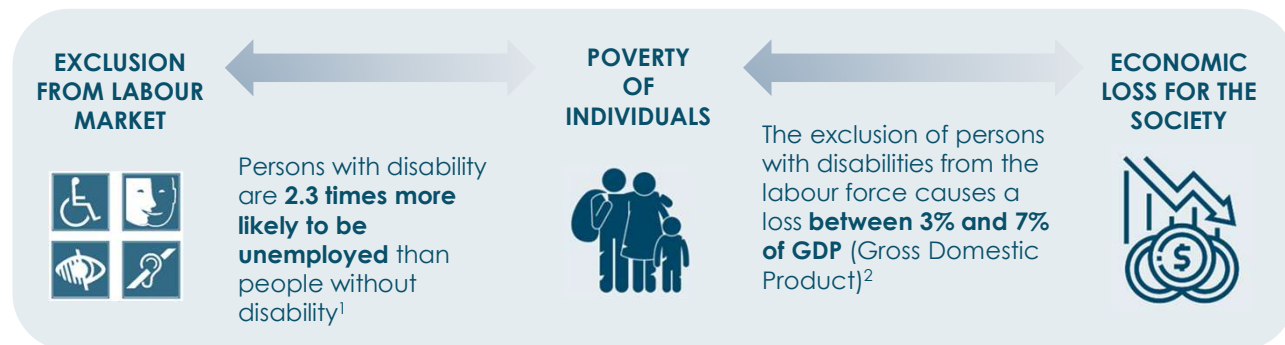


Why successful public investments should focus on Accessibility and Disability Inclusion

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.



ACCESSIBILITY IN THE WORKPLACE IS GOOD FOR BUSINESS

Studies show that to employ significant numbers of persons with disabilities can see gains such as a **20% increase in productivity** and a **67% return on investment**⁶



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**⁴. However, most of it is wasted due digital services, e-commerce platforms, infrastructure or mobility strategies that are not designed taking Accessibility into account.



PERSONS WITH DISABILITIES WANT TO TRAVEL

Accessible tourism contributes over **\$50 billion** to the travel industry in the U.S and over **AUD 10.8 billion** in Australia⁵, and there is a potential market of travellers with disabilities from the European Union (EU) of **130 million people** (including senior citizens and their travel companions)⁴. **Accessible touristic facilities can be a game changer!**



SENIOR CITIZENS NEED PUBLIC TRANSPORTATION

The economic contribution to society by older people (shopping, childcare, volunteering, etc.) can be largely dependent on public transportation: more accessible mobility solutions can enable them to **contribute to 10% to the national economy**⁷

1: OECD, 2019

2: S. Backup, ILO, 2009

3: WHO / World Bank, 2024

4: W3C WAI

5: UNWTO, 2020

6: USA data, ILO, 2011

7: UK data, Mackett (2014)

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



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