



Workshop “Accessible Digital Content and Remediation for the Stakeholders delivering digital financial services”

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Session III: Policies to foster and accessible ecosystem

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GOVERNMENTS

Why are accessible ICTs important? Which are the benefits? What to do?

- **Accessible ICTs are necessary to ensure that all citizens have access to:**
 - ✓ Public information & communication
 - ✓ Public services (health, e-government, emergency, etc.)

 - **When governments and public authorities purchase accessible ICTs they:**
 - ✓ Create an accessible employment environment in the public sector
 - ✓ Deliver better value for money to the citizens
 - ✓ Make them (ICTs accessible) affordable by reducing the cost
- “Considering that public procurement represents 20% of the GDP of an average country though an accessible ICT public procurement policy Governments can develop a prosperous digital market”*
- **Through regulating and promoting ICT accessibility, governments will:**
 - ✓ Reduce inequalities
 - ✓ Create an inclusive society in their country
 - ✓ Ensure that all citizens participate to the country’s development
 - ✓ Increase the country’s economic growth





ICT ACCESSIBILITY LEGAL, POLICY AND REGULATORY FRAMEWORK

About



ICT accessibility aspects of key ICT legal policy and regulations measures



Legal and policy recommendations

- Identify changes necessary in existing ICT legislation to promote ICT accessibility for persons with disabilities
- Definitions, ways to ensure that persons with disabilities are included in consultative processes for the development of ICT accessibility frameworks
- Universal access and service frameworks, consumer protection, emergency communications
- Reporting requirements
- Changes necessary in disability legislation or disability rights laws.



ICT ACCESSIBILITY LEGAL, POLICY AND REGULATORY FRAMEWORK

Steps and Recommendations



1. **REVISE** existing ICT policies, legislations and regulations to promote ICT accessibility.
2. **CONSULT** with persons with PwD on the revision and create a committee on ICT accessibility
3. **COMMUNICATE** the revisions to the ALL PARTIES (e.g. NGOs working with PwD)

4. **ADOPT** technical and service quality standards

5. **INCLUDE** key definitions in the legal framework




**KEEP
CALM
AND
REVISE**





ICT ACCESSIBILITY LEGAL, POLICY AND REGULATORY FRAMEWORK

Steps and Recommendations



6. Ensure emergency communications take into account the needs of persons with disabilities.

- PwD should use their communication means for emergency services free of charge.
- [Emergency information available in accessible formats](#) (video 1.34min)



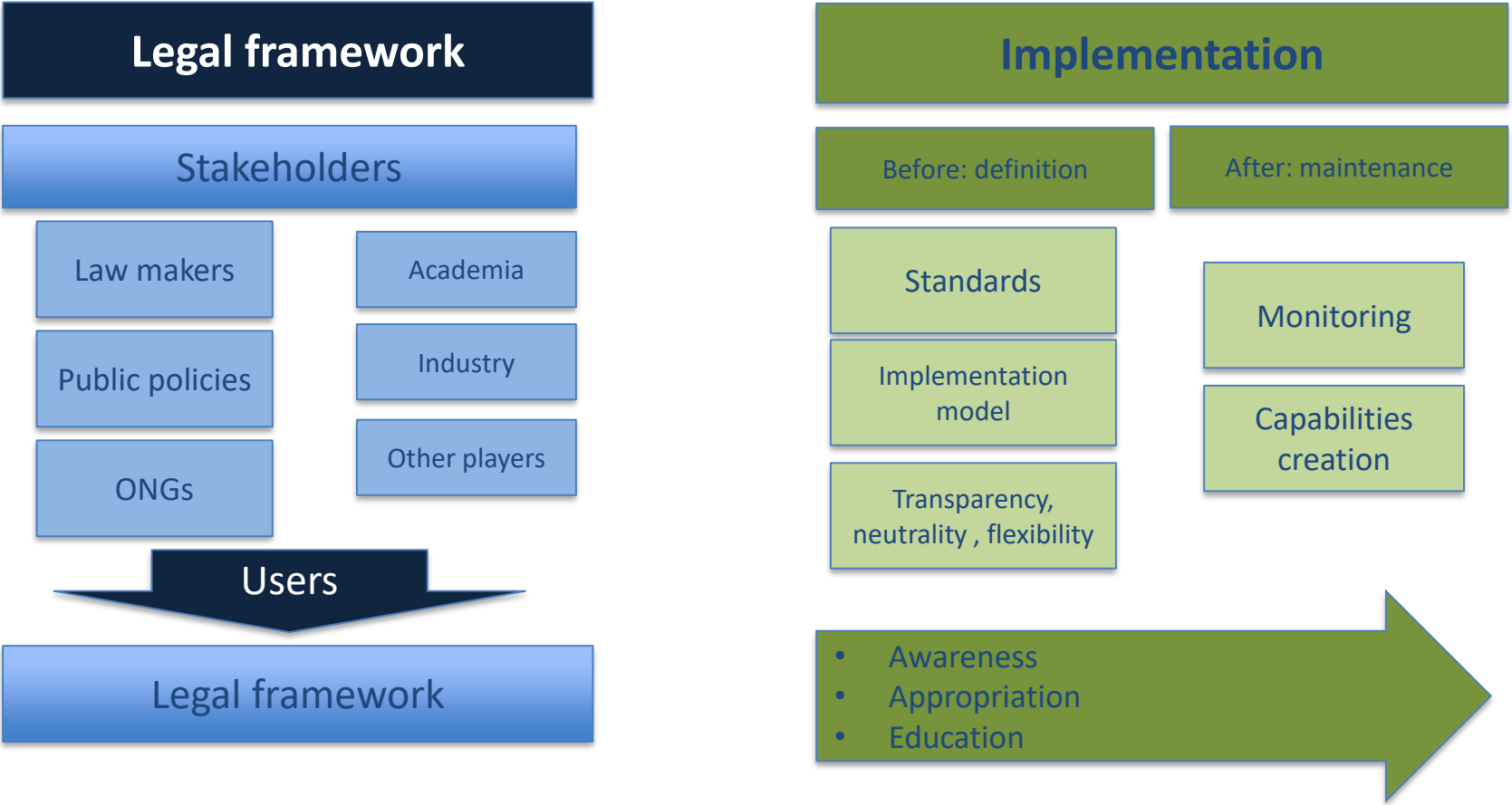
7. Amend universal access/ service to include ICT accessibility as a goal.

- Subsidizing accessible handsets or monthly subscription.
- Subsidizing the provision of relay services
- Providing incentives for research and development of assistive solutions
- Facilitate the awareness of universally designed mobile phones



ICT ACCESSIBILITY LEGAL, POLICY AND REGULATORY FRAMEWORK

Key issues to consider





MOBILE COMMUNICATION ACCESSIBILITY POLICY FRAMEWORK

About

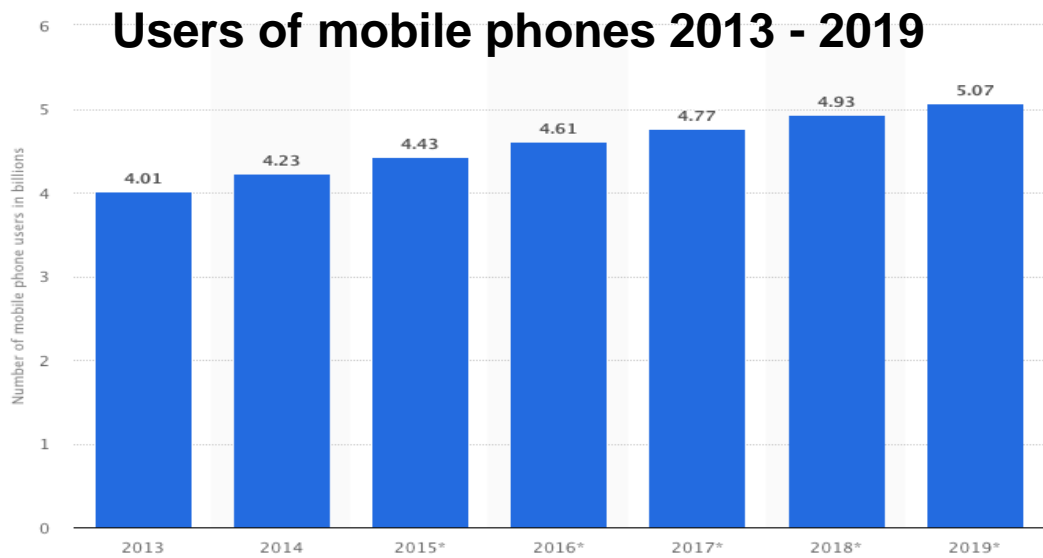


- Persons with disabilities are an unattended potential market for mobile communications.
- There are an increasing number of apps that helps persons with disabilities to make their lives easier and enhance their independence.
- Countries signatories to the UN Convention of Rights of Persons with Disabilities are responsible for ensuring ICT accessibility





DIGITAL ACCESSIBILITY. THE IMPACT



Device ownership by adults with disabilities

| Devise Type | 2012-2013 | 2015-2016 |
|-------------|-----------|-----------|
| Basic Phone | 27% | 13% |
| Smartphone | 57% | 72% |
| Tablet | 35% | 50% |

There are an estimated 69% of the World population using mobile phones. The access to internet through this devices is increasing.

Every smart phone operative system have assistive technologies that help users to enhance and customize his experience.

According to 2016 User Survey on Technology and Persons with Disabilities 72% of the users have a smart phone versus 57% in 2013.

Smart phones are having an impact on the independence living of persons with disabilities



BENEFITS of Integrating Mobile and Accessibility Considerations

- About 80% overlap between Mobile Best Practices and WCAG
- Mobile Web is a compelling business priority for government agencies: no effective e-government can be achieved without Mobile Web developments
- Once Mobile Web practices are implemented, incremental effort to achieve WCAG accessibility compliance is limited and more easily achievable
- Allows to meet Universal Access objectives with one single integrated approach





BENEFITS OF ACCESSIBILITY FEATURES OF MOBILE OPERATING SYSTEMS

- Spoken feedback for persons with vision or reading disabilities
- Switch Access: For users with limited mobility, Switch Access is an alternative to using the touch screen.
- Voice commands
- Voice Access to open apps, navigate, and edit text hands-free.
- Braille: connection to a refreshable braille display via Bluetooth. Combined speech and braille experience, allowing a blind person to edit text and interact with commands.
- Screen display adjustments
- Display size and font size
- Magnification gestures
- Contrast and color options
- Captions with options (language, text, and style)

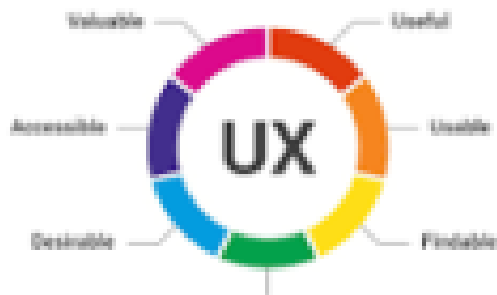


DIGITAL ACCESSIBILITY. A MARKET OPPORTUNITY



An estimated investment of 2.8 billion in ICTs for 2019 where Latin America will have the biggest growth of expenditure in ICTs at a 4.3% growing rate.

User Experience UX is the process of enhancing user satisfaction with a product by improving the usability, accessibility and pleasure provided in the interaction with the product.



Research has shown that companies that invest in **UX** see a lower cost of customer acquisition, lower support cost, increased customer retention and increased market share. Research-based estimates suggest that **every dollar invested in UX brings 100 dollars in return**. That's an ROI of an impressive 9,900 percent. And that's just the beginning!