

ICT Accessibility A Requisite Towards An Inclusive Digital Society

23 February 2018, the Zero Project Conference - Vienna, Austria



WEB ACCESSIBILITY: DIGITAL
CONTENT AND WEBSITE
DEVELOPMENT

ITU ACTIONS
AND KEY
RESOURCES

ROLE OF GOVERNMENT
IN IMPLEMENTING ICT
ACCESSIBILITY

PROCUREMENT
OF ACCESSIBLE
ICTs

IMPACT OF UNIVERSAL
DESIGN ON ICT PUBLIC
SERVICE ACCESSIBILITY

TOWARDS
ACCESSIBLE EUROPE
2018

ITU REGIONAL INITIATIVE FOR EUROPE ON ACCESSIBILITY, AFFORDABILITY AND SKILLS DEVELOPMENT
FOR ALL TO ENSURE DIGITAL INCLUSION AND SUSTAINABLE DEVELOPMENT





ICT ACCESSIBILITY ENABLES COMMUNICATION FOR ALL

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International Telecommunication Union
Geneva, Switzerland**

ITU Forum: ICT Accessibility a requisite towards an inclusive digital society



**Friday 23rd February 2018.
14:10 – 15:40**



ITU: Specialized Agency of the United Nations for Information and Communication Technologies (ICT)

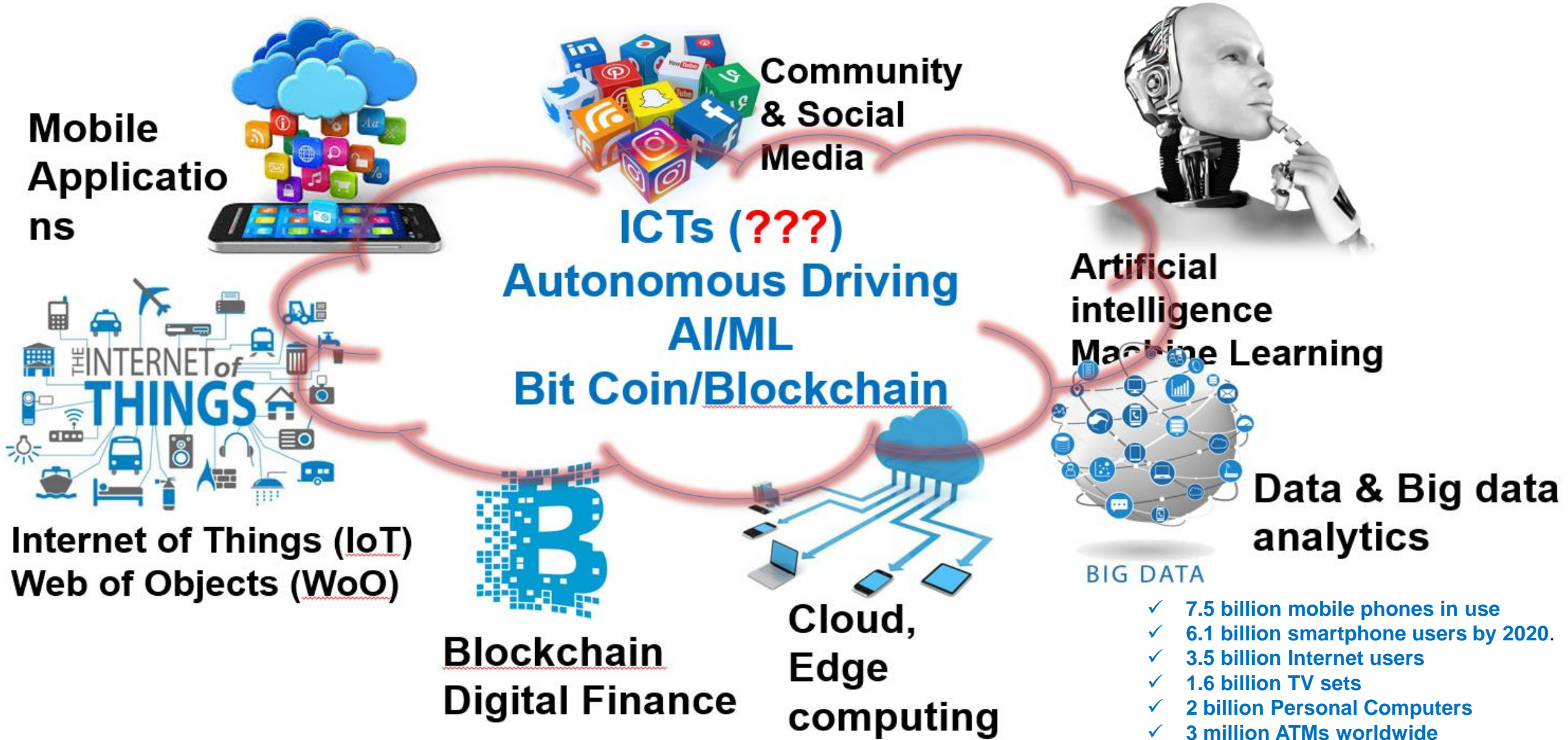


- **Role:** ITU is a leading UN Agency for ICTs with over 150 years of innovation in communication
- **Mandate:** ITU is committed to connecting ALL the world's people
- **Multi Stakeholders Membership :+1,000**
 - ✓ 193 Member States (countries / ICT governments and regulators)
 - ✓ + 706 Sector Members (ICT Private Sector, Industry and Associates)
 - ✓ + 135 Academic Members (Tech./STEM Institutes and Universities)
- **ITU works with:**
 - Governments to **develop ICT Accessibility policies and regulations**
 - Industry to define and **manufacture new accessible ICTs**
 - Public and private sector partners to **ensure that ICT access and services are accessible, affordable, equitable for ALL.**
 - Academies to **empower people through technology education and training.**

Through our work, we protect and support everyone's fundamental right to communicate!

What is information and communication technologies (ICT)?

Which is ICT impact on our society?



What does ITU do?

ITU goals and targets:



Goal 1: Growth

Enabling and fostering access to and increased use of ICTs.

Goal 2: Inclusiveness

Bridging the digital divide and providing broadband for all.

Goal 3: Sustainability

Managing challenges resulting from ICT development.

Goal 4: Innovation and partnership

Lead, improve and adapt to the changing telecommunication/ICT environment

➤ Goal 2 Inclusiveness:

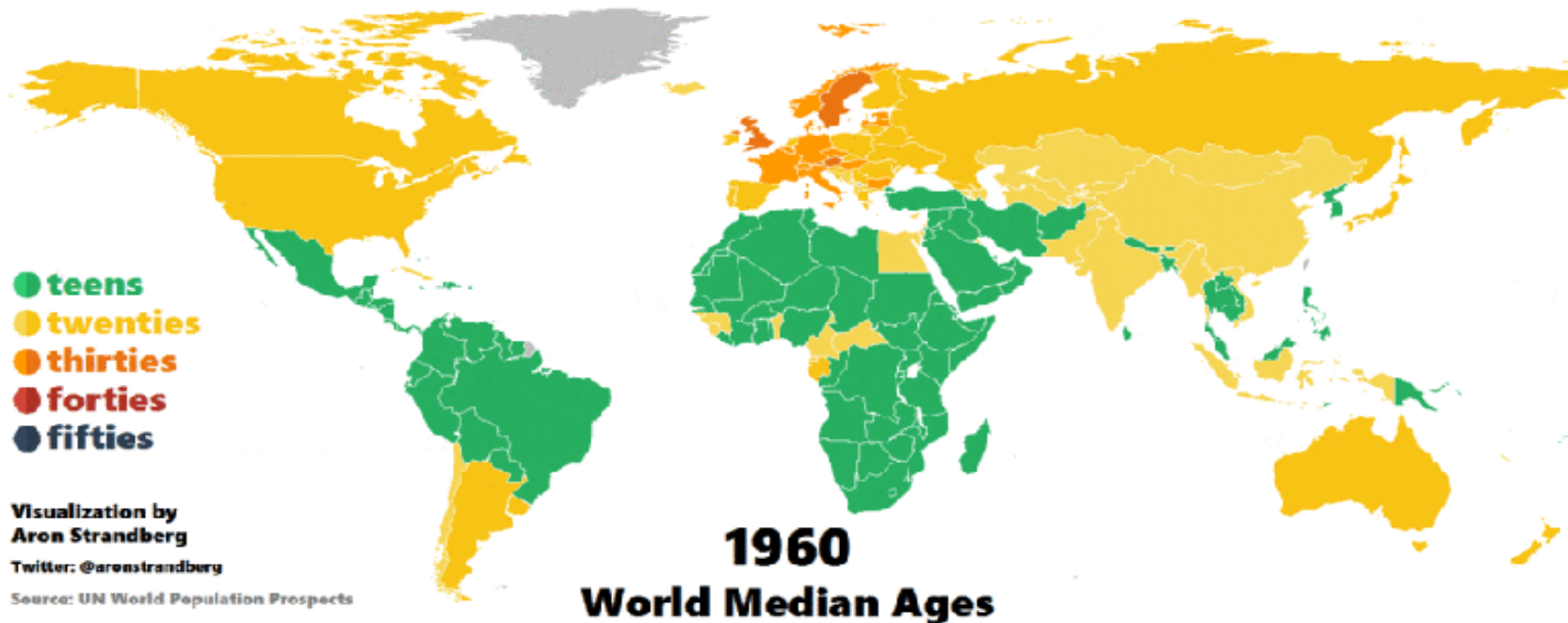
Target 2.5.B:

Enabling environments ensuring accessible telecommunication/ICT for persons with disabilities should be established in all countries by 2020



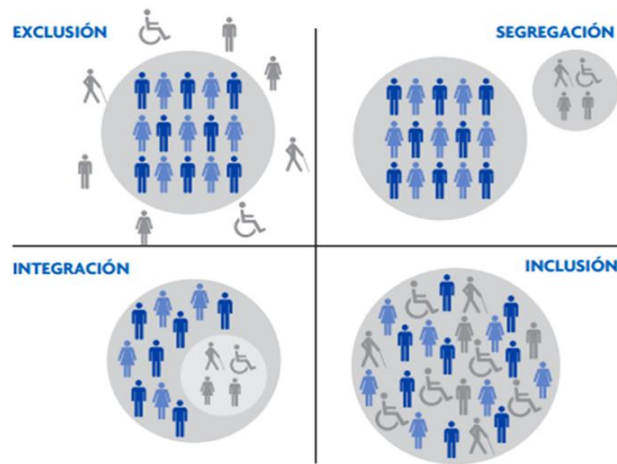
Who needs accessible ICTs?

- 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 2015)
- 2.1 billion people aged 60 and above, predicted by 2050 (UN Report 2017)



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

What does ITU-D do on Digital Inclusion?



- Digital inclusion means the empowerment of people through information and communication technologies (ICT).
- The activities of BDT in the field of digital inclusion 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.

What does the UN do to achieve inclusive societies?



UN CRPD and ICTs (Art.9 & Art. 30)

- ensure access for people with disabilities PwD, on an equal basis, ... to information and communications, including ICT systems and information technologies and communications.
- 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.



The inclusive development agenda on disability matters for all UN System

- The SDG highlight the impact of ICTs on the economic and social development of people with disabilities.
 - ✓ ICTs can **ensure digital inclusion** for people with disabilities.
 - ✓ The use of Information and Communication Technologies (ICTs) allows the **removal of many of the remaining barriers** faced by persons with disabilities.

Access of PwD to Information and Communication Technologies in equal conditions and elimination of barriers for enabling their independent life

What is equal access to ICTs?





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 its intended users**
- ✓ **Are compatible with assistive technologies**

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

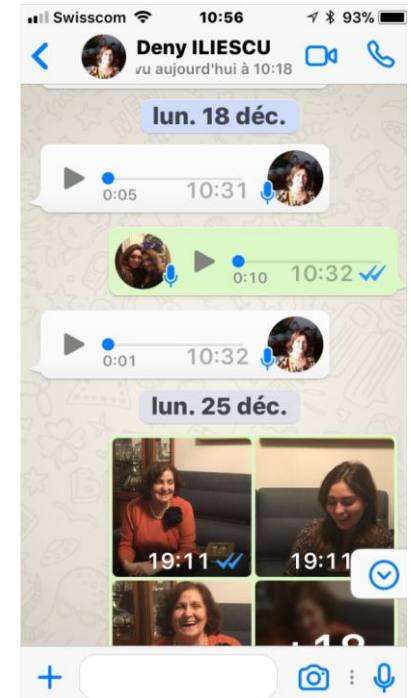
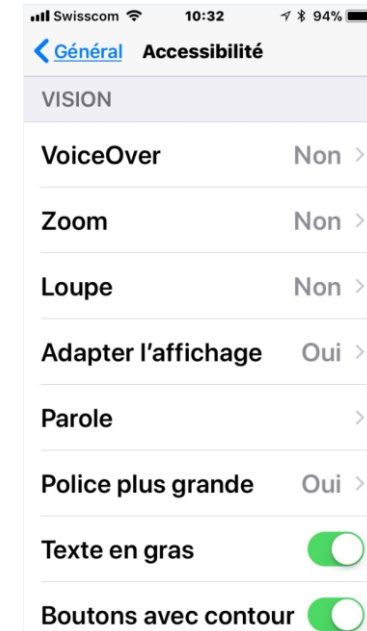
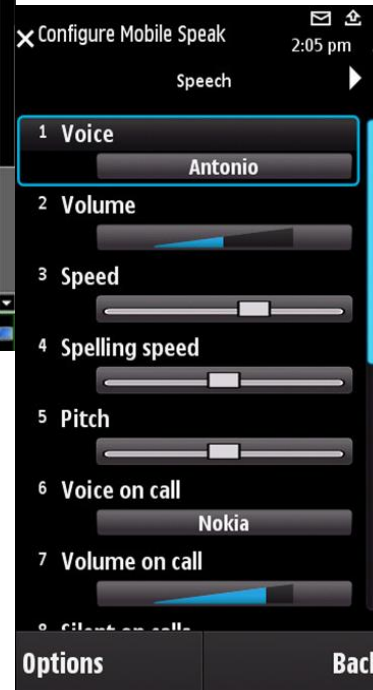
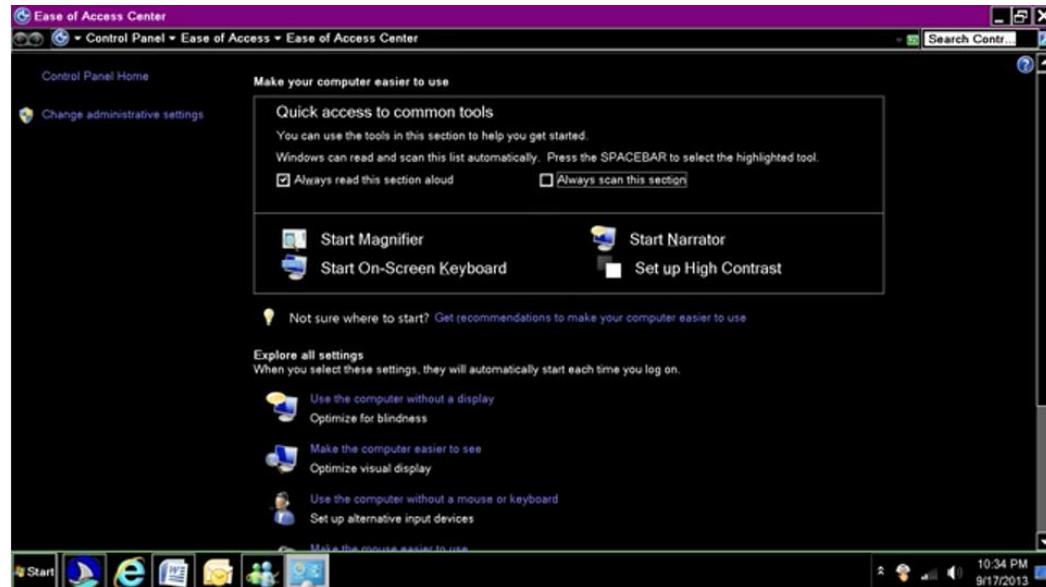
- ✓ Is a **separate hardware or software added to equipment or services** to enable persons with disabilities to overcome the barriers they face to access information and communication
- ✓ **Are used to enable or compensate users** functional, motor, sensory or an intellectual **limitations**

➤ **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

Examples of Accessible ICTs – Link to universal design



How we can make ICTs to be accessible?



➤ LAW & REGULATIONS/ STANDARDS

- ✓ **2001: ITU-T E.161: “Bump” on key “5”**
To assist blind and visually impaired people...and others to facilitate dialing under low light conditions”
- ✓ **European Accessibility Act**
“Accessibility of the websites and mobile application of public sector bodies”



Council of the
European Union

Brussels, 19 July 2016
(OR. en)

9389/1/16
REV 1

Interinstitutional File:
2012/0340 (COD)

TELECOM 89
CONSUM 117
MI 374
CODEC 728
PARLNAT 212

LEGISLATIVE ACTS AND OTHER INSTRUMENTS

Subject: Position of the Council at first reading with a view to the adoption of a
DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
on the accessibility of the websites and mobile applications of public sector
bodies
- Adopted by the Council on 18 July 2016

➤ PUBLIC PROCUREMENT

- ✓ **Public procurement accounts for a large portion of the spend on ICT in most economies.**
- ✓ Public procurement is one of the most flexible and far-reaching legislative instruments available to the government
- ✓ A number of countries have developed an accessible **ICT procurement system** that attempts to encourage the market to develop and supply accessible ICTs (*Canada, Italy, Ireland and the United States, the European Union Public Procurement Directive / law 2016*)

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EN

How we can make ICTs to be accessible?



➤ MARKET LAW – Benefits and motivations for industry

*“When government says you need to build technology a certain way, for vendors like ourselves that’s a very compelling maxim.
We need to build products that can be sold to the government.
It’s not very practical for us to build multiple versions of our products.”*



- ✓ **Many international ICT companies already have accessibility policies** and a track record of vending accessible ICTs to governments.
- ✓ **People with disabilities are customers:**
 - Up to 20% will directly benefit from improvements to accessibility
 - Un estimate of 50% will benefit indirectly
- ✓ **The global market for disability/accessibility is worth :**
 - 2017 \$1.3 trillion / for only 1.1 billion persons that will need accessible ICTs
 - 2050 \$??? trillion / for over 4.3 billion persons that will need accessible ICTs





Why is it important that ICTs are accessible? A WIN FOR ALL!

FOR PERSONS WITH DISABILITIES/ FOR ALL:

- **ICTs are indispensable for persons with disabilities to have independent life like persons without disabilities**
- **ICTs are fundamental for ALL persons to achieve:**
 - ✓ social inclusion
 - ✓ economic development

FOR GOVERNMENTS:

- **ICTs are necessary to ensure that citizens have access to:**
 - ✓ information & communications
 - ✓ education
 - ✓ public services (health, government, emergency)
 - ✓ working market
- **When governments and public authorities purchase accessible ICTs they:**
 - ✓ create an accessible employment environment in the public sector
 - ✓ deliver better value for money
 - ✓ reduce cost of accessible ICT = make affordable the accessible ICTs

FOR ICT INDUSTRY/MANUFACTURES/PRIVATE SECTOR:

- ✓ incentivise manufacturers and suppliers to innovate and produce better
- ✓ improve over-all quality of ICTs by making them more user-friendly
- ✓ creates a market for accessible ICTs
- ✓ improve business benefit

ITU-D KEY RESOURCES ON ICT ACCESSIBILITY:



1. Model ICT Accessibility Policy Report:

- Provides guidelines and regulatory frameworks for countries on ICT accessibility for PwD
- Freely available online in: Arabic, Chinese, Spanish, French, English, Russian, accessible e-Book / PDF version

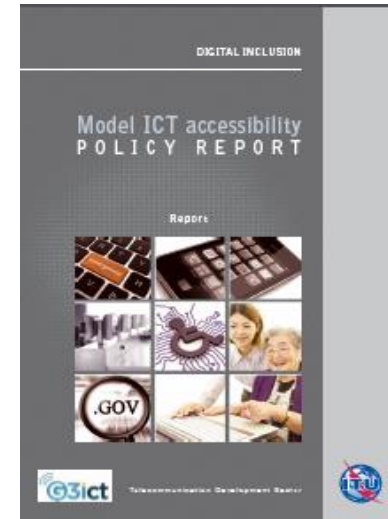
✓ <http://www.itu.int/en/ITU-D/Digital-Inclusion/Persons-with-Disabilities/resources>

2. On-line training course 6 weeks tutor-led on public procurement

3. **New!** 3 self-paced training courses in ICT Accessibility

- ICT Introduction to accessible ICTs;
- Accessibility policy, regulation and standards;
- Introduction to public procurement of accessible ICT.

4. **New!** 5 video-tutorial on accessible digital content and remediation



ITU-D KEY RESOURCES ON ICT ACCESSIBILITY:



5. Nacional Program on Web Accessibility “Internet for @ll”



- **Raise awareness among the Governments** and stakeholders involved in ICT accessibility to understand **the need in providing public accessible information** (digital content and websites) to persons with disabilities (PwD) is a **win-win**. Enable PwD access to information, study and work that will improve their social and economic development and participation 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 ensure that the public (and private) information and services is available to all citizens including PwD.**
- Incentivize governments (decision makers) in the **creation of a national digital ICT accessibility ecosystem** that enable digital and social inclusion to ALL citizens.
- The Program also propose a **self-sustainable model to raise funding for digital training of PwD.**





CONCLUSION: ICT ACCESSIBILITY IS GOOD FOR ALL!

ICT accessibility helps:

- ✓ Persons with disabilities
- ✓ Aging populations
- ✓ Youth in danger of hearing loss due to unsafe listening devices
- ✓ Immigrants and refugees,
- ✓ Illiterate people
- ✓ Industry /manufactures/ to develop better products and increase market opportunities
- ✓ Private sector to attract more costumers and increase their business value
- ✓ Governments to increase country' social and economic development
- ✓ **ALL of us**

ICT accessibility enables communication for ALL and ensures digital inclusive societies!

**EVERYBODY'S WORK CAN MAKE A DIFFERENCE BUT
ONLY WORKING TOGETHER WE CAN MAKE THE CHANGE!**



Thank you for your attention!

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INTERACTIVE DISCUSSIONS



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