



**Can something be  
good for business  
that is also of  
benefit to society?**

Accessibility – let's do  
something about it and put  
it to good use!



# The state of accessibility



**There is no information about the accessibility of buildings.**

People with special needs are unable to use a building or commercial premises if they are not accessible or if there's no reliable information on its status.



**There are many who think that accessibility isn't worth the effort**

Providing accessibility can make your service available to nearly one-fifth of society, often without any major investment, with simply some attention to detail.



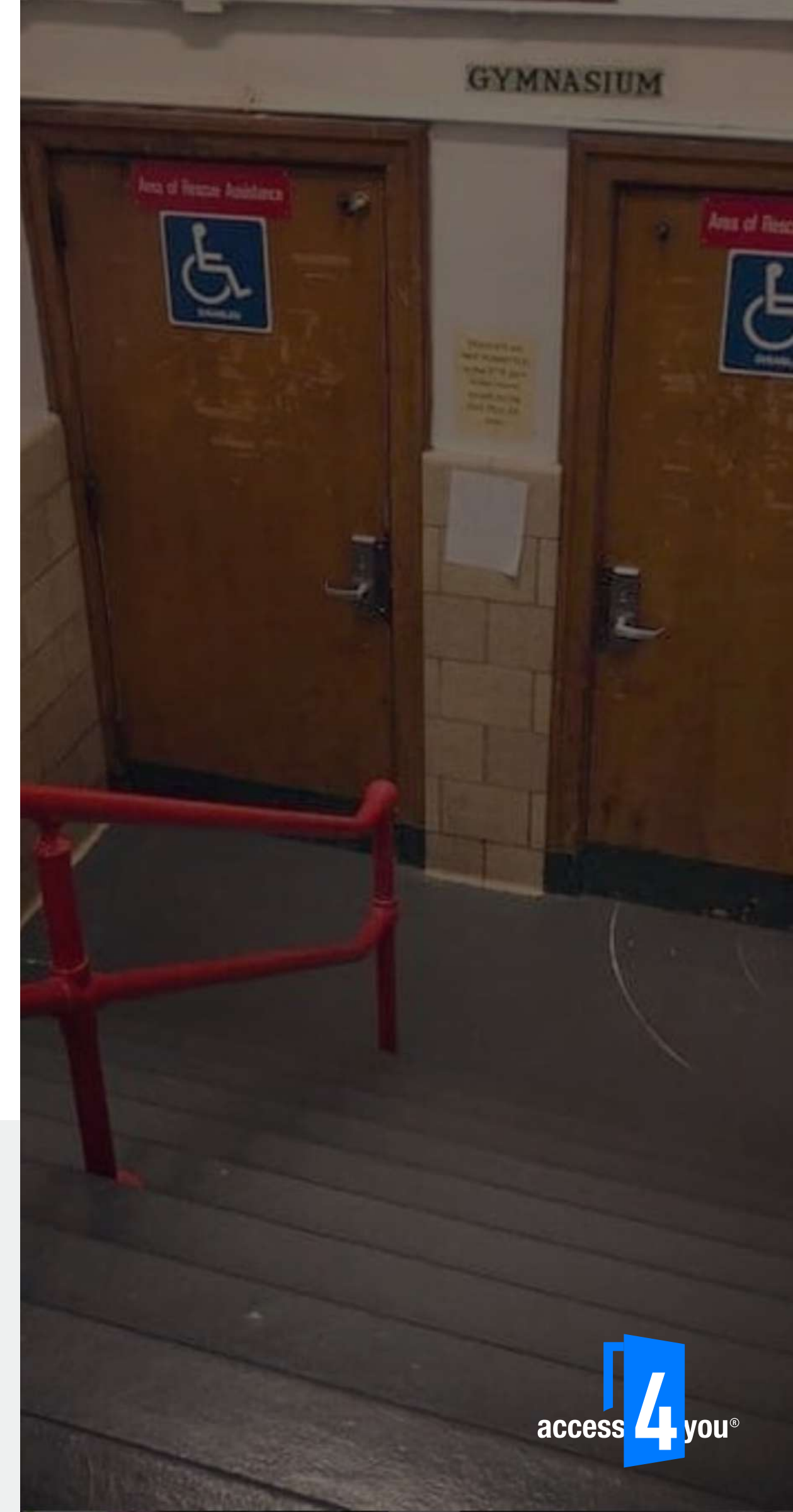
**There is no shared language or knowledge base**

There are a number of common misconceptions about accessibility, leading to many mistakenly claiming that they have accessible services or premises.



## **Lack of trust**

Because of all this, people with special needs find it difficult or impossible to leave their regular surroundings.







# Lisbon story

“Prior to travelling, we had been corresponding with our accommodation provider for weeks, going over photographs and precise dimensions and discussing all the details. At least, that’s what we believed. Yet when we arrived at the site from the airport at midnight, we were frozen in awkward silence. There were 4 huge steps between the entrance and us. It was simply exasperating and we had no idea why they didn’t tell us about the stairs and how we would find suitable accommodation in the middle of the night.

It wasn’t an issue of our host’s attitude, as he would’ve carried us up the steps, but rather that there is no commonly shared language on accessibility that we all understand and use.

That’s when I decided precisely that is what we would do.”

## Balázs Berecz

Access4you founder-managing director,  
wheelchair user for 15 years

## Facts

# 1.2 billion people on Earth, 120 million people in Europe

benefit from accessibility and reliable information.



Wheelchair users, people with disabilities



People with baby strollers



The elderly, people with reduced mobility



The blind



Visually impaired



Hard of hearing



The deaf



People with cognitive impairment

Accessibility is important not only in the life of people with disabilities, it can affect anyone who is temporarily or permanently limited in any of their abilities. May it be a temporary change in mobility caused by an accident, walking with a stroller, or any limitation due to age.

Source: <https://amadeus.com/documents/en/airlines/research-report/voyage-of-discovery.pdf>

People with special needs represent 15% of society and can be considered the largest minority group in the world.



# Corporate social responsibility + Business opportunities

Access4you facilitates access to equal opportunities, while also helping you achieve your own business objectives:

you will have more customers, more guests, more tenants and more satisfied clients.





# Social, economic and environmental sustainability

The integration of people with special needs has a positive impact on the performance of the economy, which is also sustainable in the long term.

SUSTAINABLE DEVELOPMENT GOALS



## Autonomy

For people with special needs, accessibility ensures independence, not only in their own lives, but also in the lives of their family members.



## Economic and social gains

Autonomy and independence contribute to the long-term active role of people with special needs as consumers in the economy. Thus, accessibility is also an investment in the future of the economic cycle.



## Creating value for the future

Universal design adapts to diverse working communities for the long term, thus, it helps to avoid the environmental impact of changes and reconstructions.

We assess, certify and inform

# Our service

The services of Access4you consist of 4 inseparable elements: this ensures that we provide our clients and users with quality content.



## Assessment and certification

Our representative conducts an assessment of the property and evaluates the data based on Access4you's classification system.



## Certificate and trademark

A certificate of the results is presented, which ensures the legitimate use of the "access4you" European certification trademark.



## Digital channels

An on-site profile is uploaded to the Access4you application on all certified sites – with detailed accessibility-related information.



## Communication

We use our own channels and media partners to report on the attainment of the certificate, showing your organisation's commitment to social integration and equal opportunities.



# Assessment and certification

We assess the property and evaluate the collected data based on Access4you's certification system. Depending on how many of the concerned groups' accessibility conditions are satisfied, the property receives a basic, bronze, silver or gold-level accessibility certification.



## Detailed set of criteria

The property is evaluated according to Access4you's set of 550 criteria, providing a detailed overview of accessibility.



## 8 concerned groups

Access4you evaluates accessibility according to the needs of 8 concerned groups. All of these could be your potential customers and clients.



## Professional support

The set of criteria was developed with the involvement of rehabilitation engineers.



## Certification system

Access4you differentiates between basic, bronze, silver and gold-level accessibility sites, providing a clear, easily recognisable categorisation system.



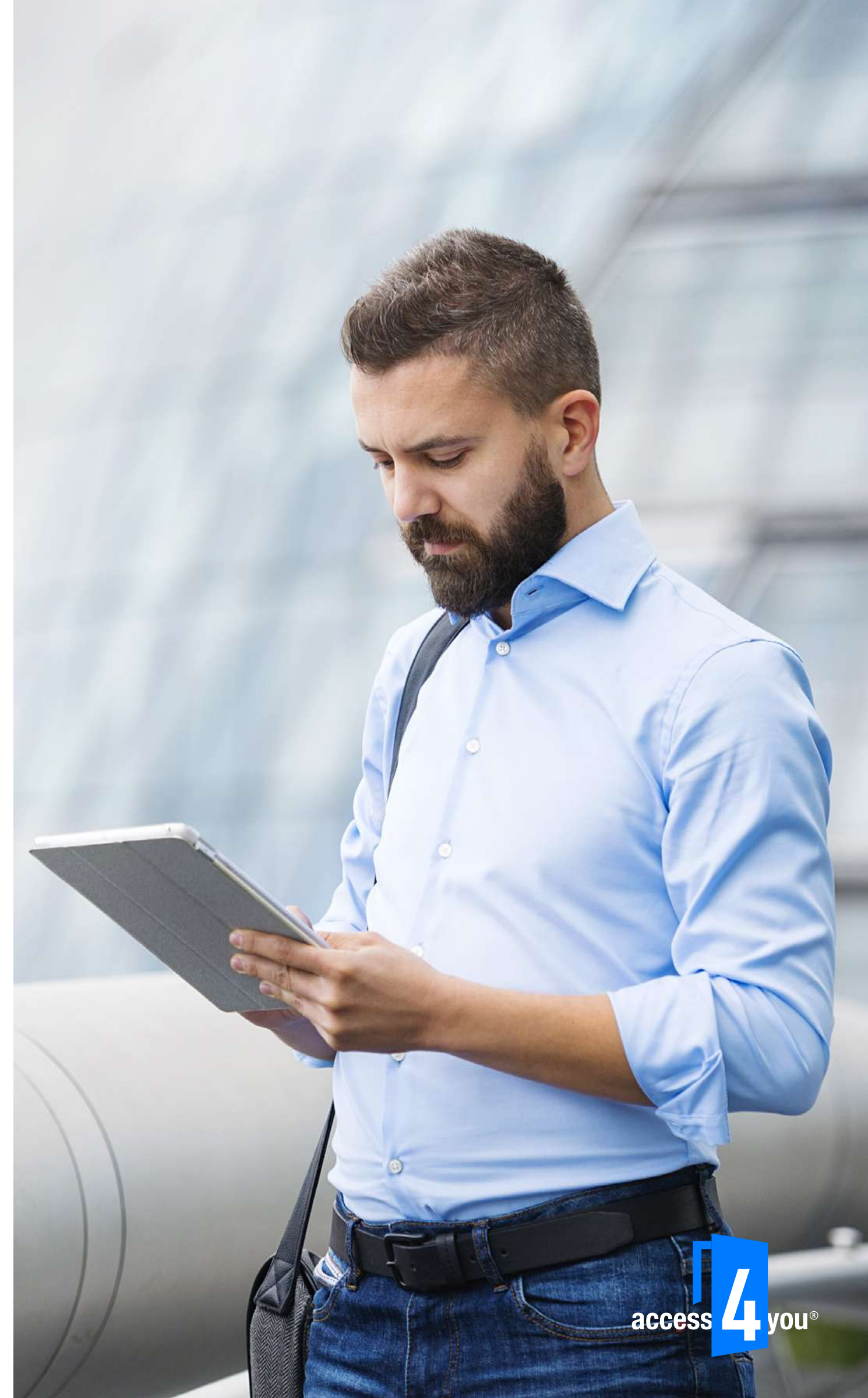
## Assessment report

We prepare an Assessment Report based on the results of the survey, including all the main conclusions.



## Developmental suggestions

The Assessment Report also includes suggestions on further developing the accessibility of the site.





# Certification System

Levels of accessibility



**Certified place**  
(at least 1 target group)



**Bronze**  
(at least 4 target groups)



**Silver**  
(at least 6 target groups)



**Gold**  
(all target groups)



Wheelchair users, people with disabilities



People with baby strollers



The elderly, people with reduced mobility



The blind



Visually impaired



Hard of hearing



The deaf



People with cognitive impairment

Minimum requirements are met and the main functions and services can be used by at least 1 of the 8 target groups.



Minimum requirements are met and the main functions and services can be used by the "Wheelchair users, people with disabilities" group, by at least one type of visually disabled group (blind or visually impaired), by one type of hearing impaired group (deaf or hard of hearing), and by one other group.



In addition to the requirements of the Bronze category, meeting the minimum requirements of 2 more target groups.

In case of compliance with the minimum requirements of all target groups with special needs.



# Certificate and trademark

Based on the results of the classification, we present a certification that authorises the site you represent to use the “access4you” European certification trademark for providing an accessible environment for the groups designated in the certification.



## Responsible data supply

Thanks to the services of Access4you, as a responsible data supplier, You are contributing to the implementation of equal opportunities.



## International trademark

The use of the “access4you” trademark guarantees an accessible environment throughout all parts of the world.



## Credible and detailed information

The credible and detailed accessibility-related information facilitates the day-to-day lives of people with special needs.



## Trust

The trademark certifies to the user that the site is truly accessible based on Access4you’s unified set of criteria, and therefore they will confidently seek it out.



### Printed and framed certificate

Our set of criteria was developed with the involvement of rehabilitation engineers.



# Digital channels

The list of trademarked sites will be made available to the public. We provide detailed, credible information – and real assistance for the work/recreation/entertainment needs of the special needs community.



## Online database on accessible sites

Certified sites are included on a public interface accessible to everyone, allowing people with special needs to choose from our partners’ services based on their own criteria.



## Mobile application

Special needs users can collect information on accessible sites with the help of a mobile application, even when they’re en route.



## Detailed site profiles

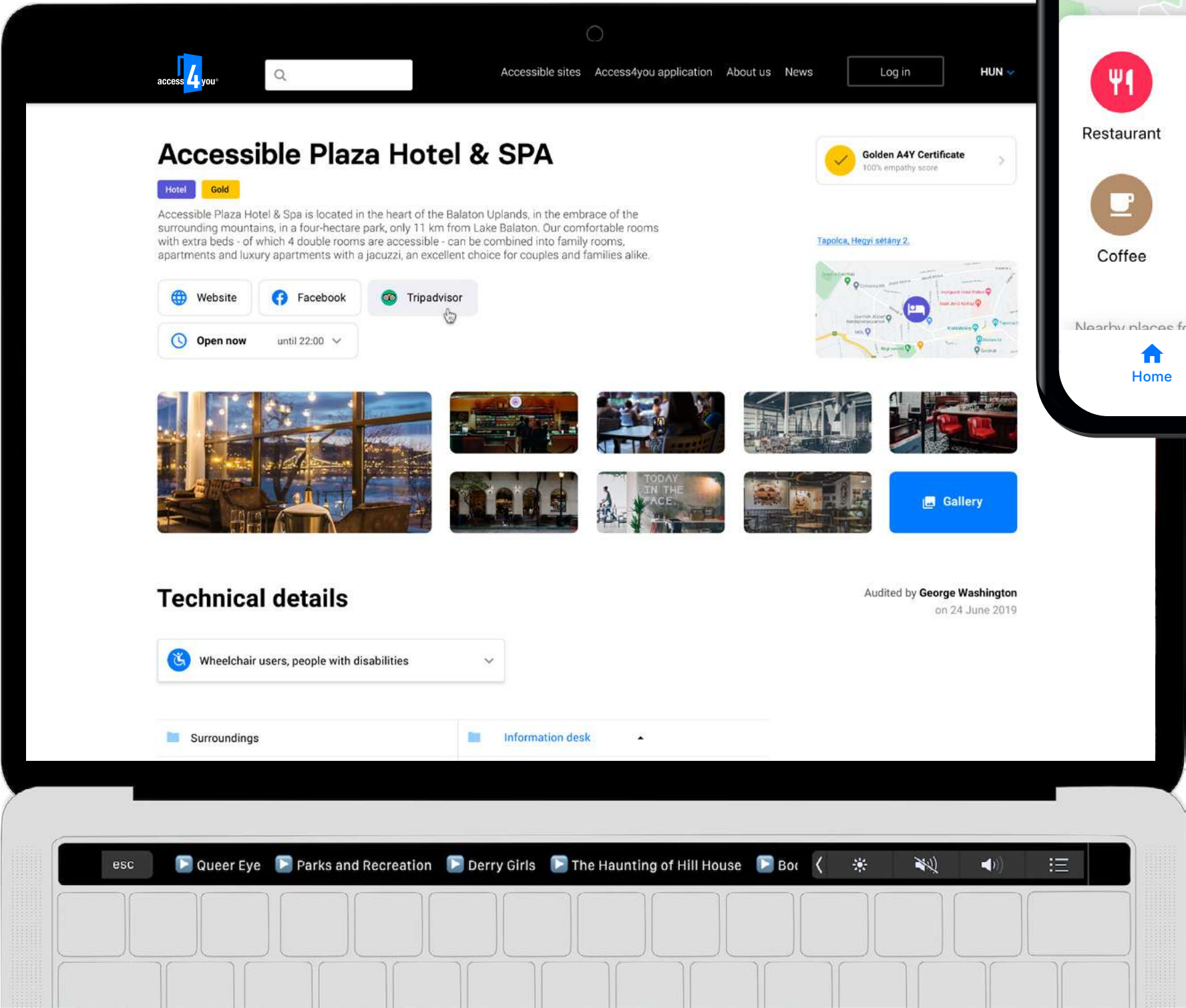
We prepare detailed, editable profile pages on all sites with an Access4you trademark. These allow users to get in touch with our clients.

### Mobile application

The Access4you application is available for both iOS and Android platforms.

### Detailed site profiles

All certified sites are included on Access4you’s accessibility listing site.





## Our service

# Communication

We provide our clients with all the publicity elements that facilitate the communication of the trademark, as well as promote exposure through our own communication channels and media partners.



## Trademark communication

We will provide you with all the publicity elements that facilitate the communication of the trademark.



## Social media

Our partners are regularly featured on our website as organisations that take action for the sake of accessibility.



## Website and application

Your site will be featured on the access4you.io website as an accessible, trademarked site.

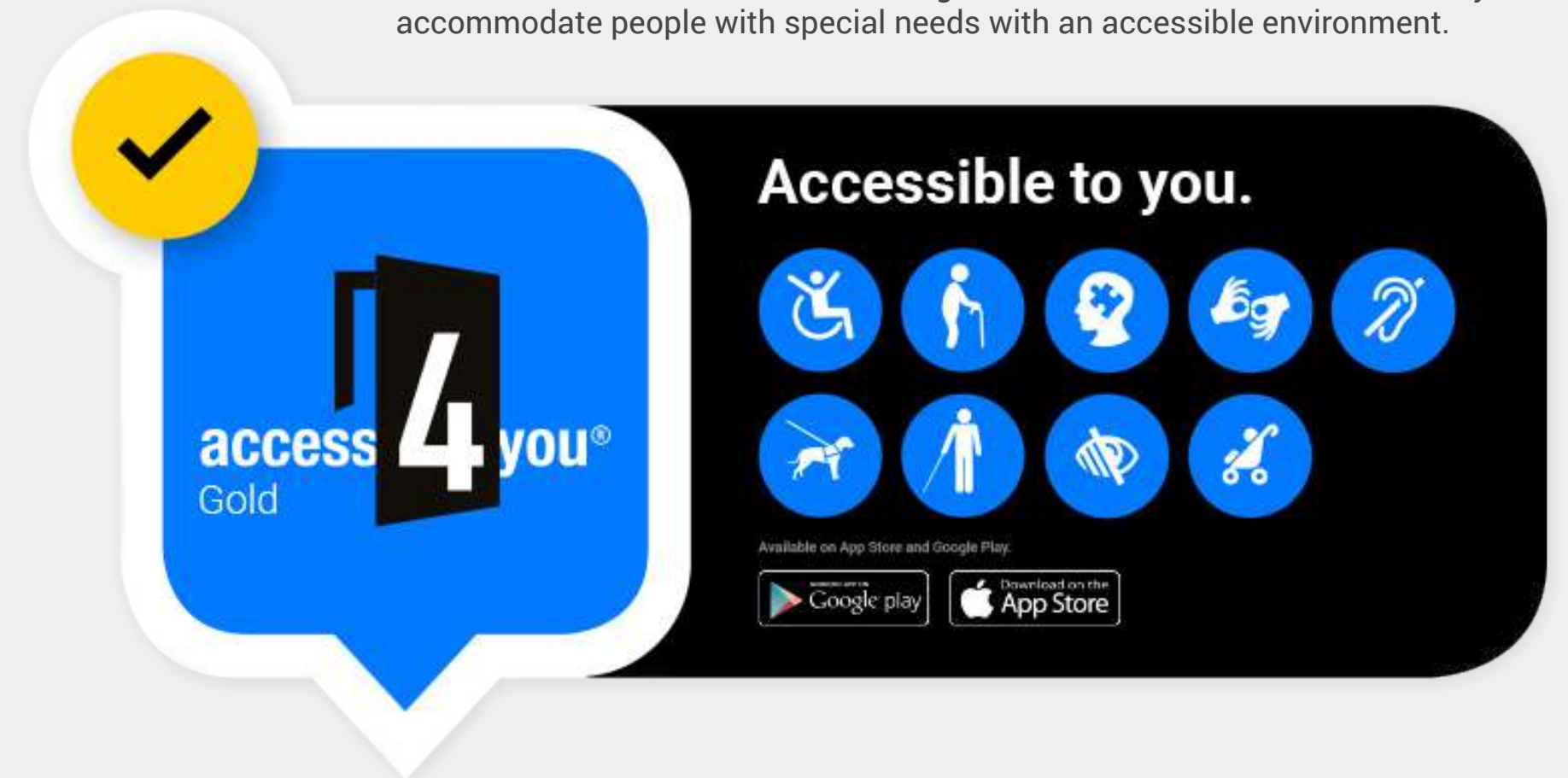


## Media partners

Through the involvement of our media partners, we promote the cause and the social benefits of accessibility.

### Sticker

Certified sites can communicate through their storefront or entrance that they accommodate people with special needs with an accessible environment.



### Our media partners

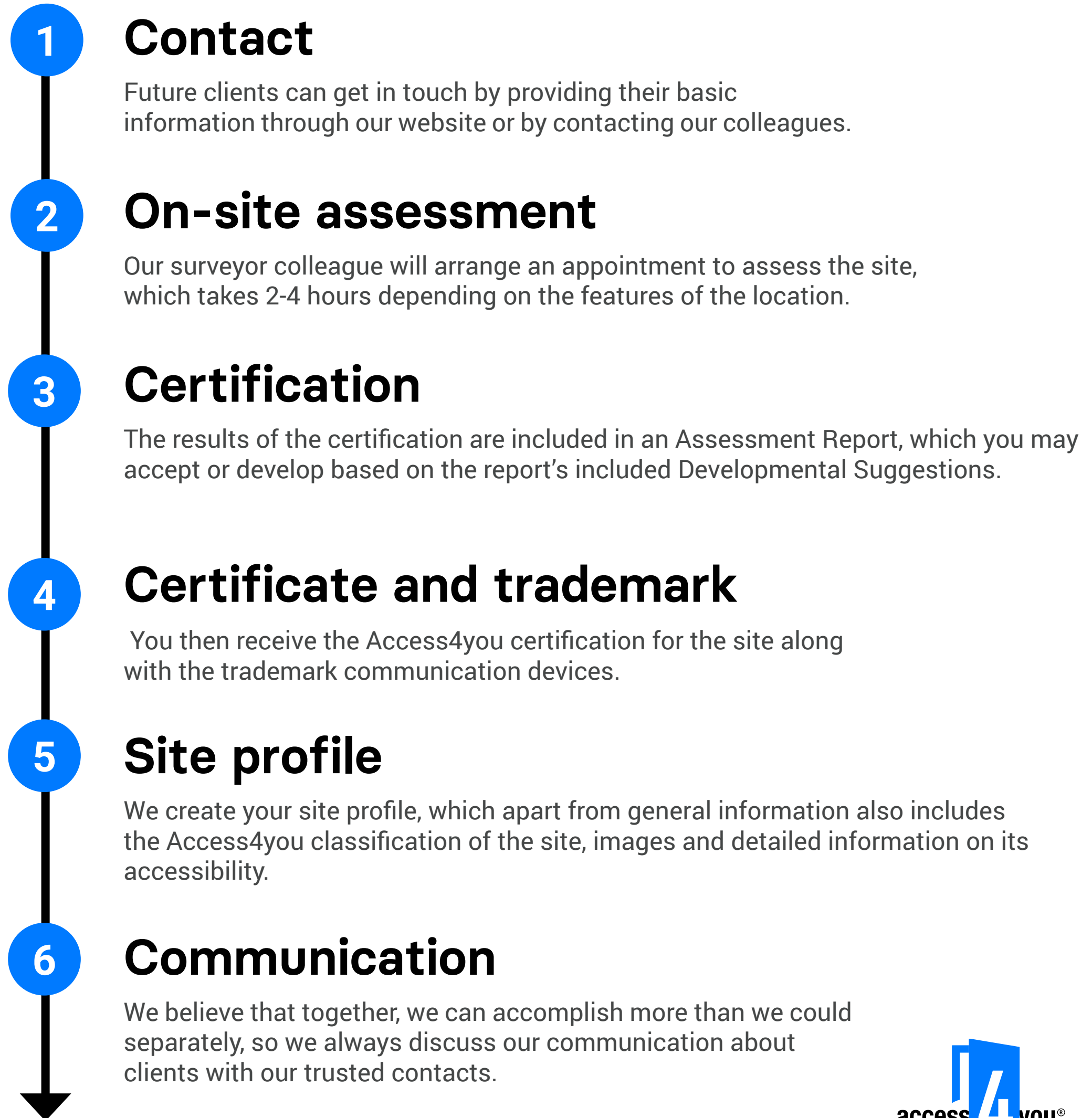
We're not alone – they help us get our message across to as many people as possible.





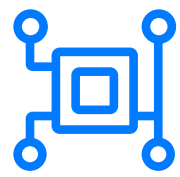
# How do we do it?

We've designed all the stages of our service process so that it creates added value for our clients and people with special needs alike, while also providing credible, transparent information.



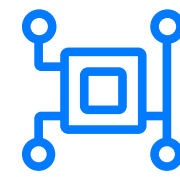
# Digital transformation

Access4you works with digital professionals, UX designers and researchers in its digital developments, continuously involving users for the best experience.



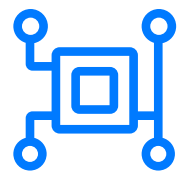
## E-audit

Our innovative e-audit system allows us to evaluate a site anywhere in the world through a video call.



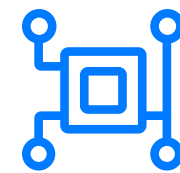
## Modular basis

Due to the adaptive, modular basis of our audit system we are ready to evaluate a property of any function and any size.



## Database

The list of the certified sites and all validated information about them are available free of charge on our website and mobile application.



## Digital processes

The company's operational, sales and communication processes are combined by a CRM system, which provides a predictable and stable service to our clients.



# Service fee elements



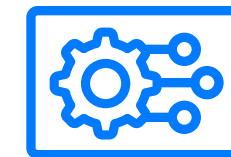
## Assessment, certification

The accessibility assessment and certification entail a one-time cost and are valid for a period of 3 years.



## Trademark use

Additionally, there is an annual fee for the use of the European certification trademark.



## Site features

The assessment, certification and trademark fee depend on the floor area and function of the site or on the multiplicity of the properties in the case of multiple sites.

We like working together

# Special clients

Accessibility provides a way to develop a sustainable world and is the foundation of an inclusive society. This is our common concern and in everyone's interest.





# Reviews

## Zoltán Borbély

director,  
Atenor Hungary

“We have focused our developments on corporate social responsibility and sustainability.

That is why we decided to design all our buildings according to Access4you’s classification and certification system based on a set of 550 criteria tailored to people with special needs.”

## Mátyás Gereben

Country Manager,  
CPI Hungary

“Whether or not someone uses a wheelchair or is visually impaired, they still represent formidable intellectual capital.

We’d like to reach a segment for whom equal opportunities and the use of this capital is of great significance.”

## János Zalán

theatre director,  
Hungarian Theatre of Pest

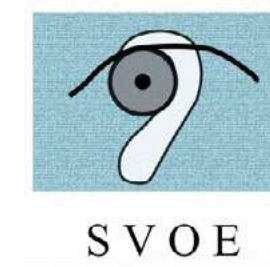
“Pesti Magyar Színház is committed to the realization of auditorium integration and in-house accessibility.

Thanks to Access4you’s gold-level certification, we can safely say that we can provide an unconstrained theatrical experience for all members of the audience.”

We don't stand alone

# Our partners

Our strength lies in our shared values and highly diverse knowledge and experience.





Who are we?

# About us



**Balázs Berecz**

founder,  
managing director



**Tamás Méri**

founder, business  
development director



**András Kutrovics**

technical  
project manager



**Judit Halmi**

brand manager



**Judit Fidrich**

office manager

Our team is supported by a national network of auditors, rehabilitation engineers as well as developers and UX designers.

## Our corporate values

Human dignity  
Freedom  
Equal opportunities  
Trust  
Innovation

## Vision

Our vision for the future is to establish an inclusive, sustainable and cooperative social environment.

## Mission

We consider it our task to promote the cause of accessibility by encouraging organisations to develop their accessibility and provide credible, detailed related information.

**Linked in**

**facebook**

# Let's act for an accessible future together!



## Contact



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