



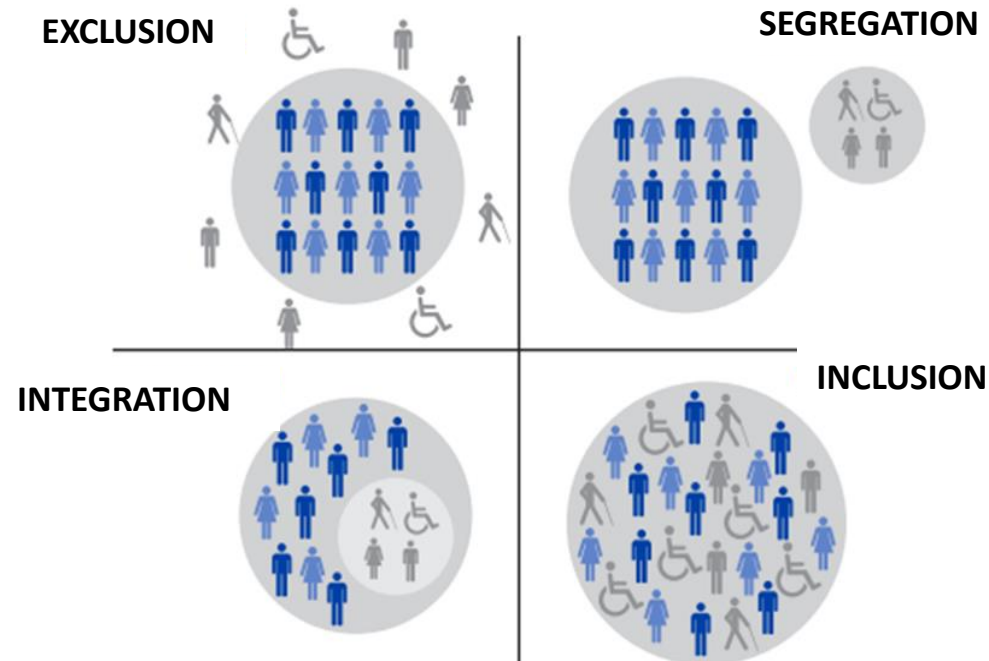
**Workshop “Accessible Digital Content and Remediation for the
Stakeholders delivering digital financial services”
October 16th, 17th and 18th
Cairo, Egypt**

Session I: What is digital Accessibility

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WHAT INCLUSION OF PWD MEANS?

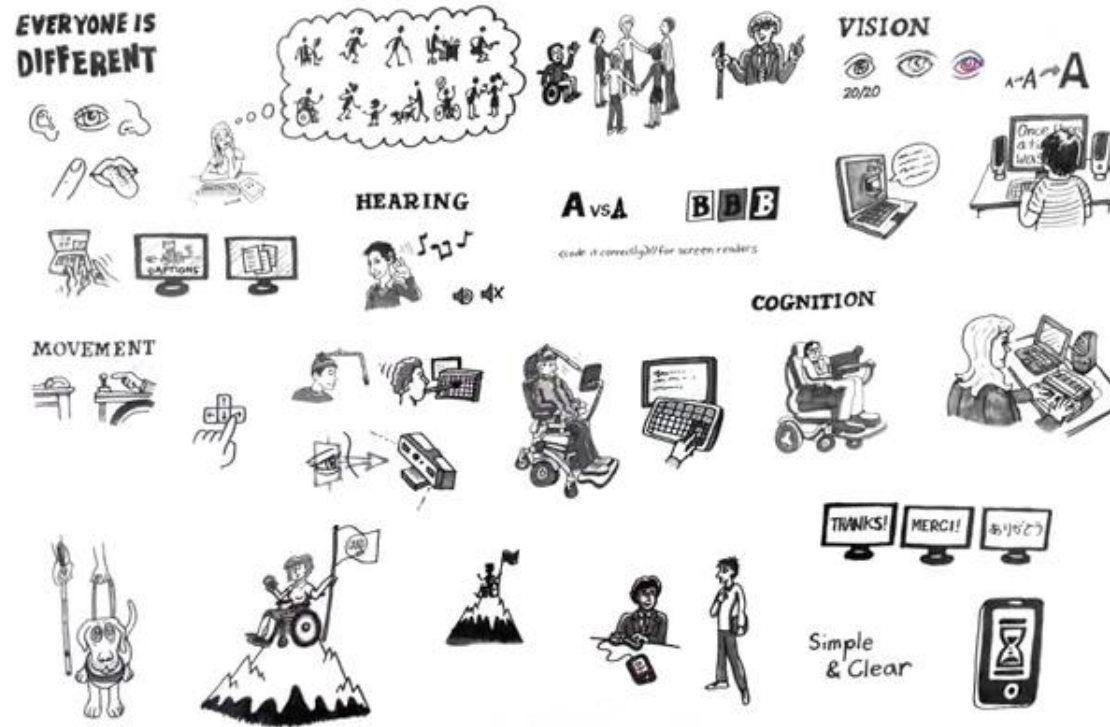
WHAT DIGITAL INCLUSION MEANS?



- Digital inclusion means empowerment of people through information and communication technologies (ICT)
- Digital inclusion is the ability of individuals to access ICTs
- The ITU-D digital inclusion activities are designed to promote the accessibility of ICTs and their use for the social and economic development of people with specific needs such as:
 - ✓ persons with disabilities (PwD) and elderly,
 - ✓ Indigenous People and people living in rural areas;
 - ✓ women and girls;
 - ✓ children and young people.

Inclusion implies mainstream

WHAT DIGITAL INCLUSION OF PWD MEANS?



<https://www.youtube.com/watch?v=6ic80O4ORl8>

Video (3.56 min)

Everyone is different –Be digital inclusive!



GLOBAL COMMITMENTS TO REDUCE INEQUALITIES AND ACHIEVE INCLUSIVE SOCIETIES

1. UN: Convention on the Rights of Persons with Disabilities (CRPD)

➤ September 2018:

- ✓ 177 countries have ratified the CRPD = >90%
- ✓ 161 countries have signed the CRPD

➤ ICTs and UN CRPD (Art.9 & Art. 30)



- ✓ ensure access for PwD, on an equal basis, ... to information and communications technologies
- ✓ identification and elimination of obstacles and barriers to access, will apply, among other things, to: information, communications and other services, including electronic and emergency services
- ✓ ensure that PwD: ... have access to television programs [and] movies ... in accessible formats

This Convention is one of the most widely-ratified international human rights treaties, which reaffirms that PwD are entitled to the same treatment as everybody else.



ITU-D MANDATES ON ICT ACCESSIBILITY FOR PwD

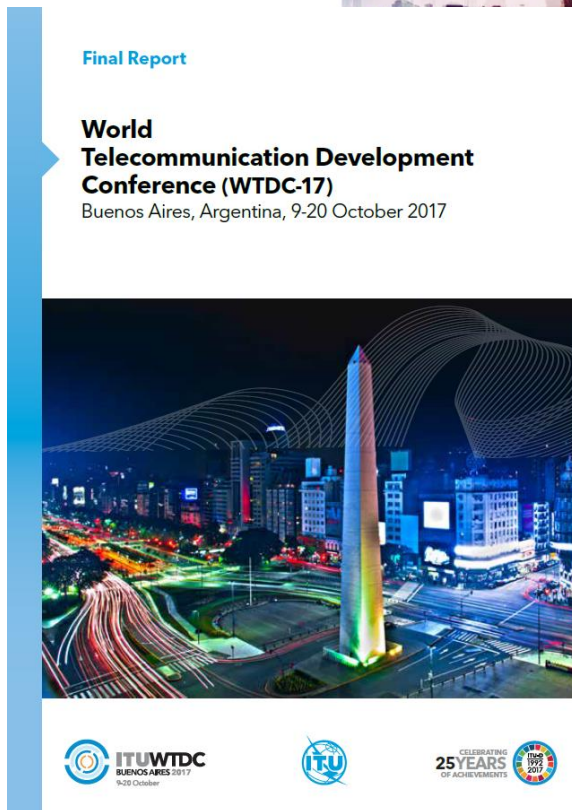


➤ ITU Strategic Goal 2, Inclusiveness

- ✓ **Target 2.5.B:** “Enabling environments ensuring accessible telecommunication/ /ICT for persons with disabilities should be established in all countries by 2020”
- ✓ **New proposal to ITU Strategic Plan Target 2.9 – extended to 2023** (Add 1 to doc 24 to PP 2018)
- ✓ **PP Resolution 175** (Rev. Busan, 2014)

➤ WTDC -17 Buenos Aires Action Plan:

- ✓ **Output 4.3**
- ✓ **Programme:** Digital inclusion for empowering women and girls , persons with disabilities and other people with specific needs.
- ✓ **Regional Initiatives** related to ICT accessibility and PwD :AFR 2&4;EUR3; ASP2; AMS4.
- ✓ (Annex 2 to Resolution 2) - **Study Group 1, Question 7/1** “Access to telecommunications/ICT services for PwD and other persons with specific needs”
- ✓ **Resolution 58** (Rev. Buenos Aires, 2017)
“Telecommunication/information and communication technology ICT accessibility for persons with disabilities and persons with specific needs”





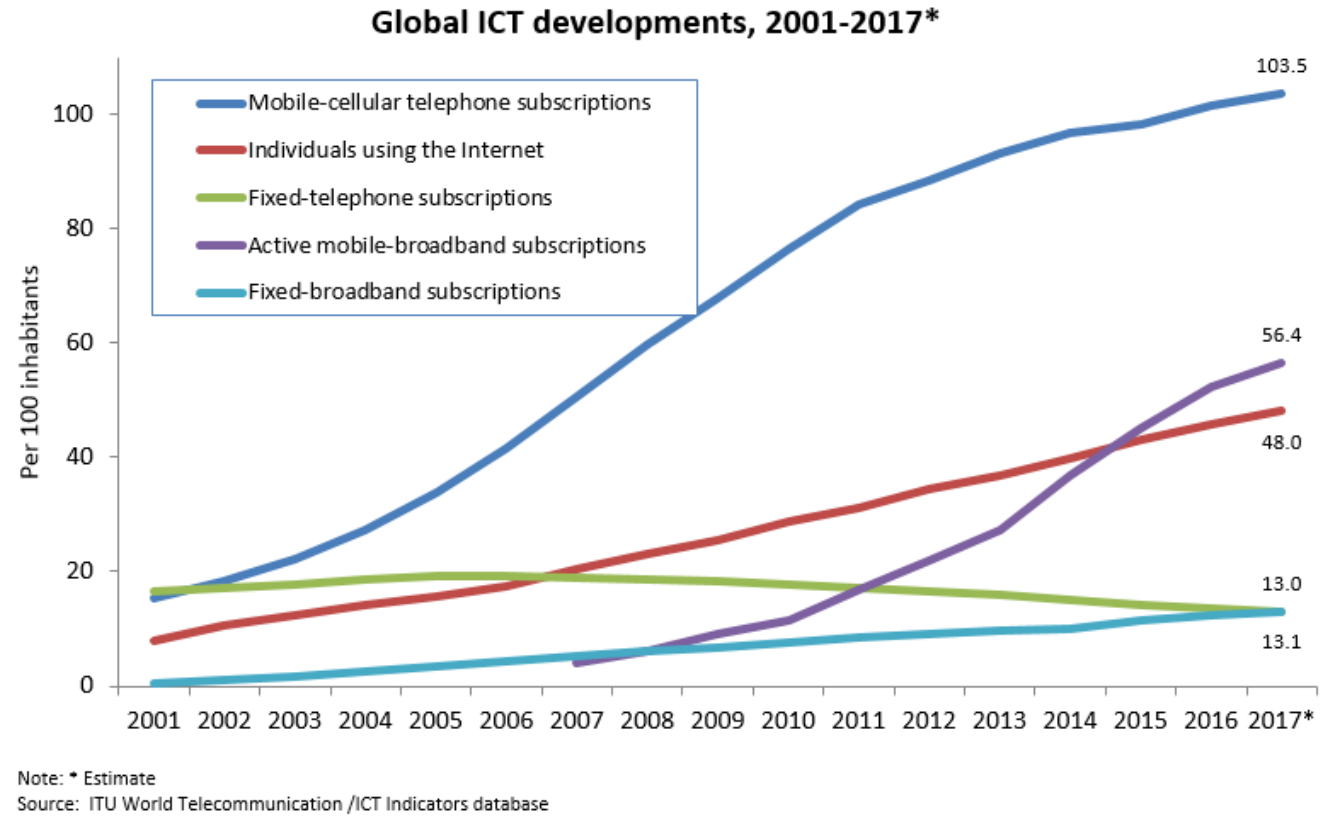
GLOBAL USAGE of ICTs AND IMPACTS

Which are the global ICT trends?



- 7,7 billion mobile cellular subscriptions
- 4.2 billion mobile broadband
- 3.6 billion Internet users

(ITU source 2017)

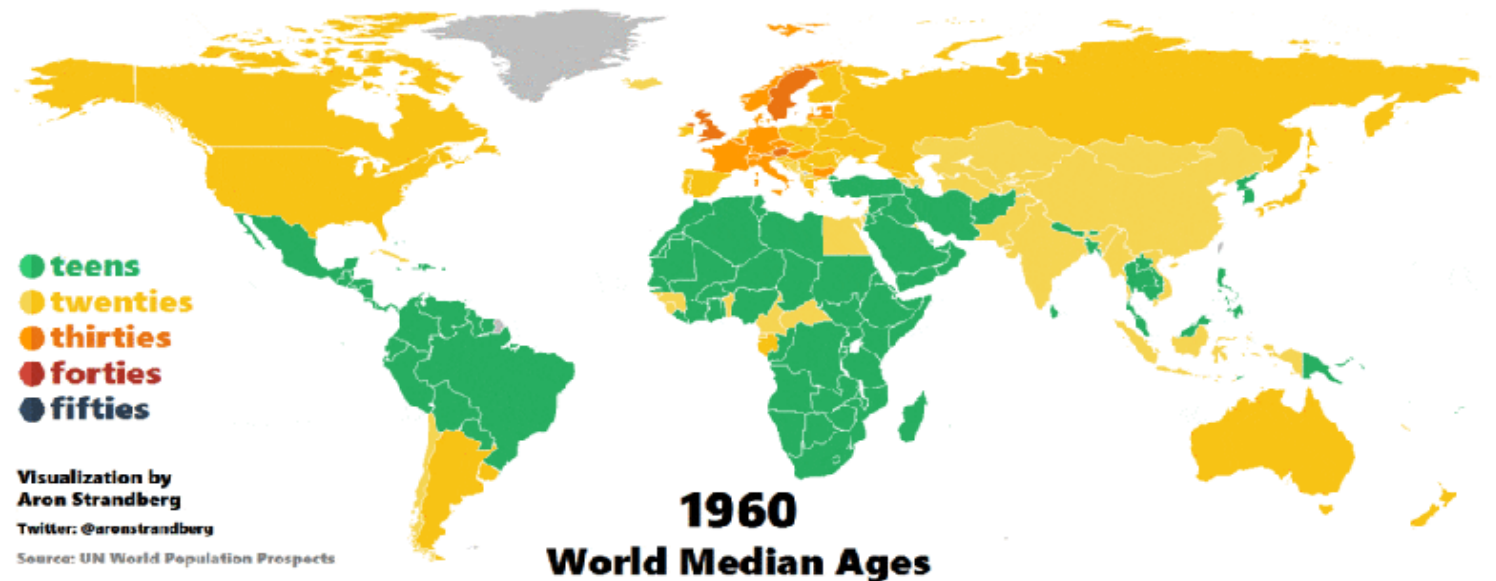


GLOBAL USAGE of ICTs AND IMPACTS

Understanding consumer's needs – Who (will) need accessible ICTs?



- 1.1 billion people live with some type of disability (*UN WHO-2015*)
- 1.1 billion youth at risk of hearing loss due to unsafe listening (*UN WHO-ITU Make Listening Safe Initiative 2015*)
- 2.1 billion people aged 60 and above, predicted by 2050 (*UN Report on World Population Aging 2017*)



Half of the world's population will need accessible ICTs in next 30 years!!!



WHY PWD ARE IMPORTANT?

Global figures

- WHO: **1.1 billion youth** (between the ages of 12 to 35 years) are at risk of hearing loss due to unsafe listening practices due to:
 - ✓ loud volumes;
 - ✓ prolonged duration;
 - ✓ regular/habitual exposure;

- Making Listening Safe Initiative 2015



- ✓ Create a Global Partnership to promote safe listening
- ✓ Develop standards for safe listening devices



1,000,000,000



What do we mean by Accessible, Assistive and Affordable ICTs?

➤ **ACCESSIBLE ICTs = ICTs for ALL**

- ✓ The equipment or the service have **embedded accessibility features from design/fabrication stage**
- ✓ **Can be used by ALL users based on their own capabilities, needs and/or circumstances**
- ✓ Are **compatible with assistive technologies**

➤ **ASSISTIVE Technologies (AT) = *complement to accessible ICTs***

- Is a **separate hardware or software added to equipment or services** to enable persons with more severe disabilities to overcome the barriers they face to access information and communication
- Are **used to enable or compensate users** with functional, motor, sensory or an intellectual **limitations**

➤ **AFFORDABLE ICTs**

- ✓ The lack of affordability is also a “barrier” to access ICTs.
- ✓ **ALL people, including PwD have to have the economic possibility of acquiring these ICTs**

ICTs must be **Accessible** and **Affordable** for ALL



KEY DRIVERS FOR INCLUSION AND STRATEGIC APPROACH

Accessibility a business opportunity

- ▶ It is the **right** thing to do.
- ▶ It is a **legal** obligation
- ▶ People with Disabilities are **customers**:
- ▶ Up to 20% will directly benefit from improvements to accessibility
- ▶ An estimate of 50% will benefit indirectly
- ▶ The global market for disability **is worth** and represent currently
 - 2017 \$1.3 trillion – for only 1 billion PwD .
 - 2050 \$??? trillion – for over 3 billion PwD .



WHY IS IT IMPORTANT THAT ICTS ARE ACCESSIBLE?

- **ICTs are necessary** to achieve access to:
 - ✓ information / communication
 - ✓ education
 - ✓ working market
 - ✓ public services (health, government, emergency)
- **ICTs are fundamental** to achieve:
 - ✓ social inclusion
 - ✓ economic development
- **ICTs are indispensable** for people with disabilities (PwD) to have an independent life such as people without disabilities

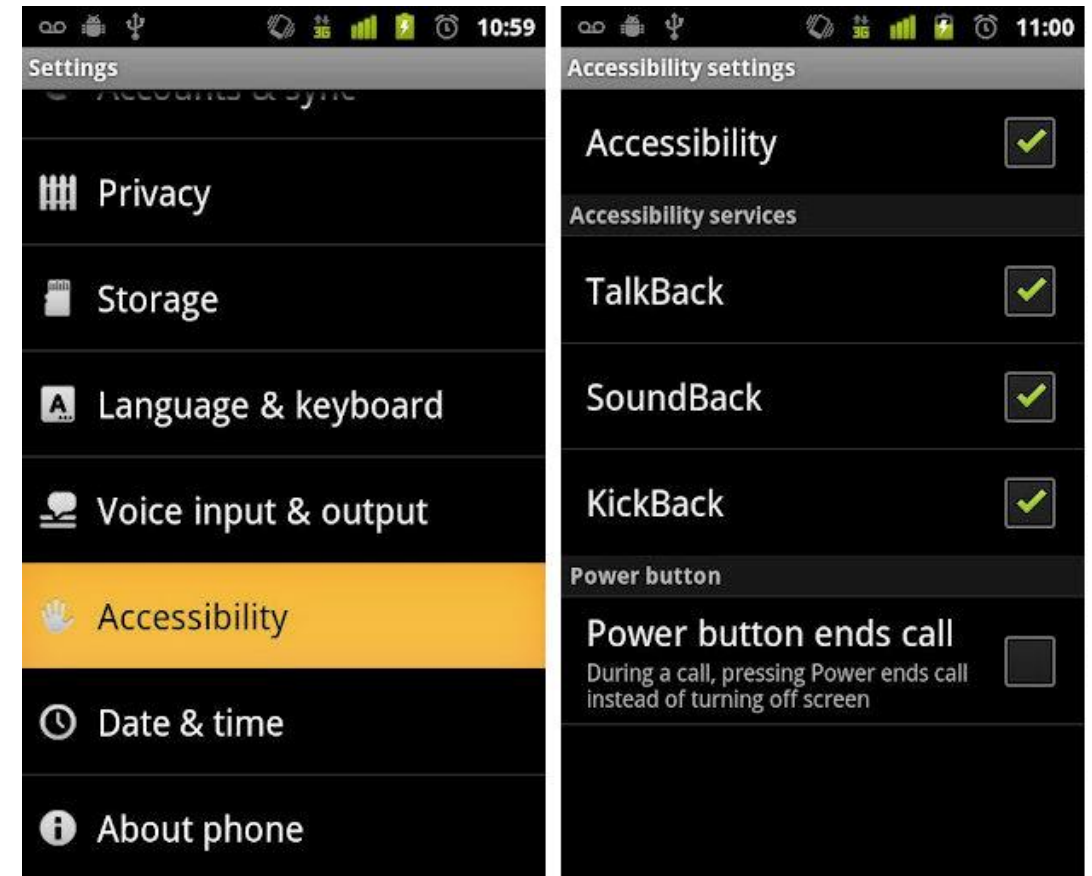
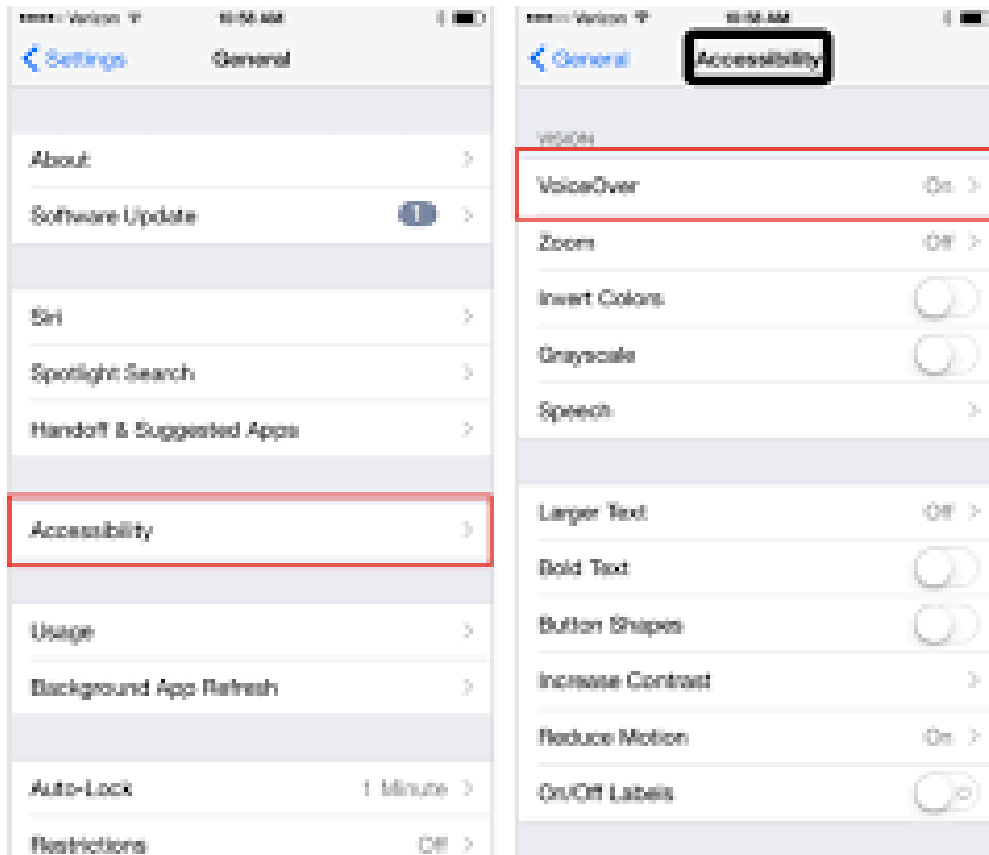


For all the above, ICT must be accessible for PwD



EXAMPLES OF ACCESSIBLE TECHNOLOGY

Computers, mobile phones, etc.







ITU-D ACTIVITIES OF TO PROMOTE ICT ACCESSIBILITY FOR PWD

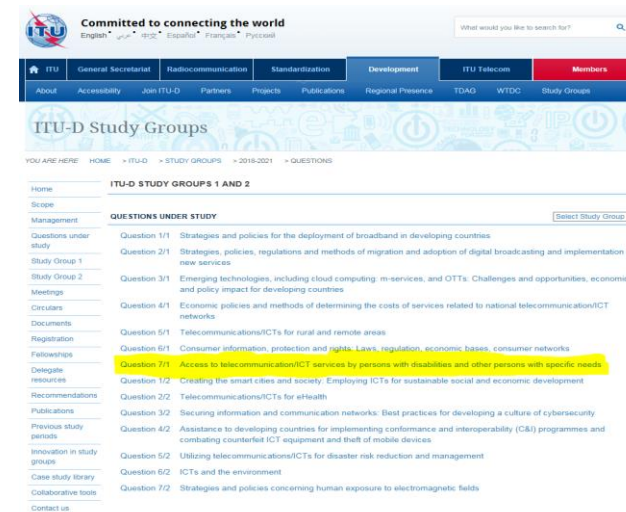
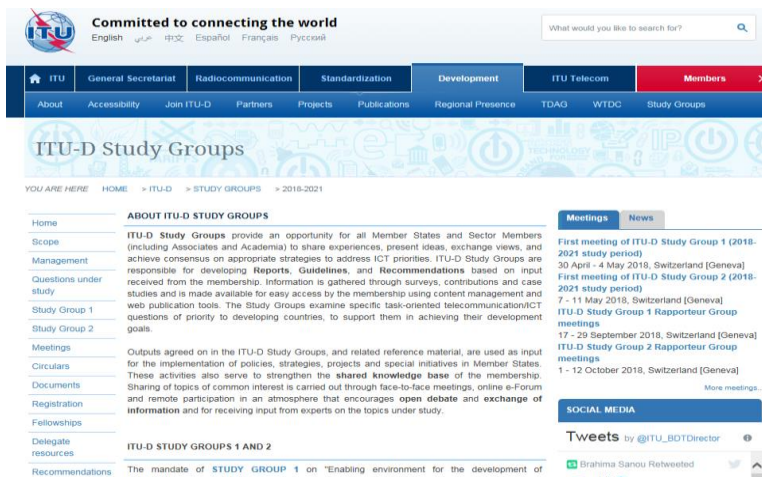
Key resources from ITU

- **Provide specialized knowledge and advice** in the field of ICT accessibility to ITU Members to support them in the implementation of ICT accessibility initiatives in their countries;
- **Organize meetings / raise awareness /** of the need to promote the accessibility of ICT to governments, regulators, industry, private sector, NGOs, etc. during global and regional meetings (e.g. Accessible Americas – WSIS Forums, EU, Africa Regional Meetings etc.)
- **Develop key resources** to facilitate understanding of the ICT accessibility
 - ✓ ITU-G3ict accessibility toolkit
 - ✓ ITU-G3ict guidelines on accessibility of ICT
 - ✓ Training courses on ICT accessibility topics
- **Advise ITU Members in their work within ITU-D Study Group on Question 7** dealing with ICT accessibility issues
- **Participate in the work of the UN** on accessibility issues



ITU-D ACTIVITIES OF TO PROMOTE ICT ACCESSIBILITY FOR PWD

- **ITU-D Study Groups Question 7/1 "Access to Telecommunications / ICT services for people with disabilities and with specific needs" (2018-2021)**



- Assist ITU Members in designing policies and implementing strategies to promote and implement services and solutions that provide access to telecommunications / ICT for PwD / share good practices at global level



KEY RESOURCES

Nacional Program on Web Accessibility “Web for @ll”

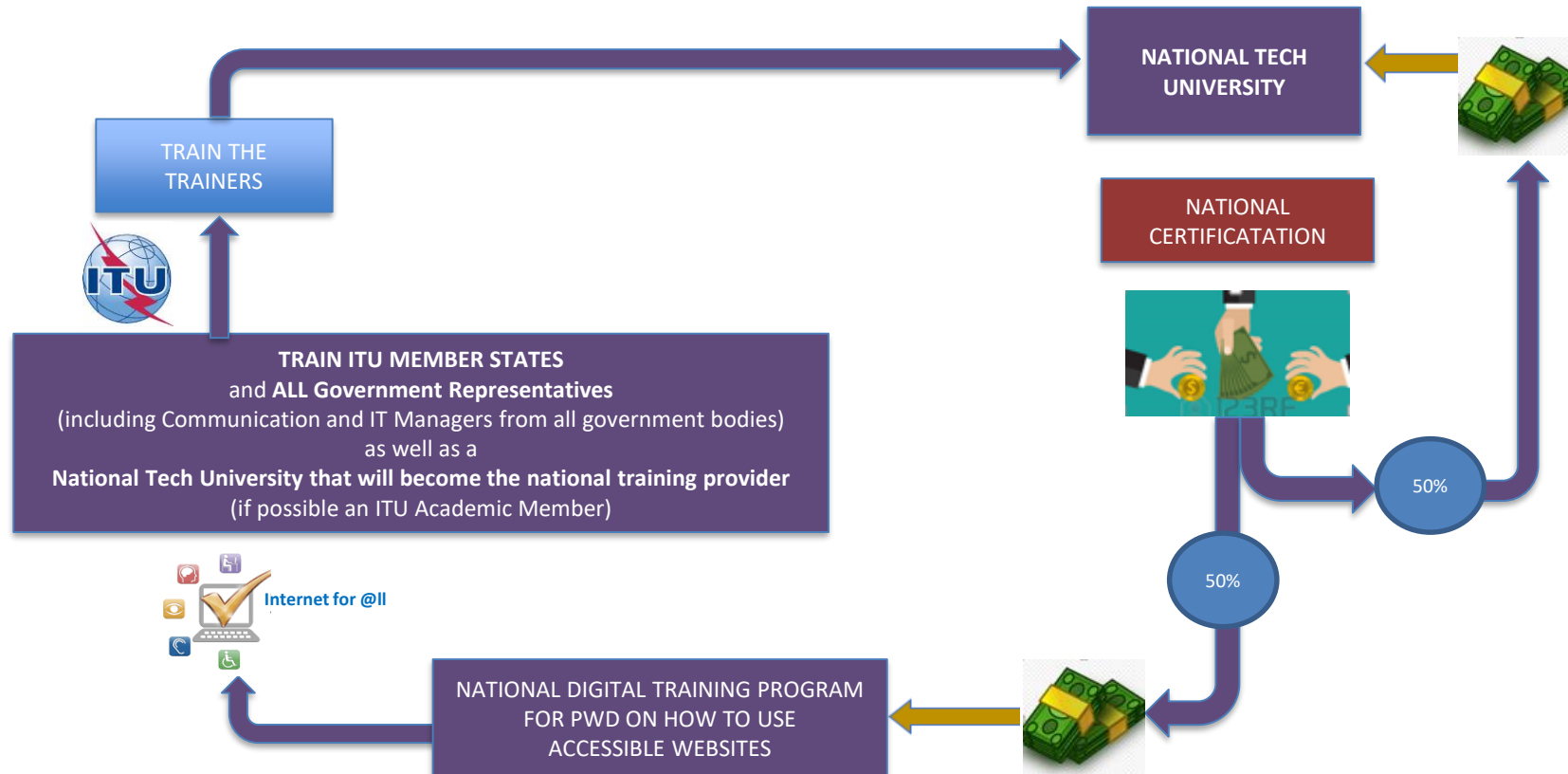


- **Raise awareness among the Government** and stakeholders involved in ICT accessibility to understand that:
 - ✓ Providing public accessible information (digital content and websites) is a win-win
 - ✓ Enabling PwD access to information, study and work will improve their social and economic development as well as their participation and contribution in overall country development.
- **Develop national capacities (train-the-trainers) based on international standards in web accessibility in:**
 - ✓ Development of accessible digital content (Word, PDF, PP Excel) and documents remediation
 - ✓ Design, develop and maintain accessible websites**so that the countries can replicate these capacities and develop experts in web accessibility, who will ensure that the public (and private) information and services is available to all citizens including PwD.**
- The Program also propose a **self-sustainable model to raise funding for digital training of end users/PwD in the use of accessible websites.**
- **Incentivize governments /decision makers to lead by example and create of a national digital ICT accessibility ecosystem** thus enabling digital and social inclusion of ALL citizens.





- ✓ ITU will raise awareness, enhance country's knowledge in web accessibility and provide related curriculum
- ✓ The country's training provider will ensure the dissemination of the curriculum at the national level, also providing certification
- ✓ The funds generated by the national certification will be shared between the national training provider and a national fund that will serve to train PwD to navigate the Internet through accessible websites
- ✓ All parties will benefit from this educational model: government, national education system, service providers and end users





IMPACT OF WEB ACCESSIBILITY ON THE LIVES OF PWD



2 min: Video link: <https://www.youtube.com/watch?v=3LTwtRCpHO4>



KEY RESOURCES – CAPACITY BUILDING in ICT Accessibility

- Strengthen capacity of ITU Members on ICT accessibility (provision of trainings, share best practices, etc.) through:
 - ✓ **Training courses on ICT Accessibility (all topics)**
In person within ITU-D Study Group Question 7/1 (*Access to telecommunication/ICT Services by PwD and with specific needs*) 2014-2017
 - ✓ **Training courses on Public Procurement of accessible ICTs**
On-line through ITU Academy 2015, 2016
 - ✓ **new in 2018! 3 self-paced training courses on**
 - ☐ Introduction to accessible ICTs
 - ☐ ICT accessibility policy, regulation and standards
 - ☐ Introduction to public procurement of accessible ICT
 - ✓ **new in 2018! Tutorial videos on web accessibility**
 - ☐ Accessible Digital Content and Remediation





ITU-D KEY RESOURCES TO PROMOTE ICT ACCESSIBILITY

3 Self-paced training courses - ICT Accessibility the Key to inclusive communication

➤ **new!** Self-paced training courses on:

- ✓ Enabling Communication for All through ICT Accessibility
- ✓ ICT accessibility policy, regulation and standards (public procurement)
- ✓ Achieving ICT Accessibility through Public Procurement

➤ **Training courses on Public Procurement of accessible ICTs**

On-line tutor lead through ITU Academy -upon request

A promotional poster for ITU Academy's self-paced online training course. The poster features a woman in an orange shirt sitting at a desk with a laptop, smiling. The background is dark blue with a network of white dots and lines. Various icons representing accessibility (hearing aid, speech bubble, person with a cane, etc.) are connected by lines. The text on the poster includes: 'ITUAcademy', 'Self Paced Online Training', 'ICT Accessibility: The Key to Inclusive Communication', 'Invest 8 hours to get certified', 'www.itu.int/en/ITU-D/Digital-Inclusion', and 'ITU Regional Initiative for Europe on Accessibility, Affordability and Skills Development'. At the bottom, there are three modules listed: 'MODULE 1: Enabling Communication for All through ICT Accessibility', 'MODULE 2: ICT Accessibility Policy Regulations and Standards', and 'MODULE 3: Achieving ICT Accessibility through Public Procurement'. The ITU logo is in the bottom right corner.

ITUAcademy

Self Paced Online Training

**ICT Accessibility:
The Key to Inclusive
Communication**

Invest 8 hours to get certified

www.itu.int/en/ITU-D/Digital-Inclusion

ITU Regional Initiative for Europe on Accessibility, Affordability and Skills Development

MODULE 1:
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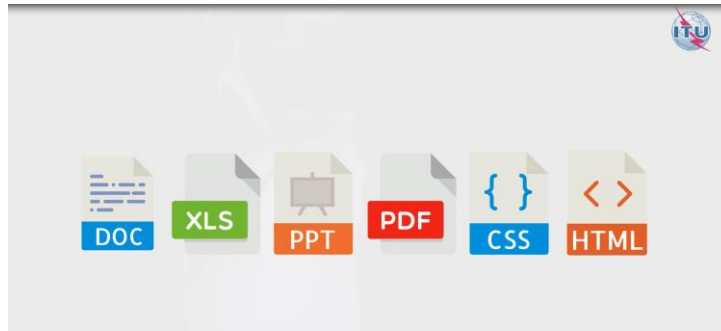
ENROLL TODAY: To take the course and earn the certificate you can enroll today at ITU Academy !

www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Pages/Self-Paced-Online-Training-on-ICT-Accessibility.aspx



ITU-D KEY RESOURCES TO PROMOTE ICT ACCESSIBILITY

Video Tutorials on the creation of accessible digital documents and remediation



➤ **new! 5 Videos tutorials on the creation of accessible digital documents and remediation**

✓ **General -**

- ✓ **Word**
- ✓ **PDF**
- ✓ **Excel**
- ✓ **PPT**

➤ **Available in English, French and Spanish**

The screenshot shows the ITU-D website interface. At the top, there's a header with the ITU logo, the slogan 'Committed to connecting the world', and the hashtag #ICT4SDG. Below this is a search bar. A navigation menu follows with links to ITU, General Secretariat, Radiocommunication, Standardization, Development, ITU Telecom, Members' Zone, and Join ITU. A secondary menu includes About, Accessibility, Join ITU-D, Partners, Projects, Publications, Regional Presence, TDAG, WTDC, and Study Groups. The main content area is titled 'Video-Tutorials on the creation of accessible digital documents'. A breadcrumb trail reads: YOU ARE HERE > HOME > ITU-D > DIGITAL INCLUSION > PERSONS WITH DISABILITIES. There are social media share icons. The page content is organized into sections with questions and answers:

- Why the digital content /information should be accessible to PwD?**
Because non-accessible content as well as non-accessible websites are barriers to the digital inclusion and decrease the participation as well as the social and economic development of persons with disabilities (PwD) in our digital world.
- How to warrant that the digital content/information is accessible to PwD?**
Embedded in computers' software, smartphones or tablets, accessibility functionalities facilitate the use of the device. We have to ensure that in addition to the accessible website structure, the digital content/information is also posted in an accessible format.
- What is an accessible digital content/information?**
An accessible digital content is a publication/information, which offers the maximum flexibility to users and allows its content to be accessed and manipulated easily by users with or without disabilities.
- What and how to do in concrete to create accessible digital content?**
These tutorials have been created with the objective of teaching the accessibility criteria and providing related recommendations for generating documents in any Office format or PDF. At the end of these tutorials learners will know not only how to create accessible documents but specifically how to ensure accessibility in Word, Excel, Power Point and PDF formats.

www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Pages/Video-Tutorials-on-Accessible-Digital-Content.aspx



For more information regarding ICT accessibility:

ITU-D Digital Inclusion Division: did@itu.int

Training materials available at : <https://www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/Pages/Persons-with-Disabilities.aspx>

