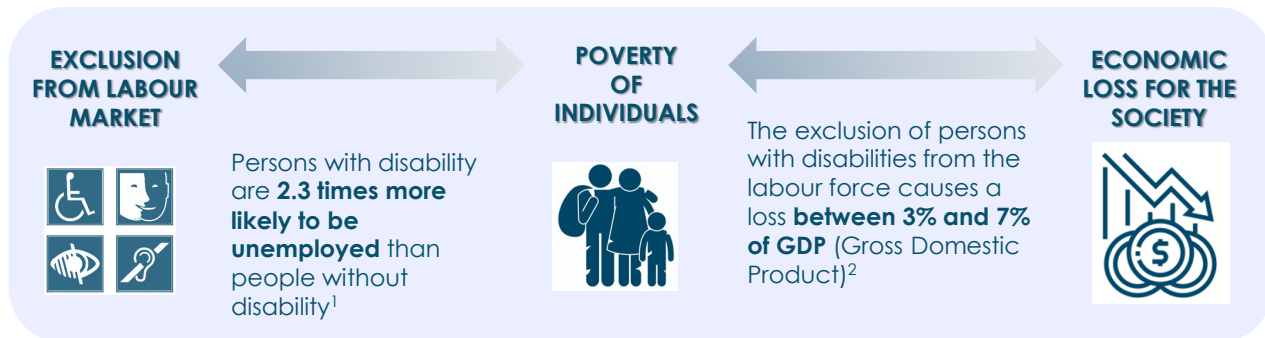


Why **successful public investments** should focus on Accessibility and Disability Inclusion

Exclusion has multifold drawbacks



The lack of Accessibility is a brake on the economic development of a country

? Did you know?

1.3 billion people experience significant disability. This represents **16% of the world's population**, or 1 in 6 of us³.



PERSONS WITH DISABILITIES ARE CONSUMERS

The global market of persons with disabilities is over 1 billion people with a **spending power of more than \$6 trillion**, that is wasted due to the lack of accessibility of digital services, e-commerce platforms, infrastructure or transportation strategies.



ACCESSIBLE TOURISM IS A GAME CHANGER

It contributes over **\$50 billion** to the travel industry in the U.S and over **AUD 10.8 billion** in Australia⁴. The potential market of travellers with disabilities from the European Union (EU) comprises more than 80 million people, and even **130 million people** when including senior citizens and their travel companions⁴.

ACCESSIBILITY IS GOOD FOR BUSINESS



In the US, concerted efforts by major companies to employ significant numbers of people with disabilities saw gains such as a **20% increase in productivity** and a **67% return on investment**⁵.



SENIOR CITIZENS NEED TO TRAVEL

In the UK the economic contribution to society by older people (shopping, childcare, volunteering, etc.) is largely dependent on public transportation, and that improvement in accessibility could enable them to **contribute 10% to the national economy**⁶.



Accessibility may lead to a range of potential economic gains at all levels: **PUBLIC INVESTMENTS ON ACCESSIBLE INFRASTRUCTURE, MOBILITY AND DIGITAL SOLUTIONS ARE WORTHWHILE!**

Accessibility benefits all, including elderly people, parents with small children and persons with temporary injuries.