The EDF advert titled “The World is More Beautiful When It’s Accessible” illustrates a world where disabilities are the norm, highlighting the importance of accessibility. Through a series of thought-provoking scenarios, the advert shows how society might look if it were designed primarily with disability in mind, making accessibility a central priority.

In the first scene, an individual who is not disabled navigates a busy street, surrounded by wheelchair users. They struggle to keep their balance on the pavement, which is designed to be wheelchair-friendly but challenging for someone on foot, causing them to nearly stumble.

Next, we see a non-disabled person entering a bank to open an account, only to find that the bank clerk communicates exclusively in British Sign Language (BSL), leaving them unable to follow the conversation or respond.

In a third scene, someone attempts to cross the road, but the traffic lights signal that only wheelchair users have the right of way, suggesting that non-disabled individuals do not enjoy the same level of access or rights.

Finally, we meet a person exploring a library that has been exclusively equipped for braille readers, with no standard print materials available, leaving them unable to engage with any of the content.

These scenes collectively highlight how a world designed with disability as the norm would naturally place accessibility at the forefront, fostering an environment where everyone’s needs are met, and inclusion is seamlessly woven into daily life.