

# Accessibility Plan

Progress Report - June 2024



**fizz**

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# 1. Introduction

Fizz submitted its first three-year accessibility plan on June 1<sup>st</sup>, 2023. This document describes the various initiatives in place and to come to prevent and eliminate the obstacles that its customers and employees may encounter when interacting with the company.

In accordance with the Accessible Canada Act (the Act), Fizz is now filing its 2024 progress report, which details the progress of initiatives related to the seven key principles of the Act that have been implemented over the past twelve months<sup>1</sup>, and the implementation of its 2023-2026 Accessibility Plan.

The company continued to implement its accessibility plan to better meet the specific needs of people living with functional limitations. It has also begun working on several other initiatives to which it has committed to facilitate access to its services and provide consumers with an optimal customer experience throughout their relationship with the company.

Its commitment to its employees has also been translated into actions that will help ensure an equitable, diverse, and inclusive workplace.

One of the company's main priorities remains to raise awareness of the reality of those with disabilities and the positive impact that every employee can have on this clientele's daily life.

Finally, the multi-sector committee continues to engage with the various organizations that contributed to the development of the company's three-year plan and keeps considering their feedback in the planning and delivery of its initiatives. We thank them very much for their cooperation.

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<sup>1</sup> All initiatives included in the three-year plan with a "Completed" status or a completion date classified as "Long-term" are not included in this progress report.

## 2. Priority Areas of Intervention

### 2.1. Employment

Fizz is committed to providing a workplace that fosters equity, diversity, and inclusion for all its employees. The initiatives described in this section are aimed at refining its human resources practices to continue to improve the representation of different minority groups within its workforce and enhance accessibility in the workplace.

| <b>Initiatives in the Accessibility Plan</b>  | <b>Initiatives started or completed since June 2023</b>  |
|---|--|
| Training of human resources personnel on issues related to diversity, turning them into ambassadors for managers and employees. | Training on unconscious bias was provided in September 2023 to all Human Resources Business Partners.<br><br>An online training course on inclusive writing was also deployed between December 2023 and February 2024 to the Human Resources staff responsible for corporate communications, as well as the Corporate Communications team. |
| Communication to employees about initiatives established to promote an inclusive workplace.                                     | A calendar of events has been integrated on the Diversity, Equity, and Inclusion (DEI) Committee's page on the corporate intranet.   |
| Identification of the best strategies for hiring, onboarding, and integrating people with disabilities into the workplace.      | The recruitment process now takes accessibility into account, with the form on the company's SmartRecruiters platform having been enhanced with a question about accommodation measures.   |

| Initiatives in the Accessibility Plan   | Initiatives started or completed since June 2023   |
|---|--|
|   | <p>Training related to DEI and accessibility will be developed and deployed in 2024, conditions permitting, to raise awareness among managers involved in the hiring process. The tools available during the process (interview canvas, decision support, etc.) will also be upgraded.</p>   |
| <p>Establishment of a partnership with an organization to promote the hiring of those living with a disability.</p> | <p>Thanks to its partnership with the DuoEmploi event, Quebecor welcomed three new employees living with disabilities in 2023. The company is continuing this partnership and is targeting further hires in 2024.</p> <p>Its partnership with Horizon-travail, an employment counselling centre for people with disabilities, has enabled the hiring of a person with a visual impairment to fill a customer contact centre position in 2024.</p> <p>A partnership with “Ready, Willing &amp; Able”, the national partnership of Inclusion Canada, Autism Alliance of Canada, and their member organizations, has also been active since April 2024. The positions to be filled have already been forwarded to the company.</p> <p>The company continues working to create new hiring partnerships, and several organizations have been approached in this regard.</p> |

## 2.2. Information and Communication Technologies (ICT)

The company wants to provide customers living with functional limitations with even better information when they use its website. It is therefore working to make its accessibility-related content "more accessible" for use, to highlight it and to promote it more effectively.

| <b>Initiatives in the Accessibility Plan</b>  | <b>Initiatives started or completed since June 2023</b>   |
|---|---|
| Revision and optimization of the Accessibility section of its website, specifically with regard to its structure, content, visuals, and navigation. | An optimization plan for this section is currently under development. The company expects to complete a first optimized version in Q4 2024.   |
| Addition of audio description or subtitles to its support videos.   | This initiative is currently underway.<br><br>Captioning will be included in all new videos published on its website. For existing videos, captioning will not be systematically added. A prioritization exercise is underway to identify those that require updating. Captioning will be included in new versions of these videos. |

The company also wants to continue to maximise the quality of its contacts with customers living with functional limitations. It is therefore working to facilitate access to relevant operational documentation, enabling its front-line employees to optimize the management of their interactions.

| <b>Initiatives in the Accessibility Plan</b>   | <b>Initiatives started or completed since June 2023</b>   |
|--|---|
| <ul style="list-style-type: none"> <li>• Creation of a section dedicated to accessibility on Fizz's internal documentation platform, first focusing on the company's services for people with disabilities and their advantages, and second covering related internal processes and procedures.</li> <li>• Identification of the best relationship and communication practices to adopt in its operations, and their documentation.</li> </ul> | <p>The initiative to centralize all “accessibility” content in its operational knowledge base was rolled out in Q1 2024.</p> <p>Relevant content to help better manage interactions with these clienteles is now accessible from a single page, and includes:</p> <ul style="list-style-type: none"> <li>• A description of the functional limitations to which its employees can expect to be exposed on a daily basis;</li> <li>• Behaviors to adopt and avoid when interacting with people living with these limitations;</li> <li>• A glossary of terms to be used when dealing with these clienteles;</li> <li>• A link to Fizz's Accessibility Plan.</li> </ul> <p>This tool is intended to evolve, and its content will be updated and enhanced as needed.</p> |

## 2.3. Communications Beyond ICT

Fizz offers several solutions to make everyday life easier for people living with functional limitations. To raise awareness of these solutions among its employees, the company has implemented a series of communication, training and documentation initiatives aimed at all of its workforce.

| Initiative in the Accessibility Plan   | Initiative started or completed since June 2023  |
|--|--|
| <p>Creation of a page dedicated to accessibility, inclusion and diversity on the company's intranet.</p> | <p>A first version of the Diversity, Equity and Inclusion committee's page was published in September 2023 on the corporate intranet.</p> <p>The purpose of this page is to raise employee awareness and inform them about the various initiatives in which the company is involved in terms of DEI and accessibility. It will eventually give way to a corporate website for all employees of Quebecor subsidiaries, to which Fizz employees will have access.</p> <p>This site will include a section dedicated to accessibility, featuring tools, capsules, news, a calendar of events, guides, best practices and more, to raise awareness among staff of the challenges faced by people living with functional limitations. The publications will help them optimize their know-how and interpersonal skills in their interactions with these clientele.</p> <p>The site will also provide visibility for the initiatives included in the Accessibility Plan.</p> <p>Deployment is scheduled for the end of 2024.</p> |



## 2.3.1. Communications With Customers

Since the introduction of a section dedicated to accessibility on its website, the company aims to enhance and optimize accessibility-related content to better assist customers living with functional limitations, facilitate their decision-making and meet their support needs.

| <b>Initiatives in the Accessibility Plan</b>  | <b>Initiatives started or completed since June 2023</b>  |
|---|--|
| Complete redesign of the content, visuals, and page layout of the Accessibility section of its website. | The Accessibility section of its website is currently being revised, both from the point of view of content, navigation and visuals. The company aims to release an optimized version by the end of 2024. The section will then be much more relevant to clients living with limitations and easier to use.<br><br>This section is intended to evolve, and its content will be updated and enhanced as needed. |
| Planning customer communications to highlight the various initiatives in its Accessibility Plan.        | The team responsible for customer communications has begun work to identify best practices for accessible writing in order to optimize its templates.  |

# 2.4. Design and Performance of Programs and Services

To ensure that people with disabilities who come into contact with the company's front-line staff benefit from a customer approach that is tailored to them, Fizz intends to continue raising awareness among all of its employees of the realities faced by these people in order to optimize their know-how and interpersonal skills in managing their interactions with these customers.

| Initiative in the Accessibility Plan   | Initiative started or completed since June 2023  |
|--|--|
| <p>Creation of a communication strategy and awareness and training capsules.</p> | <p>A 6-capsule training course for staff in the company's operational groups began in November 2023 with an initial introductory capsule entitled "Without Limits".</p> <p>Each of the following five capsules, "Put yourself in my shoes", will address a specific type of limitation.</p> <p>Topics of current and upcoming capsules:</p> <ul style="list-style-type: none"> <li>• #1 Physical limitations: rollout started in March 2024</li> <li>• #2 Hearing impairment: rollout started end of May 2024</li> <li>• #3 Visual impairment: coming soon</li> <li>• #4 Language disorder: coming soon</li> <li>• #5 Cognitive limitations: coming soon</li> </ul> <p>In conjunction with the documentation already available to front-line employees, these capsules aim to increase their level of awareness of the reality of people living with functional limitations,</p> |

| Initiative in the Accessibility Plan | Initiative started or completed since June 2023   |
|--------------------------------------|---|
|                                      | <p>and ultimately to improve their interpersonal skills and the satisfaction of these clientele.</p> <p>Other modules will be added in the future, including content detailing and promoting the solutions available to people living with limitations.</p> |

The first contact with the company happens mainly via its website. Fizz is working to upgrade its website with respect to accessibility and will undertake all future developments of its platforms in compliance with web accessibility standards.

| Initiative in the Accessibility Plan  | Initiative started or completed since June 2023  |
|---|--|
| <p>Awareness and training initiatives targeting the digital team regarding WCAG web accessibility standards to ensure hosted content is compliant when the team creates or modifies its webpages.</p> | <p>The digital team responsible for the company's website plans "digital days" on a regular basis. The agenda for these days is now enhanced by an "accessibility" audit to validate the compliance of its Web pages. This topic allows for the exchange of best practices and recommendations for optimizing pages as needed.</p> <p>The team is planning to coordinate with Videotron's digital team to harmonize its practices.</p> |

## 2.5. Transportation

Fizz does not offer transportation services. Therefore, the company has no specific accessibility objectives or initiatives related to transportation.

## 2.6. Other Initiatives

Since the publication of its 2023-2026 three-year plan, initiatives that were not mentioned there have also been implemented, namely:

- **December 2023:** Training of the project team on the creation of accessible documents, followed by the development and sharing of a practical guide on the subject;

## 3. Consultations

Through Videotron, Fizz participated in the November 2023 industry consultations, organized by the Canadian Telecommunications Association (CTA), during which a total of 32 accessibility groups and service providers were presented with an overview of current industry practices, before engaging in meaningful discussions focused on the following topic areas:

- Wireless accessibility offerings, promotions, and customer service;
- "Unfettered" access or use of specific services;
- Verification and Accessibility passport.

The CTA also compiled and shared consultation notes with all participants, providing an overview of the discussions and ensuring a common understanding. These discussions are an essential part of the drafting and implementation of Fizz's initiatives.

The company continues to be "part of the conversation" with the various organizations that represent the interests and advocate the rights of people with disabilities. As mentioned in its three-year plan, Fizz is continuing to collaborate with the organizations that have invested in its approach through Videotron. The company continues to take their comments and suggestions into account when prioritizing the initiatives in its plan. Together with Videotron, the project team plans to present its progress report to the representatives of the organizations consulted during the preparation of its three-year plan at the end of the 2<sup>nd</sup> quarter of 2024.

## 4. Feedback Process

The company also continues to consider feedback on its service delivery received through the feedback process in place. Since submitting its three-year plan in June 2023, Fizz has received no comments or suggestions related to the accessibility of its services.

Anyone wishing to send Fizz their comments and suggestions regarding its services is invited to do so at any time via one of the following communication channels:

- **Online form (anonymous or not)**
  - Website: <https://videotron.com/en/accessibility/feedback?source=fizz>
- **Email:** [accessibilite.retroaction@support.fizz.ca](mailto:accessibilite.retroaction@support.fizz.ca)

## 5. Conclusion

The last twelve months have seen the implementation of several promising initiatives likely to improve the daily lives of customers with disabilities. For the coming year, the company will continue to focus on customer service and ensure the evolution of its ways of doing things to better meet customers with accessibility needs. Awareness and training initiatives will also continue for all operational resources in contact with these clientele.