

Contentsquare Foundation **2025 Activity report**



CONTENTSQUARE
Foundation

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About the Contentsquare Foundation

All equal behind the screen

The Contentsquare Foundation is committed to building a more accessible internet.

Our vision: A fair and inclusive digital world where everyone can access online experiences, regardless of ability.

Our mission: Accelerate digital accessibility through **education, research, and advocacy**—equipping organizations and individuals with the knowledge, evidence, and tools to create inclusive digital experiences.

Our impact since creation:

43,000+

People reached through educational trainings and masterclasses

2

Innovation Prize winners supported with funding and mentorship

3

Annual research reports exposing accessibility gaps

30+

Consortium members collaborating across sectors

Our story

2012

Contentsquare is founded in Paris by Jonathan Cherki, with a vision to improve digital experiences through data-driven insights.

2020

Contentsquare acquires AdaptMyWeb, a French assistive technology startup, marking the company's first major commitment to digital accessibility.

2021

The Contentsquare Foundation is established, devoted to promoting digital accessibility and building a more inclusive online world.

2025

Four years in, we've trained thousands, published research exposing accessibility gaps, and launched advocacy campaigns. But the work is far from finished.

2026

Today, we continue to break down barriers that prevent over one billion people from fully participating in the digital world.

Letter from the Executive Director, Marion Ranvier



Dear friends, partners, and allies,

Four years into our mission, 2025 showed us what's possible when persistence meets partnership.

Since launching the Foundation in 2021, we've focused on building the infrastructure for lasting change: educating future professionals, producing evidence-based research, and creating spaces for cross-sector collaboration. Over the past year, we saw how these efforts reinforce one another.

Our ecommerce research revealed that 94% of online shopping journeys remain inaccessible—a finding that resonated beyond our usual audiences. Meanwhile, we saw an increase in momentum for our education

initiatives, with 12 universities signing our pledge, committing to equip students with accessibility fundamentals. We launched our first public-facing campaign, including a podcast and an immersive experience that made barriers tangible for thousands of visitors. And through our Innovation Prize, we continued supporting entrepreneurs building breakthrough accessibility solutions.

The reality remains urgent. As regulations change and the European Accessibility Act takes effect, organizations face a choice: treat accessibility as a compliance checkbox or embrace it as a design principle and human right. We'll continue building the knowledge, evidence, and networks to ensure they choose

This work is only possible because of our partners, consortium members, and the disability community who guide everything we do. Together, we're driving accountability and building solutions.

Thank you for being part of this journey.
Warm regards,

Marion Ranvier

Executive Director, Contentsquare Foundation





Three years after we launched the Contentsquare Foundation, our commitment to raising awareness of digital accessibility and empowering individuals and organizations through education and upskilling remains unwavering. Our mission isn't just about tackling digital accessibility — it's about igniting a movement that drives systemic change, creating a digital future that's fair and inclusive for everyone."

Jonathan Cherki

Chairman & President, Contentsquare Foundation,
Founder & CEO, Contentsquare

2025 in numbers

→ **6,000+ people engaged**,
through educational trainings,
masterclasses, and advocacy
campaigns

→ **12 schools signed
the accessibility pledge**,
committing to integrate digital
accessibility training, potentially
reaching 60,000 students in France

→ **2nd Accessibility
Innovation Prize**
awarded to CollectivAlly, an AI platform
democratizing inclusive user testing

**94% of ecommerce journeys
remain inaccessible**
across Europe's top shopping sites,
according to our 2025 Ecommerce
Accessibility Snapshot

→ **6,400+ active Readapt
users worldwide**,
adapting 100,000+ digital texts through our
free, open-source assistive reading tool

→ **1 Grand Prix de la
Philanthropie winner**
in the Handicap & Digital
Accessibility category



Impact
by pillar

Education

Scaling accessibility education: From classrooms to careers

Education remains the cornerstone of lasting change. In 2025, we focused on embedding digital accessibility education at scale: reaching future professionals before they enter the workforce and upskilling current practitioners shaping digital products today.

Building the foundation: University education

Following our October 2024 launch of France's first free digital accessibility course for higher education, 2025 saw momentum accelerate. **12 schools signed our voluntary pledge** to integrate the 2-hour training module into their curriculum, potentially reaching 60,000 students. This cross-disciplinary approach ensures accessibility thinking spreads beyond technical teams to product managers, marketers, and executives.

The pledge's success lies in removing barriers: we provide a SCORM file for seamless technical integration, eliminating the need for schools to build content from scratch. With the European Accessibility

Act now in effect, universities recognize that graduates without accessibility knowledge will be unprepared for industry reality.

The training covers three core areas: disability types and assistive technologies, legal frameworks (WCAG, EAA), and the business case for accessibility. Crucially, it positions accessibility as design principle and market opportunity—not merely compliance. Our potential reach is 60,000 students across the 12 partner institutions.



Training our students in digital accessibility means teaching them to design truly inclusive solutions, useful to everyone. Beyond technical skills, this training helps them reflect on the concrete impact of their work and their role in building a robust and desirable society."

Pascal Ray,
Dean of École Centrale Lyon (Partner institution)

Bridging to practice: Professional training ecosystem

University education creates the pipeline, but current practitioners need upskilling now. As such, in 2025, we trained over 1,600 professionals through multiple pathways.

Our free online certification—available in English and French—trained individuals and professionals on accessibility fundamentals, legal compliance, and business rationale. We also published self-serve resources, such as the digital accessibility handbook available in English, French and Italian, to provide guidance for teams moving from awareness to implementation.



Lastly, systemic change starts at home. Over 1,000 Contentsquare employees completed accessibility training in 2025—demonstrating the importance for companies to invest in their own teams first.

This integrated approach creates a flywheel: university students enter the workforce with accessibility fundamentals embedded. Trained professionals become internal advocates who train their colleagues. Each person we educate becomes a node in an expanding network of accessibility champions.



Research & Innovation

Exposing gaps, empowering solutions

Research exposes problems. Innovation creates solutions. Together, they drive systemic change.

In 2025, our research focused on ecommerce—a sector facing regulatory deadlines and persistent accessibility gaps. Meanwhile, we continued supporting innovators building the tools and platforms that make accessibility scalable, from AI-powered testing to open-source assistive technology.

Exposing the accessibility gap: Ecommerce research

As the European Accessibility Act took effect in June 2025, we released our third annual research—this time focusing exclusively on ecommerce. The research confirms that checkout flows continue to exclude a substantial number of users.

We manually audited **250 pages across Europe's top shopping sites** (France, Germany, UK, Italy, Spain) and global marketplaces, testing five stages of the consumer journey: Product Listing Pages (PLP), Product Detail

Pages (PDP), Cart, Delivery, and Payment. Each page was evaluated against **15 WCAG 2.2 criteria** with the highest user impact.

The impact went beyond data. Within weeks of publication, major European retailers were legally challenged for digital inaccessibility. The research became evidence of real accountability. To learn more, [Download the full 2025 Ecommerce Accessibility Readiness Snapshot](#).



94%

of Europe's top
ecommerce sites
have **inaccessible
checkout flows**

Product pages are the
weakest step in the
consumer journey,
scoring

3.5

out of 10 on accessibility,
on average

84%

of all checkout pages
are **invisible to screen
readers**

Unlabelled buttons, fields, and
elements = assistive tech can't
perceive key actions

Empowering innovators: Accessibility Innovation Prize

Breakthrough accessibility solutions often lack the resources and visibility needed to scale. Our Accessibility Innovation Prize addresses this gap: a grant plus expert mentorship from industry leaders to accelerate development and market reach.

In 2025, we awarded our second prize, in partnership with **eBay**, **Skyscanner**, **Snowflake**, and checked in with our inaugural winner to see how far they've come.



One year later: SensePilot's journey

In 2024, we awarded **SensePilot** funding to develop assistive technology that lets people with low mobility control computers using only head movements and facial gestures—no expensive hardware required, just a standard webcam.

One year later, The grant enabled an 80-person beta test in February 2025, gathering feedback from users with various conditions plus occupational therapists and assistive technologists. **The product launched publicly in May 2025 and now serves hundreds of users worldwide.**

Since winning, SensePilot joined the Grow AI accelerator program (powered by INCO Group and supported by google.org) and won innovation awards from Communication Matters and the International Telecommunications Union. In 2026, SensePilot was named a Zero Project Awardee, earning a speaking slot at the UN Offices in Vienna—recognition that positions them among the world's leading accessibility innovators.



The Accessibility Innovation Prize came at a critical moment for SensePilot. As a pre-revenue, non-funded company, the grant meant we could focus entirely on product development and user testing instead of scrambling for resources. It allowed us to get the product right before launching. The visibility from the Foundation, including TV and press coverage, helped amplify our message."

Mike Hazlewood, CEO & Co-Founder, SensePilot

Mike served on the 2025 jury, bringing his lived experience as an entrepreneur in the accessibility space to help select this year's winner.

2025 Winner: CollectivAlly

CollectivAlly is the **AI platform democratizing inclusive user testing** based on the lived experience of disabled and neurodivergent people. Instead of just flagging technical errors, this UK-based initiative simulates real user journeys—like "**Ashleigh**," who uses a screen reader, or "**Christopher**," who navigates via keyboard.

Crucially, these personas are trained on 20+ years of ethically sourced data from disabled contributors who are remunerated for their expertise, ensuring the "human" is put back into the digital loop.



Too often, tests with users with disabilities are the first sacrificed due to lack of time or budget. Winning this award confirms our belief that lived experience belongs at the heart of digital design. Our goal is not to replace real users, but to amplify their voices."

Lucy Collins, Co-Founder, CollectivAlly

CollectivAlly bridges the gap between basic automated checklists and expensive live user testing—making inclusive design accessible to every organization, regardless of budget.

CollectivAlly receives the €10,000 prize grant to move from prototype to market launch, plus mentorship from eBay, Skyscanner, and Snowflake accessibility leaders. Read the press release [here](#).



Open-source impact: Readapt

Readapt, our free assistive reading tool for people with dyslexia and visual difficulties, continues thriving as an open-source project with **6,400 active users** worldwide adapting **100,000+ digital texts** in 2025.

Available as a Chrome extension and Microsoft Word add-in, Readapt lets users customize their reading experience with features like syllable highlighting and alternate text displays.

While no longer in active Foundation development, the tool's open-source model ensures it evolves through community contributions on [GitHub](#) — proof that accessible tools don't need to be expensive to create lasting impact.

Advocacy

Making digital exclusion impossible to ignore

Most people don't experience digital barriers, so they don't prioritize fixing them. We bridge this empathy gap through storytelling, immersive experiences, and strategic partnerships, making digital exclusion visible and urgent.

In 2025, we launched two public-facing initiatives while strengthening the infrastructure for cross-sector collaboration.





Making it heard: Hors Ligne podcast

In May 2025, we launched **Hors Ligne** (Offline), a podcast in French exploring a pointed question: *What if being offline in 2025 isn't a choice, but a constraint?*

Hors Ligne **gives a voice to those fighting for a more accessible web**, such as activists, designers, and entrepreneurs working to break down digital barriers. Through conversations with leaders, including Jonathan Cherki (Contentsquare Founder and CEO), Axelle Lemaire (former undersecretary under the Hollande administration and former Deputy at the French National Assembly), and Anthony Babkine (co-founder of Diversidays, an organization promoting diversity in the tech workforce, among others, we explored the human stories and systemic forces keeping millions offline.

The podcast format allowed us to reach thousands of unique listeners since launch, including new audiences such as commuters, policymakers, business leaders listening during their daily routines.

[Listen now](#) on your favorite streaming platform.



Making it felt: Behind the Screen

Understanding barriers intellectually is different from experiencing them. **"Behind the Screen"** immerses visitors in the frustration of navigating inaccessible digital environments—demonstrating what millions face daily.

The experience **simulates four types of disabilities through realistic scenarios**, such as navigating a cluttered interface with a screen reader, completing a purchase without audio cues, or using a website with motor impairments.

Available on web, mobile, and VR, the experience launched in May and has reached over 2,000 people at major events including Contentsquare's CX Circle editions (NYC, Paris, Milan), and "Uniques" festival in France.

Try the experience [here](#).



Building the ecosystem

Lasting change requires infrastructure. Our **Digital Accessibility Consortium** brings together **30+ members** from corporations, NGOs, higher education, and government—serving as France's leading network for knowledge-sharing and policy influence. In 2025, the Consortium focused on amplifying the university training pledge and preparing members for European Accessibility Act compliance.

On **December 3** (International Day of Persons with Disabilities), we hosted our **second annual Foundation event**, convening leaders from public, private, and civil society sectors. We presented the ecommerce research findings, announced the Accessibility Innovation Prize winner, and facilitated cross-sector conversations on accessibility leadership.

The Contentsquare Foundation also won the **Grand Prix de la Philanthropie 2025** (Grand Prize of Philanthropy by Ficade Group) in the Handicap & Digital Accessibility category—a recognition that validates our approach and amplifies our voice among funders, partners, and policymakers.

Together, these efforts translate awareness into action: building the networks, recognition, and momentum needed for systemic change.



Lessons learned

Research timed for the real world drives impact

Research has the greatest impact when its timing aligns with decision-makers' readiness to act. Our ecommerce accessibility snapshot was released just as the European Accessibility Act took effect—at a time when retailers faced heightened scrutiny. The data was used in real-world conversations about compliance and accountability.

The lesson: Impact isn't just about quality—it's about relevance. By monitoring regulatory timelines, industry challenges, and policy debates, we can ensure our work tackles the real-world questions organizations face. Good research at the wrong time gets filed away. At the right time, it drives action.

Meet people where they are (different audiences need different entry points)

The "Hors Ligne" podcast and "Behind the Screen" experience showed us that accessibility advocacy cannot rely on a single format. Some audiences need data (research reports), some need stories (podcasts), and some need to encounter barriers firsthand (immersive experiences) to fully understand the issues. Our most effective work this year combined all three approaches, reaching executives, policymakers, and the broader public through channels suited to their contexts.

The lesson: Don't expect everyone to engage in the same way. Build a portfolio of touchpoints that meets audiences where they are—whether that's podcasts for commuters, immersive experiences for event attendees, research reports for executives, and social content for broader awareness. Accessibility is about removing barriers; our advocacy should follow the same principle.

Small commitments, repeated at scale, create momentum

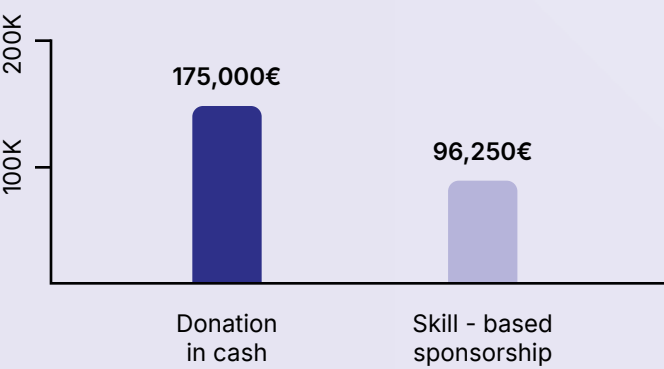
The university pledge worked because we made it easy: free content, simple integration, and no budget required. Schools could commit without overhauling their entire curriculum. Similarly, Readapt continues thriving as an open-source project with minimal ongoing investment—proof that the right infrastructure, once built, can sustain itself through community contributions.

The lesson: Systemic change doesn't always require big asks. Sometimes the most scalable approach is removing friction from small commitments. Whether it's a training pledge, an open-source tool, or a partnership model, making participation easy and low-risk allows more organizations to say "yes"—and many small yeses add up to meaningful movement.

Financials

The Contentsquare Foundation continues to operate under a dual model, acting both as an **operator fund** (designing and implementing our own initiatives) and as **distributor fund** (supporting external organizations advancing digital accessibility). This model allows the Foundation to drive impact directly while amplifying the work of partners.

Contentsquare remains the Foundation's primary funder, providing both financial contributions and invaluable skills-based sponsorship. Employees contribute expertise in areas like software development, data analysis, design, marketing, and event management.



In 2025, the Foundation received the following donations:

- **€150,000** from Contentsquare
- **€10,000** from Woonoz, raised for the Behind the Screen immersive experience
- **€15,000** from Fondation Valentin Haüy, raised in support of the university training pledge
- **€96,250** worth of skills-based sponsorship provided by our taskforce

In addition to direct financial contributions, external funding and in-kind support allowed us to scale initiatives beyond the limits of its core budget, demonstrating the power of strategic partnerships and targeted fundraising efforts.

Use of funds

Distribution of expenditure by pillar and initiative

Pillar	Initiative	Program spend (€)	Donation distributed to partners (€)
Advocacy	Immersive Solution	€35,000	
Education	E-learning Access Num	€8,000	€10,000
Research & Innovation	Accessibility Innovation Prize Ecommerce report	€35,000	€10,000
TOTAL		€78,500	€20,000

Our team



Operational team

The Contentsquare Foundation operates with a lean, dedicated team of three:

- **Marion Ranvier**, Executive Director
- **Loulwa Murtada**, Senior Program Manager
- **Natacha Madeuf**, Accessibility Expert

Our unique structure as an endowment fund allows us to leverage further expertise across the Contentsquare ecosystem, including developers, designers, marketers, communications specialists, legal counsel, and data protection professionals, alongside external consultants who provide specialized support for specific initiatives.



Our board

- **Jonathan Cherki**, President and Chairman
- **Mathilde Morel**, Treasurer - Succession pending
- **Nicolas Fritz**, Secretary
- **Arnaud Gouachon**, Administrator

Conclusion



Four years in, one truth remains constant: our work is only meaningful when guided by the lived experiences of people with disabilities. Their voices have shaped our initiatives from the topics we research to the solutions we support, and how we communicate our message. Working with and for people with disabilities will always be at the heart of everything we do.

2025 demonstrated that persistence pays off. Initiatives we planted years ago—the Consortium, the university training, the barometer series—matured into measurable impact.

But the work is far from finished. The 94% inaccessibility rate in ecommerce reminds us that despite growing awareness, most organizations still haven't prioritized accessibility in practice. The gap between policy commitments and implementation remains vast.

As we look toward 2026 and the enforcement of the European Accessibility Act, organizations can no longer treat inclusion as optional. We'll continue educating, researching, advocating, and holding space for the world we believe is possible: a world where people are *All Equal Behind the Screen*.



Acknowledgements

Thank you to our consortium members and partners:



And all schools, organizations, and individuals who contributed to our mission in 2025.



Our vision is to help build a fair and inclusive digital world.

Learn more about our work at contentsquare-foundation.org

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