



European  
Commission

# Workshop on Accessibility of Products and Services

*Thursday 2 and Friday 3 February 2017*

*Crowne Plaza Hotel, rue Gineste 3, 1210 Brussels  
Rooms Clarity & Vision – 8<sup>th</sup> floor*

## PROGRAMME

The objective of this workshop is to present the concrete aspects of accessibility and the business case for providing accessible products and services.

The workshop will reflect the state of the art of accessibility legislation, policies and products and services in the areas covered by the current proposal for a European Accessibility Act.

Speakers will come from various stakeholders, namely policy-makers, accessibility experts, industry, disabled persons and practitioners, from the EU as well as the USA.

**Participants:** Representatives of Member States administrations, Members of the European Parliament, European Commission, European Economic and Social Committee, European Disability Forum, Older persons and consumer organizations Industry, U.S. experts from the Federal administration and others.

**Demonstration:** The workshop will be accompanied by a demonstration of some accessible products and services readily achievable in market.

**Duration:** The workshop will be organized during 1 day and 1/2 starting at 14h00 on 2 February and finishing at 16h45 on 3 February.

First day **2 February**

13:00 - 14:00	Welcome coffee and registration
14:00 - 14:30	<b>Opening</b>
	<ul style="list-style-type: none"> <li>Policy welcome and chair - Georg Fischer, Director for Social Affairs, Directorate-General for Employment, Social Affairs and Inclusion, European Commission</li> <li>Key note video message - U.S. Senator Edward J. Markey, champion of U.S. ICT accessibility legislation</li> <li>European Parliament Rapporteur - Morten Løkkegaard, Member of the European Parliament, rapporteur on the European Accessibility Act, Denmark</li> <li>Maltese Presidency - Neil Kerr, Deputy Permanent Representative, Permanent Representation of Malta to the EU</li> <li>European Disability Forum - Yannis Vardakastanis, President</li> </ul>
14:30 - 15:15	<b>The present and future of accessibility</b>
	<ul style="list-style-type: none"> <li>Chair - Ádám Kósa, Member of the European Parliament, Hungary</li> <li>Delivering accessibility through ICT - Gregg Vanderheiden, Professor at the University of Maryland, College Park and co-founder of Raising the Floor consortium</li> <li>Linking mainstream accessibility with assistive devices - Luís Azevedo, Director of Anditec</li> </ul>
15:15 - 16:15	<b>Public Procurement</b>
	<ul style="list-style-type: none"> <li>Chair - James Hubbard, Senior Design Advisor for Products and Services, Irish Centre for Excellence in Universal Design, National Disability Authority</li> <li>Buying accessible in the US Administration - David Capozzi, Executive Director, U.S. Access Board</li> <li>ITU's role in facilitating and promoting public procurement policies as a tool for ICT accessibility - Roxana Widmer-Iliescu, Senior Programme Officer – Digital Inclusion, International Telecommunication Union</li> <li>The Swedish experience - Mia Ahlgren, Policy Officer, the Swedish Disability Federation</li> </ul>
16:15 - 16:30	Coffee
16:30 - 17:30	<b>The Web and e-commerce</b>
	<ul style="list-style-type: none"> <li>Chair - Alejandro Moledo, New Technologies &amp; Innovation Officer, European Disability Forum</li> <li>Making the global web accessible using standards - Shadi Abou-Zahra, World Wide Web Consortium (W3C), Web Accessibility Initiative (WAI)</li> <li>Web accessibility, an opportunity for SMEs - Susanna Laurin, CEO of Funka</li> <li>Accessible e-commerce - Bart Simons, Digital Accessibility Consultant, AnySurfer &amp; demonstration and video of OCADO</li> </ul>
17:30 - 18:00	<b>Ebooks</b>
	<ul style="list-style-type: none"> <li>Chair - Richard Orme, CEO of Daisy Consortium</li> <li>Accessing printed information - Steve Tyler, Head of Solutions, Strategy and Planning at Royal National Institute of the Blind; European Blind Union</li> <li>Harmonising accessible ebooks - Cristina Mussinelli, Secretary General, Fondazione LIA</li> </ul>
18:15	<b>Cocktail</b>
	<ul style="list-style-type: none"> <li>Speech from Marianne Thyssen, Commissioner for Employment, Social Affairs, Skills and Labour Mobility, European Commission</li> <li>Opening demonstration of accessible services and products</li> </ul>

Second day **3 February**

09:00	<b>Opening of the second conference day</b>
	<ul style="list-style-type: none"> <li>• Michel Servoz, Director General for Employment, Social Affairs and Inclusion, European Commission</li> </ul>
09:15 - 10:15	<b>Making accessibility a reality through market opportunities and legislation</b>
	<ul style="list-style-type: none"> <li>• Chair - Ann Hoy, Assistant Deputy Minister for the Accessibility Directorate of Ontario</li> <li>• Accessibility in the global market - Axel Leblois, President and Executive Director, G3ict, Global Initiative for Inclusive ICTs</li> <li>• Economic benefits: business and employment - Susan Scott-Parker, CEO and founder at Business Disability International, Business Disability Forum Honorary Vice-President</li> <li>• Strategic litigation, Enforcement in ADA: Anne Raish, Principal Deputy Chief of Disability Rights Section in the U.S. Department of Justice</li> </ul>
10:15 - 11:15	<b>Telecommunications</b>
	<ul style="list-style-type: none"> <li>• Chair - Miguel Ángel Valero Duboy, Director of State Reference Centre for Personal Autonomy and Technical Aid (CEAPAT)</li> <li>• U.S. Telecom and audiovisual legislation (255 &amp; CVAA) - Karen Peltz Strauss, Deputy Chief, Consumer and Governmental Affairs Bureau, Federal Communications Commission</li> <li>• Accessibility features in communication devices - Thomas Barmüller, Director for Europe, Middle East and Africa, Mobile &amp; Wireless Forum (previously Mobile Manufacturers Forum)</li> <li>• Real time text product - Claudia Selli, European Affairs Director, AT&amp;T</li> <li>• Total Conversation &amp; RTT demonstration: Gunnar Hellström, Vice Chairman and Senior Accessibility Advisor of Omnitor</li> </ul>
11:15 - 11:30	Coffee
11:30 - 12:15	<b>Audiovisual</b>
	<ul style="list-style-type: none"> <li>• Chair - Nick Tanton, retired BBC Accessibility Expert</li> <li>• Breaking down accessibility costs in AVMS - Larry Goldberg, Director of Accesible Media for Yahoo (formerly NCAM)</li> <li>• Practical examples, making AVMS accesible in the EU - Pilar Orero, Professor, Universitat Autònoma de Barcelona</li> <li>• Accessible terminals - Richard Moreton, Business Development and Industrial Affairs, Samsung Electronics Research Institute UK</li> </ul>
12:15 - 13:00	<b>Computers, operating systems and other ICT - industry and users panel discussion</b>
	<ul style="list-style-type: none"> <li>• Chair - Ima Placencia Porrero, Senior Expert, Disability and Inclusion Unit, Directorate General for Employment, Social Affairs and Inclusion, European Commission</li> <li>• EASPD - Steve Barnard, ICT Expert</li> <li>• EBU - Rodolfo Cattani, Chairman of the Commission for Liaising with the EU</li> <li>• EUD - Johan Verstraete, User Experience &amp; Accessibility Researcher/Designer</li> <li>• Google - Kiran Kaja, Technical Program Manager (Search &amp; Assistant Accessibility)</li> <li>• Microsoft - Hector Minto, Senior Technology Evangelist for Accessibility</li> <li>• Siemens - Klaus-Peter Wegge, Head of the Siemens Accessibility Competence Center in Europe</li> </ul>
13:00	Lunch (restaurant - ground floor)

14:00 - 14:45	<b>Banking</b>
	<ul style="list-style-type: none"> <li>• Chair - Gita Esmieu, Program Director, Financial Services Accessibility at G3ict, Global Initiative for Inclusive ICTs</li> <li>• What is accessible banking - Paul Smyth, Head of IT Accessibility at Barclays PLC</li> <li>• Making payment terminals accessible - Dennis Dondergoor, Campaigns Manager at Pay-Able</li> <li>• ATMs and banking kiosks for all - Ramiro Sánchez-Crespo, Consejero Delegado, Cardtronics Spain</li> </ul>
14:45 - 15:45	<b>Transport</b>
	<ul style="list-style-type: none"> <li>• Chair - Ann Frye, Director, Ann Frye Ltd</li> <li>• Websites/ SST regulation in the US DoT - Dayton Lehmann Jr., President of the Aviation Group, Capitol Business Solutions</li> <li>• Accessible Air Transport Booking Engines- Elizabeth Aston, Senior Advisor on Industry Affairs at Amadeus</li> <li>• Accesible self-service terminals - Vasco Carriço, Self-Service Solutions Product Manager, IER BlueSolutions - Groupe BOLLORE</li> </ul>
15:45 - 16:15	<b>Built environment</b>
	<ul style="list-style-type: none"> <li>• Chair - Barbara Berninger, Referatsleiterin EU und Internationales, Senatsverwaltung für Stadtentwicklung und Wohnen, Berlin</li> <li>• Accessibility regulations and standards in the built environment - Monika Klenovec, Architect, Access Consultant, TU Vienna</li> </ul>
16:15 - 16:45	<b>Closing session and follow up</b>
	<ul style="list-style-type: none"> <li>• Chair - Georg Fischer, Director for Social Affairs, Directorate General for Employment, Social Affairs and Inclusion, European Commission</li> <li>• European Commission - Emmanuelle Grange, Head of Disability and Inclusion Unit, Directorate General for Employment, Social Affairs and Inclusion</li> <li>• European Economic and Social Committee - Ask Løvbjerg Abildgaard, Member</li> <li>• European Parliament - Helga Stevens, Member of the European Parliament, Belgium</li> <li>• AGE Platform Europe - Anne-Sophie Parent, Secretary General</li> </ul>
16:45	<b>Closing</b>