CAFÉ Week of Action 2013
Total Football, Total Access
Poland and Ukraine
13-21 April 2013
Summary report

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Contents

Executive summary .................................................................................................................. 3
Background ............................................................................................................................ 4
1. About the Week of Action ................................................................................................. 5
2. Support ................................................................................................................................ 6
3. Activities ............................................................................................................................ 8
  3.1. Poland .......................................................................................................................... 8
  3.2. Ukraine ........................................................................................................................ 10
4. Media Coverage summary .................................................................................................. 13
5. CAFE Awards of Special Recognition .......................................................................... 16
6. Positive results .................................................................................................................. 18
7. Conclusion ......................................................................................................................... 19
8. Contacting CAFE ............................................................................................................. 20
9. About CAFE ...................................................................................................................... 20

Promotional banners designed for the CAFE Week of Action
Executive summary

To build on the success of the UEFA EURO 2012 Respect Inclusion – Football with No Limits project, CAFE is currently delivering a 3 year legacy initiative in Poland and Ukraine. As a part of this, CAFE hosted its first ever Week of Action – ‘Total Football, Total Access’ – which ran from 13\textsuperscript{th}-21\textsuperscript{st} April 2013 in both countries. CAFE based the Week of Action campaign around a similar initiative delivered in the UK by CAFE’s sister charity, Level Playing Field (www.levelplayingfield.org.uk) over the last decade.

The week of action which is intended to raise awareness and to encourage more disabled supporters to attend live matches was supported by football’s governing bodies in the region. It invited the football clubs and fans groups to get involved encouraging them to celebrate improved inclusion and by promoting the accessible facilities and services being offered to their disabled supporters on matchdays. The campaign was very well received with a host of activities and events taking place during the week at football stadiums across Poland and Ukraine.

Highlights included:

- All Ukrainian Premier League matches over the weekend of 20\textsuperscript{th}-21\textsuperscript{st} April were preceded by a pre-match ceremony. All players, accompanying mascots and matchday officials wore CAFE-branded t-shirts as they entered the field and held a CAFE Week of Action – ‘Total Football, Total Access’ banner. All of these ceremonies and matches were televised nationally with a statement of support appearing on club websites and in matchday programmes.

- The Polish Football Association gave its full support to the Week of Action and Ekstraklasa S.A. provided all their clubs with information about the campaign. The Football Polish League also gave its full support with all clubs under their jurisdiction provided with information and urged to get involved. The national stadium in Warsaw – Stadion Narodowy – implemented an audio descriptive commentary service, with equipment donated by CAFE in legacy of UEFA EURO 2012, for partially sighted and blind supporters attending all future matches at the stadium.

Overall, the Week of Action provided a solid platform for CAFE’s works in the region, creating significant media interest. A large number of clubs were eager to get involved in the campaign, to highlight the positive works undertaken so far and to help encourage a greater number of disabled fans to watch live football matches at their stadiums. Several
clubs used the opportunity to make further access improvements and to assist with the setting up of local disabled supporter groups.

The first CAFE Week of Action – ‘Total Football, Total Access’ - has been a resounding success and surpassed all expectations. CAFE believes that the Week of Action can and should become an initiative which is ‘owned’ by our local partners and stakeholders to ensure continuing and sustainable progress for years to come.

CAFE is now planning next year’s Week of Action in Poland and Ukraine and is looking at the possibility to extend the campaign to other countries in Europe. The following report provides a more detailed summary of the Week of Action - Total Football Total Access.

**Background**

UEFA EURO 2012 saw record numbers of disabled supporters attending football matches in the host nations of Poland and Ukraine. As part of UEFA’s commitment to improving the situation for disabled football supporters, the Centre for Access to Football in Europe (CAFE) was appointed to deliver a disability awareness project in each host nation. The project was an overwhelming success in helping to overcome many pre-existing attitudinal and infrastructural barriers. CAFE was also named as the official UEFA EURO 2012 charity of the tournament and significant funds were raised to enable CAFE to continue its works in the region with a 3 year legacy project helping to further raise awareness and improve access to football stadiums in both countries.

CAFE has many testimonials of how attending live sporting events can have a life-changing effect for many disabled people who often report an increase in their self-esteem and a new sense of well-being because they can feel included in society, sometimes for the first time ever. Some disabled people have described a dramatic change to their daily lives with many becoming more active within their community and seeking other inclusive societal opportunities such as employment and volunteering.

CAFE maintains a strong presence in Poland and Ukraine in legacy of the tournament with the CAFE Week of Action 2013 – Total Football, Total Access – acting as a key initiative.

The CAFE Week of Action has been established in Poland and Ukraine to enable the clubs, stadiums and governing bodies to celebrate inclusion and to showcase their facilities and projects for their disabled fans. The emphasis has been placed on the successes in the region to date with the intention to help build this momentum throughout the year; so by
continuing to raise awareness and the need to ensure an inclusive matchday experience for all supporters. The CAFE Week of Action is part of the CAFE legacy project being delivered following the success of the UEFA EURO 2012 Respect Inclusion project - Football with No Limits.

There is still a lot of work to be done in the region, but great strides have been taken and the situation continues to improve. We believe that the Week of Action has provided an opportunity for our stakeholders in Poland and Ukraine to celebrate their achievements and has additionally motivated them to extend their commitment to this important topic in the years ahead. CAFE is dedicated to continuing its critical works in Poland, Ukraine with the on-going support of UEFA and in cooperation with our partners in the region.

1. About the Week of Action

The Centre for Access to Football in Europe (CAFE) was delighted to announce the commencement of the first ever CAFE - Total Football Total Access - Week of Action campaign in Poland and Ukraine, which ran from 13th to 21st April 2013 as part of its UEFA EURO 2012 legacy project in the region.

This campaign, which was supported by football’s governing bodies in the region, invited football clubs and fans groups to celebrate improved inclusion within the game and aimed to promote the accessible facilities and services being provided on matchdays for their disabled supporters. A host of activities took place at football stadiums across Poland and Ukraine.

CAFE has a small but highly motivated development team of 4 people who are based in Warsaw, in Poland and Kiev in Ukraine delivering the legacy project. As such, the Week of Action was delivered locally by them with the support of the central office staff based in the UK.

As a starting point, the local CAFE team contacted all the clubs, leagues and governing bodies in the two countries, informing them about the proposed campaign and urging them to get involved.

We were delighted by the response from all stakeholders and the following sections provide more detail about the activities and tremendous support received locally.
2. Support

CAFE received statements of support in both countries from representatives of the major football governing bodies.

In Poland, the President of Football Polish League, Michal Listkiewicz, said, “On behalf of the Football Polish League, I am pleased to support the
Centre for Access to Football in Europe (CAFE) in the Week of Action campaign - Total Football, Total Access. We are all responsible for ensuring full accessibility for disabled football fans. Everyone has an equal right to watch live football, because it is an unforgettable experience. That's why the Football Polish League continues to support CAFE in achieving this goal. I appeal to all players, coaches, and fans of league clubs to support the activities of CAFE, and the recognition of disabled fans as important, worthy of great respect, members of the football family. I wish you much success CAFE and good luck”.

In Ukraine, General Director of the Ukrainian Premier League Piotr Ivanov said, “On behalf of the Ukrainian Premier League and myself, I am delighted to support the Centre for Access to Football in Europe (CAFE) in organising the Week of Action - Total Football, Total Access. We all have a responsibility to ensure that football is truly inclusive and naturally includes many disabled supporters, because being part of live football at a stadium leaves unforgettable impression on every person's life. The CAFE Week of Action reminds all of us that attending a football match must be accessible for every supporter. That is why the Premier League of Ukraine continues to support CAFE in achieving its goal of improving access for disabled fans. We wish CAFE great success and further prosperity. Total Football, Total Access!”.

CAFE also made contact with several media outlets in Poland and Ukraine, who agreed to publicise the Week of Action.

Total Football, Total Access video played at FC Poltava, Ukraine
3. Activities

3.1. Poland

The CAFE Week of Action – Total Football, Total Access – was warmly received in Poland and a number of activities took place to mark the campaign.

The Polish Football Association gave its full support to the Week of Action, and agreed to publish information about the campaign through its official communication channels. The Ekstraklasa S.A. got involved in the Week of Action and provided all their clubs with information about the campaign. The Football Polish League also gave its full and official support, with all clubs under their jurisdiction provided with information about CAFE and the Week of Action, and urged to get involved.

GKS Katowice FC provided their support for the Week of Action, and a CAFE banner was displayed on the pitch by ball boys and disabled supporters, together with a CAFE team member in Poland, during the half time interval. After the event, a summary of the activities along with a photo gallery was published on the club’s website. In addition, Górnik Zabrze FC posted information about the Week of Action on its website.

CAFE Week of Action banners were also displayed at Lechia Gdansk match on the 14th of April. At the match with Jagiellonia Białystok, the banner was shown on the stands and club players visited the club’s disabled supporters in the accessible seating areas of the stadium, sharing club souvenirs while providing autographs and a photo session with fans. This event was in association with the Dawid Zapisek DSA, founded recently in memory of a well-known young disabled supporter who recently passed away. Dawid was passionate about football and spoke widely about the need to ensure good access for disabled fans in Poland and he has left an important legacy. The same day, during an official ceremony, the PGE Arena stadium renamed one of sectors of the stadium after Dawid. The PGE Arena also officially supported the Week of Action with a photo gallery and declaration of support published on their website.

Cracovia FC marked the Week of Action celebration with an event during their match with Warta Poznań FC on 20th of April. During the half time break, Michał Listkiewicz, CAFE’s Ambassador in Poland, joined local disabled supporters and a CAFE team member to present a Week of Action banner. During the event, the CAFE Development Officer addressed all the fans gathered at the stadium about the importance of good access and inclusion for all supporters.

The CAFE Week of Action events at GKS Katowice FC and Cracovia FC were transmitted live throughout the country on Orange Sport TV.

Flota Świnoujście FC also got involved, with a statement of support being read at the stadium at half time at their match on the 20th of April.
At the Stadion Narodowy in Warsaw – the Polish national stadium – audio descriptive commentary was installed. Audio descriptive commentary is a specialist service for blind and partially sighted supporters, and provides a specialist narrative of the match based on the action, scenery, colours and atmosphere in the stadium, both on and off the pitch, as opposed to a more traditional statistical analysis. Audio descriptive commentary was provided in the stadium, as well as the other seven host stadiums of UEFA EURO 2012, as part of the disability awareness project, UEFA EURO 2012 Respect Inclusion – Football with No Limits, delivered by CAFE around the tournament. A set of the UEFA EURO 2012 equipment has now been donated to the Stadion Narodowy permanently to ensure the provision of audio descriptive commentary at future matches. Stadion Narodowy fully supported the Week of Action, published a declaration of support on their website and created a film about the audio description services.

The CAFE Week of Action has received widespread media attention, including live coverage by the Orange Sport TV, and popular sport and information services such as gazeta.pl, and local radio Eska Gdansk. The declaration of support for the Week of Action was also published widely on many disability and sport online services.

CAFE Week of Action banner on the pitch at Katowice, Poland
3.2. Ukraine

In Ukraine, the CAFE Week of Action – Total Football, Total Access – was fully endorsed and supported by the Ukrainian Premier League. The league dedicated the weekend of 20-21st April to the Week of Action campaign. All 8 games played that weekend featured a pre-match ceremony with both the teams and matchday officials entering the field wearing CAFE-branded t-shirts (280 in total), and displaying CAFE Week of Action banners, during the line-up and handshake. A statement of support for the CAFE Week of Action was also read out by the PA Announcers in the stadiums during the line-ups, and a story was shared with all clubs to promote the Week of Action campaign in their matchday programmes and websites. The CAFE Total Football, Total Access video was shown on the big screens where available in each of the stadiums.

The ceremonies took place at the stadiums of Illichivets Mariupol, Metalurh Zaporizhya, Metalurh Donetsk, Zorya, Tavriya, Metalist Kharkiv, Dnipro Dnipropetrovsk and Arsenal Kiev, and featured all teams in the league.

A similar ceremony also took place at Karpaty Lviv’s home match with Dynamo Kiev a week earlier, where the teams, accompanied by blind and partially sighted children as match mascots, entered the field wearing CAFE-branded t-shirts and lined up with a CAFE Week of Action banner. At this match, the audio described commentary service was launched at the stadium, using the UEFA EURO 2012 legacy equipment that was donated to the club by CAFE. Karpaty also included an editorial in the
matchday programme about disabled fans and the audio described commentary service along with an interview with a football commentator and disabled fans who described their matchday experience.

On the weekend of the 13-14th April, Metalist Kharkiv arranged for their newly-founded Disabled Supporters Association (DSA), MetalHearts, to travel to an away match at Poltava. The DSA was formed at a meeting that CAFE had attended earlier in the year. Metalist had also installed audio descriptive commentary at their stadium on the previous weekend, providing this service for around 70 blind and partially sighted supporters in the stadium. This equipment was donated to the club by CAFE as a part of the ongoing legacy project arising out of UEFA EURO 2012, and will remain in place at the Metalist Stadium.

Additionally, Vorskla promoted the campaign in their matchday programme. A short film entitled ‘Total Football, Total Access’ was shown on the big screens before the match and during the half-time interval.

Chernomorets Odessa provided tours of the stadium and club museum for disabled supporters, and promoted the CAFE Week of Action via their website. After the tours, the club’s TV channel broadcast an interview with the disabled fans with one sharing his impressions for a news item published on the CAFE website.

Shakhtar Donetsk provided tickets and transport for their disabled supporters, carried a story about the Week of Action in their programme, and posted an interview with the head of the club’s DSA on their website.

Videos from a number of the matches and events in Ukraine, including pre-match ceremonies broadcast live on national television, can be found on the CAFE YouTube page at; https://www.youtube.com/user/CafeFootballEurope.

All nine matches that had pre-match ceremonies were shown live on national television, and CAFE took part in a radio show in Kharkiv to promote the newly-installed audio descriptive commentary at Metalist Stadium. Many clubs included articles and editorials about CAFE and the Week of Action in their matchday programmes and on their websites.

The CAFE team aimed to attract widespread media coverage of the Week of Action with the press-releases sent out to all football clubs with the clubs’ press-offices in turn sending them to the local media. During the CAFE Week of Action, Ukrainian football clubs posted the CAFE press release on their official websites, whilst some mentioned the campaign in matchday programmes. As a result, press releases and promotional stories were shared with many Ukrainian media contacts. All 9 matches that covered the CAFE Week of Action including the pre-match ceremonies were aired live on several national channels (such as 2+2, Football, Football Plus).
Players and officials line up wearing CAFE-branded t-shirts at the Dnipro-Shakhtar match

CAFE Total Football, Total Access video playing at Metalist Stadium, Kharkiv
4. Media coverage summary

The CAFE Week of Action - Total Football Total Access was covered widely in the media in both countries articles and feature stories broadcast on national television and club TV channels, in news and sport publications and websites and on football club and disability websites, along with associated journals and matchday programmes. A summary of the key media coverage follows:

Press release coverage:

- http://uanews.odessa.ua/sport/2013/04/14/1752.html
- http://football.crimea.ua/ilyachevec/2013/04/15/1225.html
- http://topnews.odessa.ua/sport/2013/04/14/2037.html

Stories and features on club’ websites:

- http://www.fodnipro.ua/ru/news/2013/04/16/5984/
- http://fcilich.com/ru/news/?id=2386
- http://metallurg.donetsk.ua/ru/news/?id=9983
- https://sites.google.com/site/metalurgzaporozhie/novosti
News stories about the Week of Action:

- [http://lenta.liv.ua/sport/2013/04/16/2796.html](http://lenta.liv.ua/sport/2013/04/16/2796.html)
- [http://lenta.liv.ua/sport/2013/04/16/2796.html](http://lenta.liv.ua/sport/2013/04/16/2796.html)
- [http://terrikon.com/posts/152284](http://terrikon.com/posts/152284)
- [http://footballia.org/metallurgz/2013/04/16/459.html](http://footballia.org/metallurgz/2013/04/16/459.html)
- [http://uanews.zp.ua/sport/2013/04/16/967.html](http://uanews.zp.ua/sport/2013/04/16/967.html)
Twitter searches of 'Total Football, Total Access' in the local languages also returned a large number of mentions.

The CAFE Week of Action received exceptional media coverage in both Poland and Ukraine, which was extremely successful in furthering public awareness of CAFE, the Week of Action campaign and the works being undertaken by CAFE and its partners to improve accessibility to live matches for disabled supporters in the two countries. CAFE is very grateful to all the clubs and media outlets that shared stories about the Week of Action - Total Football Total Access.

5. CAFE Awards of Special Recognition

CAFE took the decision to present an award of special recognition in both Poland and Ukraine to 2 people who have consistently displayed their commitment to improving stadium accessibility and the matchday experiences of disabled supporters.

CAFE’s Project Manager in Poland, Maria Popielawska presented an award to Sylwia Zapisek. Sylwia has been attending football matches for a long time, as the personal assistant of her young son Dawid until his untimely death. Dawid was very active as a disabled supporter and an instantly recognisable face amongst disabled supporters across Poland. Since his death, Sylwia has continued Dawid’s great works in his legacy, and has overseen the creation of a Disabled Supporters Association (DSA) in his honour. Sylwia is now the President of this DSA, and continues to use her
influence to improve the facilities for disabled supporters across all of sport disciplines in Poland.

In Ukraine, CAFE Head of Development in Eastern Europe, Elena Karpukhina travelled to Donetsk to present a similar award to Alexander Atamanenko, the CEO of Shakhtar Donetsk’s Donbass Arena. Ever since the stadium was built, the Donbass Arena has always looked to prioritise facilities for disabled supporters and the stadium operators are proud to call it one of the most proactive stadiums in Europe. Improvements are regularly made at the stadium, and the club seeks to provide a comfortable, accessible and enjoyable experience for all supporters. Alexander and his colleagues are committed to a fully-accessible Donbass Arena, and have continually demonstrated this. A video from this award ceremony can be found at http://www.youtube.com/watch?v=D8pl0UwGbdk&feature=share&list=UUfnMm1uoVpLSrgsf43EIAtQ.

Maria Popielawska presenting Sylwia Zapisek with her award
6. Positive results

The CAFE Week of Action – Total Football, Total Access – was a very successful and worthwhile campaign that has yielded many positive results both for CAFE and for disabled supporters in Poland and Ukraine.

In Poland, CAFE was able to make contact with a number of clubs and as a result has cemented stronger partnerships with each to assist with further progress. A large number of disabled and non-disabled supporters were introduced to CAFE and took part in events to mark the Week of Action. CAFE also appointed Michal Listkiewicz, an influential figure in Polish football, as an Ambassador in Poland. Clubs have committed to work with CAFE more closely and are actively looking to improve their facilities and services for disabled supporters at their stadiums.

In Ukraine, the CAFE Week of Action activities were widely covered by the local media, which served to further raise awareness of the subject. The events facilitated new and existing cooperation between football clubs and their disabled supporters, and many clubs have agreed to continue to work with their disabled supporters in improving accessibility and their matchday experiences. Karpaty Lviv confirmed their intention to create a DSA, and Metalist Kharkiv’s newly formed group continues to grow as a result of the audio descriptive commentary service implemented at the club’s stadium. Equipment was also installed at Karpaty Lviv’s stadium, and further training at both clubs is planned for later in the year. Clubs such as Chernomorets Odessa, Vorskla and Volyn have outlined their intent to work with their disabled supporters on an on-going basis, and as a direct consequence of the Week of Action campaign Karpaty Lviv have improved the accessible facilities at their stadium, including the creation of accessible parking spaces. Metalist Kharkiv have also made plans to
improve their facilities by installing contrast strips on stairs, which will benefit partially sighted supporters.

The Week of Action activities in Simferopol encouraged the city administration to support further initiatives by Tavriya and CAFE, including plans for a local school for disabled children. The Premier League of Ukraine gave strong and important support to the CAFE Week of Action, and they also considered the campaign to be a resounding success for all involved.

7. Conclusion
The CAFE Week of Action – Total Football, Total Access – has been a resounding success and surpassed all expectation in terms of the publicity and increased awareness that it has created. For CAFE to be so predominantly featured in the televised pre-match ceremonies of every single top-flight match of one weekend in Ukraine was a particular highlight, and similar ceremonies and publicity took place across Poland.

The main aim of the Week of Action was to raise awareness of CAFE and our works in the region, and this has been successful across both Poland and Ukraine on a mainstream level. Having delivered a hugely popular disability awareness project around UEFA EURO 2012 in the two countries, CAFE has now ensured a stronger foothold in the region and forged important relationships with many key stakeholders at supporter, club and governing body level.

The Week of Action also had a tangible, long-lasting impact on various stadiums, where audio descriptive commentary has been implemented for partially sighted and blind fans. This is a significant legacy of the campaign that will stay in place for the future as a direct consequence of the Week of Action. Furthermore, several local Disabled Supporters Associations have been formed or planned in cooperation with the clubs, some stadium facilities and services have subsequently been improved and disabled fans have established closer and more cooperative partnerships with their clubs as a direct result of the first ever CAFE Week of Action – Total Football Total Access.

CAFE also launched a new-look website in the days prior to the Week of Action. This enables the Polish and Ukrainian Development Officers to add more detailed stories and reports in their native languages with live streams from CAFE’s local social media pages which has resulted in an upsurge in the number of visitors to the website from Poland and Ukraine since the launch. The Week of Action campaign saw a total of 1,587 visits to the CAFE website with 5,130 individual pages viewed; 38% of the website visitors used Russian as their primary language, with more than 20% using Polish and with 1% native Ukrainian speakers. It should be noted that the majority of Ukraine does speak Russian, and that 628 of
the 1,587 visits came from within Ukraine whilst 351 visits were from Poland. A significant number of visitors reached the CAFE website for the first time via local football club website referrals, proving that the Week of Action acted as a very valuable method of publicising the campaign and CAFE’s wider works and projects. You can view the new CAFE website at www.cafefootball.eu.

CAFE is committed to continuing its works in Poland and Ukraine in legacy of the UEFA EURO 2012 disability awareness project, and to creating an accessible matchday experience for all European football supporters. For information about the Respect Inclusion – Football with No Limits project please visit http://euro2012.cafefootball.eu/

CAFE is planning to repeat the Week of Action campaign next year in Poland and Ukraine and believes that it will become a sustainable local initiative by using a similar format to that created and successfully implemented in the UK by CAFE’s sister charity, Level Playing Field (www.levelplayingfield.org.uk) over the last decade. We believe that the Week of Action can and should become an initiative which is ‘owned’ by our local partners and stakeholders to ensure continuing progress for years to come.

Further, CAFE believes that this initiative can and should be rolled out more widely across Europe so that it can act as a motivator and launch pad for European football clubs and stadiums to make further improvements so by ensuring that many more disabled people can attend live sports and other cultural events in the future. To this end, CAFE is beginning discussions with its network of stakeholders and is seeking sponsorship to support this important promotion. If you are interested in sponsoring CAFE and our projects, we will be very pleased to discuss this opportunity with you; please do contact us.

8. Contacting CAFE
Further information about CAFE and our works can be found on our website at www.cafefootball.eu or by reviewing the most recent CAFE annual report at http://www.cafefootball.eu/en/cafe-annual-reports

Alternatively, please do contact CAFE at info@cafefootball.eu or by Skype at cafe-football or by calling +44 (0)1244 893586.

9. About CAFE
In August 2009, UEFA awarded its Monaco Prize of one million Swiss Francs to establish a European wide charity as part of a 4 year plan to help improve access and a problem free matchday experience for disabled
football fans. UEFA has since further cemented its commitment to CAFE and its works.

In 2011-12, CAFE successfully delivered the UEFA EURO 2012 Respect Inclusion project with further funding support of Euros 360,000 from UEFA and additional funding from the Enlarged Partial Agreement on Sport, Council of Europe of Euros 20,000. CAFE was proud to be appointed the official charity of the UEFA EURO 2012 tournament with the Euros 415,000 funds raised being used to further extend CAFE’s works in Poland and Ukraine as part of a 3 year legacy project.

Further, in 2012, CAFE was appointed by UEFA as an associate CSR partner with core funding secured until at least 2017.

The Centre for Access to Football in Europe (CAFE) was set up with the purpose to achieve equal access to sports football stadia across Europe by using the special influence of football. CAFE is working to ensure that many more disabled people can enjoy a football match as an inclusive fan experience and because football embraces diversity in all its forms, to raise disability awareness and the importance of good access more widely throughout the wider UEFA region.

As such, CAFE works closely with UEFA and its 53 member associations including their clubs, disabled supporters groups (national and local), organisations such as FARE, disability and equality NGOs and supporter networks such as Football Supporters Europe and Supporters Direct.

CAFE also works in partnership with the European Union and the Enlarged Partial Agreement on Sport, Council of Europe, national governments and CEN (European Committee for Standardisation) to encourage continued progressive legislation and guidance that supports equal access for disabled people.