

PRESS RELEASE: DNS Belgium plays pioneering role in digital accessibility

Thursday, 16 May is Global Accessibility Awareness Day, when extra attention is paid to the accessibility of the internet and to digital inclusion. In line with its mission, DNS Belgium, responsible for the registration of all .be, .vlaanderen and .brussels domain names, attaches a lot of importance to the accessibility of the internet. Accordingly, it wants to set a good example with its new website, which has obtained the AnySurfer label.

AnySurfer is a Belgian quality label for accessible websites. Websites with the AnySurfer label can be used by everyone, and therefore by partially sighted, blind, colour blind, older people and people with a hearing or motor disability. But it does not stop there.

People with 'disabilities' who visit a website are not only the deaf and blind. There are also a lot of people who are disabled temporarily or in a given context, such as someone with a broken arm who cannot use his mouse, a barman who works in a noisy environment, people who do not speak the language, etc. DNS Belgium took all such people into account when building its new website.

Reducing the digital divide

"Accessibility is a must for a number of people, but in point of fact it is useful for everyone," says Philip Du Bois, general manager of DNS Belgium. "In making dnsbelgium.be accessible to everyone, we want to help reduce the digital divide and to inspire other companies to do the same. Every organisation or company benefits from an accessible website: more visitors make a purchase on a commercial site if they are no longer confronted with obstacles."

Those who want to make their website more accessible themselves, will find a handy accessibility checklist posted on www.anysurfer.be. The people at AnySurfer are at your disposal at all times to provide advice and concrete help. DNS Belgium worked intensively together with them during the entire process, and can still contact them with questions now that the website has obtained the AnySurfer label.

Sustainability policy based on 4 pillars

DNS Belgium has made all these efforts because an accessible website is in line with its sustainability policy. That policy is based on four pillars: an inspiring workplace, leader in security, digital awareness and sustainable chain management. Digital awareness is in particular geared to increasing awareness about the use and abuse of the internet, and making children, older people, computer illiterates and SMEs internet savvy with customised programmes.

About DNS Belgium

[DNS Belgium](http://www.dnsbelgium.be) is a non-profit organisation that was created in 1999 by ISPA Belgium, Agoria and BELTUG. Our mission is to register .be, .vlaanderen and .brussels domain names, improve the accessibility of the internet, encourage its use, and do so in a more sustainable manner. For more information on DNS Belgium, please go to www.dnsbelgium.be.

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