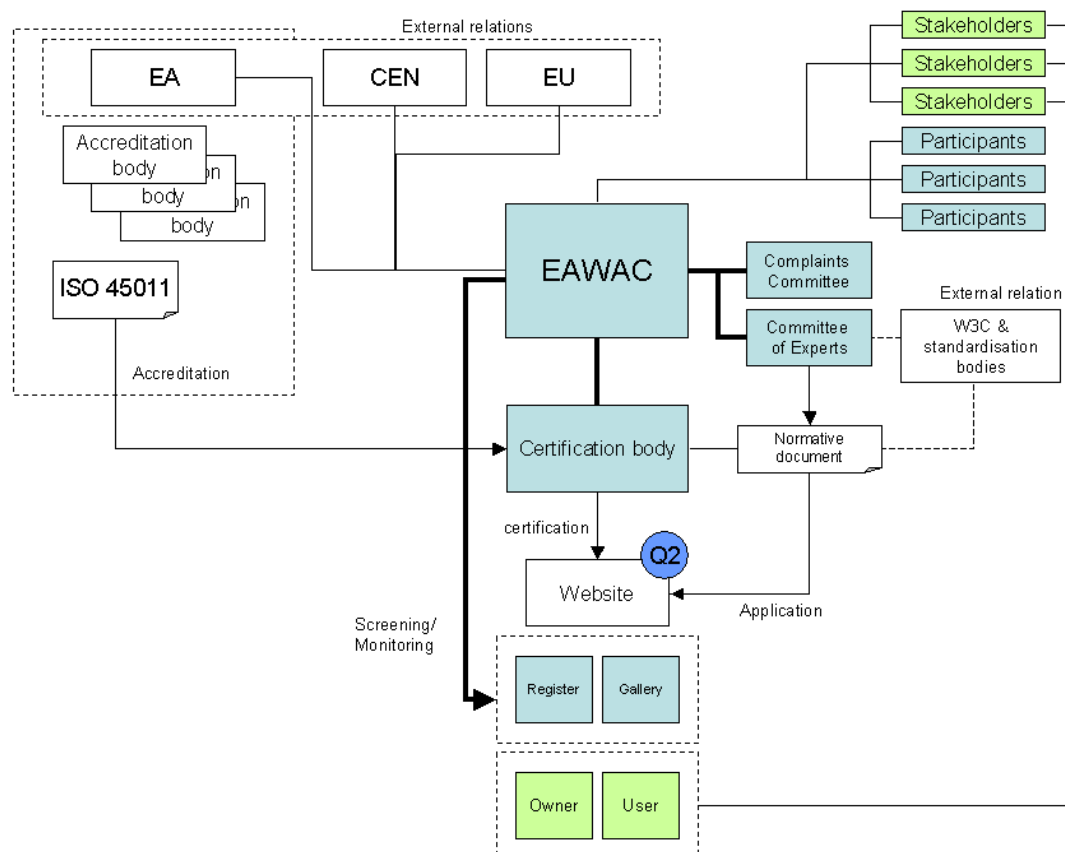


Figure 2 — Scheme according to organisations performing certification

6.4 Supplier's declaration of conformity (Figure 3)

6.4.1 Those suppliers wishing to use the web accessibility quality mark in conjunction with a supplier's declaration of conformity shall:

- Use the normative document as the basis for the declaration;
- Warrant that they meet the criteria contained in ISO/IEC 17050-1:2004 and ISO/IEC 17050-2:2004;
- Register their intention to use the web accessibility quality mark to the institute.

6.4.2 Suppliers using the web accessibility quality mark, shall make it clear to the visitor of the website that there is a supporting supplier's declaration of conformity.

6.4.3 The institute shall monitor the appropriateness of the supplier's declarations of conformity which are registered in conjunction with the quality mark.

6.4.4 The institute monitors the appropriateness of the supplier's declaration of conformity which is registered in conjunction with the quality mark.

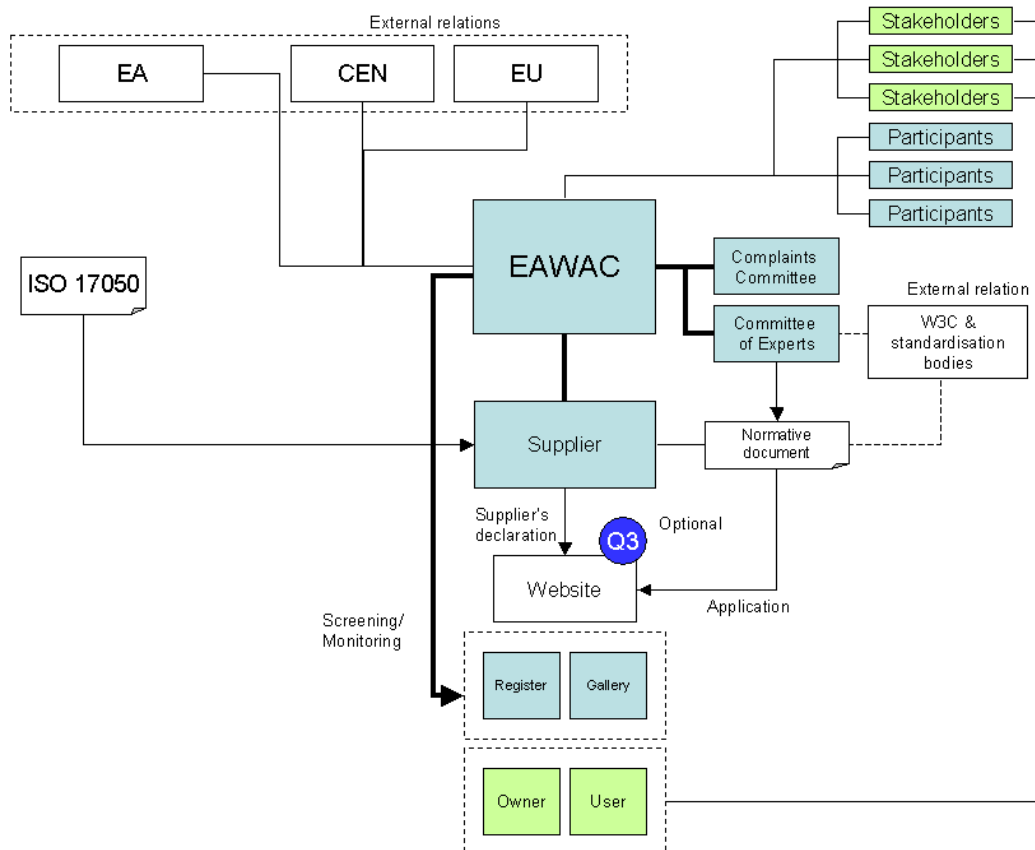


Figure 3 — Scheme according to suppliers using the web accessibility quality mark

7 Specifications for the process to be followed by each organisation before issuing the web accessibility quality mark

7.1 Inspection

7.1.1 Information gathered during the process of the inspection as well as the full reports of the assessment are confidential, except for the information that has to be published in the register. The publication of information is explicitly approved in the agreement between the inspection organisation and the supplier.

7.1.2 The inspection organisation effectuates the assessment according to the normative document, the agreement with the institute and the processes to be followed by an accredited inspection organisation.

7.1.3 The results of the inspection are stated in a report containing a description of the object, date and time, assessor and the results of the assessment. The inspection organisation issues the web accessibility quality mark, when the assessment result is positive.

7.1.4 The supplier places the web accessibility quality mark on the website and links with the web accessibility quality mark to the register which gives specifications about the normative document, the assessment results and a mechanism for the public to register a complaint. The web accessibility quality mark shall be placed in an easily identifiable way on the website, since it shall give web users a clear indication whether they will be able to access the website. The inspection organisation reports the results of the assessment to the institute for registration. The results are not published in the register if the website fails to pass the assessment.

7.1.5 The web accessibility quality mark is valid for a maximum of one year. A surveillance inspection will be undertaken during this period. The website has to be re-assessed before the period of one year ends. The inspection organisation reports the results of the re-assessment to the institute for registration.

7.1.6 The supplier has to assure that the website continues to meet the web accessibility criteria specified in the normative document during the period it shows the mark. The supplier has to notify the inspection organisation when the website changes significantly.

7.1.7 Web users who notice limitations to the declared accessibility claim of a website displaying the quality mark, shall have the opportunity to submit their complaints to the inspection organisation. The inspection organisation notifies the supplier, and possibly withdraws the web accessibility quality mark, when the complaint has been verified. The institute may request to be informed by the inspection organisation about every valid complaint and the measures taken. The relevant dispositions of ISO 10002 regarding complaints apply.

7.1.8 The supplier has to repair within a reasonable period of time (as decided by the institute) any non-conformity, when the website does not pass the re-assessment or when a verified and valid user complaint is submitted. The withdrawal of the web accessibility quality mark follows, when the repair is not sufficient. The assessing organisation reports the results of the non-conformity repair to the institute for registration.

7.1.9 The payment of the inspection organisation is set in the agreement between the supplier and the inspection organisations under free market conditions.

7.2 Certification

7.2.1 Information gathered during the process of the certification as well as the full reports of the assessment are confidential, except for the information that has to be published in the register. The publication of information is explicitly approved in the agreement between the certification organisation and the supplier.

7.2.2 The certification organisation effectuates the assessment according to the normative document, the agreement with the institute and the processes to be followed by an accredited certification organisation.

7.2.3 The results of the certification are stated in a report containing a description of the object, date and time, assessor and the results of the assessment. The certification organisation issues the web accessibility quality mark, when the assessment result is positive.

7.2.4 The supplier places the web accessibility quality mark on the website and links with the web accessibility quality mark to the register which gives specifications about the normative document, the assessment results and a mechanism for the public to register a complaint. The web accessibility quality mark shall be placed in an easily identifiable way on the website, since it shall give web users a clear indication whether they will be able to access the website. The certification organisation reports the results of the assessment to the institute for registration. The results are not published in the register, if the website fails to pass the assessment.

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7.2.9 The payment of the certification organisation is set in the agreement between the supplier and the certification organisations under free market conditions.

7.3 Supplier's declaration of conformity

7.3.1 The quality mark is valid for a maximum of one year and the supplier has to assure that the website meets the criteria of accessibility during this period. The website has to be re-registered before the period of one year ends. The supplier applies for re-registration to the institute for continued use of the quality mark.

7.3.2 Web users who notice limitations to the declared accessibility claim of a website which shows the quality mark submit their complaints to the supplier who assures that complaints are well processed. The supplier removes the quality mark, when the complaint has been verified and non-conformity is not addressed with a reasonable time (as decided by the institute). The institute may request to be informed by the supplier about valid complaints and the measures taken.

8 Specifications for other good practices to be followed by organisations issuing the web accessibility quality mark

8.1 Harmonisation

8.1.1 The organisations issuing the web accessibility quality mark commit themselves to disseminate information on web accessibility and promote this mark.

8.1.2 The organisations issuing the web accessibility quality mark participate in harmonisation which is realised by promotion of a conformity assessment scheme and the web accessibility quality mark in the framework of harmonisation of European legislation regarding web accessibility.

8.2 Quality mark register

8.2.1 The organisations issuing the web accessibility quality mark register all websites which have been attributed this mark and communicate the list to the institute.

8.2.2 The registration includes the information required by the institute. The registration also includes the duration of the validity of the web accessibility quality mark, and all other information necessary for compliance with the relevant international standards.

8.2.3 The register provides a gallery allowing the web user to find easily websites which have been attributed the web accessibility quality mark. The institute creates galleries with website listings which are separated and distinctive for websites claiming their accessibility on the basis of either inspection or certification or a supplier's declaration of conformity.

8.3 Market surveillance

The institute regularly screens a sample of registered websites and assesses their accessibility against the normative document. When a website is found to be non-conformant, the institute notifies the supplier, and the assessing organisation in the case of third-party assessment. The withdrawal of the mark follows, if non-conformity is not addressed with a reasonable time (as decided by the institute).

Bibliography

International standards

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