

**Ladies and gentlemen,**

**First of all I want to thank the organizers, ITU for the opportunity to address you and introduce a project that is in progress**

**I did it in Bucharest, less than two years ago, where I had opportunity to introduce all three phases of the Project- Role of ICT in Development of an Inclusive Society.**

**In October, a year ago Proforma, ITU ministries of culture and telecommunication organized, vary successful Conference in Belgrade - Role of ICT in Development of an Inclusive Society. It was second phase of the project. Some of you participated in the work of the Conference.**

**During my speech you can see, on the screen some sequence of accessible media content broadcasted on Serbian national broadcast company Now I want, briefly, to share some new info about ongoing Project. It is thread phase and it is dedicated to the capacity building of the media professionals.**

**Capacity building was one of recommendations adopted on the Belgrade Conference.**

**Capacity building is very important aspect of inclusion.**

**Our plan is to build capacity of media professionals, journalists, producers, editors, etc. as well as to build capacity of persons with disabilities later on.**

**Capacity building will be implemented through workshops for professionals in the media and for persons with disabilities.**

**In November, as a pilot project, Proforma will organize three workshops in Serbia. Two in Belgrade, where the majority of the media are and one in Nis.**

**The workshops will be supervised by ITU whose experts will participate in the work and help in developing the curriculum.**

**If this pilot project proves to be successful, we expect further implementation of workshops in the region supported by ITU.**

**What is our main goal?**

**The aim of the workshop is to raise awareness of possibilities offered by ICT in making media content accessible. ICT offer possibilities to produce accessible media content on simple, fast, economical and efficient way available on any ICT device.**

**People with disabilities have the right to be informed and to be involved in all social activities.**

**By accepting the standards of universal design and universal access in creating and broadcasting media content and placement of information, media opens the possibility for the smooth implementation of inclusion.**

**Ladies and gentlemen, ministers, representatives of regulatory bodies, this is also the open call to you to support this Project and join Proformas and ITUs in realization of the Project.**

**After the completion of the pilot project Proforma, in cooperation with the ITU will also make you an official invitation for a joint project to strengthen the capacity of media professionals and people with disabilities to use ICT in the creation of accessible media content and creation of accessible information that can be marketed in the education, health etc.**

Thank you for your attention