



from the grassroots



Damien Birambeau surrounded by Jaccedeurs

When Damien Birambeau visited Berkley, California, he was met by something he had never seen before: the reality of universal accessibility. Once he was back in France he became fixated on the idea of being able to get out there and find as many places as possible which are both accessible and welcoming. Despite an upsurge in events websites around that time, in 2005 Damien realised that what was lacking was a place to go to for up-to-date information on accessible places. And so it was that Damien and some of his friends decided to create an online interactive guide to the best accessible places.

The project idea garnered so much support that in September 2006 Jaccede.com was born. After just a few weeks the site's users had already contributed hundreds of addresses. At the same time, Accessibility Days were organised all over France to collect information about places which are accessible, and to raise awareness about the challenges faced by people with limited mobility.

Their six years of experience have allowed Jaccede.com to develop a sophisticated technological platform but at the same time develop a sensitive, grassroots approach to tackling accessibility in society.

Jaccede.com  working towards an accessible world

Our Mission

Jaccede.com, registered as a public-interest charity under the 1901 Waldeck-Rousseau Act of voluntary associations, leads **a grassroots movement which promotes universal accessibility**. All of the projects and operations carried out by Jaccede share **a common approach of positive, voluntary action driven by solidarity**. Not only do we strive to achieve social diversity through what we do, but we also make it an important part of how we do it.

The Context

1/4 of people in France are affected by limited mobility.

12.5 million elderly people in France are affected.

37 million people living in the European Union have a disability.

6 million people in France have a disability - that equates to 1 in 10 people.

25% is the total increase in the number of elderly people in France over the last ten years.

Our Aims

To share information about accessibility.

To promote accessible businesses.

To raise awareness amongst the general public.

To carry out united actions from the grassroots, involving those people directly effected by accessibility issues.

What does it mean if someone has limited mobility ?

Definition from the European Parliament resolution, 14th February 2001:

All people who have a particular difficulty when using public transport, such as people with a disability (including people with sensory and intellectual impairments, and wheelchair users), people with limb impairments, people of small stature, people with heavy luggage; elderly people, pregnant women, people with shopping trolleys, and people accompanying small children (including children seated in push chairs)

the interactive accessibility guide

The idea

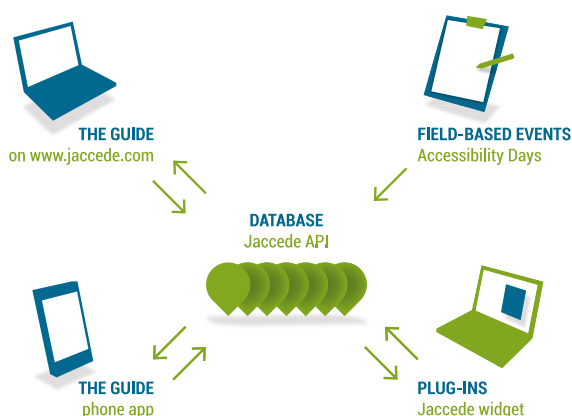
The online guide is **an interactive information-sharing platform** allowing users to let others know the level of accessibility of places they have visited. The online development and day-to-day running of the site is carried out by the organisation.

The database is created for and by its users, who can add to, **consult** or **edit** the guide through a variety of different media : the website, the phone app and personalised plug-ins.

The guide doesn't exclusively list places which are 100% accessible. The idea is **to gather as much information as possible about how accessible a location is**, and then leave it up to the user to decide if it's accessible enough for them, **depending on their level of mobility**.

Everybody is able to search for locations, and is also free **to contribute to the website by registering new accessible locations, or by editing existing ones to make them more up-to-date**. The more contributions there are, the more reliable and extensive the guide will be.

2012 will see the launch of the English, German and Spanish versions of the website.



In numbers

- more than **26 000 locations** listed
- more than **5 000 people** using and contributing to the site
- approximately **25 000 monthly visitors**

Place profile

Example of a place profile on the website.

Phone app



Accessibility Days

The idea

Whether in your area, your town, or your country, the idea is to organise **an event to gather information about accessible places and businesses, whilst raising awareness about accessibility issues** and trying to encourage support from the general population and decision-makers.



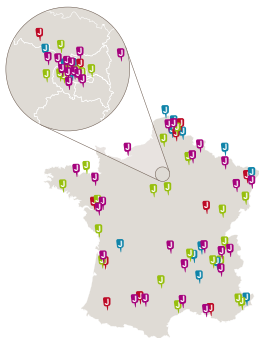
The aims

- Show people how to identify accessible locations, raising awareness about the key criteria
- Expand the number of place profiles on the website
- Encourage business owners to make an effort to make their business as accessible as possible
- Encourage social diversity through visible and tangible actions
- Shake up the public consciousness on the issues associated with accessibility

The Jaccede Kit

The must-have accessory for any keen Jacceteur, which contains:

- **A tape measure** for measuring steps and doorways
- **Place profile papers** to take down the details of accessible places
- **A pitch** with handy hints about how to talk to business owners
- **Awareness-raising leaflets** to be distributed on the day



In numbers

- **130 events** have been organised since 2007
- more than **8 000 volunteers** have got involved
- more than **13 000 accessible places** have been identified
- around **45 000 public places** have been visited



National Accessibility Day



An annual day of parallel events all over the country, allowing the entire Jaccede network to come together for the organisation of large-scale acts of voluntary action.

This event allows us to attract increased media attention and have a much greater impact, helping the movement to grow even more.

Accessibility Night



These nights provide the opportunity to visit and register places which often pass under the radar on accessibility days: pubs, bars, restaurants, nightclubs, events spaces etc.

Accessibility nights have a more celebratory and social atmosphere than other events, often ending in a concert and a drink or two with all the participants.

who supports us



