



Multi-Year Digital Accessibility Plan 2025–2027

Regulatory Framework

Article 47 of Law No. 2005-102 of February 11, 2005, on equal rights and opportunities, participation, and citizenship for persons with disabilities, requires that all online public communication services be accessible to everyone.

Publicis Accessibility Policy

Digital accessibility for our clients, employees, and partners with disabilities is a key element of Publicis' commitment to social responsibility for a fair and inclusive digital transformation. This commitment is reflected in the implementation of a digital accessibility policy and the publication of this long-term plan.

Under Article 47 of the February 2005 law on equal opportunities and citizenship, all public online communication services must be accessible to all.

A strategy organized around five pillars

To ensure a progressive, structured, and transparent implementation, Publicis Groupe organizes this Multi-Year Plan around five strategic pillars.

These pillars cover all dimensions necessary for sustainable digital accessibility:

1. Inform: Promote accessibility awareness among employees, clients, and users, and ensure transparency through published declarations.
2. Measure: Assess compliance of our websites, applications, and publications through audits, user testing, and indicators.
3. Steer: Establish clear governance with defined responsibilities, internal processes, and dedicated resources.
4. Train: Support skill development across all relevant roles to integrate accessibility from design to development.
5. Equip: Provide teams with methods, technical tools, and contractual frameworks to embed accessibility over time.

1 – Inform

Publicis is committed to making its digital accessibility policy visible and raising awareness among stakeholders:

- In recent years, Publicis has adopted a more proactive approach, enabling internal teams to integrate accessibility from the design stage of any project—internal or external—regardless of local legal requirements, to foster broader awareness.
- This multi-year plan is part of that approach, guiding efforts within a defined timeframe for 2025–2028.
- An accessibility statement is published on the corporate website, with direct contact at csr@publicisgroupe.com to report any difficulties.
- Publicis supports its clients through awareness workshops, training, and audits to share best practices and promote accessibility as a driver of inclusive digital transformation.



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2 – Measure

Publicis implements a continuous evaluation process:

- Each audit must result in a corrective action plan with clear deadlines.
- The corporate website has already undergone an external audit by Ipedis, with RGAA compliance of 67,17%
- Group financial reports are published in accessible formats (PDF/UA compliant and tested with screen readers).
- This approach will gradually extend to all digital assets (websites, intranets, applications).

3 – Steer

Accessibility governance relies on a cross-functional organization and internal processes:

- At Group level, the Chief Impact Officer, a member of the Management Committee, leads the multi-year accessibility project to coordinate efforts locally—both by HR teams for welcoming individuals with disabilities and by Business and Technical teams in agencies for digital content accessibility.
- Accessibility is integrated into business processes (production, media, e-commerce, technology...). An Accessibility Center of Excellence (ACoE) is established within Publicis Sapient, with teams in Canada and India. It brings together dedicated experts who intervene on internal and client projects, both upstream (“Accessibility by Design”) and during audits.
- The Group CSR Department coordinates major project milestones and ensures responsibility for the official declaration.
- The HR & Talent and Impact & Equity departments, along with Group agencies, help disseminate best practices and ensure implementation and monitoring of actions with technical teams.
- The organization provides support for individuals with specific needs and requests for adjustments within internal processes.

4 – Train

Publicis places skill development at the heart of its policy:

- The HR & Talent and Impact & Equity teams offer progressive training programs aimed at broad inclusion, complementing existing training.
- Roles directly involved (UX, UI, development, project management, communication) will gradually be trained to produce accessible content and services to improve current accessibility levels.
- Recruitment incorporates digital accessibility skills to foster a lasting culture of inclusion.

5 – Equip

Accessibility also relies on appropriate technical resources:

- Support channels (email contact) are available to collect user feedback in case of accessibility issues.



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- Audits result in structured corrective plans, facilitating compliance monitoring.
- Teams have access to testing tools and methods (screen readers NVDA, JAWS, keyboard navigation, HTML5/ARIA compliance).
- Some Group agencies, such as Publicis Sapient and Razorfish, already structure their practices through an Accessibility Center of Excellence, dedicated accessibility teams, and hackathons for knowledge sharing and continuous improvement.:

Conclusion

This Multi-Year Digital Accessibility Plan (SPAN) represents Publicis Groupe's commitment for 2025–2028.

It sets a strategic framework that will be detailed annually in an action plan and a public progress report, in compliance with legal obligations.

The goal is to ensure progressive, sustainable, and shared accessibility, serving digital inclusion for all.



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Action Plan 2025/2027

Pillars	Key Actions	Timeline
1 – Inform	Update and publish the accessibility statement on each site and application	Annual
	Develop an internal communication kit (FAQ, newsletter, videos) to raise employee awareness	2025
	Organize awareness campaigns (linked to SEEPH or global/national days)	Annual
	Highlight accessible client cases in external communications	Annual
2 – Measure	Conduct a full RGAA audit of the corporate site and financial PDFs	2025
	Extend audits to intranets, extranets, and strategic business applications	2025/2026
	Implement a Group dashboard (compliance, training, indicators)	2026
	Include more user tests involving people with disabilities	2026
3 – Steer	Create a cross-functional accessibility steering committee (Communication, HR, IT, CSR, Procurement)	2025
	Appoint a Group accessibility lead and agency contacts (Sapient, Razorfish, Marcel)	2026
	Publish an annual SPAN implementation report	Annual
4 – Train	Launch a mandatory awareness module for all employees	2025
	Deploy specialized training (UX, UI, dev, project managers, procurement)	2026
	Integrate accessibility into job descriptions, annual reviews, and recruitment	2026
5 – Equip	Create a Group toolkit (guidelines, checklists, quick guides)	2025
	Include mandatory accessibility clauses in supplier contracts	2025/2026
	Deploy an automated monitoring tool (RGAA/WCAG compliance)	2026
	Extend accessibility integration across all project stages (brief → design → dev → testing)	2026/2027