



**Contentsquare
Foundation**

2022

Activity Report

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Letter from Marion Ranvier, Executive Director



Dear friends, allies, partners,

In 2021, Jonathan Cherki and I set ourselves the crazy challenge to start a philanthropic adventure dedicated to promoting digital accessibility and helping to build a more inclusive digital world.

Today, more than one billion people around the world live with a condition that may affect their ability to navigate the web. In 2022, although the world is moving to digital, more than 70% of websites* do not meet accessibility standards and legal requirements. This leaves one billion or 15% of the world population** behind. This is simply not good enough.

Accessibility is a fundamental human right, and at the Contentsquare Foundation, we feel it is our responsibility to take action and show that social impact and business can

and should go hand in hand for the greater good, with purpose. Actually, we believe that business only makes sense when it is driven by a mission and when it gives back.

That is why our first year at the CS Foundation was all about betting on the future we want to see, while taking concrete action that can impact the now. In Year #1, we focused on raising awareness around digital accessibility and galvanizing support within the public and private sectors. We believe it is only by making the topic known to and understood by the right organizations and companies, that today's and tomorrow's decision makers can make change happen. From individual outreach to speaking engagements in front of hundreds of tech experts and students, we reached more than 18,000 people in 2022..

We also decided in Year #1 to do what tech companies do best: develop a software solution that empowers people with reading difficulties to adapt digital text content to their own needs. This was our way of bringing about immediate change, and positively impacting lives in a very concrete way.

Last but not least, in Year #1, we also launched a partnership with the European research centre Institut de la Vision to support essential research around the needs and challenges of people with visual impairments. We believe that research and understanding are key to enacting meaningful change and building the future we want to see.

We have achieved so much in one year, and I am truly proud of our journey so far. As a social entrepreneur, leading the Contentsquare Foundation has been the most exciting challenge I have ever taken part in, and my biggest lesson in humility to date. I am proud of the results you are about to discover in this report, and proud of the team's passion and dedication.

I sincerely hope this report gives you a glimpse of this shared passion, and of our desire and commitment to break down accessibility barriers. Because this passion is there to serve a dream: a world where the web is accessible to all.

Join us in this dream, and let's make it a reality.

Marion

*Nucleus Research: The internet is unavailable

**Source: World Health Organization - World Report on Disability

Our mission



"Contentsquare has reached a point where we've built up power through our product, people, partner network, resources and sheer scale. And – as you've heard – with power comes responsibility. Our growth must have meaning. We can't become one of the greatest software companies in the world if our company isn't good for the world."

Jonathan Cherki,
Chairman President Contentsquare Foundation
& CEO Contentsquare

Digital has become an integral part of everyday existence and today, much of our life is lived online. In 2020, the coronavirus pandemic accelerated our collective reliance on digital, further exposing the digital divide that keeps millions of people from fully participating in our digital society.

In 2021, Contentsquare launched the Contentsquare Foundation with a mission to help break down the online accessibility barriers that prevent many of us from taking full advantage of the web.

Ultimately, our mission is to help build a fair and inclusive digital world. We have identified three areas where we believe we can make a difference.

**Would you accept
a plate without 70%
of your order?**



**Over 1 billion people
can't access 70% of the web.**

Learn more about digital accessibility at
contentsquare-foundation.org





Awareness & Education

We know that the first step towards building a more inclusive world online is to deepen awareness of digital accessibility, particularly among the communities that are shaping and building the Web of tomorrow.

We believe that integrating inclusive design thinking into decisions and normalizing an accessibility-first approach is key to driving sustainable change.

Innovation

We also took the stance that in order to build a fair and inclusive digital future, we need to act now by providing concrete solutions to overcome accessibility barriers.

We're committed to harnessing the power of technology and innovation to develop tools that have the power to change lives.



Research

We believe that deepening our collective understanding of disability and accessibility is core to enacting meaningful and sustainable change.

We build collaborative research partnerships with institutes and accessibility experts to help remove digital access barriers now and for future generations.

Impact in 2022 & Objectives

We know that building a fair and inclusive digital society won't happen overnight. We also know that systematically breaking down digital barriers for people with disabilities requires a mindset shift, which itself requires time and education. Today, digital accessibility knowledge and best practices can be difficult to acquire, and even harder to apply.

That is why, when mapping out our goals, we considered both what we could achieve in the short term to address immediate gaps but also where we should focus our efforts and resources today in order to bolster digital accessibility in the long term.

We came up with three core objectives:



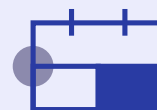
#1 Short term

Support the development and adoption of an assistive technology tool to make digital content accessible to people with disabilities



#2 Medium term

Advance awareness of digital accessibility standards and best practices in the private sector



#3 Long term

Deepen our understanding of digital accessibility through research and promote inclusive design in higher education

Based on these short, mid and long term objectives, we launched several initiatives in 2022, and delivered the following key results.

Year one by the numbers



1,400+ downloads of our free, assistive software Readapt, with **37,000+** digital texts adapted by Readapt users

18,000+ people reached on the topic of digital A11Y through our public outreach campaigns, including **420+** C-level executives



50 speaking engagements and events in **7** countries with a combined audience of more than **550+** companies



1 research grant made to fund a **3-year research project** to better understand the digital challenges of visually impaired people

12,000+ people trained on the fundamentals of Digital Accessibility, with **80% of trainees** enrolled at **4 top Tech schools in France**



Impact in 2022 & Objectives

1

We developed and launched Readapt, a free and open source assistive technology for reading

Developed primarily for users with vision impairment and reading challenges such as dyslexia – a condition experienced by 700 Million people worldwide* – Readapt allows anyone to create a personalized reading profile, with features including highlighted syllables, alternate text displays, and other digital text modifications to remove barriers to reading success.

Within the first six months since its launch, more than 1,200 people have downloaded Readapt, and used it to adapt more than 30,000 digital texts – either via the Chrome Extension or as a Microsoft Word Add-in.

Readapt was also designed to help parents, caregivers and educators ensure that early readers are not slowed down by inaccessible learning materials. Since launching the solution, we have received great feedback from speech therapists who are using the solution in their work with dyslexic patients and teachers who have used it to accompany dyslexic students.

Developed in partnership with Microsoft France, who helped us to make the solution available as a Microsoft Word add-in, Readapt will remain an open source technology that can be continuously improved by anyone in the accessibility tech community.

The graphic features the Readapt logo at the top left, followed by the text 'Customize your reading comfort' in a large, bold font. Below this, it says 'by Contentsquare Foundation'. On the right side, there are three circular profile pictures of individuals, each with a small icon and text describing their condition and the benefit of Readapt: Michelle (dyslexic), Benjamin (dyslexic), and Maria (partially sighted). Each profile is accompanied by the slogan 'One text, multiple reading possibilities'.

*Source: <https://www.madebydyslexia.org/wp-content/uploads/Dyslexia-The-School-Report.pdf>

Impact in 2022 & Objectives

2

We introduced 3,700+ business professionals to the basics of digital accessibility, including 420+ C-level executives

Digital accessibility is first and foremost a fundamental human right*. And yet many businesses view digital accessibility as a compliance issue, an obstacle to overcome, a costly investment to avoid even costlier penalties. By raising awareness of the issue in the private sector and creating digital accessibility advocates within the business community, our aim is to help transform the industry from within, and encourage more and more organizations to embark on their own digital accessibility journey.

In 2022, we showed up at more than 20 events to discuss the basics of digital accessibility and share best practices with the business community. We reached more than 3,700+ people at these events, including 420+ C-level executives and decision makers, across 550+ companies, in over 7 countries (primarily France, Italy, UK and USA).

Several companies made these events the starting point of their digital accessibility journey, including Grohe in France and The Very Group in the UK, who both made our Digital Accessibility Basics training course available to all their employees.

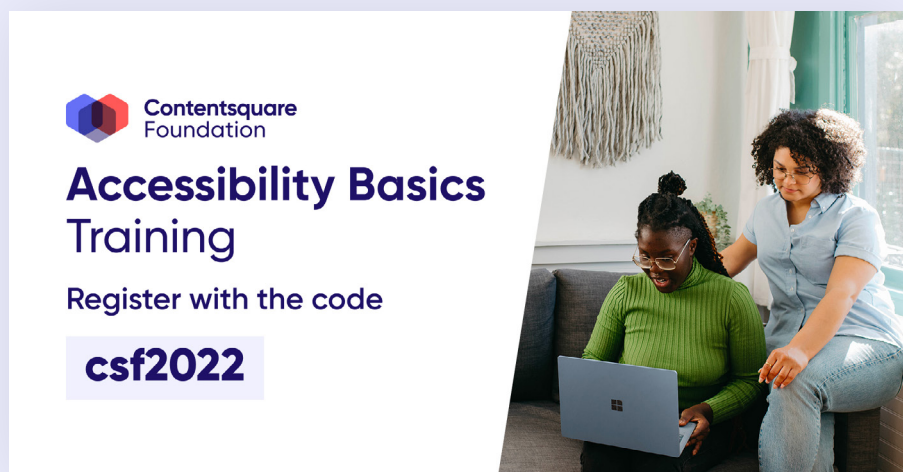


*Source: <https://www.un.org/development/desa/disabilities/convention-on-the-rights-of-persons-with-disabilities/article-9-accessibility.html>

Impact in 2022 & Objectives

3

We formed partnerships with four leading French tech schools to help train the next generation of UX designers and tech leaders in digital accessibility and inclusive design



The Contentsquare Foundation launched partnerships with INSEEC, SIMPLON, YNOV, KEDGE SCHOOL, and reached more than ten thousand students via a program of masterclasses and lectures. Since then, some 9000 students are completing the Digital Accessibility Basics training course.



Impact in 2022 & Objectives

4

We launched Phase 1 of a 3-year partnership with Institut de la Vision to help develop the first passive system for detecting visual impairments

The Contentsquare Foundation took a stance early on around the importance of supporting science and research in order to better detect eye disorders and diseases, and better understand how these conditions can inhibit access to digital content.

In 2022, we funded a research partnership with the Institut de la Vision, via its company Streetlab, to develop the first passive system for measuring the online behavior of people with visual impairments. This three-year project aims to facilitate the rapid screening of visual impairments by focusing on central vision pathologies. Over time, the project aims to improve understanding of the digital behavior of visually impaired people in order to raise awareness in the various sectors of the challenges of digital accessibility.



Impact in 2022 & Objectives

4

We launched Phase 1 of a 3-year partnership with Institut de la Vision to help develop the first passive system for detecting visual impairments

Launched on May 19, 2022, Global Accessibility Awareness Day, phase 1 of the partnership will allow researchers from the Institut de la Vision to understand what browsing behaviors are associated with various vision disorders. A comparative exploratory study will be conducted on 8 visually impaired subjects (suffering from cataract, AMD, glaucoma, retinitis pigmentosa, etc.), comparing them to 8 age-matched sighted controls.



© Institut de la Vision

Lessons learned

1 Skill-based sponsorship from Contentsquare is a real boost to philanthropic work

It would not have been possible for us to achieve all we did in 2022 without being able to rely on this model. Not only did it allow us to support an ambitious program of activities, it's also a great way to bridge specific skills in the tech sector with social impact needs.

2 Philanthropic work has to adjust to the pace and timeline of the different stakeholders it is supporting

When working with educational institutions and/or planning new curriculum interventions, it's important to understand the academic calendar is very different from a corporate schedule. Factoring this into your planning is key to setting realistic timetables for collaboration as well as realistic targets.

3 Building solutions for direct impact is important but can't replace systemic change

Progress is sometimes slow to come and we're incredibly proud of developing and launching Readapt, which empowers users with an immediate solution to access digital content. Having said that, the development of tools such as Readapt cannot replace systemic change, and even once they are readily available, lots of awareness building still needs to happen for these to even be integrated and championed.

4 Investing in the future by setting up long-term initiatives is critical

When you're launching philanthropic work, you're often eager to see immediate returns. The reality is that some initiatives might take years to yield significant outcomes. This is often the case with research projects and studies, which often have a phased approach and a longer time to result. Research into digital accessibility has a huge role to play in bringing about long term, systemic change, and will continue to be an area of focus for us.

Financials

Endowment Fund

Contentsquare Foundation is an endowment fund acting both as an operator and redistributor's fund. It is an operator fund because it carries out actions directly by relying on its own resources to take actions in favor of the general interest. It is also a distributor fund as it provides financial, material or human support to non-profit organizations.

As an operator fund, we are also committed to the recognition of a little-known societal problem that is sometimes neglected by social actors: digital A11y. Our model includes prioritizing advocacy and awareness-building actions to reach the target audience in the most impactful way. This approach also allows us to work hand in hand with public actors to further the causes we champion.

Source of financial contributions

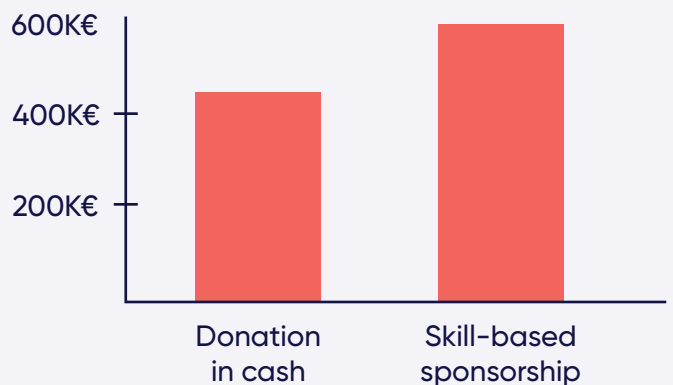
98,8%
Contentsquare

1,2%
Other

Financial Model

The Contentsquare Foundation is primarily financed by Contentsquare. The endowment fund receives both financial contributions from the company and in-kind contributions in the form of talent and staffing.

In 2022, we also received a 10,000€ donation from Woonoz, the European leader in adaptive learning. Woonoz has more than 12 years' experience developing e-training technology, including «Projet Voltaire,» a spelling and writing solution. Woonoz decided to support the Contentsquare Foundation after recognizing its potential to help students with learning difficulties.



The total budget of the Contentsquare Foundation is 949K€, made of 429K€ donation in cash and 520K€ of skill-based sponsorship. 98,8% of this total budget is financed by Contentsquare and 1.2% by other contributors.

Financials

2022 program expenses

For the first year, our program investment was focused on our 3 impact pillars for a total of 213,494€. 11% was dedicated to raising awareness, 64% to nurture innovation and 25% to invest in Research.



Distribution of expenditure by pillar and initiative

Pillar	Initiative	Program spend
Awareness	Sponsorship (see annex 1) • T.O.M France • Valentin Haüy	14.000€
	Grants (see annex 1) • Disability Rights Fund	10.000€
Innovation	Readapt development	135,494€
Research	Institut de la Vision (see annex 1)	54.000€

Operating costs

This first year was one of building foundations and setting up the organization. We also allocated a budget to communications campaigns in order to build critical awareness around the issue of digital accessibility.

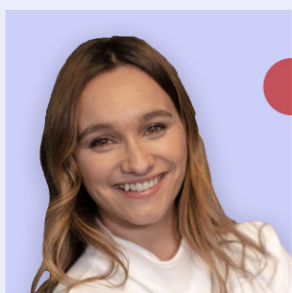
In the constitution of an operator endowment fund, awareness and advocacy actions have a major role to play in making a societal issue known. Communication around digital accessibility was therefore a significant focus for us in 2022, in order to de-stigmatize disability, highlight the challenges of digital accessibility and raise awareness.

Admin and finance: 40,878€ (22%)

Communication: 145,700€ (78%)

Operational Team

The CS Foundation operational team is made of 4: an executive director, a communications director, a senior product manager and a PhD student. The team is supported daily by experts within the Contentsquare group (developers, web designers, marketing, communications, legal, HR, Data Protection) and external freelancers and counsels in order to provide support on specific projects.



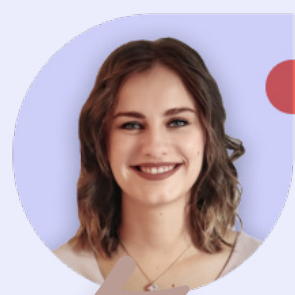
Marion Ranvier
Executive Director



Taze Young
Senior Product
Manager



Isabelle Ni
Global Awareness
Director



Margot Bouhon
PhD in Cognitive
Science

Conclusion

2022 was a foundational year for us. From setting up our operating model to understanding how best to deploy our people and resources for maximum impact, it was a year of learning, measuring and optimizing.

Most of our activities this year were piloted in France, which gave us a tremendous opportunity to understand the steps and challenges that come with working within a complex public and private ecosystem. One thing that became obvious very quickly is that, in order to enact real change, it's critical to get everyone on board – from students to decision makers and everyone in between.

With the work we did in 2022 we also realized that while no one disputes the fact that online spaces should be just as accessible as physical ones, there is still very little awareness around how to make this a reality. That is why much of our focus this year was on demystifying digital accessibility and educating individuals and organizations around the basic principles of inclusive design.

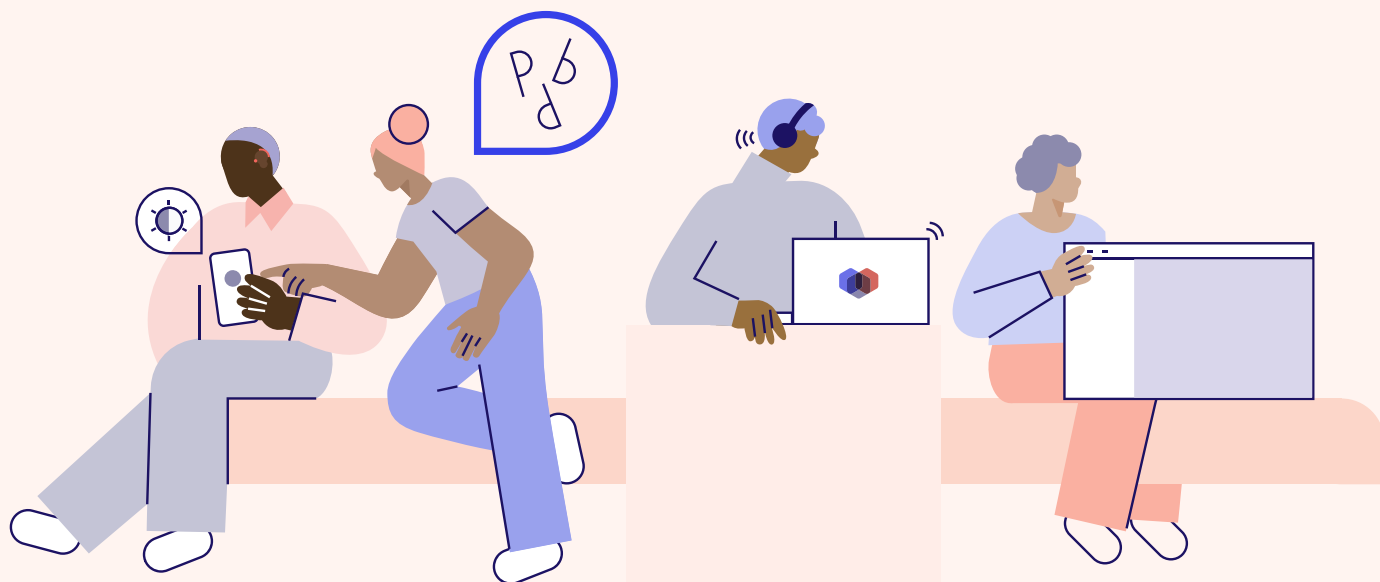
As a result of this continuous outreach, we have built a solid reputation in France as a thematic expert, and have been invited to take part in various conversations and projects within the French Digital Accessibility community:

- We were invited to contribute and provide recommendations to the French government to help improve policies and regulations;
- We were a sponsor of [Paris A11Y](#), a conference organized by French non-profit organization Valentin Hauy;
- We gave financial and in kind support to [Tikkun Olam Makers France](#) for the launch of their first handi-hackathon in Paris;
- We were invited to contribute to a publication on immersive digital experiences by [Métis-Lab](#), a non-profit dedicated to Museological research;
- We were invited to speak on digital accessibility at a conference organized by [BDX I/O](#).

And when it comes to the private sector, awareness building efforts definitely have the potential to trigger meaningful change. The education work we have carried out in the BtoB community has taught us that the topic is attracting more and more attention, that companies believe in its importance and want to do the right thing, but often do not know where to start. By raising awareness at all levels of the organization and getting everyone on board, we hope to break down some of the organizational barriers that can inhibit accessibility transformation.

Ultimately, digital accessibility is crucial to reducing inequalities, which is one of the Sustainable Development Goals set by the UN in 2015. Our hope is to continue contributing to the post 2015 SDG agenda, by continuing to push the issue within both the public and private sectors. The impact we wish to see over time is for organizations of all types to take notice and play their part in building an inclusive Web.

In this first year, we got a glimpse of what systemic change can look like. It looks possible, and reachable.



Annex 1

Tikkun Olam Makers (T.O.M) is a global movement of communities inspired by a bold moonshot vision of helping 250 million people by co-developing and disseminating highly affordable open-source solutions to help elderly, people living with disabilities and the poor. TOM Communities have operated in 67 locations in 23 countries and five continents. TOM has run 88 Makeathon and developed a pipeline of 450 TOM Solutions under development and launched its first French edition in Paris in July 2022, where Contentsquare Foundation is one of their sponsors.

The **Valentin Haüy** association works to improve the social inclusion of visually impaired people in France. Through its training programs, foster centers, and job insertion organizations, the Valentin Haüy association enables people with visual impairments to find employment and living spaces that are appropriate for their needs. The Valentin Haüy association is recognized for its work for 130 years, contributing to the greater good, and counts nowadays more than 450 employees and 3500 volunteers. Each year, the association organizes a conference dedicated to accessibility in Paris named A11Y Paris, for which the Contentsquare Foundation was a sponsor in 2022.

The **Disability Rights Fund** is a grantmaking collaborative between donors and the global disability rights community that provides financial and

technical resources to organizations of persons with disabilities to advocate for equal rights and full participation in society. The DRF has benefited from a donation of the Contentsquare Foundation, in the name of Grohe France, winner of a digital accessibility training challenge organized by the CSF to encourage private sector companies to onboard its employees on the topic.

The **Institut de la Vision** enables the sharing of ideas and skills, the emergence of new questions and facilitates the delicate process of translating fundamental discoveries into new treatments. In 2018 it was evaluated by an international commission of experts as a world leading research center, which can rightly be considered as the first vision research center in the world. The Institute's goal is to discover, test and develop treatments and technological innovations of tomorrow in order to prevent or limit visual impairment and to improve the autonomy and the quality of life of patients. It harbors, aside from the research center, a clinical investigation center and a rare disease reference center. The Contentsquare Foundation has launched a long-term partnership with the Institut de la Vision in 2022, for more information, please refer to section III.4 of the report.

Acknowledgements

BDX I/O

Be My Eyes

Contentsquare

Disability Rights Fund

Eye to Eye National (David Flink)

Grohe

H7 Lyon

Inseec

Institut de la Vision

Kedge

Mêtis Lab

Microsoft France

Simplon

Skyscanner

The Disability Rights Fund

The Very Group

TOM France

Valentin Hauy

Woonoz

Ynov

Would you enjoy a painting without 70% of its content?



**Over 1 billion people
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**Contentsquare
Foundation**