

**Article 13 website Accessibility update: www.article13.com
29th July 2008**

CSR experts, Article 13, today announced successful completion of phase 1 and 2 of their website accessibility programme. Article 13 reviewed accessibility standards and enhanced the design, navigation and editorial content of the company's website to ensure access by the widest possible audience.

As an advocate for corporate social responsibility, Article 13 is committed to presenting cutting-edge resources on social, ethical, economic, environmental and other sustainability issues. "To be truly successful in this aim", says Lee McDougall, manager of the accessibility working group, "Article 13 requires its website to be universally accessible, whilst providing all our visitors with a pleasurable experience that is not spoiled by unnecessary frustrations. Moreover, in the year of the 60th Anniversary of the Universal Declaration of Human Rights it is only fitting that we demonstrate our commitment to free and unrestricted access to information, a universally proclaimed human right, by proactively addressing website accessibility issues".

Phase 1 of the accessibility programme entailed the accessibility working group undertaking an in-depth audit of www.article13.com in line with the Disability Discrimination Act (DDA) 1995 and the World Wide Web Consortium's (W3C) Web Accessibility Initiative (WAI). The areas identified for improvement were then prioritised as either 'essential' or 'desirable'.

In phase 2, the working group prepared design briefs for each of the 'essential' improvement areas and the technical team carried out the required enhancements. A new accessibility page was also added to the site, giving users of Internet Explorer instructions on how to manipulate the way they view fonts (size and colour), images, hyperlinks, etc.

The final stage (phase 3) of Article 13's web accessibility programme will focus on the 'desirable' improvement areas and will be linked in with plans to upgrade the website content management systems. It will involve ongoing learning and development opportunities and regular internal communications for all staff who write material for the website. Phase 3 commences in July 2008 and is expected to run for two years.

Article 13 invites feedback and recommendations on any aspect of our website accessibility programme:

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Article 13 are experts in business responsibility, typically in the areas of corporate social responsibility (CSR), sustainability and governance. Article 13 seeks to embed and integrate responsible business practices in organisations by means of consultancy services, training, coach-mentoring and thought leadership.

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