

GREENPEACE

ENHANCING  
ACCESSIBILITY FOR DISABLED  
PEOPLE  
IN  
GREENPEACE  
BY  
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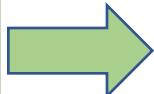
# AGENDA

- Executive Summary
- Trends in campaigns
- Case studies/benchmarks
- Best Practices based Recommendations
- Concluding thoughts
- Q&A

# Executive Summary

## The problem

- The website design is not accessible for disabled people to find their way through
- Potential volunteers must request accessibility information.
- The site may not be screen-reader friendly.



## Solution – online/ website

- Colour contrasting on word
- Clear information regarding accommodations on the website
  - Easy-to-read-format
  - Closed captioning in videos



## Solution- offline/events

- Sign language interpreters
- Partner with accessibility driven companies
  - Alternative mode of communication including translation and language support service
- Reservation or arranged place at the front for BLS interpreters and lipspeakers
- Accessible venue/ separate seating arrangement

## Event accessibility

- Birdability app
- Braille trail
- Audio tours

## Website accessibility

- Accessibility dashboard

### Mission

Practice and promote the responsible use of the ecosystem and resources. To explore and protect wild places of the earth and educate humans to protect and embrace restoration project



The Every Kid Outdoors Act has officially passed—  
helping 4th graders and their families access public  
lands, like national parks, for free!

# INTERNATIONAL DISABILITY ALLIANCE

## Event accessibility

- Sign language interpreters
- Communication Access Realtime translation (CART)
- Portable audio translation devices
- Accessible venue and specific seats

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## mission

To advance the human right of disabled people as a united voice, thereby utilizing the convention on the right of people with disabilities and other human rights instrument

## Website accessibility

- Easy to read format
- Brailles
- Alternative mode of communication



# CASE STUDY OVERVIEW

organization	Type	Accessibility score	Recommendation category
Sierra club	Non-profit	9	Onsite/ Event
International disability alliance	Non-profit	10	Website and event
Action deaf youth	Non-profit	8	Onsite / Event
No barriers	Non-profit	9	Website and event
Ability beyond	Non-profit	8	Services, website
CFILF	Non-profit	7	Website, services

# RECOMMENDATION

## KEY RECOMMENDATION

- Address accessibility in both website design and volunteer journey
- There should be sign language interpreters for disabled people in outdoor services
- Accessibility dashboard with changes in fonts
- CART services or audio translator for disabled people

# Thank you!



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