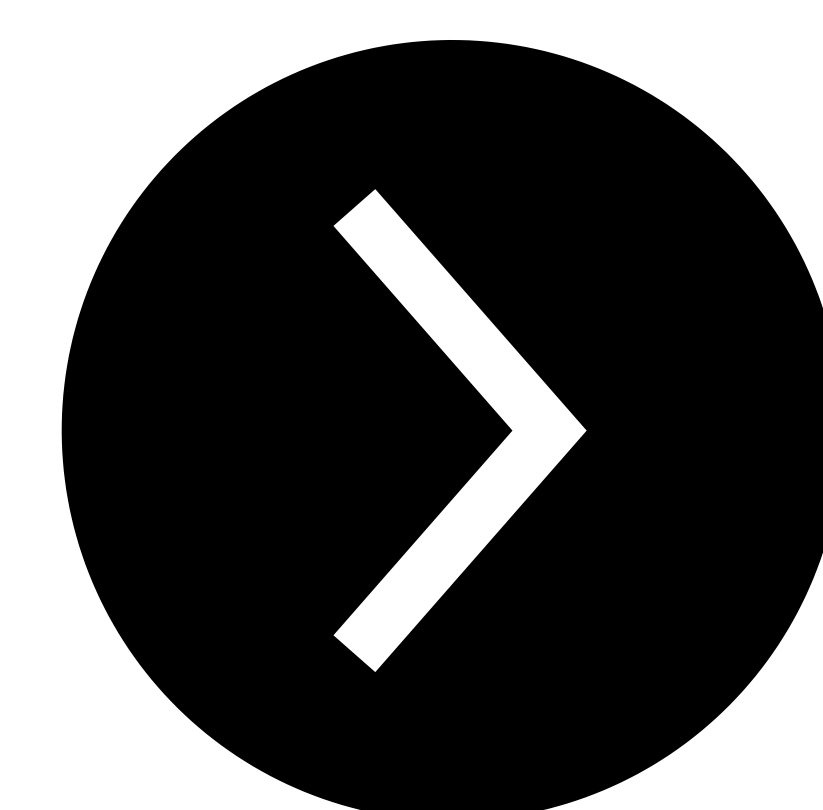




Episode 25

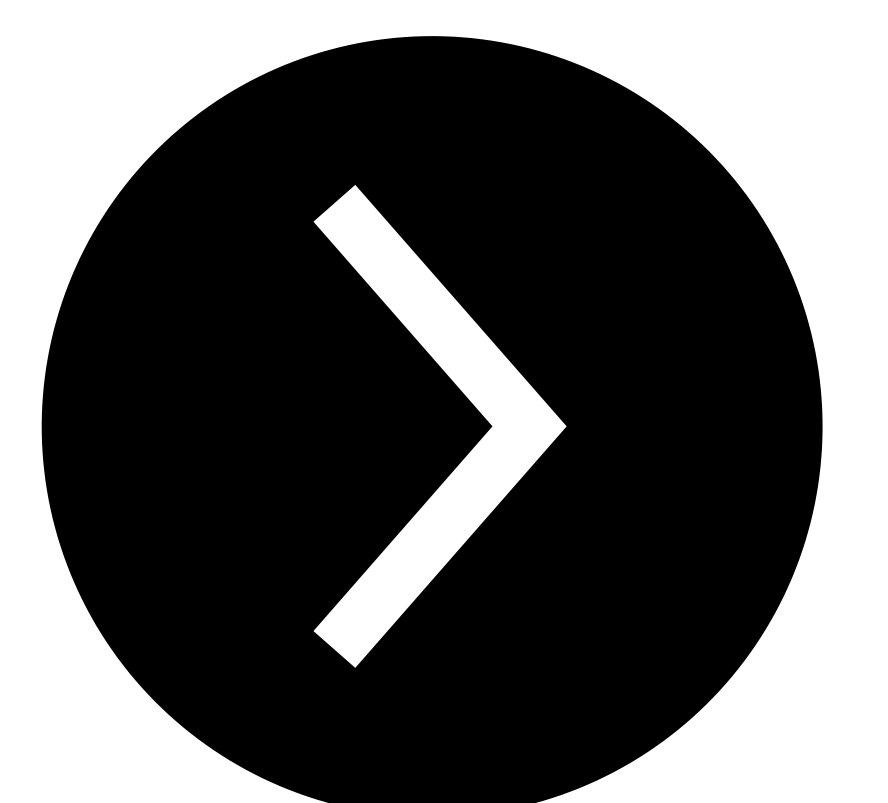
How to improve accessibility for blind people

An initiative that helps businesses improve accessibility and support the autonomy of blind and visually impaired residents through digital inclusion.



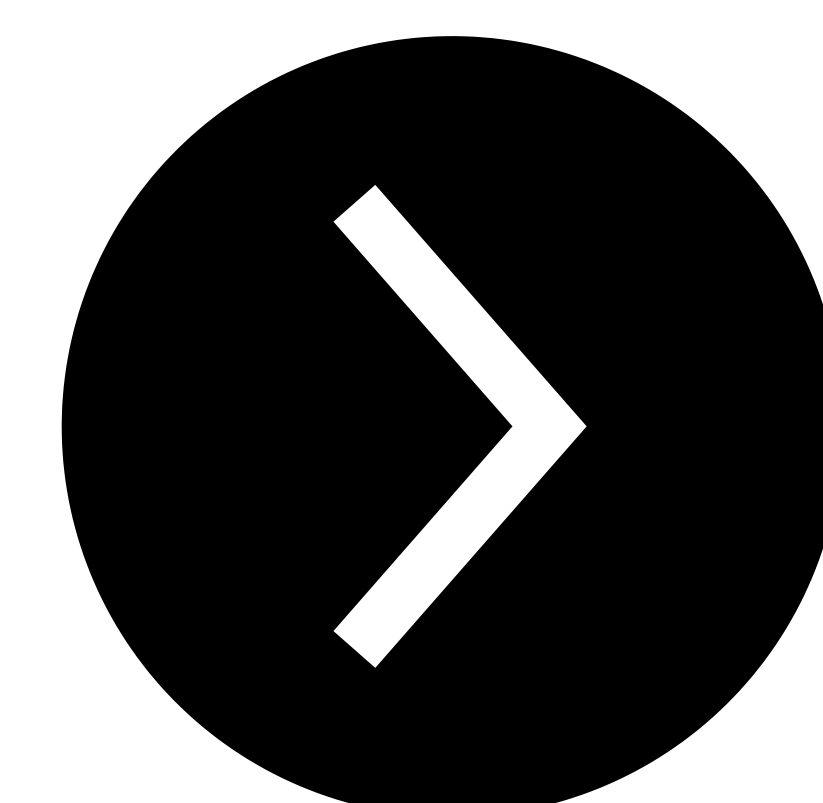
The challenge

- Blind and visually impaired people face barriers when accessing goods, services and digital information.
- Many businesses are not prepared to interact effectively with blind customers, leading to exclusion, reduced independence and barriers to community participation.
- Limited access to essential information and online services due to inaccessible digital environments.



The idea

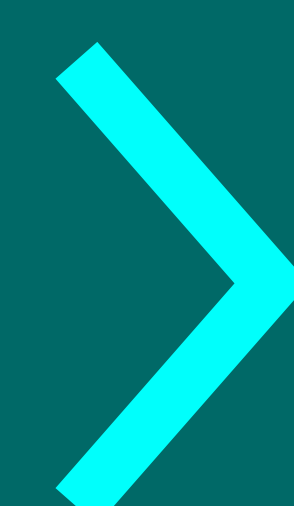
The project improves accessibility by training businesses and organisations to better support blind and visually impaired people through practical guidance, experiential learning and more accessible digital environments.





What's innovative here?


- **Experiential learning:** participants experience accessibility challenges through role-reversal activities.
- **Blind-led training:** sessions designed and delivered by blind professionals.
- **Practical accessibility tools:** immediate actions for businesses and organisations.
- **Digital inclusion:** webinars that help organisations improve website accessibility and make digital information easier to access.

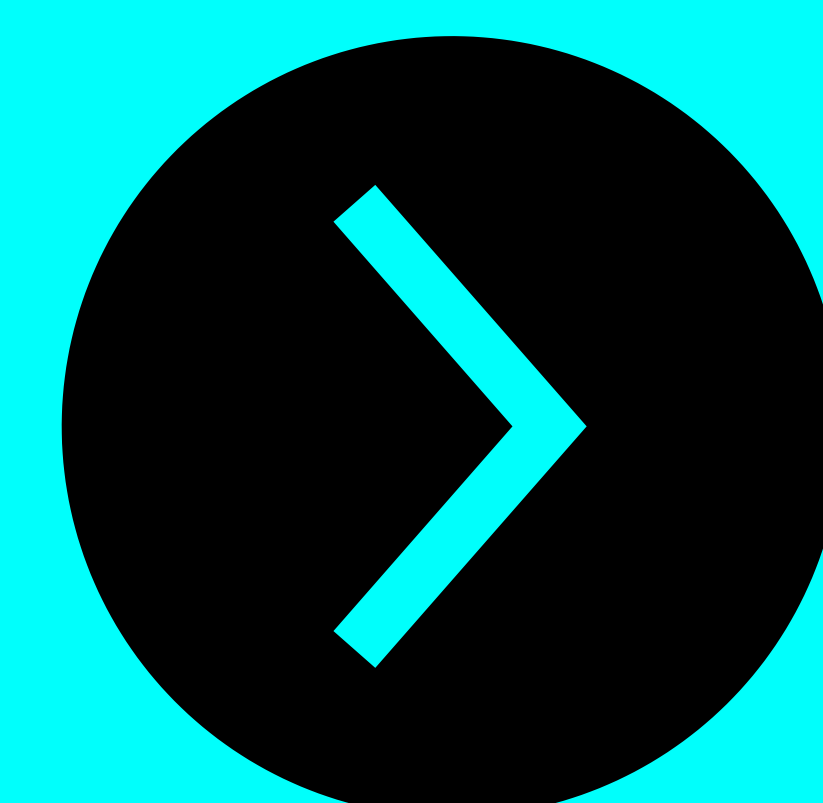


Impact so far

100+ people trained in physical shops. 

150+ participants reached through online webinars. 

Increased awareness and reduced
stereotypes about blindness. 



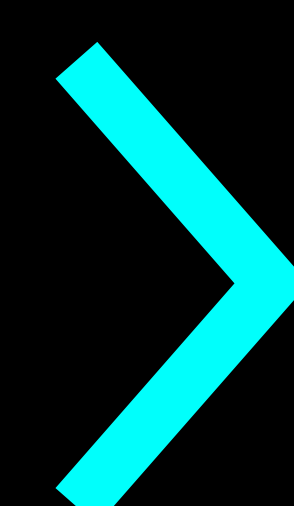
Impact so far

Improved accessibility in neighbourhood businesses. 

Enhanced digital accessibility for local small businesses. 

Stronger autonomy and independence for blind residents. 

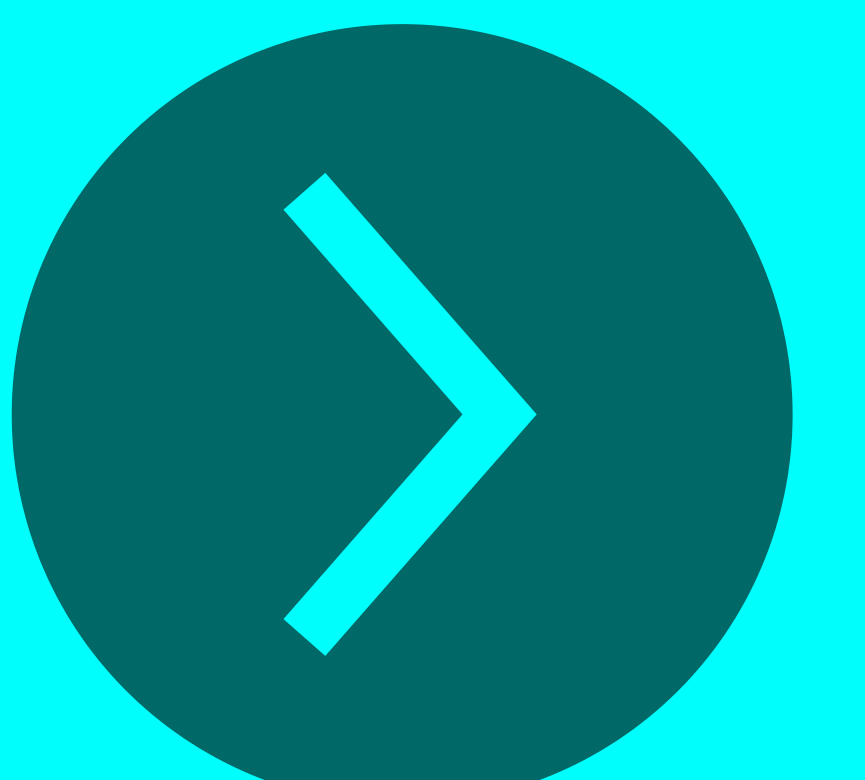
**Economic
&
systemic**





What you can replicate

- Learn simple ways to communicate and assist people with visual impairments.
- Pay attention to accessibility in the places and services you use every day.
- Support local businesses and initiatives that promote inclusion and accessibility.
- Encourage more inclusive public and community spaces.



Social Innovation Spotlight

Episode 25

**If this case sparked an idea,
don't let it stay on this slide.**

**Adapt it, remix it, and bring social
innovation to life where you are.**

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