
Mobile and web accessibility policies

The Role of ICT in the Development of Inclusive Society for
Persons with Disabilities

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ITU European Regional Initiative 3: Ensuring access to
ICTs for persons with disabilities

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Model ICT Accessibility Policy Report

- Provides policy guidelines and legal and regulatory framework
- Designed to help countries develop their own accessibility policies and regulations
- Modular design includes stand-alone sections on:
 - 1. Model ICT legal, policy and regulatory framework
 - 2. Model ICT accessibility framework on public access
 - 3. Model mobile communications accessibility policy framework
 - 4. Model television/video programming accessibility framework
 - 5. Model web accessibility policy framework
 - 6. Model accessible ICT public procurement policy framework

<http://www.itu.int/en/ITU-D/Digital-Inclusion/Pages/Reports.aspx>

Model ICT Accessibility Policy Report: Module 3: MOBILE PHONE ACCESSIBILITY

Availability

- provide customers a range of accessible products, services and devices meeting the requirements of various types of disabilities

Affordability

- offer special and/or discounted rates and plans for users with disabilities – i.e. text only plans for the deaf

Awareness

- train staff on accessible products and services and serving customers with disabilities

Emergency Communications

- ensure PwD can communicate by text & video relay and call centres are made aware caller has a disability

Practical Tools:

Model Mobile
Accessibility Policy

Model Code of Conduct
(for mobile industry)

Model Regulations
(for regulators)

Model ICT Accessibility Policy Report: Module

3: MOBILE PHONE ACCESSIBILITY

Steps

- Government adopts a **mobile accessibility policy**, developed in **consultation with persons with disabilities**
- Mobile operators include a **range of handsets with built-in accessible features** in their line up of devices they sell to customers - mobile operators amend their procurement policies
- **Sales outlets made accessible and sales staff trained** to serve customers with disabilities and to **demonstrate accessible features**; **customer service staff trained** to assist customers with disabilities
- Mobile industry **promotes development of accessible apps** and accessible apps stores
- Mobile operators provide **special/discounted rates** such as text and data only plans for the deaf and hard of hearing
- **Real-time text and video relay** implemented for accessible **emergency communications**
- Government sets **measurable targets, reports annually** on implementation and ensures enforcement as appropriate
- Periodic **review to address technological developments**

Measurable targets and review

Mobile accessibility policy targets

Availability of accessible mobile products, services, and devices

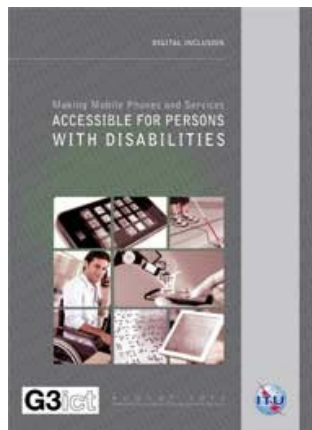
| | |
|--|------------------|
| Mobile operators' and retailers' procurement policies amended | Within 12 months |
| A range of accessible handsets and services for different types of disabilities on offer by mobile operators and retailers | Within 18 months |

Sales, retail outlets, customer care and public awareness

| | |
|--|--------------------------------------|
| Points of sale made accessible including use of internationally recognized disability and braille signage | Within 12 months |
| Mobile industry staff trained on key accessible products and serving users with disabilities | Within 12 months |
| Dedicated customer care facilities, in store support or staff at call centres trained to assist customers with disabilities | Within 12 months |
| Customer communications including bills, contracts with customers and publicly available terms and conditions and information about products and services made available in accessible formats | Within 12 months |
| Annual review of implementation of mobile communications accessibility policy/regulations | Within 12 months |
| Annual national survey on accessibility of mobile devices and services, including mobile assistive technology and awareness by persons with disabilities of this policy and its related [Code of conduct or] [regulations] and available accessible and assistive mobile communications (by NRA) | Within 12 months |
| Promotion and advertising by mobile industry of accessible mobile products and services, including accessible emergency services | Within 6 months after staff training |

Model ICT Accessibility Policy Report: Module 3: MOBILE PHONE ACCESSIBILITY Where to find accessible mobile phones

Making Mobile Phones and Services Accessible Report



- Explains, in concrete terms, what we mean by accessible mobile phones
- Identifies accessible features by disability

Mobile manufacturers Forum (MMF)

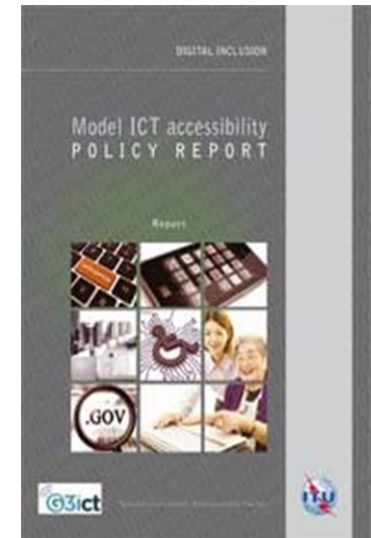
GARI Database of accessible mobile devices

www.mobileaccessibility.info/

<http://www.itu.int/en/ITU-D/Digital-Inclusion/Pages/Reports.aspx>

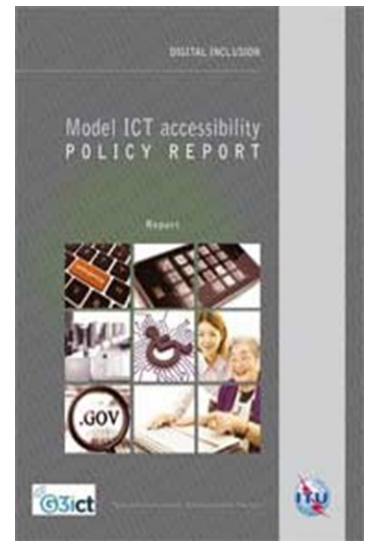
Model ICT Accessibility Policy Report: Module 5: WEB ACCESSIBILITY

- Focus is on public sector websites. Why?
 - Few governments regulate private sector websites
 - Governments can lead by example
- Encourage voluntary compliance by private websites - industry professional associations can issue voluntary codes of conduct reflecting objectives and timelines similar to those for public sector sites
- Based on Web Content Accessibility Guidelines (WCAG 2.0)- (ISO/IEC 40500:2012)
- Implementing agency could be National Regulatory Authorities, entities that develop government web and e-governance policies, entities that promote the accessibility of government services or sector-specific ministries such as education or finance



Model ICT Accessibility Policy Report: Module 5: WEB ACCESSIBILITY

- Explains to policy makers the concrete outcomes the policy is designed to achieve to demystify accessibility:
 - E.g. website compatibility with screen readers, provision of ALT TXT for images, captions for videos and apps, navigation through use of alternative input devices
- Calls for development of the national policy in **consultation with persons with disabilities** and conducting **periodic reviews** to address changing technological developments and market conditions

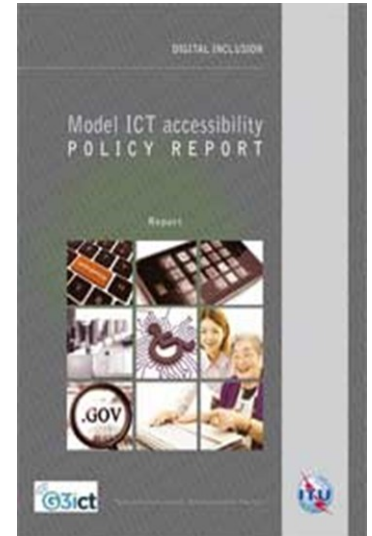


Model ICT Accessibility Policy Report: Module 5: WEB ACCESSIBILITY

Steps

- Identify **responsible authority**
- Identify and create a **list of all government websites** covered by the policy (to be updated annually)
- Conduct a **gap analysis** to assess the accessibility of existing government websites
- Develop a **transition plan** with milestones and conformance metrics to achieve Level A and Level AA compliance with the WCAG guidelines
 - includes **staff training** and **updating procurement policies** to ensure purchases of website development and services are performed accessibly
 - guidance on **accessibility testing tools** and procedures

These steps (and others!) can be used to create set of measurable targets for reporting purposes





Thank you for your attention!

For more information:

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

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