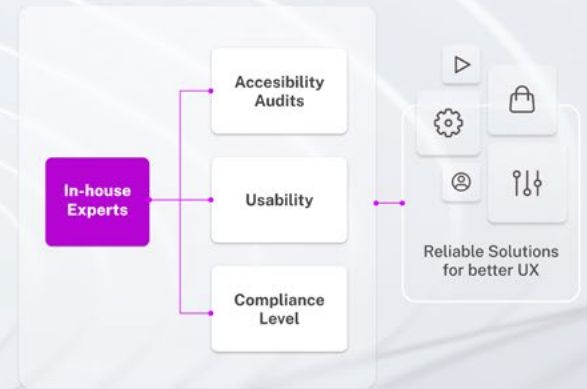# FirstSpirit™
A **crownpeak** solution

EAA 2025: Accessibility Readiness Guide

Powered by FirstSpirit, a Crownpeak Solution

With the European Accessibility Act (EAA) enforcement deadline now in effect, organizations must ensure their digital products and services meet accessibility standards. This guide provides an overview of the legislation and actionable steps to help your business prepare with confidence.

Understanding the European Accessibility Act

The EAA, adopted by EU member states in June 2022, establishes common accessibility requirements across the European market. Its goal is to enhance the usability of digital products and services for individuals with disabilities. Compliance became enforceable on June 28, 2025.

When your digital offerings meet EAA standards in one EU country, they may be freely marketed across the EU without additional national barriers.

FirstSpirit, a Crownpeak Solution, and its integrated accessibility offering support organizations in achieving compliance by identifying gaps, guiding remediation, and maintaining ongoing digital inclusivity.

Who Needs to Comply?

The EAA impacts a wide range of industries and entities, including:

- Technology and device manufacturers (e.g., computers, smartphones, ATMs)
- Service providers (e.g., telecommunications, banking, public transportation, e-commerce platforms)
- Retailers and wholesalers involved in product distribution
- Government bodies responsible for procurement and compliance oversight
- Organizations representing and advocating for people with disabilities

FirstSpirit can help stakeholders understand their obligations and streamline accessibility compliance efforts.

Preparing Your Digital Experiences for Compliance

To align with EAA requirements, organizations should consider the following priorities:

1. Structure and Navigation:

- Implement logical content hierarchies for assistive technologies
- Offer skip-to-content links
- Promote clear and simple layouts for universal usability

2. Text and Language:

- Avoid ambiguous directional cues (e.g., 'click the button on the right')
- Tag language changes in content to help screen readers interpret properly

3. Visual and Interactive Content:

- Use alt text for images and media
- Ensure dynamic content updates are announced to assistive technologies
- Maintain strong color contrast between text and background

4. User Input and Forms:

- Clearly label fields and provide helpful error feedback
- Ensure forms are keyboard-navigable

5. Security and Accessibility:

- Avoid reliance on time-sensitive interactions where possible
- Provide alternatives to CAPTCHA or use accessible verification methods

6. Links and Headings:

- Write meaningful and descriptive link text
- Organize content using headings to support user navigation

FirstSpirit's digital quality and accessibility management provides seamless scanning technology coupled with human expertise empower organizations to efficiently detect, prioritize, and resolve accessibility issues ahead of the 2025 deadline.

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Partner with FirstSpirit to confidently meet your EAA obligations and enhance the digital experience for all users.

crownpeak.com/firstspirit