



Creating Accessible Books from the Start

Born Accessible
A BENETECH INITIATIVE

Benetech's Born Accessible initiative is dedicated to making the next generation of digital content accessible to people with print disabilities. Our vision is to ensure that all content created digitally is accessible from the start.

Born Digital = Born Accessible

Benetech's Vision

We envision a world where all content is born accessible or created in a way that allows people with disabilities to read content from the get-go, without retrofitting or reengineering. We help the publishing ecosystem create content that was once inaccessible, like complex STEM materials and brilliantly illustrated children's books, in a way that is fully accessible to all.

Leveraging tools created by DIAGRAM, our cutting-edge R&D center, our work is shaping critical industry initiatives in organizations ranging from the World Wide Web Consortium (W3C) to the Book Industry Study Group (BISG).

We provide guidance on how to make image and graphic accessibility easier, faster, and cheaper. Our partners range from large academic and educational publishers, such as Pearson and Wiley, to trade powerhouses like HarperCollins and visionary tech publishers like O'Reilly Media.

bornaccessible.org

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Accessibility Tools and Industry Resources

The following resources are available for free to publishers and content creators.

- ✓ **MathML Cloud** – conversion tool that helps content creators and technology developers create images and alternative descriptions of math equations on the fly.
- ✓ **The Image Description Training Module** – interactive tool with examples and best practices for writing effective image descriptions.
- ✓ **The Accessible Image Sample Book** – resource showcasing a wide variety of complex images with guidelines on how to describe them. It also tells how to make images available in a variety of access modes, such as tactile graphics, 3D models, and sonification.
- ✓ **Top Tips for Creating Accessible EPUB 3** – checklist of what every content creator needs to know to create accessible content.
- ✓ **The BISG Quick Start Guide to Accessible Publishing** – guide to help everyone from CEOs to entry-level employees get quickly up to speed on the issues and opportunities involved in accessible publishing.

Why Adopt a Born Accessible Strategy?

EPUB 3 is the first commercial file format to incorporate a wealth of accessibility features that allow publishers to create accessible content out of the box. Accessible content adds value by enabling publishers to:

- **Reach an untapped market** – one in eight people struggles to read traditional print, including people with disabilities, aging baby boomers, foreign language learners, and countless others.
- **Make content more discoverable** – accessibility metadata using ONIX, Schema.org, or the Learning Registry makes content more discoverable on the web and in online repositories.
- **Streamline the production workflow** – creating a single accessible EPUB 3 file that can be delivered to all distribution channels will result in cost savings.
- **Avoid the cost of retrofitting accessibility** – most educational content is not accessible upon publication, requiring that publishers retrofit content at great cost.

Benetech is at the forefront of accessibility in education and has formed relationships with over 850 publishing partners, key players in critical areas of the publishing supply chain, and leading companies and individuals in the accessibility field. We are privileged to occupy a unique vantage point to survey the industry and share what we have learned. Through consultation, training, assessment, and certification, our goal is to help publishers and content creators serve all readers.

