

# Global Certified Accessible

## A BENETECH INITIATIVE



Global Certified Accessible (GCA) is the first-ever third-party EPUB certification program to verify ebook accessibility. GCA's goal is to help publishers build "born accessible" content that meets the needs of all readers. The program accomplishes this by working with publishers to accredit workflows to ensure that content they produce is accessible from the start. Accredited publishers receive a license certifying accessibility of their content, eliminating the need for individual title VPATS or audits.

With a trusted third-party validation of publisher content, everyone with a stake in providing accessible materials— procurement offices, textbook purchasing committees, students, professors, teachers, distributors, consumers, and retailers – can ensure all readers have access to the information they need to succeed.

### ECONOMICAL TWO-STEP APPROACH

The GCA program certifies publisher content via a two-step process that keeps cost manageable.

#### 1. ACCREDITATION

GCA reviews publisher-generated files and engages with the publisher to enhance their workflow to produce accessible ebooks. The engagement assists the publisher in generating a revised workflow that ensures that all future products will be accessible.

#### 2. CERTIFICATION

GCA grants a one-year license to certify publisher content, renewable on an annual basis. Feedback will continue to be provided to publishers so they can publish files up to the then-current standards of accessibility. The annual certification process continues to ensure the publisher workflow remains in compliance with current accessibility standards.

The publisher is entitled to use the GCA "seal of approval" on all promotional materials and to specify in its metadata that the title is "Certified by Benetech's Global Certified Accessible."

### ADDITIONAL BENEFITS

- Make titles available on Benetech's VitalSource-hosted retail site
- Option to include certified titles to Benetech's Bookshare library
- Add a reference in Bookshare to Benetech's VitalSource-hosted retail site



## HOW DOES IT WORK?

GCA performs an in-depth evaluation of a file and provides a detailed Accessibility Report that discusses over 100 accessibility features and recommends remediation strategies. GCA leverages DAISY's Ace tool to reveal compliance with EPUB Accessibility 1.0 specifications, in addition to its own extensive set of custom tools. It scores conformance to these accessibility features using its proprietary Born Accessible Scoring System.

GCA's in-depth Accessibility Report contains overall observations, detailed examples on how to remediate identified issues, ACE and SMART reports which contain additional information on specific WCAG conformance guidelines, and links to various knowledge bases to help with general remediation.

If the file does not meet GCA criteria, the publisher is asked to remediate the file and resubmit it for second-round evaluation. This review process is repeated until the publisher achieves a qualifying score. When a title scores high enough to pass without further review, GCA will evaluate two more titles coming from the workflow. When three consecutive titles pass, the publisher is granted Accreditation.

## WHY BENETECH?

Benetech is a nonprofit that empowers communities with software for social good. Global Certified Accessible grew out of Benetech's experience building Bookshare, the world's largest library of accessible ebooks. Benetech has helped over 850 publishers to transform their content into accessible formats and has remediated over 750,000 titles. Leveraging its deep knowledge of technology, standards, and current publishing practices, Benetech strives to ensure that all digital content is *born accessible*.

## WHAT DOES IT COST?

Service	Description	Fee (based on book complexity)
Accreditation	One-time cost covering accreditation of workflow until it is approved	<ul style="list-style-type: none"><li>• Low: \$2,000</li><li>• Moderate: \$5,000</li><li>• High: \$8,000</li></ul>
Certification	Annual subscription to spot check workflow for conformance	<ul style="list-style-type: none"><li>• Low: \$1,500</li><li>• Moderate: \$4,000</li><li>• High: \$6,000</li></ul>

## BOOK COMPLEXITY LEVELS

Low Complexity	EPUBS with text. No design elements such as figures, tables, list items, links, audio, video, and MathML.
Moderate Complexity	EPUBs with small number of design elements per page. Simple JavaScript.
High Complexity (Extra Long)	EPUBs with high number of design elements per page. Complex JavaScript.

## HOW DO I GET STARTED?

For more information, contact Michael Johnson: [michaelj@benetech.org](mailto:michaelj@benetech.org).