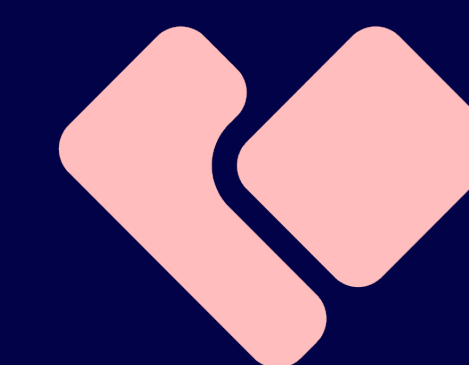


# Activity Report

2024



**CONTENTSQUARE**  
Foundation

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# Letter from the Executive Director, Marion Ranvier



Dear friends, partners and allies,

Looking back on 2024, I feel deeply proud and grateful for the progress we've made together. This year was a turning point for the Contentsquare Foundation—a moment when years of groundwork, collaboration, and vision began to take shape in ways that are creating real, lasting change.

We launched The Contentsquare Foundation in 2021, and for the first three years we concentrated on laying strong foundations: building our networks, refining our focus, and launching initiatives that align with our core objective of advancing digital accessibility awareness. In 2024, we doubled down on these efforts, committing fully to the areas where we believe we can drive the greatest change. **This year was all about bold steps and action.** We achieved some key milestones, like establishing France's first-ever Digital Accessibility Consortium, launching our inaugural Accessibility Innovation Prize, releasing our second Digital Accessibility Barometer with global data, and making significant strides in education with new training programs across universities.

At the heart of it all, we remain committed to breaking down the barriers that prevent millions of people from fully participating in the web, especially in an increasingly digital world. That being said, we know this is only the beginning.

Systemic change isn't something we can achieve alone. It's essential to keep building strong networks and collaborating with experts, businesses, associations, public sector organizations and educational institutions to make digital inclusion a priority.

There's still so much more we can do to make all digital experiences and services truly accessible to everyone. The gap we see today represents more than a challenge — it's a call to action, and together, we can answer it.

As we look ahead to 2025, with evolving regulations and growing momentum, I am more confident than ever in the power of collective action – in fact, I am energized by it. This report highlights not only the achievements of our team but also the joint efforts of our partners and allies. I hope it inspires you to join us in shaping an inclusive digital future for all.

Warm regards,

**Marion Ranvier**  
Executive Director,  
Contentsquare Foundation





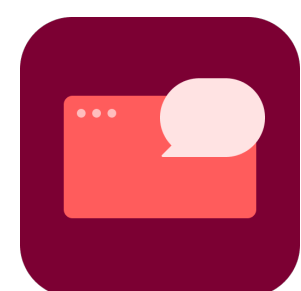
*Three years after we launched the Contentsquare Foundation, our commitment to raising awareness of digital accessibility and empowering individuals and organizations through education and upskilling remains unwavering. Our mission isn't just about tackling digital accessibility — it's about igniting a movement that drives systemic change, creating a digital future that's fair and inclusive for everyone.*

**Jonathan Cherki**

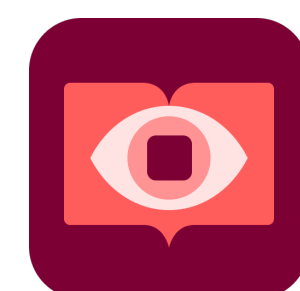
Chairman & President, Contentsquare Foundation,  
Founder & CEO Contentsquare



# 2024 at a glance



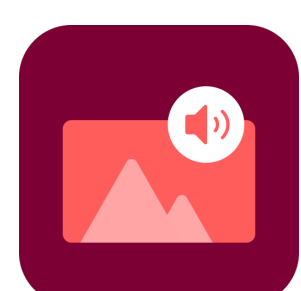
Creation of the **Digital Accessibility Consortium** in France, bringing together **30** diverse accessibility experts to drive forward policies and champion digital inclusivity



**11,000+** people trained in the basics of digital accessibility, via our higher education courses and professional training programs



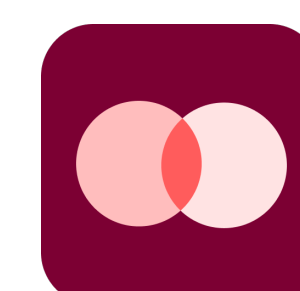
**100 sites in six countries** audited for accessibility compliance, with the results published in our **2nd Digital Accessibility Barometer**



**3,000+** downloads of our free, assistive software Readapt, with **80,000+** digital texts adapted by Readapt users



**20+** speaking engagements and events dedicated to raising awareness of digital accessibility



Launch of the **Accessibility Innovation Prize** in partnership with Microsoft, L'Oréal and Skyscanner, with €10,000 awarded to the winner

# Impact by pillar

## Education

**Education** plays a key role in shaping a truly accessible digital world. Our free, high-quality resources help the next generation of engineers, designers, and tech leaders understand the importance of digital accessibility. Our goal is to see inclusive design become an integral part of every digital product, and to empower teams with the tools they need to create solutions that are accessible to all.

By making this a core focus of our activities in 2024, we trained more than **11,000 people** in the basics of digital accessibility, through two newly launched programs aimed at **students** and **professionals**. We collaborated with eight universities to launch the first free higher education digital accessibility module in France. In addition, we've introduced short training modules for professionals on our e-learning platform, providing practical learning opportunities for teams looking to integrate accessibility into their processes.

By addressing gaps in both higher education and professional training, we're equipping future leaders with the skills and mindset to prioritize accessibility in their work — and this is just the beginning. We'll have an even greater focus on education in 2025, as it remains a driving force behind our mission to create a universally accessible digital future.



# 1 Accessibility Consortium training for universities

In October 2024, the Contentsquare Foundation introduced France's first free **Digital Accessibility training course for higher education institutions** – a meaningful step toward integration into university curricula. The course was developed over eight months in close collaboration with experts from the Digital Accessibility Consortium [see section on 'Consortium' under Advocacy], namely Pierre Reynaud, Accessibility Referent at La Réunion University, Aurélien Levy, Accessibility Expert, Endjy Guerchet, Accessibility Referent at Bordeaux University, and Philippe Trotin, Accessibility Lead at Microsoft.

The training is designed for a broad audience and divided into three parts: 1) a foundational introduction to digital accessibility, covering types of disabilities and assistive technologies, 2) an overview of the legal frameworks and standards shaping accessibility, and 3) an exploration of how accessibility fosters both inclusivity and sustainable growth for businesses.

To promote enrollment in the course, we introduced a **voluntary pledge** encouraging schools to integrate our accessibility module into their programs. The **2-hour module** is offered via an easily transferable **SCORM file** so it can be seamlessly integrated into the existing curriculum. Several leading institutions, including École Centrale Lyon, Galileo Global Education, L'École LDLC, Simplon, EFAP, Université Gustave Eiffel, and Epitech, have already joined the initiative, and more have pledged to follow. You can explore the full initiative [here](#).

Looking ahead, our goal is to train 25,000 students in 2025 by expanding our reach through new partnerships with schools and universities.



# 2 Digital Accessibility training for professionals

In 2024, we also refreshed our digital accessibility courses hosted on [the Contentsquare Foundation's free e-learning platform](#). Designed for professionals and private sector partners, the **30-minute courses** offer a concise but hands-on introduction to digital accessibility.

Available in both English and French, the training is a condensed version of our university module, structured around the three same chapters: 1) a foundational introduction to digital accessibility, 2) legal frameworks and standards for companies must adhere to, and 3) how accessibility fosters inclusivity and sustainable business growth.

In 2025, we plan to expand this platform with more advanced courses centered on inclusive design, developed in collaboration with accessibility experts.

# Research & Innovation

The Contentsquare Foundation uses research and innovation to equip changemakers with the tools they need to drive meaningful accessibility solutions. Since 2023, we've published annual reports on the state of accessibility compliance, using in-depth data-driven research to understand gaps and measure progress across several industries. To further expand our impact, we launched the first Accessibility Innovation Prize in partnership with Microsoft, L'Oréal and Skyscanner, offering a cash prize and mentorship opportunities to a team of promising entrepreneurs with innovative solutions in digital accessibility.





# 1 Digital Accessibility Barometer

Our [2024 Digital Accessibility Barometer](#) shifts from a France-only focus in [2023](#) to cover a more international perspective. We audited the top **100 most-visited websites in six countries** – France, Germany, Italy, Spain, the United Kingdom, and the United States – to evaluate digital accessibility in key sectors like public services, banking, media and eCommerce. Using the updated Web Content Accessibility Guidelines (WCAG 2.2), the Barometer examines compliance across 17 key accessibility criteria.

The findings reveal a sobering reality: **only 7% of websites achieved a score of 9/10 or higher**. It also highlights ongoing disparities between the public and private sectors, with 71% of these high scoring websites coming from the public sector. The United States emerges as the top performer, which can be explained by regulatory pressures and a sharp increase in accessibility lawsuits in the private sector.

Despite growing awareness, much more needs to be done to make websites, applications, and products truly inclusive. Resistance to change is one of the biggest obstacles, with many organizations still viewing accessibility as a costly barrier or a compliance burden. However, when accessibility is integrated from the start, it enables businesses to reach new audiences, foster better user engagement, and drive brand loyalty as well as revenue.

You can view the full 2024 Digital Accessibility Barometer [here](#).



*The Barometer's findings underscore the pressing need for organizations to prioritize accessibility not just to meet regulatory deadlines, but to deliver inclusive experiences for everyone. Bridging the accessibility gap requires proactive measures, such as investing in training programs to build internal expertise and fostering a culture of accessibility. You really need everyone on board starting with your leadership team.*

**Marion Ranvier**  
Executive Director,  
Contentsquare Foundation



## 2 Accessibility Innovation Prize

The Contentsquare Foundation's inaugural **Accessibility Innovation Prize**, launched in July 2024, aims to recognize and support digital accessibility solutions that significantly improve the lives of people with disabilities. Submissions are open to individuals, foundations, associations, startups, or corporations developing a digital accessibility tool, assistive technology, or inclusive design innovation in Europe or the United Kingdom.

The prize includes a €10,000 cash award for the winner to further develop their solution. The recipient also receives expert mentoring from leading professionals in the field at Microsoft, L'Oréal and Skyscanner, alongside media visibility.

Our renowned jury comprised of Philippe Trotin, Director of Accessibility at Microsoft France; Anthony Babkine, Co-Founder of Diversidays; Heather Hepburn, Head of Accessibility at Skyscanner; Margaret Johnston-Clarke, Global Chief Diversity & Inclusion Officer at L'Oréal Group; and Marion Ranvier, Executive Director of the Contentsquare Foundation.

The winner of the 2024 Accessibility Innovation Prize is **SensePilot**, an assistive technology innovation that empowers individuals with low mobility to control computers using only head movements and facial gestures. SensePilot's CEO and Co-Founder Mike Hazlewood presented the project to an audience of 100+ private and public sector leaders at our event held in Paris in December. With its creative approach and commitment to inclusion, SensePilot exemplifies the values this prize was designed to celebrate.



L'ORÉAL

Microsoft

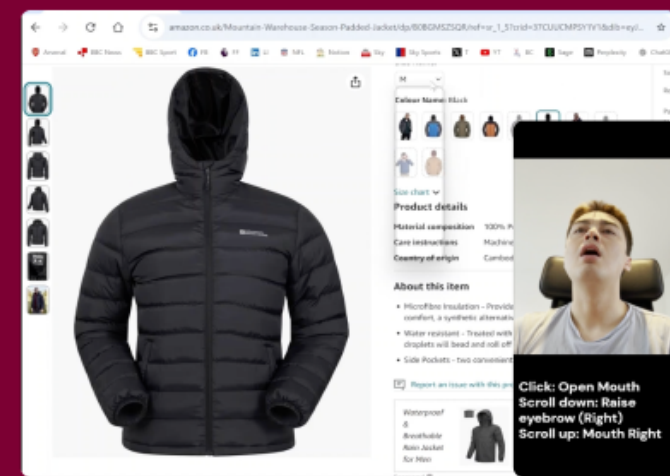
Skyscanner

SensePilot's cutting-edge software lets users control a PC using only a standard webcam, integrating features such as head tracking, facial gestures, and plans for voice and eye tracking. The platform **lowers the barriers to assistive technology** by eliminating the need for expensive hardware, offering an affordable and scalable solution for all. The jury was impressed by the project's potential to revolutionize accessibility across gaming, shopping, and online navigation experiences.

### Our 3 finalists

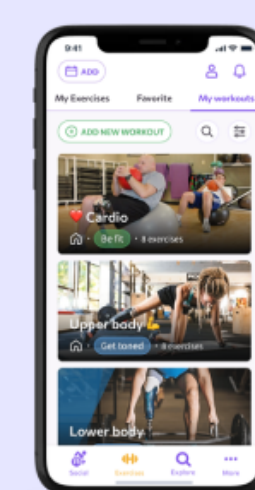
We received an inspiring pool of groundbreaking solutions from innovators across Europe and the United Kingdom. We wish to thank every one of them and say a huge congratulations to our top 3 finalists:

**SENSEPILOT**



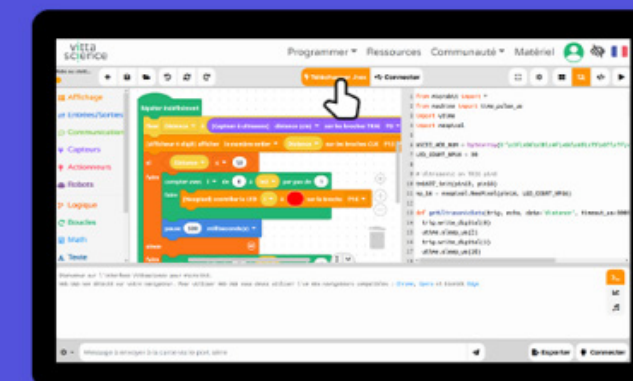
Assistive tech for low-mobility users to control computers using head movements and facial gestures.

**Accessercise**



World's first fitness app designed specifically for people with impairments.

**vitta science**



Inclusive coding tool with visual, text-based and hybrid modes for students with special needs.

## 3 Readapt

Readapt is our free and open-source assistive technology for reading, designed for individuals with vision impairments and reading challenges like dyslexia. The product enables users to tailor their reading experience with features such as highlighted syllables and alternate text displays. While we're no longer investing directly in the product, its open-source nature has allowed it to thrive within the community. It's consistently gaining recognition, with an **increasing number of forks and stars on [GitHub](#)**, reflecting ongoing interest and contributions from developers. It also has a dedicated and hugely active base of over 5,000 users per week, demonstrating its lasting impact and utility.

# Advocacy

Advocacy is about amplifying voices and building a community of allies committed to digital accessibility. In 2024, we established the first Digital Accessibility Consortium in France, bringing together experts from diverse fields around a common goal of advancing accessibility policy and digital inclusion. By extending our reach and raising awareness through initiatives like the Digital Accessibility Barometer, we aim to inspire collective action and let people know that it's never too late to get started on an accessibility journey.

## 1 Digital Accessibility Consortium

In 2024, the Contentsquare Foundation made a big leap in its advocacy efforts by establishing the **Digital Accessibility Consortium** – the first of its kind in France. This network brings together more than 30 decision-makers and accessibility experts from the private sector, NGOs, higher education, and tech sector – all committed to driving progress in digital accessibility. This milestone was especially meaningful, representing years of dedication, collaboration and a shared commitment to the same vision.

We created this consortium to unite our expertise, amplify our impact, and influence policy while driving concrete change across sectors. In 2024, we focused on education with the launch of our free digital accessibility training module for higher education institutions in France. This initiative built on our [2023](#) article in Le Monde newspaper calling for mandatory accessibility training, in response to President Macron's stated goal of training 400,000 digital experts by 2030.

Building on this momentum, we also contributed an op-ed to [Les Echos](#) emphasizing the importance of accessibility training and skills while promoting the newly introduced accessibility module for universities. Through publications, training initiatives, and active policy engagement, the Consortium is emerging as a key advocate, aiming to shape future reforms that advance digital accessibility.

The Digital Accessibility Consortium convened in December 2024 to measure progress and plan future initiatives. Together, we'll continue to engage policy makers to make digital accessibility a national priority in France, and push for specialized training to encourage an inclusive and responsible digital transformation.



LesEchos  
SOLUTIONS

**Sensibilisez les générations futures aux enjeux de l'accessibilité numérique**

## 2 Amplifying the message

We know that effective advocacy means people coming together to find solutions. In 2024, we took part in over **20 external events**, including major international conferences like A11y Paris and Inclusiv'Days, as well as roundtables at France's National Assembly.

We also hosted several events of our own, including a Global Accessibility Awareness Day (GAAD) online session on May 16, 2024, titled “**Advancing Digital Accessibility: Unlocking Inclusion, Innovation, and Business Growth.**” Featuring inspiring speakers such as François Cunch (L'Oréal), Crosby Cromwell (Cephable), and Roberta Lulli (European Disability Forum), it emphasized the importance of embedding accessibility within corporate cultures.

On December 4, we celebrated the International Day of People with Disabilities with our first official on-site event. Highlights included a powerful testimony from Valentin Tonti Bernard, the unveiling of the 2024 Digital Accessibility Barometer, a keynote on Inclusive AI by Philippe Trotin (Microsoft), and the announcement of the Accessibility Innovation Prize winner, SensePilot.

These events have been crucial to growing a core network of digital accessibility champions across the private sector, government and education, reinforcing our collective commitment to an inclusive digital future.



# Lessons learned

## 1 Effective communication amplifies the power of action

Designing impactful programs is at the core of our mission as a dual-purpose Foundation—both a creator of initiatives and a supporter of others through financial and material backing. One thing we realized this past year is that simply launching or helping launch initiatives isn't enough – effective communication is just as crucial for raising awareness and driving meaningful change.

*True advocacy comes with visibility*, and we're still learning how to best communicate with our diverse audiences about our new initiatives. Whether it's the education modules, Digital Accessibility Barometer, or the Accessibility Innovation Prize, each of these projects needs tailored messaging that resonates with its specific audience, whether that's policymakers, private sector leaders or educators.

This year underscored the importance of positioning the Foundation as both a builder of solutions and a trusted voice in accessibility. By improving how we share our story effectively, we can strengthen our impact and engage more allies in the accessibility movement. As we look ahead to 2025, we'll be fine-tuning our communication strategy to reach a wider audience and inspire long-lasting action.

## 2 Maximizing impact with limited resources

Accessibility can be costly, but that doesn't mean solutions are out of reach. This year taught us the importance of allocating resources wisely, finding creative workarounds, and never cutting corners on inclusivity. During our annual events, such as the GAAD online webinar and our first official Foundation event, we prioritized accessibility through features like closed captioning and physical access provisions. However, with the diverse range of needs within the disabled community, it became clear that there's always room to do more—whether by adding sign language interpreters, multilingual captioning, or other enhancements.

One of the challenges we face is balancing our ambition to create, finance, and communicate impactful projects with the reality of a limited budget. Moving forward, we'll focus on securing external and in-kind resources and exploring new funding avenues to sustain and expand our impact in 2025.

### 3 Good things take time (the power of indirect impact)

While it's natural to seek immediate results in philanthropy, the quiet work of building networks, influencing policy, and fostering collaboration is often less visible yet critical for driving long-lasting change. Advocacy takes time, persistence, and patience, and it's important not to underestimate the power of these efforts. A prime example is the creation of the Digital Accessibility Consortium, which began as a vision in 2022 and, only after years of effort, was finally established in 2024. This 'full-circle' moment reminded us that good things truly do take time.

Moreover, working across different pillars reinforces that all our objectives — whether direct or indirect, short-term or long-term— are interconnected. Each effort contributes to a broader impact. So, don't think your advocacy isn't working, even if the results aren't immediately apparent. Advocacy is a journey, and its success often lies in the unseen groundwork that paves the way for meaningful transformation.



# Financials

The Contentsquare Foundation works both as an operator fund and a distributor fund, putting us in a unique position to drive impact. As an **operator fund**, we directly design and implement initiatives using our own resources to serve the public interest. This involves rolling out programs that raise awareness and drive action. In contrast, as a **distributor fund**, we provide financial, material, and human resources to support other organizations that are advancing accessibility. This dual approach enables us to tackle challenges from multiple angles, accelerating our philanthropic efforts and reach.

A key element of our model is leveraging **Contentsquare's skills-based sponsorship**. This program involves Contentsquare employees contributing their time and expertise pro bono to support the Foundation's initiatives, from event planning to technical innovation and beyond. This vital resource was a cornerstone of our activities in 2024, allowing us to draw on internal talent to amplify our impact while staying resource-efficient.

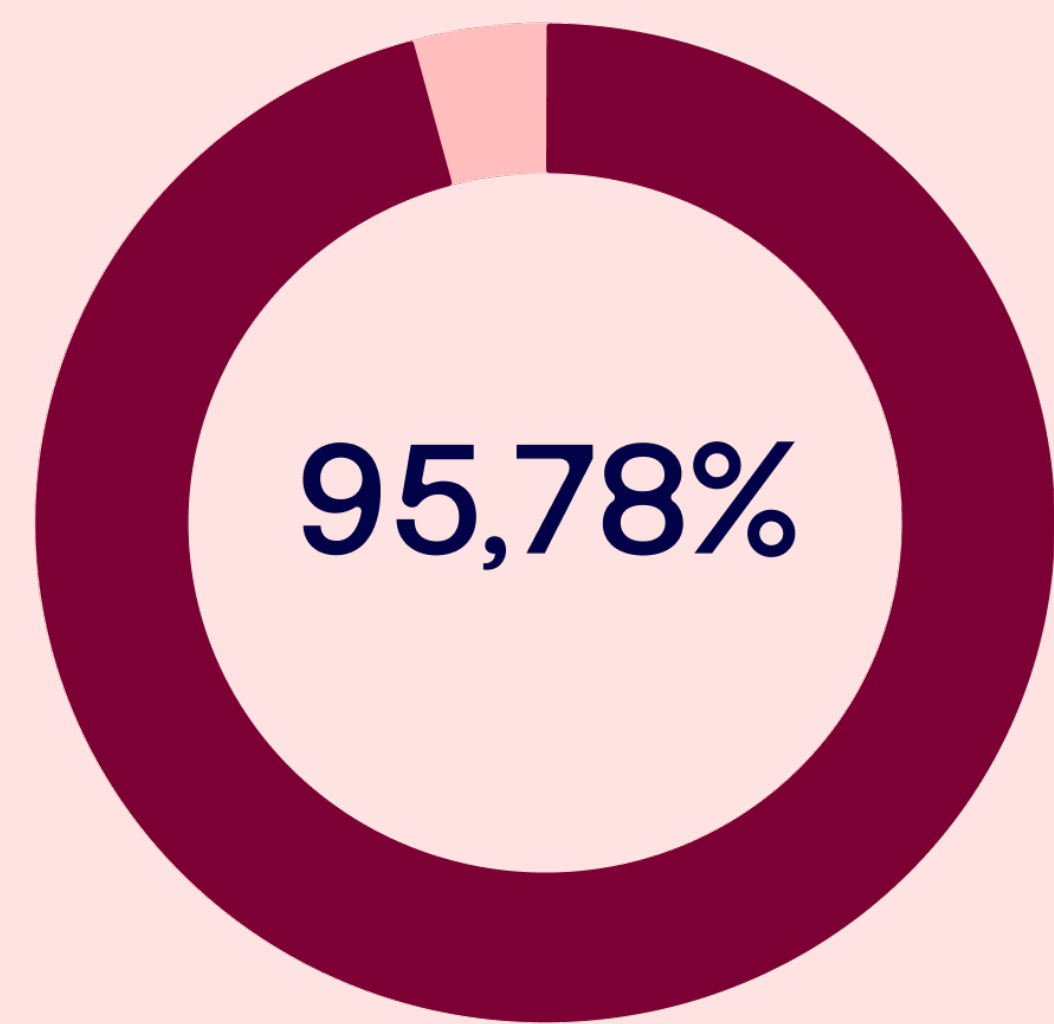




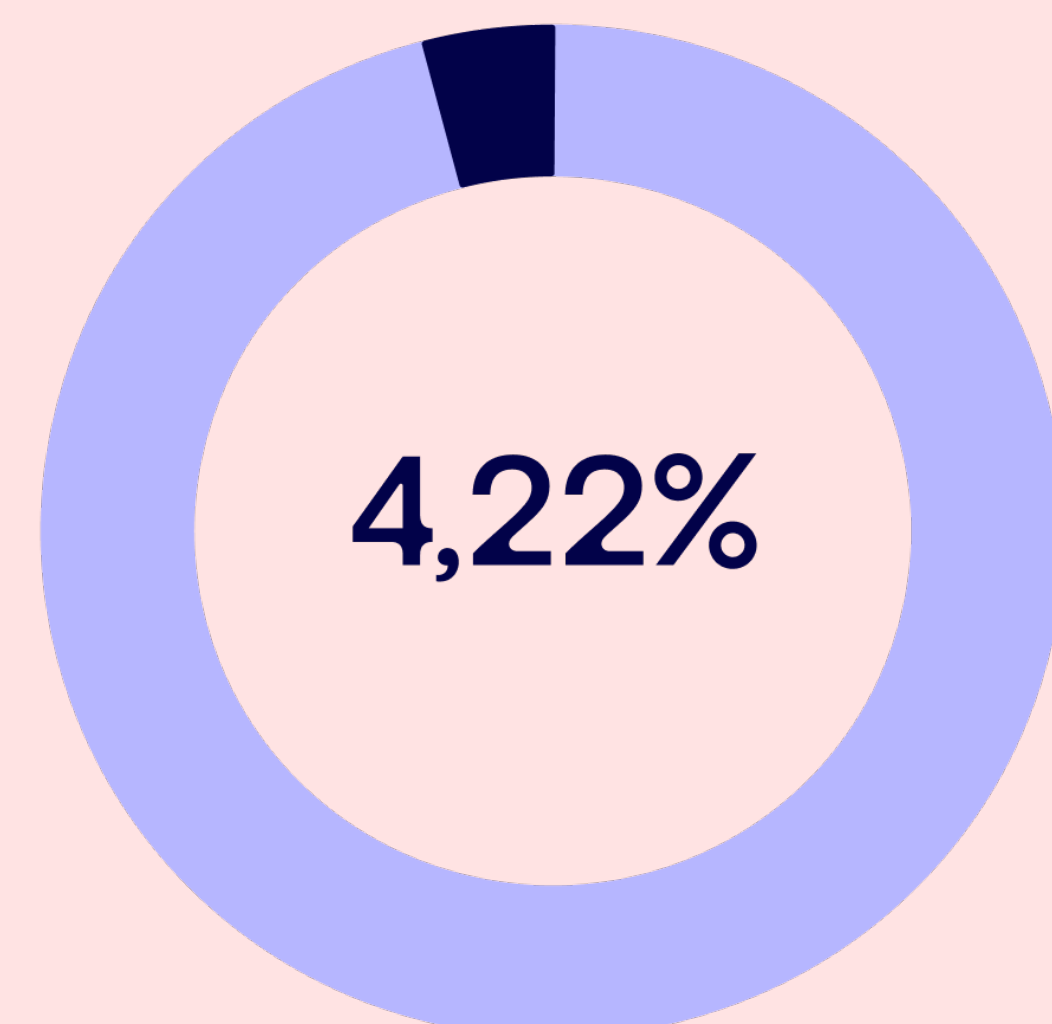
# Financial Model

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 2024, we also received a €10,000 donation from Woonoz, the European leader in adaptive learning. Woonoz has over 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.



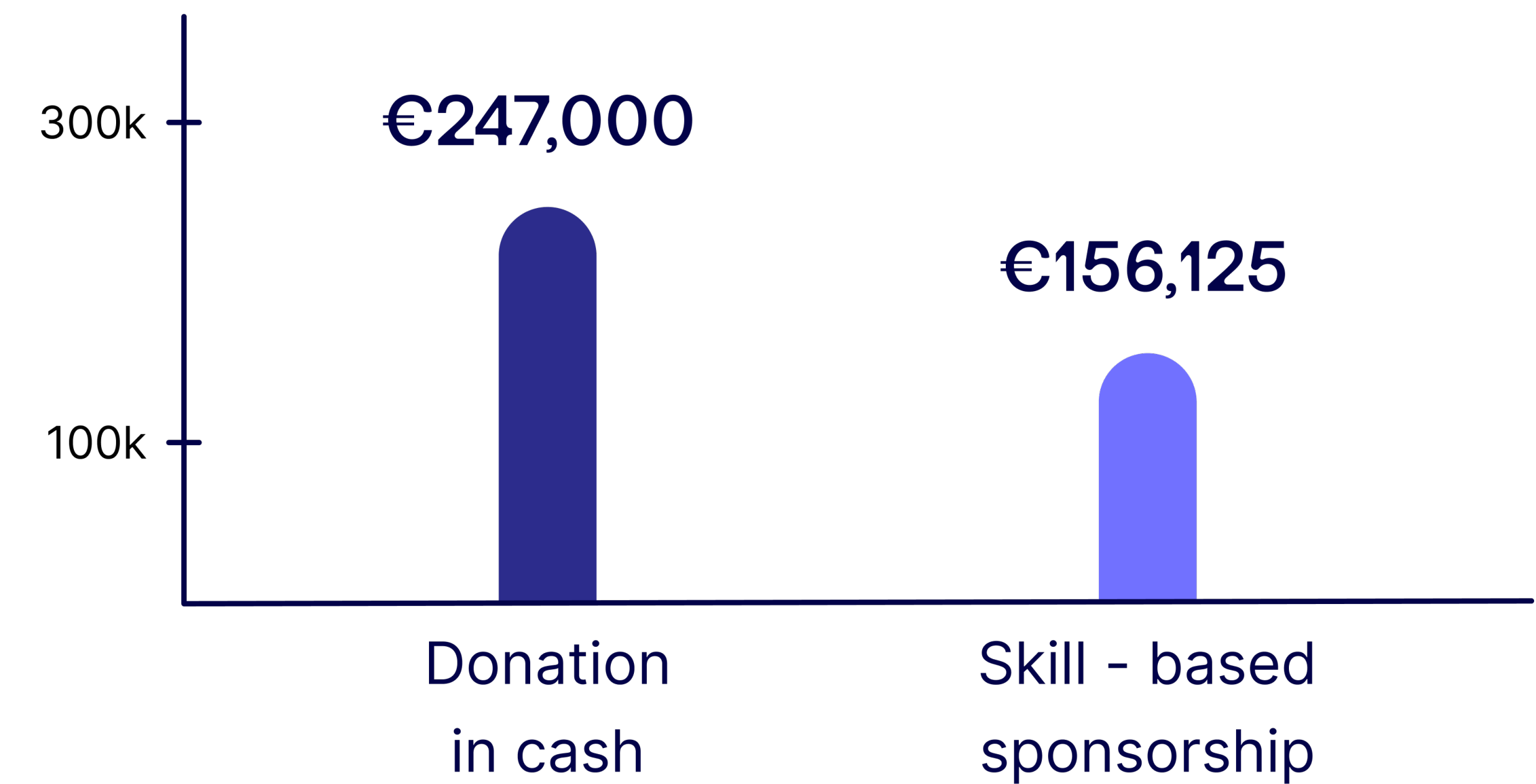
Contentsquare



Others (Woonoz)

## 2024 program expenses

For the third 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	Donation
Advocacy	A11y Paris CSF Event	€5,500	€7,000
Education	E - learning Access Num	€7,000	€15,000
Research & Innovation	Digital Innovation Prize Barometer	€35,000	€10,000
<b>TOTAL</b>		<b>€47,500</b>	<b>€32,000</b>

# Our team

## Operational team

The Contentsquare Foundation operational team is made up of 4 people: 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 who 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 and Chairman



**Nicolas Fritz,**  
Secretary



**Arnaud Gouachon,**  
Administrator



**Mathilde Morel,**  
Treasurer

# Conclusion

As we close our 2024 chapter, one truth stands above all: none of our progress would be possible without the insights, expertise, and lived experiences of people with disabilities. Their voices have shaped our projects from start to finish, ensuring that our solutions are not only impactful but truly resonate with the community we mean to serve. Working with AND for people with disabilities will always be at the heart of everything we do.

This year, we also learned a lot about balancing our ambition to create, finance, and amplify impactful projects with the reality of a limited budget. From this, we've gained clarity on what to prioritize in 2025, and how to balance ambition with practicality to overcome challenges and maximize impact. With every initiative, every collaboration, and every small win, we've seen what's possible when passion meets purpose.

But the work is far from done. With a bit of ingenuity and a lot of determination, we've shown just how much can be achieved—and we're ready to take it further in 2025. Together, we'll build a digital world where everyone has equal access to the web, regardless of abilities.



# Acknowledgements

## All consortium members

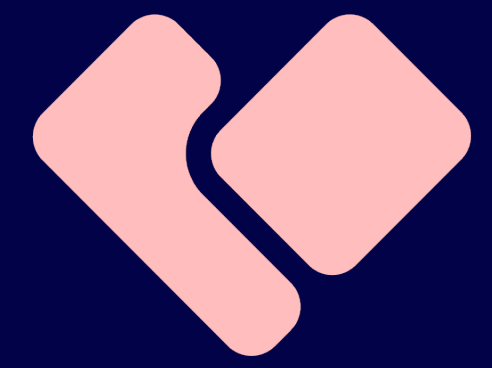
50 in tech  
Ada tech school  
Afpa  
Contentsquare  
Fondation Voltaire  
Diversidays  
Ecole Centrale Lyon  
E-mma  
Engie  
Fondation Malakoff Humanis  
France Digital  
French Tech

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

## And partners

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



**CONTENTSQUARE**  
Foundation

Our vision is to help build  
a fair and inclusive digital world.

Learn more about our work at [contentsquare-foundation.org](https://contentsquare-foundation.org)



*e-accessibility*

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