



---

# Corporate Social Responsibility Report

© Siteimprove



CSR



# Table of Contents

<b>4</b>	<b>Letter from the CEO</b>
<b>6</b>	<b>Who we are</b>
<b>8</b>	<b>Siteimprove and the Sustainable Development Goals</b>
10	Goal 4: Quality Education
14	Goal 10: Reducing Inequalities
16	Goal 17: Partnerships for the Goals
<b>18</b>	<b>Accessibility state of the globe</b>
<b>20</b>	<b>Human rights</b>
22	Contributing to inclusion since 2007
23	Making our platform accessible to support a diverse workplace
25	The Siteimprove global accessibility pledge
26	Empowering employees through internal accessibility training
27	The Siteimprove Academy
27	On the road: Events around the world
31	Update on the WAI-Tools Project
32	Establishing the W3C's Diversity Fund
32	Combating the democratic problem of inaccessible political websites
33	Helping vendors: The case with DocuSign
34	The dedication of one Siteimprover resulted in a Danish version of WCAG 2.1
34	Siteimprove Performance
36	Data Privacy
37	Goals
<b>38</b>	<b>Labor rights</b>
40	Policies
41	Our people are our greatest resource
44	Giving back to the community
45	Taking pride in diversity
47	Goals
<b>48</b>	<b>Environment</b>
50	Siteimprove's Environmental Policy
51	Minimizing the impact of our supply chain
51	Minimizing the carbon footprint of our data processing
52	Minimizing the impact of our hardware
53	Goals
<b>54</b>	<b>Anti-corruption</b>
56	Siteimprove's Code of Conduct
57	Siteimprove's Whistleblower Policy
57	Siteimprove's Supplier Code of Conduct
57	Goals



# Letter from the CEO

Dear reader,

I'm excited to once again introduce Siteimprove's Corporate Social Responsibility Report, reaffirming our support for the United Nations Global Compact, which we joined back in 2010, and the Sustainable Development Goals (SDGs).

2019 was a notable year for Siteimprove. Our commitment to developing an enterprise level product meant that we expanded our marketing suite to further serve digital marketing teams with two new products, Siteimprove Ads and Siteimprove Performance, and further improved our existing products.

Our main contribution to a more inclusive web is Siteimprove Accessibility, which continues to provide best-in-class accessibility monitoring and will become even better when we upgrade the product with a new accessibility engine in 2020. Like Accessibility, our latest product, Siteimprove Performance, is a great example of how inclusion and good business go hand-in-hand. The product enables our customers to identify how to improve the performance of their websites and make their content and services available for even more users, and customers, around the world.

We are seeing more and more of our customers turning to Siteimprove to get quality training. Our industry knowledge, strong network of partners, and expertise mean we can provide valuable industry insights and useful learning within all things digital. Central to the customer learning experience is the Siteimprove Academy, which took a major step forward in 2019. Not only did we see the number of completed Accessibility courses almost doubling compared to 2018, the courses are now approved for Continuing Accessibility Education Credits through IAAP.

Siteimprove continues to be a strong partner for like-minded organizations. As we enter the final year of the WAI-Tools project, we can look back at a productive 2019 where we made great strides in the project, which aims to be the go-to solution for the European governments for repairing web accessibility problems. We also continued our partnership with the European Disability Forum, with whom we published an important report revealing serious accessibility issues on the websites of the European parliaments.

One of the highlights of the year for me personally was when I had the pleasure of welcoming a big crowd of passionate accessibility professionals at our launch event for the Accessibility World Map in May, 2019. At the event, we presented the Accessibility World Map website, which is part of our commitment to further develop measurements of progress within digital inclusion, and announced that the site also offers free tools for checking and improving website accessibility. Using our expertise and development capabilities to provide free accessibility tools comes natural to us as a responsible company, and I look forward to seeing Siteimprove help even more organizations in the future.

In order to achieve the SDGs and successfully make the web better for all, it's crucial that we get other organizations on board. Siteimprove has reached a size where we can feel confident when presenting our

demands to suppliers and partners. That's one of the reasons why we introduced the Siteimprove Accessibility Pledge and our Supplier Code of Conduct in 2019. It is a strong statement that if you want to do business with Siteimprove, you must respect human and labor rights, look after the environment, work against corruption, and provide accessible solutions.

Last but not least, I would like to praise our employees for their continuous dedication. They have embraced the internal accessibility initiatives that we rolled out in 2019 and they show an undying passion and engagement for making the web better every day. I know they do much more to contribute to an inclusive world than can be described in this report.

With this report, I hope to inspire you to take action and join Siteimprove on our journey toward a sustainable, inclusive future.

**Morten Ersbøll Ebbesen,**  
Chief Executive Officer & Founder



# Who we are

Siteimprove helps organizations cut through complexity by making it easier to prioritize work that drives value and delivers growth. Our platform empowers teams with actionable insights that eliminate guesswork and prioritize the most impactful tasks. We bring together siloed digital disciplines in one innovative solution, which integrates seamlessly with leading technology and existing workflows. Perfect your digital presence from a single solution – Siteimprove. At Siteimprove we empower organizations with actionable insights to cut through digital complexity and achieve growth. We operate in a digital reality. Almost every aspect of our lives takes place online. Every type of organization utilizes this digital space to serve their citizens, students, customers, and users. We want to ensure everyone can use this digital space without limitations. We also want to empower organizations and businesses to overcome their digital limitations by reaching their full digital potential.



## Our brand promises

### 1. We overcome complexity

Our solution cuts through digital complexity and prioritizes tasks that drive results

### 2. We make insights actionable

We eliminate guesswork and empower decision making

### 3. We work with you

Our innovative platform integrates with leading technology solutions while we support your digital development

### 4. We power growth

We empower organizations to meet their digital goals

# Siteimprove and the SDGs



In 2015, the United Nations agreed to 17 global Sustainable Development Goals (SDGs) as part of their ambitious 2030 agenda. The overall objective is a better, more sustainable future. The 17 SDGs, and the 169 targets that go with them, address the global challenges we need to overcome within the next 10 years. We are strong supporters of the SDGs and their purpose of leaving no one behind. For the past few years, Siteimprove has worked actively with the SDGs and we encourage others to take part and join us on the path toward a sustainable future.

Siteimprove is uniquely positioned to contribute to the SDGs regarding digital human rights. We've identified the goals that align best with our core business and areas of expertise and considered where we can make the biggest impact, which means we're focusing on three specific goals that we view as great shared value opportunities. Our business model also has potential to directly or indirectly impact several other SDGs.



## Siteimprove's impact on the SDGs

### Focused positive impact



### Potential positive impact



### Potential negative impact



In this report, we will go into detail about our focused positive impact on goals 4, 10, and 17. In the Environment section, we explain how we mitigate the risk of potential negative impact on Goal 13: Climate Action.

# 4 QUALITY EDUCATION



**Goal 4:**  
Quality Education

## Our focus

We want to ensure inclusive, equitable, and quality education by educating our stakeholders about accessibility and inclusion and by contributing to equal access to online education.

## Why quality education is a priority

We are committed to providing equitable, quality education for all, which is why it's a key area of focus as we work toward a more inclusive world. As web accessibility is still seen largely as a niche topic, our goal is to make people aware of the issues caused by inaccessible technology, and to educate them on how to solve these issues. With our expertise, we are able to provide the knowledge and tools people need to improve the accessibility of their websites and live up to global accessibility standards.

## Our targets



**4.3** Equal access to affordable technical, vocational, and higher education



**4.5** Eliminate all discrimination in education

## Our contribution

We spread awareness about accessibility and inclusion in everything we do. For those who are willing to learn more, we can educate them about the topic in a number of ways.

In Siteimprove Academy, we offer a long list accessibility courses, some related to practical topics, like creating accessible documents and emails, some aimed at specific professionals such as designers and developers, and others that are more general, like our Web Accessibility Fundamentals course. Every Siteimprove customer gets complementary access to all of our Academy courses for up to 20 of their users with their Siteimprove contract.

We also educate customers, partners, employees, and the general public through events, digital content, social media campaigns, and webinars. Our accessibility experts regularly speak at external conferences and Siteimprove-hosted events. They are also often featured in the accessibility webinars we organize over the course of the year.

On our website, we offer a substantial number of resources and pieces of content to help organizations become more accessible, and we always share valuable insights with the world on our social media channels.

Furthermore, one of Siteimprove's main customer segments is the education sector. By providing educational institutions with the software tools they need, we empower schools, colleges, and universities to make their information and services available to users of all abilities. When barriers on websites are eliminated, we can ensure that quality education is accessible for a larger part of society.



### Back 2 school supply drive

During the month of August, our Minneapolis office organized a back-to-school supply drive, where we collected school supplies and donated them to kids in the local community. For the initiative, we teamed up with the Bay Laurel Fund, a non-profit organization started by Darryl White, who's an inbound marketing development manager at Siteimprove.

The purpose of the initiative was to raise awareness and collect donations for kids in need of school supplies before the new school year started. Siteimprove's goal was to collect 50 backpacks, 100 notebooks, and 150 crayon, marker, pen, and pencil packs. At the end of the month, we had managed to surpass our goal by bringing in over 80 backpacks, 240 notebooks, and 190 packs of markers, pens, and pencils, most of which were donations from Siteimprovers.

A group of Siteimprovers brought the supplies to a local park in the St. Louis Park neighborhood near Minneapolis and handed them out to local kids in need of these items. At the park, we were joined by other inspiring local business and role models who helped prepare the underprivileged kids for the first day of school. The kids got new haircuts and meals to go with the school supplies so that they were set for the new school year.

Darryl received great reactions to the initiative, confirming that his non-profit and his colleagues made a great contribution to the community.

“To see the smiles on all their faces was priceless! I don’t know how many times I heard ‘Officer Chaunte look at my hair’ or ‘Look at what I got!’” Darryl recalls. “Overall, I think it was a huge impact on the community and on the volunteers. There were parents coming up to us to thank us for setting up the event. One mother with 3 kids was in tears thanking us for the event and providing this blessing to them,” he continues.

Finally, Darryl also notes that the initiative helped inspire the young people: “The other amazing thing about this event is all the people of color that were involved. We know how important it is to see someone that looks like you and our goal was to show the kids that you can be a barber, hairstylist, police officer, chef, businessperson—no matter what.”



Darryl’s long-term plan with the Bay Laurel Fund is to open a community center in Minneapolis that will provide arts and athletic programs for kids in one building.

“

To see the smiles on all their faces was priceless!”

Darryl White

## Key highlights from 2019

- All 19 Accessibility courses in Siteimprove Academy are now approved for Continuing Accessibility Education Credits through the International Association of Accessibility Professionals (IAAP).
- A total of 14,174 accessibility courses were completed by users in Siteimprove Academy, which is 97% more than in 2018.
- Siteimprove made their first appearance at Folkemødet, Denmark’s Democratic Festival, bringing educational empathy exercise for everyone to try.
- Siteimprove now offers a total of 71 free blog posts about accessibility, plus numerous white papers, webinars, and more.
- Siteimprove rolled out mandatory accessibility training internally, which has since become an integral part of onboarding new employees.
- Siteimprove’s portfolio includes more than 700 educational institutions that are using Siteimprove to make their information and services more accessible.

# 10 REDUCED INEQUALITIES



**Goal 10:**  
Reducing Inequalities

## Our focus

We focus on promoting and contributing to the social, economic, and political inclusion of everyone, regardless of age, sex, disability, race, ethnicity, origin, religion, economic, or other status. We do this through our software solutions and public advocacy for accessibility and inclusion, and by sharing our knowledge and expertise.

## Why reducing inequalities is a priority

We believe that equal access to digital platforms is a fundamental right. As the world becomes increasingly digital, digital accessibility is more important than ever. Our objective is to use our technology to make a genuine difference, and to give everyone the knowledge and tools they need to contribute to the change. This doesn't just apply to those with disabilities—as the world population ages, the need for accessible websites continues to increase.

## Our targets



**10.2** Promote universal social, economic, and political inclusion



**10.3** Ensure equal opportunities and end discrimination

## Our Contribution

We developed our Siteimprove Accessibility software tool more than 10 years ago and have continued improving it ever since to better help organizations remove digital barriers from their websites. We also provide free resources that contribute to reduced inequalities on the web, including the Siteimprove Accessibility Checker for Google Chrome that we released in 2017.

The expertise of our employees is another asset in our efforts to create awareness and provide education about accessibility and inclusion. With our resources and knowledge, we can influence people and organizations around the world, whether through the content we create, the events we host and take part in, or through our interactions with customers and partners.

As we believe equal access to information and services on the web is a fundamental right, our contributions to this cause are described further in the section [Human Rights](#).

## Key highlights from 2019

- The number of users of Siteimprove's free Google Chrome extension increased to 58,000, a 29% increase since 2018.
- 96% of Siteimprove's revenue comes from customers with the Accessibility product as part of their Siteimprove suite.
- Siteimprove launched [www.accessibilityworldmap.org](http://www.accessibilityworldmap.org), a website that monitors accessibility levels of websites across the world and offers free tools for improving the accessibility of any website.
- Siteimprove introduced an Accessibility Pledge and a Supplier Code of Conduct, which explicitly require Siteimprove suppliers to be accessible.
- Siteimprove launched the Performance product, which helps organizations remove barriers that make their websites unavailable for certain devices, locations, and internet connections.

# 17 PARTNERSHIPS FOR THE GOALS



**Goal 17 :**  
Partnerships for the Goals



## Our focus

We focus on encouraging and promoting effective public, public-private, and civil society partnerships. This helps put accessibility on the global agenda and extend our reach, enabling us to have a positive impact on even more people around the world.

## Why partnerships for the goals is a priority

We believe that reducing the digital divide can only be achieved by the joint efforts of multiple stakeholders. Strategies and policies jointly defined by governments, industry, and civil society have far-reaching effects on closing the digital gap. We are committed to bringing together key stakeholders to understand the issues, find solutions, and collaborate to deliver change.

## Our targets

TARGET 17-16



ENHANCE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

**17.16** Enhance the global partnership for sustainable development

TARGET 17-17



ENCOURAGE EFFECTIVE PARTNERSHIPS

**17.17** Encourage effective partnerships

TARGET 17-19



FURTHER DEVELOP MEASUREMENTS OF PROGRESS

**17.19** Further develop measurements of progress

## Our contribution

Siteimprove partners with public and private entities worldwide to leverage our accessibility knowledge and solutions. In 2019, we partnered with other organizations on several important projects and continued to engage with policy makers, civil society, and standards organizations by participating in conferences and panel discussions. Our goal with every collaboration is to use our knowledge and resources to contribute to more people-centric accessibility guidelines, legislation, and solutions.

One of the partnership highlights of the year was when we once again went to the United Nations in New York for the Conference of State Parties (COSP) to the Convention on the Rights of Persons with Disabilities (CRPD) together with our partner, European Disability Forum (EDF).

We also made great strides in the WAI-Tools project, on which we collaborate with key players in the accessibility industry, national authorities, and the World Wide Web Consortium (W3C). The WAI-Tools project, which is due to be completed in November 2020, is part of the European Commission's Horizon 2020 Programme.

Shedding more light on the lack of digital accessibility within European politics, Siteimprove and the European Disability Forum published a report that revealed the poor state of European parliament websites. The report found that 89% of EU member states fail to meet Web Accessibility Directive requirements.

Partnering with the Danish Institute for Human Rights, we assessed the websites of the Danish political parties and published the report "Make Democracy Accessible." The report reveals that the parties' websites lag behind, even though all parties in the Danish parliament voted in favor of the EU Web Accessibility Directive.

## Key highlights from 2019

- Siteimprove co-authored 10 rules as part of the WAI-Tools project.
- Siteimprove once again teamed up with the European Disability Forum (EDF) to participate in the Conference of State Parties to the Convention on the Rights of People with Disabilities.
- Siteimprove co-funded W3C's Diversity Fund.
- Through partnerships with EDF and the Danish Institute for Human Rights, Siteimprove highlighted how inaccessible websites can have democratic consequences.

# Accessibility state of the globe

Building on the foundation of the Accessibility State of the Globe, which we published for the first time in 2017, Siteimprove developed the Accessibility World Map, an interactive map that compares the accessibility levels of websites around the world.

A free resource, the Accessibility World Map presents the worldwide accessibility levels in an easy-to-understand, accessible, and interactive dashboard. With this website, we aim to empower visitors to advocate for a more accessible online world. Currently, 28 countries are tracked and Siteimprove has the ambition to add more in the coming years.

This project, which is completely non-profit, supports Siteimprove's commitment to Sustainable Development Goals number 4, 10, and 17. It is Siteimprove's hope that through this resource the public will be better informed about how their respective country is performing and utilize the information and resources provided to push for better web accessibility.

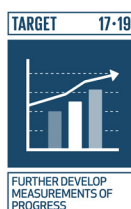
## Current accessibility state of the globe

Countries and industries are scored on a scale of one to 100. The higher the score, the more accessible the websites in the country are. This table shows each country's current score compared with their score last year.

## Methodology

The results are based upon Siteimprove's Accessibility Digital Certainty Index™ (DCI). The accessibility DCI is a metric developed by Siteimprove to indicate the level of a website's accessibility. Siteimprove's automated accessibility checks are based on techniques used to evaluate conformance to the Web Content Accessibility Guidelines (WCAG) success criteria.

The DCI Accessibility Score is a quantitative ratio value based on a combination of automatically tested properties that indicates the level of accessibility barriers identified for a given website, so it's not a conformance level score. To generate a balanced metric, and to control



Country	Current score	Last year's score
United States	67	65
Iceland	65	64
Japan	65	65
Netherlands	65	65
Norway	65	65
United Kingdom	65	64
Australia	64	67
Canada	64	63
Denmark	64	64
Estonia	64	63
Sweden	64	64
Austria	63	66
Finland	63	62
Spain	63	63
Belgium	63	62
Portugal	63	65
Germany	62	62
Italy	62	62
Switzerland	62	64
New Zealand	62	63
Mexico	62	62
France	61	61
Brazil	61	61
India	61	61
Russia	61	60
Chile	60	60
South Africa	60	59
United Arab Emirates	59	59



sensitivity, Siteimprove designed an algorithm that weights several qualities of the pages across a website. The result is a singular score between one and 100. The higher the score, the fewer identified accessibility barriers.

All sites included in this project were collected from publicly available databases.

The overall country accessibility score is calculated by combining the overall accessibility scores of seven industries within each country:

- Education
- Financial Services
- Government
- Healthcare
- Manufacturing
- Retail
- Tourism and hospitality

### Launching accessibilityworldmap.org

Accessibilityworldmap.org was officially launched at the event ‘Benchmarking Digital Inclusion to Drive a Better Digital World’ in Copenhagen, Denmark, on May 14, 2019. The event was hosted by Siteimprove, the Ministry of Foreign Affairs of Denmark, The Confederation of Danish Industry (DI), and The American Chamber of Commerce in Denmark. Speakers from Accenture, Adobe, Microsoft, and Salesforce, among others, spoke on the day about the importance of web accessibility. With 150 people in attendance the event was a great success and we hope the website will be a source of learning, measurement, and inspiration.

The launch of the Accessibility World Map was also our way of marking Global Accessibility Awareness Day (GAAD) in 2019. Siteimprove has actively celebrated GAAD since its initiation in 2012, and this year we were honored to celebrate it with other great organizations at the launch event.

### Offering free accessibility tools

The website not only offers data, insights, and learning—visitors can also access three Siteimprove tools, along with the Google Chrome Accessibility Checker. The tools are:

- Accessibility Statement Generator: Many countries require websites to have an accessibility statement by law. This free Accessibility Statement Generator will help users generate a unique accessibility statement for their website. The generator is available in 10 languages.
- Color-Contrast Checker: Color contrast is a very important component of creating a more accessible web for all users. This color contrast checker helps users determine whether or not their color combinations are accessible.
- Real-time Accessibility Page Checker: With this tool, visitors get an instant overview of accessibility performance on individual pages on their website. It saves them countless hours finding and fixing inaccessible features.





# CSR



# Human rights



## Global Compact Principles 1-2

### The company should

1. Support and respect the protection of internationally proclaimed human rights
2. Make sure that they are not complicit in human rights abuses

At Siteimprove, we believe that accessing the internet is a human right. No one should be excluded online because of their age, sex, disability, race, ethnicity, origin, religion, economic, or other status. That's why Siteimprove works actively to put digital accessibility on the public and private agenda. Creating awareness about the need for an inclusive web and educating customers, partners, the public, and other stakeholders about how to do it right are key focus areas at Siteimprove.

Our efforts to make digital information and services accessible and removing technological barriers are our key contribution to human rights, and to the Sustainable Development Goals. In this section, you can read about what we do to promote and improve digital human rights and inclusion.

### Contributing to inclusion since 2007

The Siteimprove Accessibility tool saw the light of day all the way back in 2007. Since then, it has seen numerous improvements, new functionality, and an ever-increasing number of users. Today, more than 7,000 organizations around the world use our accessibility software to remove barriers from their websites and make them more inclusive. We are proud to report that 96% of our revenue comes from customers who have our accessibility tool as part of their solution.

With the Siteimprove accessibility tool, users can prioritize issues based on responsibility, conformance level, and severity, so they can efficiently remove accessibility barriers that affect the way their users interact with the brand. You don't need to be an accessibility expert. We pinpoint issues via on-page and in-code highlights. With our integrations, users can jump right into their content management system and fix the issue right away.

In 2017, our software solution was accompanied by the Siteimprove Accessibility Checker for Google Chrome, which is a free extension available for all Chrome users worldwide. With the tool, users can check individual pages for accessibility errors and receive guidance on how to fix those issues. More than 58,000 individual users now use the free extension on their websites.

To complement our automatic accessibility testing software, we also offer manual testing for customers, who are interested in user testing their websites and ensuring that they live up to all accessibility standards. Our manual testing team provides a high level of service and enables us to assist customers in all aspects of digital accessibility.

## Making our platform accessible to support a diverse workplace

In 2019, we took a deep look at our internal processes and the services we offer and identified areas where we could become more inclusive. Naturally, we started working to make our products as inclusive as possible, because at Siteimprove, we want our products to be accessible for all users. The Siteimprove platform has been developed with accessibility in mind, and the majority of all functionality is accessible.

For the purpose of identifying accessibility issues in the development phase, we have installed a thorough procedure, which, in addition to automated accessibility evaluations and heuristic evaluations, involves manual testing performed by experts in a variety of browser and assistive technology combinations

In 2019, we made great strides and introduced some impressive accessibility initiatives in the development of our software:



- Firstly, we wanted to move away from planning dedicated accessibility sprints, and minimize the number of accessibility issues produced in the first place. By simplifying what we require by each role of designer, developer, and tester, as well as offering specialist consultancy throughout the development cycle, we're now seeing accessibility as a well-integrated discipline in the daily Scrum routine.
- Secondly, we're in the process of removing existing accessibility roadblocks so that all users have access to functionality and information on equal terms. We have identified a number of such impediments across our products, and we're working with the individual product teams on prioritizing these.
- Lastly, for extra transparency, we have added an Executive Summary to our VPAT (Voluntary Product Accessibility Template). While today we can only claim that the majority of all functionality is accessible and usable, once we have removed the known impediments and achieved a barrier-free platform, we can claim to be accessible and usable for all.

We are proud of our VPAT which is available on our website. This document helps us provide transparency about fixed accessibility issues and issues yet to be fixed on the Siteimprove platform. You'll find the VPAT on our homepage by following this link: [siteimprove.com/en/vpat/](https://siteimprove.com/en/vpat/)

“

We want to ensure equal access online for all.”

Tobias Jensen

## Inside the machinery



Interview with **Tobias Jensen**, Digital Accessibility Specialist, on making the platform accessible.

### What did we achieve in 2019?

“We established a taskforce to build our new design system, which is subject to strict accessibility requirements. All our new features will be built using this system. We have also created a VPAT for our website, which provides transparency into what we are currently working on and what we want to improve. Specifically, we have solved more than 300 tickets related to accessibility this year alone – that translates to 300+ specific accessibility improvements in the platform.”

### Why are we working so hard on making the platform accessible?

“We want to ensure equal access online for all. Ultimately, we want to create intuitive, barrier-free products that all people can use, no matter their abilities. It is as simple as that.”

### What has the reaction been among your colleagues in product development?

“In general, our employees are now a lot more interested in accessibility and take pride in developing products that fulfil the requirements. Our tools have been optimized to a more intuitive and user-friendly experience for screen-reader users and we have received the feedback from our users that they can now solve a long list of tasks much easier, which of course was to be expected but also really nice to hear!”





## The Siteimprove global accessibility pledge

In March 2019, Siteimprove presented all employees world-wide with the company’s new accessibility pledge, which is intended to guide employees, and re-enforce for everyone how important accessibility is to the company.

Creating the pledge has been an internal process involving the Accessibility Relations Group and the Executive Management Team. Both parties wanted to put together a pledge that could be proudly displayed in each Siteimprove office to remind employees that accessibility is a guiding principle for the work they do.

Each office received a printed copy of the pledge, as well as a braille version, both of which are signed by Siteimprove CEO, Morten Ebbesen.

## Siteimprove Accessibility Pledge

**We champion** global inclusion by empowering people to do more through digital accessibility, which is at the heart of our company.

**We are committed** to ensuring that digital solutions and content developed, or acquired, by Siteimprove meets a high level of accessibility. This means either conformance with level AA of the Web Content Accessibility Guidelines (WCAG) 2.1 or ensuring that the solutions are effective, efficient, engaging, error tolerant, and easy to learn for users of all abilities.

**We pledge** that should a conflict arise between release deadlines, aesthetics, or the production of accessible solutions and content that accessibility will remain a priority.

## Empowering employees through internal accessibility training

In 2019, we identified that mandatory accessibility training for our employees was another way to become more inclusive internally. As we announced the Siteimprove Accessibility Pledge, the decision was made to roll out mandatory accessibility courses for all current and future employees.



All employees are now required to complete Siteimprove's 'Web Accessibility Fundamentals' course. The course was designed by our in-house accessibility experts and provides a great foundation for employees to build their accessibility knowledge upon.

The course is comprised of four modules, each which must be undertaken before the user can progress further. The modules are:

1. Understand Accessibility
2. Guidelines and Legal Considerations
3. Starting your Accessibility Program
4. Assessment – General Digital Accessibility Basics

The course finishes with a short examination where the user must score at least 80% correct on the multiple-choice test. Thereafter, the user receives a certificate.

Employees working in HR, Legal, Marketing, Customer Experience, and Operations are also required to complete the 'Accessibility for Microsoft Office' course. It consists of four sub-courses, which cover accessibility basics for Microsoft Word, PowerPoint, Excel, and Outlook. To complete each of the sub-courses' users must answer 80% of the multiple-choice questions on the test correctly. Afterwards, the user receives a certificate.

These courses have been added to the onboarding program that all new employees must participate in. At the end of the year, 98% of all Siteimprovers had completed our Web Accessibility Fundamentals course.

## The Siteimprove Academy

Along with our product, we provide organizations with access to experts and a vast library of educational resources, including multiple training courses in Siteimprove Academy. Siteimprove customers have access to 19 different Accessibility courses in the Siteimprove Academy.

A major development in 2019 is that we can now proudly report that all of our Accessibility courses are approved for Continuing Accessibility Education Credits through the International Association of Accessibility Professionals (IAAP).

In total, 14,174 accessibility courses were completed by Siteimprove users in 2019, which is twice as many as in 2018! It's an impressive development that shows Siteimprove's customers have great will and determination to learn about accessibility and contribute to a more inclusive web. It also shows our commitment to SDG 4 (Quality Education) that we can create online learning that engages so many people around the world.

### On the road: Events around the world

Organizing, hosting, and participating in events to share our knowledge and expertise is one of the most important ways that Siteimprove contributes to the SDGs and to human rights. Allow us to take you on a tour of some of the numerous events that Siteimprove was a part of in 2019.

#### At the UN in New York

Being a thought-leader within the field of digital accessibility, Siteimprove has participated in the annual Conference of State Parties (COSP) at the Convention on the Rights of Persons with Disabilities (CRPD) over the past few years, and 2019 was no exception. Knowing that we can only make progress within accessibility if we work together, we sent a delegation to the event to discuss how we can partner with academia, public authorities, and user organizations.



At the event, which was held at the United Nations Headquarters in New York, Siteimprove hosted a panel debate along with Pacific Disability Forum, the EU Commission, and the European Disability Forum. Commenting on the other hosts and panelists, Stein Erik Skotkjerra, who represented Siteimprove on the panel, said: "I'm proud to be in such company, and we are really getting a lot of good feedback on what we do, for instance with the Accessibility World Map."

Asked why the UN, public authorities, and NGOs are interested in hearing what Siteimprove has to say, Stein Erik notes: "With our 7,000 customers, we have a perspective they lack. Our customer base is a continuous source of feedback and knowledge that they don't have."

Stein Erik points out two key take-aways from this year's conference. The first is that we need to make sure that people with disabilities are included in emerging technologies, like AI and big data. If accessibility is not considered, the current technological revolution will risk increasing inequality. "Secondly, companies need to start seeing people with disabilities as a resource in their recruitment, and we need to see more people with disabilities also in senior leadership positions. That is where change really happens." Stein Erik adds.

Kevin Rydberg, Managing Accessibility Consultant at Siteimprove, who also attended the conference, saw lots of potential for partnerships: "What I saw was that there is no limit to where these conversations and partnerships can go. I'm excited to see how we can work with these organizations to get the message of inclusion out there."

#### Accessibility 2020 in London

Accessibility 2020 was not really "on the road," as we hosted the event at the Shard in London, which is also home to our UK office. However, the event, which was intended for web managers, digital, communications, and marketing managers and owners, included some of the UK's leading accessibility experts and covered the current social and legal climate, as well as what's coming in 2020 within digital accessibility. We also discussed how

to build a framework for working with accessibility within an organization and we had Middlesex University joining us and showcasing their progress on their path to compliance. All 60 attendees went home feeling ready and equipped to become even more inclusive in 2020.

All proceeds from the ticket sales, which amounted to a total of €11,000, were donated to het Gehandicapte Kind (Dutch Foundation for Children with Disabilities) to support their work for children with disabilities.

### Accessibility Live in Amsterdam and Toronto

Web Accessibility Live is an exclusive event with which we aim to educate, inspire, and instill a new perspective on accessibility and inclusion. We provide hands-on knowledge about web accessibility and the impact of regulations, and guide attendees on how they can be more inclusive in their own work. After several successful Web Accessibility Live events in 2017 and 2018, Siteimprove once again organized two new editions of Web Accessibility Live in 2019, this time in Amsterdam and Toronto.

The event in Toronto took place on May 16, coinciding with Global Accessibility Awareness Day (GAAD). We brought together marketing and web professionals across multiple industries, as well as some of Canada's leading Accessibility Experts to celebrate GAAD with us. On the agenda were stories from other organizations on how they have begun implementing web accessibility into their business practices and some tips on how to incorporate accessibility into a project lifecycle. The event was free to attend and we saw a great turnout of people eager to learn more about accessibility.

For the event in Amsterdam, which took place in October, we teamed up with the Accessibility Foundation. All sessions were devoted to digital accessibility and, among other things, the attendees could hear the inspiring stories of Accenture and VodafoneZiggo and learn how to make accessible smartphone videos.





### Folkemødet in Bornholm

Every year on the small Danish island of Bornholm, a four-day political festival is held in which politicians, NGOs, celebrities, private companies, and politically active individuals come together to debate different social and political issues. At the festival, known in Danish as Folkemødet (The People’s Democratic Festival), the United Nations Sustainable Development Goals take center stage, which is why Siteimprove joined the festival for the first time in 2019.

We spent the four days talking to people at a variety of events about the importance of digital inclusion. Armed with three distinct empathy exercises – eye disease stimulation glasses, tinnitus headphones, and Parkinson’s gloves, we had people complete different digital exercises, such as watching uncaptioned videos with the tinnitus headphones on, to introduce visitors to the concept of accessibility. While empathy

exercises are of course only able to provide a limited simulated idea of what a person with a disability may face, they can be useful in introducing the topic of accessibility to a new audience.

We concluded the festival with a moderated debate session, in which we had the audience pose questions to a representative from the Institute of Human Rights and a representative from the Confederation of Young People with Disabilities.

Later in the year, we also brought the empathy exercises to Ungdommens Folkemøde, which is the youth version of the People’s Democratic Festival. Here, we teamed up with the student organization Operation Dagsværk and with the Confederation of Danish Industry (DI) who hosted us at their SDG-themed tents. Once again, the empathy exercises were an eye-opening experience to people of all ages.

## CSUN in California

The CSUN Assistive Technology Conference is another annual occurrence on the Siteimprove calendar. The conference is hosted by California State University Northridge and is the largest conference about assistive technology in the world, with more than 5,000 people in attendance.

For Siteimprove, the CSUN conference is crucial to participate in, which is why we sent a large and diverse group of people to the conference this year, including accessibility consultants and employees working in product development, manual testing, and marketing. Speaking about the importance of the conference, Corbb O'Connor, Accessibility Testing Operations Manager at Siteimprove, noted: "From my perspective, we, as people with disabilities, need to be there so that we can help direct the conversations about the technology that we'll use every day."

Corbb and his colleague Christina Adams ran a successful session where they presented multiple scenarios where the design may not be perfect for accessibility, but the underlying code could make it more accessible. During

this session, they were invited by another conference organizer to present the same topic later in the year to a different group of people.

Corbb also co-led a session with representatives from UnitedHealth Group about how to get more people with disabilities into accessibility careers. They talked about the unconscious biases in the recruitment process and techniques for overcoming those issues. The conversation then turned to the people with disabilities, encouraging them to get over their own biases about the types of careers in the accessibility industry that they think are achievable for them.

Finally, Corbb also represented Siteimprove at the W3C's debate about the future of the Web Accessibility Guidelines (WCAG). They ended up writing parts of what will become the next standard for web accessibility, to which Corbb commented: "This year, I saw firsthand that the guidelines published by the W3C truly come as a result of conversation, debate, and earnest work from practitioners in the field, and I'm privileged to be part of an organization that supports our contributions to this work."

## Siteimprove at CSUN



**Darryl White**, Inbound Marketing Development Manager



**Christina Adams**, Front-end Developer



**Kristian Kristoffersen**, Product Unit Director

### Why is CSUN important?

**DW:** "CSUN is the largest conference of its kind in the accessibility space. It allows organizations and individuals to showcase technology and other solutions that may help remove barriers that can affect a person with disabilities."

**CA:** "Conferences such as CSUN that focus on Assistive Technology and making accessible digital experiences are important to shine a spotlight on

the incredible work being done in the assistive technology field. It is a place where the end user, regardless of ability, is the focus and the tech aims to improve the user's experience and access to information."

**KK:** "For Siteimprove, it is a place where we can learn and share knowledge and news with our peers and customers, and it's a great opportunity to meet them face-to-face."

### How did you and Siteimprove contribute to the 2019 CSUN?

**DW:** "Siteimprove accessibility experts held multiple sessions educating the attendees on the topic of accessibility. We had a booth at the conference where we talked more about the importance of manual testing and also had educational training available."

## Update on the WAI-Tools Project

Since November 2017, Siteimprove has worked on the Web Accessibility Initiative (WAI) Tools project, cooperating with other key players to build high-quality, standardized, and open-source checks for accessibility conformance testing to support the implementation of the EU Web Accessibility Directive.

The EU Web Accessibility Directive requires member states to monitor and report compliance progress to the EU commission beginning in December 2019. Member states and public-sector bodies need accurate, automated tools that can process large amounts of content and assist in repairing web accessibility problems. WAI-Tools aims to be their go-to solution.

As part of the project in 2019, Siteimprove contributed to the development of standardized Accessibility Conformance Testing (ACT) rules along with W3C and the other project partners. ACT Rules define how to test for WCAG accessibility conformance in accordance with the W3C Accessibility Conformance Testing (ACT) Rules Format 1.0. In addition to other requirements, all ACT

Rules must define what is being tested (Applicability), what the outcome should be (Expectation), and examples of Pass, Fail, and Inapplicable test cases. This creates clear and transparent interpretations of what is and isn't an accessibility issue.

WAI-Tools is an Innovation Action project, co-funded by the European Commission under the Horizon 2020 program, Europe's largest research and innovation program. The project was established as a response to the Horizon 2020 program's call for innovation in the area of accessibility compliance assessment. In addition to Siteimprove, the WAI-Tools consortium consists of the W3C, Norwegian Agency for Public Management and eGovernment (Difi), Portuguese Ministry for Science and Technology, University of Lisbon, Deque Systems, and Accessibility Foundation. The project is due to be completed in November 2020.

**CA:** "Siteimprove representatives presented multiple conference sessions on a variety of accessibility topics that were all well attended. We also had a booth set up in the exhibition hall to promote our products and accessibility related initiatives. We met with several other companies and discussed partnering on certain initiatives to provide better accessibility reporting and remediation for a more accessible web."

### What was your main takeaway from this year's conference?

**DW:** "We are well known in the accessibility industry and people seek out our advice on what they should be aware of and things they should be doing."

**CA:** "My main takeaway was the incredible amount of work being produced and the momentum of the industry to remove barriers for people with

disabilities. It was amazing to see the diversity of how people use websites and what technology is being developed and refined to expand the digital audience and create better user experiences for everyone."

**KK:** "More and more people are joining these conferences which proves accessibility is becoming more and more widespread. However, there is still a massive knowledge gap preventing accessibility from becoming the norm. It's also clear that the accessibility industry is driving partnerships. Everyone realizes we need to work together to make it easier for all web users."

“

Everyone realizes we need to work together to make it easier for all web users.”

Kristian Kristoffersen

## Establishing the W3C's Diversity Fund

The World Wide Web Consortium (W3C) is, in essence, the organization that sets the standards for how the web works. They have developed standards like HTML, CSS, and the WCAG. Each year, the W3C working groups gather for their technical plenary conference to get inspired, work on web standards, and learn from each other. This year's TPAC conference was held in Fukuoka, Japan.

To ensure that underrepresented groups are also well represented at these events, Siteimprove and other tech companies launched the Diversity Fund to fund travel and participation for people who would otherwise not have been able to attend and make their voice heard. Applicants must be from a traditionally underrepresented and/or marginalized group in the web community, including but not limited to: persons identifying as LGBTQ, women, persons of color, and/or persons with disabilities; and be unable to attend without some financial assistance.

In 2019, Siteimprove raised \$14,770 together with other major companies. This enabled seven people from under-represented groups to attend TPAC in Fukuoka. The diverse group included people from Korea and India, people with disabilities (physical and cognitive), women, men, and people who identify as non-binary/transgender. With one exception, the group consisted of people attending TPAC for the first time, and for two people it was also their first participation in the W3C community.

This is an important contribution to ensuring that we keep hearing all voices-- not only the loudest voices backed by large tech companies. It aligns perfectly with Siteimprove's strategy and our focus on contributing toward Sustainable Development Goals 10 (Reducing Inequalities) and 17 (Partnership for the Goals).

## Combating the democratic problem of inaccessible political websites

Siteimprove is deeply committed to partnering with both private and public entities in our efforts to reduce inequalities on the web. In 2019, we were

the co-authors of two reports that revealed that websites of major political institutions and parties have severe accessibility issues.

In the report 'Democracy, Accessibility, and the European Union,' Siteimprove partnered up with the European Disability Forum to deliver an accessibility report on the different parliament websites in Europe. The report, which assessed the accessibility of parliament websites using Siteimprove's Digital Certainty Index® (DCI), found that 25 of the 28 assessed countries scored poorly. The official European Parliament website was also reviewed, and with a DCI score of just 55.8 (out of 100) it proved to be the most inaccessible of all. The report found that 89% of EU member states failed to meet Web Accessibility Directive requirements.

Lack of accessible information on the websites of national parliaments seriously hinders the possibility of persons with disabilities to fully and effectively exercise their political rights. Commenting on the findings, Yannis Vardakastanis, President of EDF, said: "National parliaments have a decisive and representative role in modern democracy. The importance of having fully accessible websites is clear: it is not only a legal obligation, it is essential to assure that persons with disabilities enjoy their right to participation in public and political life."

We also collaborated with the Danish Institute for Human Rights to assess the accessibility levels of the political parties in Denmark. The report 'Make Democracy Accessible' revealed some disappointing results for the political parties. Despite the fact that all parties in the Danish parliament voted in favor of the EU Web Accessibility Directive, which aims to ensure that all public websites and mobile applications are accessible, the parties' own websites lag behind and were categorized as having a 'Bad' level of accessibility.

These accessibility issues pose a risk to democracy in the sense that parliaments and parties are potentially denying people with disabilities access to essential information about the politics of their own country and the EU. We will continue to shed light on these issues and help find solutions, so that the digitization of society and politics doesn't become an increasing problem for our democracy.



“



**DocuSign was almost unmanageable for a user with disability.”**

Corbb O'Connor



## Helping vendors: The case with DocuSign

It can be difficult to make sure products and software purchased from a third-party vendor comply with your organization’s accessibility policy. Many software products aren’t inherently accessible straight out of the box, which can make choosing a provider more difficult, especially for companies like Siteimprove that champion web accessibility.

The introduction of our Accessibility Pledge and our strict accessibility demands mean that any vendor that we use must provide an accessible solution or have the intention of improving their accessibility. We realize it can be a daunting task for potential suppliers. That’s why we use our expertise to assist third-party vendors as they work through their web accessibility issues. Working with our vendors to improve their accessibility is a true win-win situation, because the vendor improves their solution and opens it up for many more users, while we get to use a solution that we really want and otherwise wouldn’t have used if it weren’t accessible.

Some companies, primarily the large corporations, don’t want to talk to us about improving the accessibility of their services. Others have been happy to hear the

feedback we provide, including the electronic signature provider DocuSign.

We had worked with DocuSign previously, but during the most recent renegotiation of our agreement, we raised a number of accessibility issues that were challenging our employees and other screen reader users. Corbb O’Connor, Accessibility Testing Operations Manager, explains: “DocuSign was almost unmanageable for a user with a disability. A sender of a document couldn’t drag and drop using a screen reader and a keyboard, or label fields in the document. Even signing a document was a challenge.”

After we had pointed out the issues and discussed them with DocuSign, our teams worked together to identify a work-around for the current issues that helped us achieve our business objectives while DocuSign continues to improve the accessibility of the platform. DocuSign opened up their service and gave Siteimprove employees early access to the new accessible features. The result of the collaboration is that DocuSign now can offer an improved and more inclusive solution and have a happy customer in Siteimprove. We hope to continue to provide feedback for not only DocuSign but other vendors as well on an ongoing basis.

## The dedication of one Siteimprover resulted in a Danish version of WCAG 2.1

In late 2018, the latest version of the Web Content Accessibility Guidelines (WCAG), version 2.1, was published in English by the World Wide Web Consortium (W3C). The guidelines cover a wide range of recommendations for making web content more accessible.

Accessibility guidelines can be very technical and difficult to grasp, especially if the guidelines are written in a foreign language. That's why local translations are crucial if such guidelines are to be successfully adapted by people working with the web around the world. One Siteimprover couldn't accept that it would take years before a correct translation of WCAG 2.1 was available in Danish, so she took on the massive task of doing the translation herself alongside two other accessibility experts and one representative from the Danish Agency of Digitisation.

That one Siteimprover, who felt a Danish translation was an immediate need, is Anne Thyme Nørregaard, Digital Accessibility Product Expert at Siteimprove. Asked why she took on the task, Anne explained: "I wanted to be involved, because I couldn't accept that it would take years if I didn't do something. The guidelines contain a lot of really technical and difficult terms which made it clear to me that we were going to need a Danish translation for all the web editors out there."

"The legislation clearly states that there are rules that all websites must comply with, and I believe those rules must be understandable for regular web users without having to hire a consultant to interpret them," Anne adds.

“



I couldn't accept that it would take years if I didn't do something.”

Anne Thyme Nørregaard

Siteimprove cannot take the credit for the time and effort Anne devoted to this work, as she did most of it during her spare time and parental leave. However, it was through the strong partnership between Siteimprove and W3C that the project materialized.

After having approached W3C suggesting a Danish translation, Anne made contact with the Agency of Digitisation in Denmark asking them to prioritize the translation and help set up a working group.

Anne already started translating some of the criteria when they were published in 2018. However, it wasn't until March 2019 that the group started working on the whole translation together. The final Danish translation of WCAG 2.1, of which Anne has written the introduction and the criteria explanations, was published on December 11, 2019.

It was by no means an easy task because a lot of items were up for discussion. The project group needed to decide whether to use some of the English terms or create Danish ones instead. They also needed to consider the language used in the current 2.0 translation, which they also ended up changing. "It has been really interesting to discuss all the details about the translation. We need it to be as clear and precise as possible. I've had some really good conversations with my Siteimprove colleagues, and I've gotten to know new talented people during this process," Anne commented.

We are all thankful for Anne and the group making it easier to understand and use the WCAG 2.1. [The Danish translation of WCAG 2.1 is available on the W3C website.](#)

## Siteimprove Performance

In 2019, two new Siteimprove products were launched: Google Ads and Performance. Siteimprove Performance is a product that can help organizations remove barriers that make their websites unavailable for certain devices, locations, and internet connection. By measuring the loading speed and analyzing the content on the page, Siteimprove Performance gives advice to users on what they can do to make their site load faster for visitors.

To get better insight into the product and how it contributes to reduced inequalities online, we interviewed two Siteimprove web performance experts: Peter Müller, Senior Software Engineer, and Viktor Petersson, Product Expert.

**Very briefly, what does Siteimprove Performance do?**

“It measures how a visitor experiences the speed of your website. We’ve made it very user-friendly and easy for non-technical users to understand. It measures website performance on an ongoing basis allowing users to see the development over time. You can also measure the experience across different locations.”

**How big of a problem is poor website performance?**

“First of all, a slow site is a big blocker for conversions. Globally, the average web performance is actually becoming worse because while websites continue to increase in size, more and more people in emerging markets are going online on slow devices and poor connections. It’s a problem that the majority of sites are coded and created under good conditions, primarily in the West. There’s a lack of empathy for potential visitors who live under different technological conditions. Developers and decision makers usually use the best hardware, while visitors have varying devices and internet speeds.”

**How can performance impact the accessibility of a website?**

“A webpage isn’t accessible until it’s fully loaded. If the site doesn’t load fast enough, your visitors leave the site. Screen reader users rely on websites being fully loaded. If a site is loading slowly and a visitor tries using a screen reader in the middle of the loading process, it can become problematic for the user.”

**How can customers use Siteimprove Performance to improve their accessibility?**

“When they fix their performance issues, they can reduce the time visitors need to wait before accessing their content. In our experience, many decision makers aren’t familiar with this topic, so the fact that it is so easy and user-friendly can convince many to start working on this.”



**We’ve made it very user-friendly and easy for non-technical users to understand.”**

Peter Müller and Viktor Petersson

Viktor and Peter emphasize that there’s a big challenge ahead for the world in regard to web performance. The next billion new people on the internet will primarily be people with slower devices living in places with poor infrastructure. They will be excluded from information, services, and products on websites if the website owners don’t consider web performance.



## Data Privacy

At Siteimprove, we believe people have the right to privacy online and that personal data is personal. Siteimprove takes privacy very seriously and has a reputation for safeguarding customer data.

Siteimprove processes data for all our clients through the Siteimprove Intelligence Platform. In addition to complying with data privacy regulations, it's Siteimprove policy not to sell or otherwise share customer data to third-parties. Our customers own their data and we ensure that their data is kept safe and not shared with other entities, commercial or otherwise.

In addition to our own measures, we encourage our suppliers to make data privacy a priority in all their operations through our Supplier Code of Conduct.

### Siteimprove Data Privacy

Not only do we safeguard private data ourselves, we also provide a solution that helps other organizations do the same. With Siteimprove Data Privacy, we help our customers locate the personal data that they store online, including ID numbers, cookies, and more. We empower our customers to find and remove personal data across their website, and in turn, help them adopt better data privacy practices. Together, we minimize the risk of their user and customer data being abused.

At the end of 2019, more than 300 organizations were using Siteimprove Data Privacy to protect their personal data.

### Protect personal data with Siteimprove's Share Widget

The Siteimprove Share Widget offers social engagement while protecting personal data. The Share Widget does not collect data from users or visitors and does not sell visitor data to third parties. This distinguishes us from other content-sharing widget services that add cookies to collect data to re-sell to advertisers.

In the past, alarms have been raised, particularly in the public sector, that content-sharing services sell data to or share data with third parties. With our product, customers can safely implement a share widget that respects privacy.



### GDPR compliance and training

Siteimprove is committed to General Data Protection Regulation (GDPR) compliance in both its own internal processing of personal data, as well as customer use of the Siteimprove Intelligence Platform. These compliance efforts have direct executive-team oversight and are implemented by the Siteimprove Legal, Information Security, and IT departments.

Siteimprove's approach to GDPR compliance includes, but is not limited to, the technical and organizational measures below:

- Transparency in the processing of data and the sub-processors used
- Offering customers a Data Processing Agreement to assist them in meeting their GDPR obligations
- Implementing principles of privacy by default and privacy by design into the development process
- Enhancing our infrastructure to implement encryption of data-at-rest and increased access controls
- Conducting awareness sessions on what personal data is and how it should be treated
- Regularly auditing individual departments to verify adherence to personal data business processes and identify any new procedures or personal data flows
- Increasing vendor security requirements in both vetting processes and contracts
- Annual ISAE3400 audits performed by external auditor (PwC)

In 2019, we became even better equipped at handling personal data when all Siteimprove employees successfully completed a GDPR training course, thus obtaining a GDPR certification. The course equipped our employees with the necessary knowledge about what personal data is, how to safeguard it, and how to be GDPR compliant.

# Goals

## Siteimprove's human rights goals

## Goals achieved 2019

## Goals for 2020



**Contribute to making the web better and more inclusive for all**

The number of users of our free Google Chrome Accessibility Checker increased by 29%.

98% of all Siteimprovers completed our Web Accessibility Fundamentals course.

We launched the website [www.accessibilityworldmap.org](http://www.accessibilityworldmap.org) along with three free tools: Accessibility Statement Generator, Color-Contrast Checker, and Real-time Accessibility Page Checker.

We organized, hosted, and participated in numerous events around the world with the purpose of spreading awareness and knowledge about digital inclusion and accessibility.

We will continue developing and improving our accessibility software to provide other organizations with the best possible tools to improve their accessibility.

We will continue to support and organize events to create awareness about digital inclusion.



**Provide quality consulting and education**

Siteimprove customers and partners completed 14,174 accessibility courses in the Siteimprove Academy.

We continued to add educational content to our blog. It now contains 71 posts about accessibility.

We will continue to offer expert consultancy and education on accessibility to Siteimprove customers, partners, employees, and the general public.



**Form effective accessibility partnerships**

We continued our partnership with the European Disability Forum (EDF), alongside whom we participated in the 12th Session of the UN Convention for the Rights of People with Disabilities.

We saw great progress in the WAI-Tools project, where we co-authored 10 accessibility rules.

We published two reports with NGO partners on the poor accessibility levels of the websites of the European parliaments and Danish political parties.

We will continue to look for partnerships in the public and private sectors that can help us toward a sustainable future and digital equality.

We aim to complete the WAI-Tools project in 2020.



# CSR



# Labor rights



## Global Compact Principles 3-6

### The company should

3. Uphold the freedom of association and the effective recognition of the right to collective bargaining.
4. Uphold the elimination of all forms of forced and compulsory labor.
5. Uphold the effective abolition of child labor.
6. Uphold the elimination of discrimination in respect of employment and occupation.

### Policies

Siteimprove's commitment to proper labor practices and being socially responsible is described in the section "Working Together" of our Code of Conduct. The Code of Conduct is a comprehensive company policy to which every Siteimprove employee must adhere. The company and all employees are committed to the following clauses:

- Open and honest communication
- People are our greatest resource

The Siteimprove Code of Conduct and its related activities will be elaborated on throughout this section of the report.

Siteimprove's Supplier Code of Conduct, which we introduced in 2019, has a section dedicated to labor rights and workplace health and safety. It clearly states that we require our suppliers to have safe and healthy working conditions, to ensure that no forced labor or child labor is used in their own operations or by their partners and suppliers, and to commit to complying with all local laws and regulations.

As Siteimprove strives to create and maintain a safe, mutually respectful working environment, free of all forms of harassment, we have a zero-tolerance policy towards harassment. It is considered a collective problem and responsibility to intervene, should it take place. A safe and respectful working environment contributes to employee retention and is a precondition for productive and happy employees.

Siteimprove's Whistleblower Policy, which we rolled out in 2019, enables employees, and other stakeholders, to make good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity, or serious health and safety concerns within Siteimprove.

Siteimprove is an Equal Opportunity Employer. We preach inclusion externally in our efforts to make the web better for all, and we find it only natural not to discriminate in our hiring process or in the way we treat employees. We are very focused on fostering a workplace culture where everyone is included and treated fairly and equally, and we take pride in being a workplace for people of all abilities. We encourage minorities, women, disabled, and veterans to apply for our jobs worldwide.



## Our people are our greatest resource

At Siteimprove, our employees are our greatest resource. Without them, there would be no innovative software, no happy customers, no Siteimprove. That's why we continue to work hard to maintain a safe, healthy, and inclusive workplace and aim for the highest possible level of employee satisfaction.

### The Siteimprove workforce

Siteimprove has offices and employees around the world. Specifically, Siteimprove employs people in Australia, Austria, Canada, Finland, Germany, Japan, the Netherlands, Norway, Sweden, Switzerland, the United Kingdom, the United States, and Denmark, where our headquarters are located. Siteimprove adheres to local labor laws in all countries in which the company is represented.

Siteimprove does not use child labor or forced labor, a commitment stated in our Code of Conduct. Child labor is defined as employing any person younger than the minimum age allowed by law in the jurisdiction in question. However, in no event will we knowingly employ anyone younger than sixteen years of age.

### Siteimprover facts



**580**  
Number of Siteimprovers



**35**  
Average age



**2 years**  
Average time of employment of current employees



**46**  
Total nationalities



**38%**  
Females



**62%**  
Males

## Health and safety

As a SaaS company our product is software, and all production of Siteimprove software is conducted by highly skilled IT professionals under safe conditions in our headquarters in Denmark. The main initiatives for ensuring that our workplaces provide a safe work environment are our company-wide Code of Conduct, our work environment organization, and our people-centric approach to doing business.

In terms of employee safety, Siteimprove is committed to the following:

- Siteimprove strives to eliminate potential hazards from the workplace and to comply with all applicable occupational safety and health laws and standards.
- Siteimprove helps maintain a safe, healthy, and productive work environment for all Siteimprove employees by:
  - prohibiting the possession, use, sale, or transfer of illegal drugs or drug paraphernalia on Siteimprove property or time;
  - prohibiting the conduct of Siteimprove business while under the influence of alcohol;
  - prohibiting any acts that could be perceived as violent, threatening, degrading or intimidating; and
  - requiring that any instance of drug or alcohol abuse, violence, or unlawful weapons possession be reported to management immediately.

To further ensure that Siteimprove is a safe and healthy workplace, a working environment organization has been established. The group is based in Copenhagen and consists of four employee representatives elected by their colleagues along with representatives from the Legal department. The working environment organization takes mandatory courses and monitors the work environment in the offices based on a list of parameters, including room temperature, sound, air quality, and ergonomic conditions.

The working environment group once again organized several free first aid courses for the Copenhagen-based employees in 2019, and with two defibrillators already in the office we can quickly assist if someone suffers a heart attack.

## A great place to work

The happiness and well-being of our employees is a top priority, which is why we put a lot of effort into maintaining a workplace culture that nurtures professional growth and maximizes employee happiness. Every year, we run employee satisfaction surveys in collaboration with external experts to keep track of how our employees are doing and to identify areas where we need to improve.

Great Place to Work® is a global research and consulting firm that we've collaborated with for the past five years. We ran their employee satisfaction survey for a fifth time in September 2019. All our locations participated in the survey. This year we are very happy to report that our overall ratings improved compared to the year before, which we believe is testament to the hard work that everyone, especially management, put toward improving our 2018 results, which decreased for the first time. We also saw a slight increase in the global response rate in 2019, which was 90%.

Our headquarters in Denmark is also included in the Great Place to Work® rankings. This year we saw our highest rankings ever as Siteimprove was ranked number 7 among the best IT companies to work for in Denmark with more than 50 employees, and number 19 among the best mid-size companies to work for in Denmark.

However, our participation in Great Place to Work® is not a branding exercise for us – we take the survey results very seriously.



The results are instrumental in our work with maintaining a healthy working environment and nurturing an inclusive, open culture. The survey can help direct our attention to areas that need improvement, which we might not have identified otherwise before it was too late. We strive to be open about the results, which means they are shared with the Executive Management Team, while each manager receives the results for their team. The global results are shared with the whole organization at a global staff meeting. Based on our highest scoring statements globally from the Great Place to Work®, the following characterizes Siteimprove as a workplace:

- People here are treated fairly, regardless of their race, disability, sex, age, or sexual orientation.
- This is a physically safe place to work.
- Employees are able to take time off from work when necessary.
- People celebrate special events around here.
- This is a friendly place to work.
- You are made to feel welcome when you join the organization.

## Giving back to the community

2019 was the second year of our “Give Back at Siteimprove” initiative that we launched in our Minneapolis office in 2018. The initiative gives all eligible employees the opportunity to contribute their time, talent, and passion to good causes by volunteering for organizations or events. Each employee receives two days, or 16 hours, to use during regularly scheduled work to spend on these activities.

While the amount of donated hours topped 400 in 2018, we saw a big increase in engagement this year. In total, Siteimprovers spent 556 working hours supporting a wide range of charitable causes in the local area!



*Siteimprovers volunteering for Habitat for Humanity*



*Siteimprovers volunteering for Feed My Starving Children*



## Taking pride in diversity

We aspire to be an inclusive company. We take pride in having a diverse workforce and we see it as one of our core strengths. Our employees hail from 46 countries and all of them bring different backgrounds, abilities, and valuable knowledge and experiences to the table, contributing to our inclusive company culture and great business results.

Being an Equal Opportunity Employer, we are committed to provide employment opportunities to all qualified persons on an equal basis. Siteimprove will not discriminate against any employee or applicant for employment because of race, color, religion, sex, gender identity, national origin, ethnicity, age, sexual orientation, disability, marital status, veteran status, or any other characteristic protected by law in any of the terms or conditions of employment.

### Our diversity goals

Operating in the generally male-dominated IT industry, Siteimprove is committed to working toward increasing the share of women in all levels of the company. This goal is stated in our Diversity Policy, a company policy that applies to all employees, functions, and units of Siteimprove. Specifically, we have a goal of adding one woman to the Board of Directors by 2021, adding an additional woman to the Executive Management Team by the year 2021, and to have an overall gender-split of at least 40-60 (female-male) in other management levels by 2022.

The current status is that the overall gender split is 38-62 (female-male) and for management positions it is 37-63 (female-male). While we have yet to achieve our goals, we have seen

progress since 2018 where the overall split was 37-63 (female-male) and 31-69 (female-male) for management positions. The gender split on the Executive Management Team and the Board of Directors remains unchanged, which can be attributed to the fact that we have not found the right candidates for the tasks at hand.

This past year we have increased our efforts to reach our diversity goals. We instructed the headhunting firms that we work with on C-level hires that gender diversity is a priority and hiring managers have been told the same. Hiring managers have embraced the idea and have already contributed to increasing the number of female employees and managers across the organization.

We also launched our internal diversity project, which looks into how we can increase gender diversity within the organization. By focusing on opportunities, challenges, and barriers within talent attraction, recruitment, retention, development, and top management, and by working with unconscious biases, the project aims to support the business in reaching its diversity goals. We are certain that achieving a higher level of diversity will contribute to better business results and greater employee satisfaction.

### Celebrating diversity

We continue to show support for LGBTQ Pride and celebrate pride week at our different locations. Whether it's by dressing up in rainbow colors and eating rainbow cakes, waving the Pride flag at the top of our HQ, or advocating for equal rights on social media, it's important for us to support LGBTQ Pride to show that we are against discrimination and violence of anyone because of their sexual orientation. We're a company that preaches inclusion and it's important for us to promote inclusion of all people, both externally and internally, to make sure everyone can feel like they can be themselves and belong at Siteimprove.



### Support for underrepresented groups in tech

During 2019, we continued our collaboration with several organizations that work toward getting more people from underrepresented groups into the tech industry. Since 2017 we have sponsored the community Women in Tech, who organize activities to help and inspire women to pursue a career in tech, a cause that we gladly support. For the third year running we joined them at their event at Techfestival in Copenhagen and we also attended multiple panel debates with them where they had invited members of the business and political world to discuss how to increase the ratio of women in the IT and tech industry. Together with Women in Tech, we aim to show that technology is a great industry for everyone and, hopefully, encourage more women to pursue a career in technology.

For the same reasons, we were happy to host the community Rails Girls on several occasions during the year. Rails Girls is an organization whose aim is to give tools and a community for women to understand technology and to build their ideas. One way companies can support the organization is to provide a working space for a group, and one of our employees, Nynne Just Christoffersen, arranged for a Rails Girls group to come by the Siteimprove office once a month to work on their project. Nynne also worked with the group to help them with their project.

Another monthly arrangement that we set up was hosting a HackYourFuture workshop. HackYourFuture is a coding school that teaches computer programming to refugees. Starting out in the Netherlands in 2016, they are now active in four countries, including Denmark. After having hosted them in 2018, we were happy to commit to hosting a monthly workshop for a group of HackYourFuture students. Every month, Siteimprove employees would be ready to help the students with their coding homework, and we had planned a helpful session for them each time about different topics. For instance, they talked to one of our product owners, learning more about building products and the relationship between product owners and software engineers, and they met one of our recruiters who helped them with their CVs and LinkedIn profiles.

HackYourFuture's goal is to teach their students how to code in order to boost their chances of gaining long-term employment, while increasing the number of talented developers on the job market—a goal we are very interested in achieving as well.

# Goals

## Siteimprove's labor rights goals

## Goals achieved 2019

## Goals for 2020



**Ensure a healthy work environment for all Siteimprove employees**

We rolled out our Supplier Code of Conduct, requiring our suppliers have safe and healthy working conditions.

The work environment organization held first aid courses for our employees in Copenhagen.

We will continue to focus on maintaining a safe and healthy work environment for all Siteimprove employees.



**Ensure that employees and applicants have equal opportunities**

We continue to be an equal opportunity employer and not discriminate in our hiring process.

We established our diversity policy that includes tangible goals for gender diversity.

We extended our partnership with Women in Tech.

We continue to promote equality and inclusion internally and externally.

We will continue to provide and promote equal rights for employees, applicants, and the public.

We aim to get closer to our goals for gender diversity.

We want to contribute to more diversity in the IT and tech industry.



**Continue our focus on the well-being and satisfaction of our employees**

We saw our global results in the Great Place to Work® survey improve compared to 2018 and were ranked among the top workplaces in Denmark.

We continue to use systematic onboarding surveys to track satisfaction and onboarding levels of new Siteimprovers.

We introduced further opportunities and frameworks for professional development for our employees.

We want to continue tracking employee satisfaction through the Great Place to Work® survey.

We will continue to prioritize the professional development and work-life balance of our employees.



# CSR





# Environment



## Global Compact Principles 7-9

### The company should

7. Support a precautionary approach to environmental challenges.
8. Undertake initiatives to promote greater environmental responsibility.
9. Encourage the development and diffusion of environmentally friendly technologies.

As an IT company, Siteimprove's environmental impact in the production and distribution processes is significantly lower than in many other industries. However, we want to positively contribute to a better environment and a greener future, which is why we have high environmental expectations for our employees, our providers, and our suppliers. We are aware of the potential risk of negative environmental impact that our data processing poses. In this section, we elaborate on how we mitigate that risk.

### Siteimprove's Environmental Policy

The Environmental Policy applies to all Siteimprove branch offices and defines the overall environmental work within the company. The policy is directly related to the principles of the Global Compact. To live up to the principles, we take the following actions:

We **exercise caution** in relation to environmental challenges by:

- Striving to be among the most environmentally conscious businesses in our industry
- Ensuring that all our providers and suppliers demonstrate environmental consciousness
- Ensuring that our internal processes are environmentally compatible

We take steps to **promote environmental responsibility** by:

- Increasing the engagement and environmental consciousness among employees
- Ensuring that our facilities comply with the highest environmental standards

We support the **development and growth of environmentally friendly initiatives** by:

- Ensuring that materials from end-of-life products to an increasing extent can be recycled, or that they can be disposed in an environmentally safe manner
- Cooperating with authorities on the establishment/operation of facilities when new legislation takes effect or better technology becomes available



## Minimizing the impact of our supply chain

Our Supplier Code of Conduct requires all Siteimprove Suppliers to comply with all applicable laws and regulations relating to the impact of their business on the environment. Compliance with environmental laws includes any international or applicable local laws affecting the source of materials and processes used to manufacture products. Siteimprove suppliers should minimize their own environmental impact and continuously try to limit their environmental impact on a continuous basis.

## Minimizing the carbon footprint of our data processing

As a Software-as-a-Service company, the biggest carbon footprint in our production and distribution comes from the large amounts of data we process, more specifically, from the energy used in our data centers. We are aware of the environmental impact of that energy consumption, which is why we have chosen a data center that meets our demands regarding sustainable energy consumption and optimal data security.

Our data center, Interxion, has received multiple environmental awards and they support and consume energy from sustainable and low-carbon sources. 100% of their power comes from sustainable sources, including water, solar, and wind. Interxion also uses a unique cooling system that uses water from reservoirs 70 meters below ground, which enables them to exploit the natural cooling potential of the water to reduce the load on their chillers.

While Interxion is our main data center, we also use Amazon Web Services (AWS) for some of our data processes. AWS are committed to their goal of using 100% renewable energy for their global infrastructure footprint in the future and we're happy to see them making progress. In January 2018, they reported a 50% renewable energy usage, and this year AWS announced that they will build four new wind energy farms and one new solar farm to get closer to their goal.

## Minimizing the impact of our hardware

As an IT company we use a lot of hardware equipment across all our offices. To ensure that the hardware we use has been produced and distributed in accordance with environmental standards, we use a fellow Global Compact Signatory, Atea, as our global IT hardware provider. From an environmental standpoint, Atea is the right provider for Siteimprove because they are ISO 14001 certified, they screen their manufacturing suppliers using specific environmental criteria, and they have ambitious sustainability goals.

Once we no longer have a use for our hardware, we look to donate it to other organizations in need. In 2019, our team in Vienna donated 8 of their well-functioning, second-hand computer monitors to an elementary school. Collaborating with the board of education in Vienna, we found a school that was expanding their computer science curriculum and needed big monitors like the ones we use. To support this initiative that fosters digital learning, we decided to donate the computer monitors to them.



# Goals

## Siteimprove's environment goals

## Goals achieved 2019

## Goals for 2020



### Use environmentally responsible suppliers

We continued our collaboration with environmentally responsible data centers.

We implemented our Supplier Code of Conduct requiring Siteimprove's suppliers to minimize their own environmental impact.

We will continue our collaboration with green primary suppliers.



### Encourage and practice environmental consciousness

We started donating our second-hand hardware to organizations in need.

Our team in Minneapolis celebrated Earth Day by organizing a clean up of their street and planting seeds.

We will continue to encourage employees and external stakeholders to consider the environment in their activities and use of resources.

We will continue to look for opportunities to recycle more and produce less waste in our offices.



# CSR



# Anti- corruption



## Global Compact Principles 10

### The company should

10. Work against corruption in all its forms, including extortion and bribery.

Siteimprove is committed to conducting our business free from extortion, bribery, and all unlawful, unethical, or fraudulent activity. We are proud to report that Siteimprove had no cases or allegations related to bribery or corruption in 2019, and while Siteimprove operates in a low-risk market and solely in countries perceived as “less corrupt” by Transparency International’s Corruption Perceptions Index, we take additional measures to work against corruption.

### Siteimprove’s Code of Conduct

Our company-wide Code of Conduct, which is mandatory for all Siteimprove employees to read and comply with, addresses the issues of bribery and corruption.

The section “Building Business Relationships” states that “Honest dealing with customers and suppliers is essential to Siteimprove’s relationships. Giving or receiving any kickbacks, bribes, or similar payments of any sort is prohibited.” Furthermore, it informs employees of their responsibility in their dealings with government employees, to whom they are not allowed to offer any gifts, gratuity, or things of value, unless pre-approved by the Legal Department.

It is policy that employees at Siteimprove cannot keep gifts from providers, customers, vendors, and other partners to avoid conflicts of interest caused by such gifts.

As a global company, Siteimprove follows the strictest ethical and business standards of behavior, regardless of the leniency of local standards. Complying with the Code of Conduct is based on the use of good judgment and seeking guidance when questions arise. If employees are in doubt about anything related to corruption and bribery, they are encouraged to contact the Legal Department, who can advise on the correct course of action. If employees witness any breaches or suspect violations of the company-wide Code of Conduct, they must contact the legal department or reach out to Human Resources. The consequence of violating the Code of Conduct can be a warning or termination.



## Siteimprove’s Whistleblower Policy

In 2019, we implemented the Siteimprove Whistleblower Policy. The formal processes established in the policy enable employees, and other stakeholders, to make anonymous good faith reports pertaining to serious violations such as suspected fraud, unethical business practices, bribery, corruption, or other improper or unlawful activity within Siteimprove.

Every report of a possible violation will be investigated promptly and impartially, with every effort to maintain confidentiality of the reported individuals and the person reporting the violation. If a violation has taken place, we will take appropriate corrective and remedial action, up to termination and reporting the violation to a competent legal authority.

## Siteimprove’s Supplier Code of Conduct

The Siteimprove Supplier Code of Conduct that we introduced in 2019 requires all Siteimprove suppliers to conduct business according to the highest ethical standards and in compliance with all applicable laws and regulations, including the U.S. Foreign Corrupt Practices Act (FCPA), the United Kingdom Bribery Act (UKBA), the Corruption of Foreign Public Officials Act (CFPOA), and similar laws in other countries that prohibit improper payments to obtain a business advantage.

Suppliers must not offer, promise, give, accept, or solicit any bribe, gift, loan, fee, or other advantage to any government official or employee, any customer, any Siteimprove employee, or any other person to obtain any business or improperly influence any action or decision.

The Supplier must also have appropriate whistleblowing procedures in place, which should be communicated to its employees and stakeholders. At a minimum, the Supplier must ensure that the confidentiality, anonymity, and protection of employee or supplier whistleblowers are respected, unless prohibited by law.

# Goals

Siteimprove’s anti-corruption goals	Goals achieved 2019	Goals for 2020
<p><b>Prevent all forms of bribery and corruption in the company</b></p>	<p>We implemented our Supplier Code of Conduct.</p> <p>We implemented our Whistleblower Policy.</p> <p>We had no cases or allegations related to bribery or corruption.</p>	<p>We will continue doing business free of corruption.</p>

To find this and previous Siteimprove Corporate Social Responsibility Reports, please visit <https://siteimprove.com/en/company/csr/>



UN GLOBAL COMPACT

COMMUNICATION ON PROGRESS

This is our **Communication on Progress** in implementing the principles of the **United Nations Global Compact** and supporting broader UN goals.

We welcome feedback on its contents.





---

# Corporate Social Responsibility Report

© Siteimprove

