



Making the Case

Disability Inclusion & Accessibility

MESSAGING FRAMEWORK



Using this Framework

As workplace policies and priorities evolve, disability inclusion and accessibility are more essential than ever. Research shows that businesses committed to disability inclusion can gain a competitive edge, strengthen customer loyalty, mitigate risks and ultimately drive improved financial performance.

The framework below provides clear and concise language to help businesses validate the bottom-line business value of disability inclusion and accessibility across any industry.

To that end, Disability:IN partners with companies to advance disability inclusion in business—providing benchmarking, best practices, and strategic guidance to support your efforts.

Learn more at DisabilityIN.Org.



Trends & Market Landscape

Captured below are trends and insights from conversations with hundreds of corporate leaders around the world and across a broad range of business sectors. Companies are adapting their strategies in response to evolving legal landscapes.

Key trends shaping corporate disability inclusion efforts today:

1. Companies are carefully monitoring legal shifts while maintaining commitments to their priorities, programs, and people.
2. Language is evolving (e.g., emphasizing "Inclusion" and "Belonging") to reduce external risks and align with prevailing global trends.
3. There is a growing need for tangible, fact-based messaging to bolster current strategies while avoiding reactionary, defensive responses to sometimes distracting media cycles.
4. Multinational companies are increasingly navigating complex legal and cultural factors.

Disability Inclusion as a Key Business Strategy

- Leveraging data and insights have become increasingly critical to informing communication strategies that articulate the business value of disability inclusion to all stakeholders, internal and external alike.
- Access to industry specific resources and knowledge sharing forums are in high demand.
- Executive teams across business functions and ERGs are requesting clear and targeted messaging to both inform their business strategies and address the concerns of their employees and business partners.
- Disability inclusion drives business outcomes that strengthen talent pipelines, foster innovation, drive employee engagement, and retention across the business.



Disability Inclusion as a Business Imperative

Key Message: Companies that prioritize disability inclusion outperform their peers financially while differentiating themselves in the marketplace.

- 1.6% higher revenue, 2.6x net income, 2x higher economic profit, 25% more productivity (measured as revenue/employee). [Accenture & Disability:IN, [The Disability Inclusion Imperative](#)]
- 80% of consumers are more likely to buy from a company committed to disability inclusion. [[Voya](#), [Institute for Public Relations](#)]
- 1.3 billion people with disabilities worldwide, about 16% of the world's population. [[World Health Organization](#)]
 - Canada: 8.0 million Canadians aged 15 and older, 27%. [[Canadian Survey on Disability](#)]
 - APAC: 700 million people, 16%, [World Health Organization]
 - EMEA: 101 million people aged 16 & older, 27% [[Eurostat](#)]
 - LATAM + Caribbean: 85 million people, 14.7% [[The World Bank](#)]
- People with disabilities control an estimated \$13 trillion annually in discretionary income. [[WEF](#)]
- Accessibility and disability inclusion create improved experiences for all customers. [[Microsoft](#)] Innovations enjoyed today by consumers around the world were initially designed for people with disabilities, e.g., audio books, remote controls, captions, text-to-speech software, and SMS texting.

Call to Action: Build a sustainable competitive advantage by embedding disability inclusion and accessibility into your business strategy.

The Global Workplace is Shifting: Are You Ready?

Key Message: Companies around the globe must adapt their talent and workplace strategies to support both an emerging talent and an aging workforce.

- The international community is continuing to make progress towards a disability inclusive economy [On the Verge Research Series: [Europe](#) and [Global 500](#)]
- Across multiple markets, the median percentage of new hires self-disclosing is 4% versus 3.5% for current employees. [2024 Disability Index], In the U.S., the median of new hires disclosing is 5% compared to a 4% for current employees.
- The number of talent with disabilities entering the workforce is growing, with over half of Gen Z-ers identify as neurodiverse with Gen Alpha. [[Texthelp](#)] rates reporting even higher
- Disability inclusion becomes more critical as the workforce ages—50% of people with disabilities are 65 or older [Bureau of Labor Statistics, 2023].
- As more disabled people enter the global workforce, accessible workplaces ensure that all qualified candidates can compete for gainful employment, which provides companies with greater access to a deeper talent pool.
- Recent legislation in the European Union requires multinational businesses to report on disability in their own workforces, global value chains and among end-users. Combined with the 100+ countries that have disability employment quotas, disability employment is an essential facet of global operations and reporting. [[Disability:IN and White & Case](#)]

Call to Action: Strengthen your workforce by investing in talent strategies that attract and support employees at every stage of their careers.



Accessibility Drives Innovation & Market Growth

Key Message: Accessibility drives innovation, expands market reach, and improves the experience for all customers.

- Everyday technologies like captions, remote controls, voice assistants and SMS texting—were originally designed for accessibility.
- By 2023, more than 2 billion people will need assistive technology. [\[WHO\]](#)
- Accessible products and services reach a broader audience and increase market potential (1.3 billion people with disabilities worldwide and a \$13T global disability market).
- Bottomline, accessibility improves user experience, which in turn, improves SEO. Accessible websites tend to rank higher in search engine results which leads to increased organic traffic and broader market visibility. [\[Google, Deque\]](#)
- Companies investing in accessibility gain a competitive edge by improving the customer experience, reducing business risk and expanding market reach. [\[TD Bank\]](#)
- Disability enhances one's ability to contribute additive and alternative logic to business decisions. [\[Kennedy\]](#)

Call to Action: Invest in accessibility to drive innovation, customer satisfaction, and market expansion.



The Global Regulatory Landscape is Evolving

Key Message: It is imperative for businesses to proactively address disability inclusion by complying with evolving regulations and maintaining a competitive position in the markets they serve.

- As of 2025, three new regulatory measures will impact all companies doing business in the European Union (EU), including many large U.S.-based companies. These new laws engage the private sector by targeting corporations as producers of goods, suppliers of services and as employers. [[Disability:IN and White & Case](#)]
- The European Accessibility Act (EAA), which goes into effect in June 2025, will require that products and services manufactured, distributed, imported and offered in the EU must be accessible to people with disabilities. [[Disability:IN, White & Case](#)]
- 100+ countries have a numerical government mandate for disability employment, making disability employment an essential facet of a company's global operations and reporting. [[Global Directory, Disability:IN](#)]

Call to Action: Adapt to an evolving business landscape—integrate accessibility and disability inclusion into your corporate governance and business strategies.





Your Strategic Business Partner

Disability:IN is your global partner for advancing disability inclusion in business.

- The [Disability Index](#), the global benchmark for accessing disability inclusion in business, provides companies with critical data-driven insights and learnings.
- At Disability:IN, working with businesses to create opportunities for qualified individuals with disabilities to compete for gainful employment based on merit, continues to be our core passion and purpose.
- Over the past decade, Disability:IN's talent programs have led to the hiring of 425,000+ individuals with disabilities with employee retention rates exceeding industry averages.

Partner with Disability:IN to drive long-term business success through disability inclusion.

Tailored Messaging for Key Stakeholders

Stakeholder Group	Key Messaging
Product Designers & Marketers	• Accessible design enhances user experience, SEO, and market reach. • Brands that embrace disability-inclusive marketing tap into a global and growing \$13 trillion market.
Leadership Teams	• Disability inclusion drives financial performance and enhances brand reputation. [Accenture] • Accessibility mitigates risk, fosters innovation, builds customer loyalty and aligns with global regulatory mandates.
Legal & Compliance Teams	• Proactive accessibility efforts can reduce litigation risk and strengthen corporate governance. • Peer benchmarking through Disability:IN provides insights into best practices for regulatory compliance. • A goals-based legal framework that supports advancing disability inclusion in the workplace in the U.S. is well established and remains unchanged.
Investors	• Disability inclusion is a business priority that leads to improved financial performance, employee productivity and engagement, and customer acquisition. • Newly introduced EU legislation on disability demonstrates the increasing materiality of inclusive workplaces [White & Case]
ERG/BRG Executive Sponsors	• ERGs play a critical role in fostering employee engagement, driving innovation, strengthening workplace culture and promoting community stewardship. • Aligning disability-focused initiatives with business objectives enhances impact and fosters brand appeal.

Top Questions to Address



Why is disability inclusion and accessibility more important now than ever?

Disability:IN has worked tirelessly in partnership with hundreds of businesses around the world to advance disability inclusion in the workplace. Why? Because it's more than just the right thing to do. It is also good for business.

Recent events remind us of the importance and urgency of our mission: to ensure that people with disabilities – the world's largest minority workforce segment – continue to make strides in competing for gainful employment based on merit.

Why is disability inclusion essential for the future workforce?

As more individuals with disabilities enter the workforce, and the prevalence of disability increases with age, workplace disability inclusion is essential in supporting both new and mature talent. Rising disclosure rates among new hires (4% globally / 5% in the U.S.) highlight a growing need for accessibility and disability inclusion. To stay competitive, companies must adapt to shifting demographics and global regulations, ensuring they attract, support and retain an inclusive workforce.

How does accessibility expand market reach and create a competitive advantage?

With 1.3 billion people with disabilities worldwide and a \$13 trillion global disability market, implementing accessibility initiatives can create new business opportunities within a vast customer base by: improving the user experience, expanding market reach, leading in innovation, and reducing business and legal risks.

What resources exist for companies navigating an evolving legal landscape?

For easy reference, Disability:IN shares its "[Guide to Legal Foundations for Disability Inclusive Employment](#)." The Guide informs Disability:IN's mission to advance disability inclusion in the workplace.

Specifically, the Guide briefly recaps federal statutory law which sets the foundation for disability inclusive employment in the United States and provides a quick reminder of the limited ways in which such laws may change.

Additionally, explore our brief on [EU disability-inclusive legislation](#), this summary of the [Accessible Canada Act](#), and our [Global Directory](#) for country-specific insights and resources to support compliance and inclusion efforts worldwide.

Top Questions to Address

How does product and workplace accessibility mitigate risk?

With an average of 2000+ digital accessibility lawsuits filed annually in the United States over the past 5 years – along with legal risks in regions like Canada and Europe stemming from noncompliance with recent legislation – product and workplace accessibility can help mitigate risks for companies including brand reputation.

Additionally, The European Accessibility Act (EAA), which goes into effect in June 2025, will require that products and services manufactured, distributed, imported and offered in the EU must be accessible to people with disabilities. [[Disability:IN, White & Case](#)] This proves that accessible technology for employees, suppliers, customers, and clients is no longer a “nice to have”, but rather a non-negotiable business reality in the European Union.

How does Disability:IN partner with companies to advance disability inclusion?

Disability:IN partners with businesses to advance disability inclusion worldwide, providing data, insights, tools, and expertise to create long-term business impact. With a network of 550+ corporate partners across industries, Disability:IN offers cutting-edge research, tools, and expertise that delivers long-term business impact.

Learn more about Disability:IN's [reach and offerings here](#).





We're here to help.



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