

FINISHED FILE

JUNE 10, 2021

7:00 A.M. CST

ITU

SME ON-LINE MASTER CLASSES: HOW TO DESIGN FOR DISABILITY
INCLUSION

Services Provided By:
Caption First, Inc.
P.O. Box 3066
Monument, CO 80132
800-825-5234
www.captionfirst.com

This text, document, or file is based on live transcription. Communication Access Realtime Translation (CART), captioning, and/or live transcription are provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings. This text, document, or file is not to be distributed or used in any way that may violate copyright law.

>> Recording in progress.

>> Welcome, seems like we are live now. So, hello, good morning, good afternoon, and good evening to you all, wherever you are joining us from. Welcome to the ITU virtual SME programme 2021. I'm Rahul and I shall facilitate the master class. We understand that SME and start up success is key to the ICT industry growth and socioeconomic development throughout the world. That is why we are working to help tech small, medium enterprises scale up activities with global impact as a key part of our international platform of ICT public and private sector leaders. The SME master classes are key part of that, bringing experts and investors to share knowledge and international best practices on some of the main challenges and roadblocks facing small, medium size enterprises around the world. Because we are virtual this year, we are more open than ever, all master classes are free of charge and open to anyone everywhere. There will be also recorded and available on website after the live stream. So great resource.

I'd like to invite you all to consider applying to ITU world 2021 SME awards. The SME awards are a opportunity to recognize excellent innovative tech solutions, build resilience and foster investment in tech SMEs in five categories, connectivity, Smart Cities, smart living, e-health, digital finance, and education

technology. Please visit our website as the award programme has been launched and the deadline to apply is 3rd September.

A few housekeeping rules. This session will be recorded and will be published on our website later on. It's a interactive session, so please feel free to ask questions using Q&A, we will also make the presentation available, reach out if you wish to. We will have a networking session at the end of this session, we will share the link with you where you can click and you could join the round-robin basement working sessions.

Today's session, participants will receive practical advice on how to make your business more inclusive by designing for disability inclusion. I'll hand over the bar to Ratih Dewi consultant for ITU Europe to introduce our panelists and instructors.

>> RATIH DEWI: Thank you, Rahul for kind introductions. Welcome, everyone, thank you for joining us today, in this master class. Before starting the master class, let us quickly explain, have a brief introductions, this master class brought to us from ITU office of Europe, we are partnering together here with the zero projects. I have Wilfried with me. Let me quickly share our activities to give you a little bit context about our work in digital accessibility. In the Europe region, digital accessibility is placed in the top priorities, it's reflected in our regional initiatives for Europe. As you can see there is activities included under initiatives, capacity-building, regional events and policy guidance and technical assessment. In this context in the master class with Zero Project we are collaborating together, we want to build supportive ecosystem for start-ups and SMEs already with solutions for benefiting persons with disabilities' lives and those who want to make their products accessible. This part also including knowledge sharing development about ICT accessibility, so that is why we are thinking to propose this master class to Rahul, and this is where we are right now. We are excited to start this master class.

I will hand it over a little bit to Wilfried, and thank you, Wilfried for the Zero Project support, on behalf of ITU office for Europe we would like to thank Laurie and Dafydd for giving us their time, promoting inclusive, inclusivity in the world. Wilfried, I'm handing over to you.

>> WILFRIED KAINZ: Thank you so much, Ratih. Good afternoon, my name is Wilfried Kainz. I work for the Zero Project, a research outlet based in Austria, Vienna. We look for innovations which improve the lives of persons with disabilities, in order to do this we work alongside the UNCRPD, and the four main topics of the convention are accessibility, employment, education and independent living and political

participation.

We look for innovative practices, these are products and services or innovative policies which are usually rules and standards. We take one of the four topic each year and make a call for nominations. You can go to the next slide. At the moment, there is the call out on accessibility and ICT information and communication technology, has become a important feature for us, because we think there is a lot happening in this sector, and a lot of benefits for persons with disabilities, so we have decided that each year in each call, we also include information and communication technology. At the moment there is a call out on innovations concerning accessibility, so please go to the website, WWW Zero Project.org, you will find all the details to apply, which has extended the deadline for nomination until June 20, so please use the website and apply.

We then also run to bring all these innovations together a three day conference in Vienna, it will be next year, the next one will be in February of 2022, from the 23rd to 25th. It is a three days conference at the U.N. in Vienna, and we are planning for hybrid convention, we used to have 800 people live on the grounds from almost a hundred countries. We think this will not happen next year, but we are optimistic to host at least three to 400 and we will do a virtual conference, as we had to do this year. Of course, all our research is free of charge. You can go on our website wiki, key word search, and find our more than 600 practices and policies and if you include the short list, we will have more than 1200 examples of best practices, benefiting persons with disabilities.

Back to you, Ratih. Thank you.

>> RATIH DEWI: Thank you, Wilfried. We wouldn't take much more time for this introduction from us. So I would like to introduce our experts for today, our instructors. Thank you so much, Laurie and Dafydd for joining us. A little background about our instructors, we have here with us Laurie Henneborn, research managing Director Accenture, focused on raising actions in disability inclusion in the workplace. Laurie have worked a lot in these topics, also leading the research in this topic, including about the disability inclusion advantage, and in May Accenture released a report on AI, digital inclusion for AI, so in the Accenture Laurie also disability inclusion leadership Council at Accenture, she is passionate about coaching and mentoring colleagues with invisible disabilities. With Laurie we will focus on the why part of digital inclusion, how to design for disability inclusion. In this first part, Laurie will dive deeper into why businesses need to invest in disability inclusion in their business, what is the potential

benefits and what is the gap and for the next part we will dive into how to start. I'm interested to have disability inclusion in their future plan, how they can start, what is the particular advice. You will learn that from Dafydd. Dafydd is our second instructor. He is the senior accessibility and disability consultant from AbilityNet. Dafydd helps to lead a team, accessibility consultants for clients, companies such as Microsoft, to ensure accessible website and many more. You will learn how to start, how to make accessible website and common mistakes to avoid when you want to start your disability inclusion journey. Without further ado I will give the floor to Laurie. Over to you. I will be sharing your presentation.

>> LAURIE HENNEBORN: Wonderful. Okay, there we go. Why don't we just go ahead, Ratih, and move to the next slide. Thank you so much, Ratih, Rahul, Wilfried, for inviting me to take part in this important master class on how to design for disability inclusion, but as Ratih said, first we are going to talk about the what and the why. Hello to all our participants, thank you for joining us today. I'm a white woman with blond hair, hazel eyes, wearing glasses and wearing a boldish blouse. And I have to admit I was very excited when my friends at Zero Project first approached me about this session, as it's incredible timing, right. We just celebrated the 10th anniversary of global accessibility awareness day and designing for inclusion I consider inclusive design obviously as part of the how behind accessibility. So great timing. Before we begin, a few things. First, due to the continued diversity in phrasing, I'm going to be using person first and identity first language throughout the session. I'll be doing this interchangeably. Second, I'll be joined from a few studies that you see here on this slide which Accenture researched, partnering with our inclusion and diversity team as well as partners, we launched over the past several years including as Ratih said, we had our disability inclusion advantage study in 2018 right on through to the AI for disability inclusion report that was literally just launched a few weeks ago.

These are all available through Accenture.com for further reading. Obviously, we can provide those links after this event. Finally while most of this content and the insights are based on surveys and interviews of individuals and executives from medium to larger organisations, I think you will find that much of this is very relevant and applicable across the board, at the end of the day this is a very human issue.

Next slide. First it's important to ground any session, any discussion like this in the scale of disability and how employment is trending around the world, and that this is not a niche issue. Persons with disabilities represent about

15 percent of the world's population, that is roughly one billion people, with eight trillion dollars in disposable income, making them the third largest economic power in the world. That is above Japan and Germany and the UK. It's important not to forget, roughly 80 percent disabilities will emerge when people are of working age. That is like me. I was with Accenture for four years when I was diagnosed with multiple sclerosis, which if you know about this autoimmune neurological disease it brings with it any number of physical or cognitive disabilities throughout its span.

This means that any of us could acquire a disability at any time. This is not a matter of them, but a matter of all of us. Not a niche issue. A participation in the workforce is disproportionately low, it's estimated that across the world close to 80 percent of persons with disabilities are not employed. Most developed countries, the official unemployment rate for persons with disabilities of working age is at least twice that of those who have no disability.

This is despite the qualitative and quantitative, now quantitative case that exist, yes, it does pay to be inclusive, which Accenture in partnership with Disability: IN, and the American Association of People with Disabilities or AAPD showed in our study from December of 2018.

Next slide. We can all agree that creating a inclusive workplace is the right thing to do. There are several studies and reports on what a culture of inclusion can bring to organisations, large and small, including increased innovation, empathy, enhanced employee and customer experience. But we wanted to see if there was some way to also land with a quantifiable business case, we needed to shift the mind-set of especially the C suite. The mind-set and dialogue, from one that is philanthropic to one that is more foundational to the business. That is what we set out to do. It meant tackling that important fundamental question, is there a correlation between how inclusive a company is of persons with disabilities and its financial performance?

This is the question that we discussed pretty early on, I think it was 2018, with our partners at disability in, global nonprofit focused on specifically the employment factors related to disability inclusion and the AAPD, who have, together, created, launched their disability quality index study. At the time of this research, we were able to analyze the 140 unique companies who had participated in the index over those past few years of the study leading up to our project, and at Accenture we were able to identify 45 of them who were raising the bar for disability inclusion, and this included focus on factors or dimensions related to employment, culture and leadership,

accessibility and accommodations to name just a few. We call these companies disability inclusion champions. To give you a sense, these champions, particularly in the area of accessibility, for example, we found that they were providing various ways to assist people with disabilities, specifically related to their emergency preparedness policies or procedures, but they are also using multiple ways to audit the compliance of both their internal and external websites. So they go above and beyond, let's say from their peers.

What we found was that these companies are in fact outperforming their peers on several metrics related to value creation, and profitability, to the tune of 28 percent higher revenue, two times higher net income, and 30 percent higher economic profit margins. But it didn't end there. Next slide. We should be on champions and improvers, it didn't end there. We wanted the study to resonate with investors and the investment community. We took a look at correlations to shareholder value, both for the champions and also for those who had improved their actions and scores over time, and again, we were pleasantly surprised, for example, we found that improvers on average were four times more likely to have total shareholder returns that outperformed those of their peer group, compared to other companies in our study.

Let's talk about the barriers that persist. Next slide, please. We talked about the business case for employing and advancing people with disabilities, but as discussed, we continue to be less likely to be in paid employment than our peers. What of those of us who do make it into employment? Barriers persist and the harsh reality as our enabling change study of 2020 shows is that culture within the organisation could be to blame for many of these barriers, and let's let the data illustrate why I say this. Next slide.

One of our findings from this global survey of nearly 6,000 employees with disabilities from almost 30 countries is that employees with disabilities are 27 percent less likely to feel included in the workplace compared with the average. By included, we mean they feel like they are a key component of their team with real influence over decisions, and they are 60 percent more likely to feel excluded, and by excluded we mean ignored or with little voice in their team. The bottom line, employees with disabilities are less likely to feel included, more likely to feel excluded, and what I would recommend here because I couldn't get, this was an incredible study, I couldn't get into too much detail, but there is a lot behind this, that which points to the lack of confidence, this disability confidence to self disclose, to self-I.D., many are keeping their disabilities hidden. As a matter of fact, I think it was

24 percent of employees with disabilities who fully disclosed their disability, and amongst the executives, it was only 20 percent who are fully disclosing.

I'll move on from here to the next slide. Through the same study, we asked executives and employees about whether they feel the workplace they operate in enables employees with disabilities to thrive in terms of having the right technology, environment and support. 67 percent of executives say yes, this is what we do. But that drops to just 41 percent of employees who agree. That is a significant gap. One which executives, teams must keep top of mind for when the technology is not compliant with accessibility of regulations, or when accessibility features are nonexistent or added too late in the design process, businesses find themselves exposed to legal and financial risk. However, by providing increased access to technology, that meets the needs of persons with disabilities, the organisation I think can lay the foundation for inclusive work cultures that enable all employees to thrive, presenting a tremendous opportunity. Next slide.

I should note that accessibility is embedded across the journey, the disability inclusion, which Accenture claimed in its 2018 business case report, which span these actions, we call them span employee enabling engaging and empowering employees with disabilities. We have already talked about the importance of employing among a diverse talent pool which includes people with disabilities, the role accessibility plays in boosting performance. We talked about what it means to advance engagement among employees with disabilities. Now let's turn to the role that accessibility and inclusive design play when it comes to enabling the culture of equality and inclusion.

The simple reality is this: If technology, if advanced technologies like AI, blockchain, extended reality, etcetera, are to be adapted by the masses, accessibility is a must have. Beyond being the right thing to do, we have a commitment, as technologists, researchers, we have this commitment to ensure that we are providing the most accessible technologies, solutions, services, to ensure that no one is left behind. Developers as well. We need to keep in mind that there will be backlash due to any lack of inclusion or compliance. Things as simple as adding alternative text to images will go a very long way.

I should mention since this is Hyperledger week, for those of you who follow the blockchain space, I was reading up on the latest in that space, for example, and in the coming boolean news accuracy platform on the Ethereum blockchain, I like that they are emphasizing the meaning of industry standards regarding accessibility and they pledge to meet this promise.

This is just wonderful. Next slide, please. Here I felt like I can share that Accenture has been on its own journey to inclusion and accessibility for several years now. We are constantly striving to ensure that our employees with disabilities are thriving right alongside our peers. I've listed some Accenture related initiatives here, the outcomes, including our new accessibility centers of excellence, which serve to provide a safe space for our employees and clients, can explore and test accessible technology. This is so cool, and I'm so excited, on Tuesday we officially launched virtually of course several of these centers, and I'm just excited for that event. Okay. So next slide.

We are going to back up one, Ratih, if you could -- there we go. Thank you. It's like the drum roll, please, moment. If accessibility is the what behind advancing inclusion, then inclusive design is the how. Next slide. Let's ground ourselves again here in some data, and at this time it's from the Accenture 2020 tech vision, this study tells us that 78 percent of executives globally believe that organisations will be able to leverage advanced technology, again like AI, to address barriers to including persons with disabilities over the next three years, particularly in the area of accessibility. Yet that same study showed that just 37 percent report that they have inclusive design principles in place to support the development of fair, accessible unbiased solutions. Again this is a massive gap that must change.

Next slide. But what is inclusive design? Again, I like to frame it as if accessibility is a, and inclusion is the what, inclusive design is the how. I have our friends at Microsoft actually to thank for that framing. Accessibility and inclusive design work together to make experiences that are not only compliant with standards but truly usable and open for all. By inviting diverse colleagues, including colleagues with disabilities into the process, inclusive design considers the needs of all users, as a product or service is being developed, from start to finish. The why, studies show that working alongside employees with disabilities helps make nondisabled individuals more aware of how to evolve the workplace to be even more inclusive and better for everyone. Together, inclusive design and accessibility call on teams to build more inclusive products right from the start, attract talent, ensure product teams are representative of the diversity of their customers, employees and partners, that they are looking to serve, and help identify new opportunities for revenue growth and profitability such as where we started with the business case.

Next slide. This is the AAPD slide. I really like the example from the American Association of People with

Disabilities, of a board member for AAPD, and I've heard about this start access initiative, which aims to build and engage stakeholder community to promote for a accessible solution across a ecosystem of start-ups. These are solutions that can enable them to expand their customer bases, attract forward thinking investors, especially in the context of recovery from COVID-19. AAPD is leading this initiative with support from Verizon, as well as the Partnership on Employment and Accessible Technology or peat as it's known. I think here, Ratih, I'll end, I'll end with a quote from Eric England, from Microsoft's enterprise AI group, and he is a Think Tank participant for start access. I think it will resonate with many of you. He says, quote, if you make it easier for people with disabilities and think about inclusiveness as part of your strategy early on, you just benefit a bigger swath of society, and that makes your start-up more valuable, so you are creating more value in general. So adding that, and having that inclusive design mind-set at the outset of your company can really help that, and encourage investors to think about it. I'll end there, Ratih.

>> RATIH DEWI: Thank you so much, Laurie. It's really eye opening for my side as well, you touched beyond accessibility as not just requirements but what is a business case, how it's, speaking the language if we can say, is really nice to hear from you. Unfortunately, Dafydd has some technical glitch to be able to join us. He is trying to connect to us right now. In the meantime, I would invite all the participants, if you have questions for Laurie here, feel free to use the Q&A function in the Zoom. And I would also like to have questions for Laurie, so most of our participants here are from SMEs, so sometimes for SMEs when you start your business, you think, investing in disability inclusion or other inclusion agenda seems lots of resource needed. So do you have any, let's say debunking this myth, that is it so, is it required that a lot of resources to start your disability inclusion journey as a company, especially for SMEs and those just starting out.

>> LAURIE HENNEBORN: The simple fact is, no. You don't need a ton of resources. What you need is the awareness, you need the commitment, right, and that commitment, when we talk about a culture of equality, if we peel this back and think more broadly about a culture of equality, we talk about things like bold leadership, right, and ensuring that you have a diverse leadership team, in addition to the various teams but you have a diverse leadership team that is setting and sharing, and yes, measuring, because you can only manage, we manage what we measure. Our own CEO Julie Sweet has said openly to large and small organisations alike that disability inclusion is very personal for her, and she's shared this through major global

platforms, like disability in conference, etcetera. And she talks about goals and the action plan. It starts with your leadership, making that commitment, and being open and talking about inclusion and having that culture of equality. Then it's about ensuring you are providing and empowering, engaging environment and culture where everyone can thrive, one where you are trusting your employees, you are respecting, there is a respect for the individual. You are offering the freedom which is clearly, I think I'm speaking the language of this team, you are offering the freedom to innovate, to be creative, oh, and by the way, to fail, right? Because that is part of the innovation journey. And you are training your people and you are able to work flexibly. Then finally, yeah, it's about that commitment to taking comprehensive action, and that is where you sit down as a team and you determine what are your policies, what will those practices be that, a organisation, a company, a start-up, whatever it is, that is family friendly, that is flexible, that is supporting equality for all people. This is regardless of background, gender, disability, race, etcetera. Then ultimately, you are not only encouraging, but really focusing on being that as bias-free as you can, as you can be, in attracting and retaining your people. So I hope that helps. But that is what comes to mind for me.

>> RATHI DEWI: Thank you. We have a question here from our participants. Why do you think, because like for some companies, they think like etched on to have accessibility in mind, so why do you think that companies are not making all their products accessible by default, because usually in early saving cost but many times that we see in the market, that it's come as add on. So yeah, if you have your thought, you can share your thoughts.

>> LAURIE HENNEBORN: I certainly believe that one factor is, it comes back to the diversity, that diversity issue, if you are not hiring, talking to, engaging employees, partners, you know, the ecosystem partners, who are embracing this culture of inclusion or diversity, that you are going to have very siloed thinking. You are not thinking about the accessibility features that need to be incorporated into your products and services, right from the start. It's about embedding that into the mind-set of your teams right from the start. It's an awareness, certainly an awareness issue. I know that disability inclusion advocates, even at the local level, nonprofits, NGOs, regulators, etcetera, it's really been great especially coming off from GAAD global accessibility awareness day, how much more attention is being given to this topic.

>> Thanks for that insight. This is the perfect time for us to segue into the poll that we had quickly created for our

attendees. This is to basically see if there is general level of awareness on the disability inclusion in the organisations where they work. I'm going to launch that poll currently and allow panelists to vote as well. The question is have you seen instances, examples or illustrations of design for disability in your organisations? In other words, any inclusive design initiatives that you are aware of in your organisations? We will give 45 seconds more, to see to what extent the awareness around design for disability is there among our audience. All right. So I'm going to share the result. So yeah, 67 percent claim that yes, and 33 percent say no. Yeah, that's pretty interesting, and then, yeah, from this result as well, I'll share results, if you could see on your screen, and we also have a couple of questions actually, it's really great to see such engaging audience. Ratih, would you like to go ahead and ask the question?

>> RATIH DEWI: For sure. We have three questions here, one already answered. The other we have, how do you manage the view of stakeholders who are hesitant to spend more time on disability inclusion, and for a team, for a team that is going to release a mass consumer product. Thank you for the question. Laurie, I will let you --

>> LAURIE HENNEBORN: This is a good one. I'm going to use an American expression, you can lead the horse to water but can't make them drink. These are important conversations to have with stakeholders, not just once but several times. You are keeping it top of mind. You are illustrating the actions that you have taken to ensure that those products are inclusive, and you are discussing what the outcomes would be, as a result of doing that, and there are so many statistics that I've shared, and there are even more data points that can be drawn from, in order to enhance even those conversations, but again I think some of this does come back to the top-down approach. You need your leadership team to commit to this, talk about this, right, amongst the key stakeholders, to ensure that they are engaging in these conversations. I'm not sure if that helps, but again that is what comes top of mind for me. Then especially based on the experience that we have had here at Accenture, I can tell you especially over the last few years, because of how involved I am in this space, it has been amazing, absolutely incredible the amount of times that I've been drawn in to conversations about a client who wants to make their physical environment more accessible, and welcoming to persons with disabilities. You would be amazed by who some of the clients are. It's been very I think inspiring experience for me.

Then but also internally, as we are developing these ideas and products and maybe even strategies, making sure that we are

bringing in our colleagues who have disabilities, so it's also the fact that it's embedded within your teams, to be reaching out and inviting the involvement, the input and ideas, maybe even feedback from a diverse team.

>> RAHUL JHA: We have next question, we are still waiting for our next panelist to join us, because of the technical difficulty, I hope, hopefully they will be able to join. In the meantime, there is another question on how would you guide public departments in our governments to invest on making their apps more accessible, when they have limited funds on improving them? So that commercial consideration, that is bringing in spotlight, yeah, if you could comment on that, Laurie, thanks.

>> LAURIE HENNEBORN: I'm happy to. We have an entire government by practice where we are working right alongside these governments, on topics like this. What I will say is again based on my, based on the research we have done, especially the research around AI for disability inclusion, we have produced guidelines, considerations let's just say for regulators, policymakers, etcetera, on the importance of accessibility. Does that help them in terms of the funding? No. But this is where I think NGOs, nonprofits, and engaging again that wider stakeholder group to help solve for some of this would be, and is incredibly important. They will come to you with ideas, they will come to you with potential partners that you could be working with, as you are moving along that journey to accessibility. At the end of the day, it's just a must-have.

>> RAHUL JHA: Thank you, Laurie. I see that Dafydd has finally joined us. So welcome. And thank you to those that asked their questions. We appreciate it. Thank you for your engagement. Ratih, if you could kindly give the floor to Dafydd and introduce.

>> RATIH DEWI: Thank you, Laurie, for the first section. As I explained before, we will dive into the how part, and we are here joined by Dafydd. Dafydd is an accessibility and disability consultant at AbilityNet. Dafydd, I will give you the floor to start with the how part of the session. Thank you.

>> DAFYDD HENKE-REED: Thanks, everyone and apologies for being late. Zoom does not like me today. But we are here now. As mentioned the things I'm going to focus on is the how to design for digital inclusion, and I'm going to focus on key points like where to start and where to learn more. As already mentioned and I'm going to go into the -- there we go. My name is Dafydd Henke-Reed and I'm a accessibility consultant over at AbilityNet. In terms of what AbilityNet does, we have quite a wide spectrum of digital accessibility orientated avenues, we for example apply the Web Content Accessibility Guidelines from

the W3C to websites and apps, to verify any kind of, from a testing framework point of view, how accessible or not accessible they are. We also do quite a few events, things like tech 4 good where we recognize innovation in terms of technology that has a social good with a viewpoint of accessibility and inclusion, and we also host events like tech share pro, where we try to bring together some of the bigger European players to talk about accessibility and inclusive design.

In terms of what I want to cover, I'm interested in where to start and how to start, I'm going to talk about overall frameworks that you can utilize to boost your inclusion and accessibility, and then I'm going to be talking about specific tools, techniques and resources. I'm going to jump into it because I appreciate we are behind on time a little bit. In terms of where to start, the first thing I want to say is having a vision, number one thing, before we start with anything else, is making sure you have a clear sense of what you are doing and why you are doing it. An example client of AbilityNet is a large bank in the UK called Barclays and one of the things they will say is that we want to be the most inclusive FTSE100 company. If you want something different, if you are working in healthcare and digital healthcare, it might be we want everyone to have a fundamental human right to have access to data about their own health. It might be slightly different for the kind of industry you are in. But you want to make sure that you have a vision and that it's known both externally and internally. Such as including any core values that you have, that you have a strong principle, that you are going to be including a wide variety of people.

Being proactive, the topic we are talking about today are quite broad. There is a lot of different angles to be considering. Some of them are technical like some of them are very much kind of a computer science or web developer kind of point of view. It can be challenging. Some can be baked in to issues to do with CMS, content management systems, and other issues might be down to how you procure tools, third party tools. The example given is ensuring that you have a robust and centralized and accessible CMS system, e.g., for produced web content, that might not happen overnight. It takes work. Develop a roadmap, have a realistic plan and proactively push forward. The other angle is knowing the legal landscape. I don't want to beat people over the head today with these are the laws and these are legislations. But it is worth having a concept of what is out there. Examples of that are in the UK, what you will see across Europe is you have equality act, which has general principles about not being discriminatory, making what is called reasonable adjustments, making accommodations for

folks that need those accommodations and they are air quotes, reasonable, i.e., you are a small local Council, you wouldn't be expected to spend 10 billion Euros on something but it would be reasonable, for example, to pay a few hundred pounds for someone to be able to use a screen reader in the workplace, as an example.

What we have at least in the public sector is what is called the public sector bodies accessibility regulations, that specifically points to WCAG, 2.1 level AA. This is something that we see throughout the UK and EU, in terms of public sector, organisations like government bodies, generally, public universities, some places like private universities, schools, healthcare sort of example, in the UK, NHS websites, and what is on the horizon, those previous ones are here right now, on the horizon is the European Accessibility Act, and that is going to apply to private sector. That is the broad thing that is coming up in 2025, that is the broader point of right here, right now, we have got, and reasonable adjustments for folks that involve being inclusive, involve not discriminating. We have public sector considerations, very specific guidelines, WCAG, and on the horizon we have some of that stuff that start with public sector, moving over, transitioning to the private sector space.

That is legislation for lay folks to get a sense of what that practically means, in the UK we have the government digital service, that provides a sense of, as organisations, what should you be doing, how should you be taking these regulations and making them into something that you can proactively use to promote a inclusive digital environment. These are the core steps, one, decide how you are going to check for accessibility issues on your website, mobile app, for example, make a plan of fixing them. Have a accessibility statement that you put out. I won't be going super detailed about accessibility statements, but in a nutshell it's essentially you are going to do work on investigating your level of accessibility, you are going to publish that information and say this is what we are doing well. This is what we are going to work on. Also having some kind of pipeline for making sure that new things are accessible. You have a existing website, what are the pain points with it, and what process do you have for new things that you are building.

The first one I'm going to talk about with this is the Web Content Accessibility Guidelines because we saw in the steps one of them was decide how to do testing. As we have already seen one of the things baked into some of the public sector regulations is using WCAG. You might have come across it before, it is called the Web Content Accessibility Guidelines, and it is a W3C recommendation, that sits alongside the html standard, CSS standard, as a defacto guideline for web

accessibility.

It's got three levels, A, AA and AAA, and principles. The acronym of POUR, they stand for perceivable, operable, understandable and robust. It has success criteria, 78 of them. I'm not going to go into minutia on it, but to give a sense of there is this scheme there and they are what you consider to be checkpoints and testing methodologies that you can apply to your websites and apps. To give you a flavor of what it looks like, an example of success criteria, being what WCAG calls checkpoints, is nontext content, and it says that nontext content needs to have a text alternative that serves the equivalent purpose. That means in practical terms, you have got a image, a icon, a graph, air quotes, nontext content, content that isn't text, and it needs to have some text equivalent. The example on my slide is a photograph of Alan Turing, a statue of Alan in a museum about the history of computer science. What I can see is that there is the image on the Web Page, and in the back end, in the under the hood of the website, there is html code. It has IMG, a .jpg of the image that is being used and it has this attribute called Alt. Right here right now, that Alt is set to the letter T. This is what WCAG means when it talks about an equivalent text alternative. In this case the text alternative is just T, rather than something that says a equivalent purpose, for example if that Alt was along the lines of a photograph of the Alan Turing statue at the national computer science museum, Alan seems to be inspecting an early prototype, something like that, that would pass the success criteria, that it's just letter T and because it doesn't serve a equivalent purpose, it fails that checkpoint. It fails that success criteria. There is quite a few success criterias that work along the same lines of functional statements, testing practices, and what they will also have as techniques that explain how these work.

There is two main considerations with WCAG in terms of getting testing done. Going external for audits, provides a authoritative third party verification. One of the reasons why folks will come to AbilityNet is that it's not marking your own homework. You can get folks coming in from third party source saying this is what you are doing well, this is stuff you need to work on. But there is a bunch of stuff that you can be doing internally. Such as that you are, the audits that you do will come back with fewer overall issues. In the interest of time I'm not going through all of them but to advise that there are resources out there that will sign post how you can do some of these basic checks yourself. An example being from the -- I need to make this smaller, one moment, please. There we go. An example being, in the UK gov website they provide explanations

of how to do basic accessibility tests when you are not looking to do a detailed one, so what are some of the quick checks that you can do ahead of a bigger and beefier third party audit. We will notice the first thing we see is looking at the text content, at the headings, such that you can lay the groundwork for folks to come in and do the more no stone left unturned approach.

What I want to chat about now is, zooming out and giving you a different framework, ISO 3007.1 standard. This is not another WCAG, this is not just another set of checkpoints. It instead has a bunch of activities. These activities are things like specifying a widest range of possible potential users. That is not something WCAG says to do, it gives you checkpoints saying test your images, so they have text alternatives, check headings for X, Y and Z. The ISO zooms out and says first things first, who are our target audiences, who are the users we are trying to include in this product, and how can it be as wide as possible. It talks about user goals and tasks. It has the sense of, right, okay, so what are the user goals as part of the project, because once you identify those you can get a understanding of how to make them accessible. The next point being, specifying the user accessibility needs, an example of this might be something along the lines of the user goal is to use your service to apply for a business loan, and when we think about the accessibility needs, we can think of what might be the fundamental accessibility barriers there, we might say this is going to be of a forms heavy process, so we make sure our forms use well-formed html as an example.

Specifying what the accessibility requirements are, those we already alluded to because we can say public sector, we know that our accessibility requirements are WCAG. You can start to fill in some of the blanks already. Specifying a design approach is another activity, as I alluded to earlier, some of the pain points with accessibility inclusion is going to be that there is going to need to be a consideration of how to do it at scale. If you have a website with 1,000 pages, are you going to be able to manually go through every one and do manual testing I talked about with those success criteria, potentially not, no. This is specifying a design approach where you know you have a ironclad pattern library so you can be building pages, thousands of them that you know are accessible.

Ensuring accessibility regulations are met, that is one that goes above and beyond WCAG because something for you to be considering is, we know our requirements, we know we want to apply WCAG, we understand what user goals are, but as a organisation we need to make sure we actually do it. Ensuring communication about accessibility, we have alluded to that. We

have already talked about the idea of the UK government service saying one of the number one things you need to be doing is put out accessibility statement. Also ensuring integration of accessibility in system updates, again we have already heard that before, right? We have already seen that in GDS advice where they were saying use WCAG, do internal testing, do external testing, write a accessibility statement, and make sure that anything that you build that is new, make sure that has accessibility built into its pipeline. We can start to see that a lot of these things are starting to roll together in a way that there is this commonality and harmonization with them.

To give you a quick flavor of some of the components we are talking about to dive deeper into these ISO bits, we talked about specifying user goals and tasks. WCAG has success criterias, to perform accessibility tests. The ISO standard focuses on user centric methodologies. In order to do this, make sure you have diverse personas and user stories, and make sure you are including accessibility in your user research. Say you built something and you want to bring folks in to a lab to do some moderated user testing session. You need to ensure you are involving a diverse pool of users, that it's not just a static and 18 to 25 white male for example.

Specifying design approach, we have alluded to. Making sure you have robust pattern library and system that allows you to do accessibility at scale. I'm not going to go through individually all the specific minutia of these examples but if you want to look them up, there is BBC gel, Sainsbury, luna and gov design system. Accessibility is one of those things at scale you need really good hymn sheets for building pages, building services, building components, where you are copying and pasting the same thing again and again, rather than reinventing the wheel all the time, because if you reinvent the wheel on every time you make a Web Page, chances are there is going to be accessibility issues. Lastly on this point making sure accessibility regulations are met, it's things about making sure it's in JDs, making sure it's in your targets and in your responsibilities. This involves empowering staff and hiring specialists, because if you just say that you want to be more inclusive and you say that you want to make your digital product more accessible, that is fantastic, hand on heart, that is amazing. But you need to make sure that you have folks internally in your organisation who have it in their JDs, in their targets, such that they can aim towards it and have the authority to push it forward.

If they don't have the authority to say, we need to rebuild some of this stuff for accessibility, then you are not going to hit that target. Make sure folks have access to training and

guidance. There is a lot out there. There is a lot that AbilityNet does in terms of teaching web developers how to make a accessible website, teaching content authors who publish content how to do it in a way that is accessible, and making sure that your staff have access to that training so they are not necessarily having to learn as they go along.

For my quick whistle-stop talk of the key things you can otherwise do for accessibility, the first one is making sure that your pages are well structured, one of the number one things in terms of content accessibility is making sure that you are using headings, lists, tables, you have got a logical heading structure. The screen shots I have on the page are from the BBC news home page. There is two screen shots that show how the heading structure in this instance is nested in such a way that it forms this logical heading structure, we can see from the headings list the Web Page has several headings, and the text of them is all self-evident. There is no read more, activate this to find out more, for example. There is things like welcome to the BBC, BBC children in need, as well making sure you have consistent structure throughout. Keyboard operability is another big one, making sure you have a logical focus order. If you take one thing away from today it is simply try unplugging your mouse and try navigating through web pages using just your keyboard, because there is so much assistive technology that builds on keyboard as its foundation. You have got keyboard as foundation and you have lots of other assistive technologies that build like a pyramid on that base. It is using the tab key, above your caps lock key, to navigate top left to bottom right, using return, space, arrow keys to activate, you use the tab key to navigate on to a button, use return to activate the button as well as being able to visually perceive where you are on the page. If you go tab, tab, tab, tab to the page, it should always be obvious where you are on the page. If you can do that, you are doing nine-tenths better than a lot of folks out there. Another one is semantics. This is one more, for developer minded folks in the room, to be mindful if you are building websites and apps and you are considering accessibility, you need to be mindful that the semantic choices that you make, in other words, the behind the scene development choices that you make, with accessibility that comes to the forefront, because people using assistive technologies will be interfacing with that stuff under the hood. If visually on the screen you have a button, you need to make sure under the hood is a button. You need names, roles, value states and properties that come for free with native semantics, I mean stuff that comes straight from the html standard or that comes straight from human interface guidelines and if you are

building stuff manually, you are making your own accordion pattern you need to be mindful that there is a expectation and requirement for the developer making that to know how to build in such a way that it's accessible.

Having a mind towards affordances, any visual cues being complete with programmatic cue or plain text explanation, the screen shot I have here is from a website that has these accordions so they expand and collapse, and that is visually communicated with a plus icon. The plus icon is a visual affordance that communicates the state, whether it's collapsed or open. What the developer needs to be mindful of when they get this design is they need to have a hat on where they go, ah, that is a visual affordance, I need to make sure that under the hood I make sure that that visual affordance has something under the hood to communicate the same information. Things like when something is selected, is there current page is collapsed, expanded, invalid, enable, disabled, there is something behind the scenes that communicates that information again, so the assistive technologies can be hooking into that information.

Another one is alternatives, as we alluded to at the beginning with the image of the Alan Turing statue, you need to provide access to comparable information in multiple formats. Previous slide was styles like e.g. you have plus and minus icon, you need alternative for that. This is about alternatives to content. If you have images, do they need text alternative in the background to communicate the same information that is in the image, and visually [inaudible] another example is for videos. If you have a video that communicates lots of visual information, do they have captions. Do they have audio descriptions? Do they have sign language interpretation, where you are making sure that you are including as wide as possible a user group through giving multiple ways to understand the same content; e.g., you could understand information through the audio of it or you can understand the same information through the captions.

The very last one for me to talk about is dynamic updates. This is something to be really mindful of with accessibility. You generally want to avoid things where user interacts with something and they are suddenly sent somewhere else. E.g., you are sitting on the Web Page and a carousel is automatically paginating. When we use things like keyboards to navigate through the screen, we are only ever in one place at any one time, and the expectation is that you can navigate from the top to the bottom without being dynamically shifted somewhere else. You can use things like live regions and you can manually move the focus, but you should use it sparingly. If you have dynamic searches, where you press a button and the website goes, okay,

hold on for one moment, I need to go away and I need to find some information from a database for you, make sure the users are at hold but also make sure you do this dynamic update in such a way that using a keyboard to navigate the screen suddenly doesn't become untenable.

Those are the core points for me to go through. I'm not going to go through all the resources that we have. But be mindful, I will try to chat with some of the organizers and try to get some of the resources shared around, both in terms of general resources that are available, some content specific ones, so in terms of if you are producing content and you want to get a sense of what images should I use, what language should I use, we have resources there. And also for any folks whose ears are burning in terms of regulations and requirements, especially if you are public sector or are selling to the public sector, I've got resources here where you can read up on what some of the requirements are for your sector. Other than that, I'll say thank you very much. I'll apologize again for being late and apologies for being whistle-stop tour, I'll hand back to the organizers and say thank you very much for the opportunity to talk.

>> RATIH DEWI: Thank you so much, Dafydd. Hopefully at least we remember to put in social media for example, there are so many take-aways we get from you. For participants, if you are interested in Dafydd's presentation or want to learn more about the links, please feel free to ask to us and we will share to you. I will let Rahul to take over.

>> RAHUL JHA: Thank you, Ratih. Thank you, Dafydd for that wonderful master class, especially because we all have the intention to do our part in making this world inclusive but many of us, we lack the tools and know how to make that, so in terms of, even for advocacy, it's a helpful knowledge for us to be equipped with.

That brings the end of the second master class with a focus on the designing for disability, so big thanks to all the stakeholders, thank you for supporting us with the Zero Project, really appreciate it. Thank you to our interpreter and our captioner, thank you Ratih, and so hopefully, we will return with more capacity-building sessions. In the meantime, I'd like to remind you all that we have also half hour of networking session that we had planned on a platform called glimpse, I'm putting the link to it in the chat. You can have a look at it. If your schedule allows you to network with the fellow attendees who have asked questions and engaged with us, that would be also very wonderful. It is a round-robin networking session, in which you are getting matched with random attendees for a three minute duration. Then the person changes, and then you talk to

the next one, as long as your time schedule allows you. With that, I requested you to kindly click on that link and move to the other platform. That wraps up the session for the second master class. We will be back on 16th of June, with partnering for good on e-health, in which we partner with Hewlett-Packard enterprises, and we have a spotlight on e-health SMEs and their solutions. Thank you again. Wish you a very nice afternoon, evening, morning, wherever you are. Bye.

>> RATIH DEWI: Thank you, bye, have a good day.

(end of session at 8:12 a.m. CST)

This text, document, or file is based on live transcription. Communication Access Realtime Translation (CART), captioning, and/or live transcription are provided in order to facilitate communication accessibility and may not be a totally verbatim record of the proceedings. This text, document, or file is not to be distributed or used in any way that may violate copyright law.
