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Key Takeaways: Accessibility as a Business Opportunity

BEDA Connect - Accessibility as a Business Opportunity | 10 September 2026

Watch the full recording on YouTube: <https://youtu.be/fgXuHcKeHp0>

Accessibility is no longer just about compliance. It is one of the largest underserved markets for designers today. In this BEDA Connect session, industrial designer Jeremy Hugh Aston and designer researcher Myles Igwebuike showed how accessibility can drive business growth, strengthen client relationships, and lead to more resilient, longer-lasting products and services. Here are the key takeaways.

1. The market is bigger than you think

Accessibility is not a niche market. Around 1.3 billion people worldwide live with a disability, while ageing populations and everyday challenges mean accessible design benefits far more people than many realise. Designing inclusively helps businesses reach broader audiences and unlock new market opportunities.

2. Shift from compliance to opportunity

Accessibility delivers the greatest value when it is built into a project from the start, not added as an afterthought. Positioning it to expand market reach, generate valuable user insights, and create reusable intellectual property helps clients see accessibility as a business opportunity rather than a compliance cost.

3. Fieldwork beats assumptions and AI can't replace it

The most valuable accessibility insights come from observing real people in real contexts. While AI can support research, it cannot replace first-hand fieldwork, which reveals needs, behaviours, and opportunities that are often missed by desk research alone.

4. Design once, apply broadly

Accessibility frameworks developed for one project can often be adapted across sectors, increasing their long-term commercial value. Identifying and defining overlooked user needs also creates valuable tools, language, and methodologies that organisations can reuse.

5. Collaboration is the differentiator

The best accessibility solutions emerge from collaboration. Bringing together designers, engineers, technologists, and communities leads to stronger outcomes, broader expertise, and opportunities to tackle larger and more ambitious projects.

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