



# **Access to the Internet for persons with disabilities and specific needs**

Possible approaches and examples of good practices



# SUMMARY

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- All projects for access to the Internet for persons with disabilities and specific needs are results of cooperation between civil organization, private business and state bodies.
- Projects for persons with disabilities and specific needs have some singularity:
  - niche project distributed over whole country;
  - require special tools & methods and special terminals, costs are high for this type of projects;
  - availability of Internet service (by geographic area, especially in rural area).
- Strategic projects with long-term roadmap provide better results than discrete initiatives for support persons with disabilities and specific needs or persons with lack of ICT knowledge.
- Support from State is one of the key element in many cases for organization Internet access for persons with disabilities and education persons with lack of ICT knowledge.
- Cooperation between private business and state bodies makes possible implementation of such social projects.

## Short overview of Russian initiatives and good practices

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- This presentation was prepared as an example of Russian initiatives related to subject of Open Consultations “Access to the Internet for persons with disabilities and specific needs”. One question was selected “Possible approaches and examples of good practices”.
  - It’s a summary of few Russian initiatives (not all), which show our progress in supporting persons with disabilities and specific needs. We consider that this material can be useful for knowledge sharing and help all stakeholder improve project in this area.
  - Material was prepared by NIIR (Radio Research & Development Institute - academy organization), participant of ITU working and study groups.
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## Four big projects were selected as an examples of cooperation between business, state and civil society



- Russian mobile and fixed operator, 59 M mobile subs, 2.2 M Internet subs
- Corporate strategical program «I understand you» for persons with disabilities and specific needs based on mobile services



- Russian mobile and fixed operator, 77 M mobile subs, 2.4 M Internet subs
- Initiative «Network for all ages» for senior persons with lack of ICT knowledge based on fixed and mobile services



- Russian fixed operator, 23.2 M fixed subs, 11.4 M internet access subs
- Program «Alphabet of Internet» in cooperation with Russian Pension Fund for senior persons with lack of ICT knowledge based on fixed services



- State project “Internet for small towns and villages” with social tariffs creates a necessary basis for access to the Internet for persons with disabilities and specific needs

- An idea of this presentation is to highlight few projects without detail information about tools, technique, methods and project process of these programs.
- Contacts of responsible persons are included in document for anybody who needs more information about these initiatives or want to share Russian experience.
- These four programs are realizing by operators as relevant examples for ITU practice (number of Russian civil organizations drive activity in this area too, but it's not under ITU).

# Beeline - third biggest Russian mobile operator with more than 59M mobile subs in country



## Russia facts

- 83 regions
- 17 M km<sup>2</sup>
- 146 M pops
- 8 pops/km<sup>2</sup>

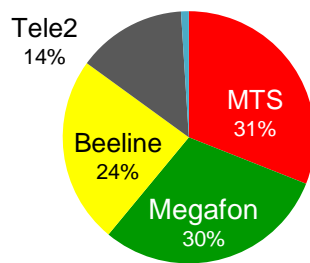
## Mobile market facts

- SIM penetration >160%
- Average ARPU 5.5 USD
- 97% B2C is prepaid
- Annual churn is 50%

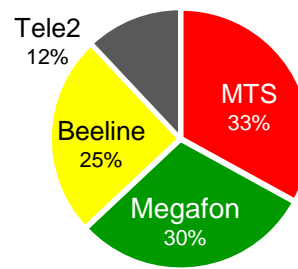
## Key facts, [Q3, 2015]

- VimpelCom Russia is a member of VimpelCom Ltd. group of companies. Services are rendered under **Beeline** trademark.
- **217M mobile subs** in all countries: Russia, Italy, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Armenia, Georgia, Kyrgyzstan, Laos, Algeria, Bangladesh, Pakistan, Zimbabwe. **No 7** mobile operator in the world. **59M mobile subs** in Russia.
- **2.4B USD** revenue, **1.11B USD** revenue in Russia
- VimpelCom Russia renders integrated services of:
  - mobile (2G, 3G, 4G) and fixed line communications,
  - international and long distance communications,
  - data transmission,
  - access to the Internet (both wire and wireless solutions, including technologies of fiber-optic access, Wi-Fi and 3G&4G).

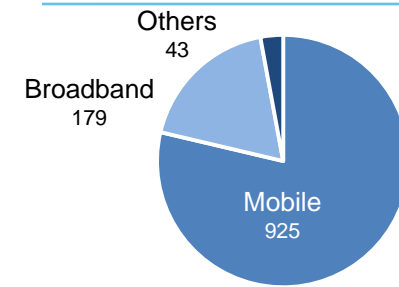
Russian mobile market subs [% , 2014]



Russian mobile market revenue [% , 2014]



Beeline revenue [MUSD, Q3, 2015]



# “I understand you” – Beeline corporate strategy for supporting persons with disabilities and specific needs

“I understand you” – Beeline corporate strategy for supporting persons with disabilities and specific needs



Beeline strategy includes complex of projects and tools for supporting persons with specific needs



Client service provided in sign language for the hearing impaired



Creation of inclusive society

Annual festival «World of deaf»



External links:

- Press-reliase related to Beelines activity in this area <http://press.beeline.ru/releases/index.wbp?id=c227bc54-f62c-46c0-8984-5d3467eaabfd&yr=2015&m=5&d=13&mode=ynd>
- Video about this program <https://www.youtube.com/watch?v=jfoOKPRp82U&feature=youtu.be>

## “I understand you” - facts and achievements



- In 2006 Beeline launched special **tariff plan «Me-ssage»** for persons with disabilities by ear right in pilot region. Beeline researched consumption of mobile services by persons with disabilities before launch of this tariff. This work was done in close cooperation with civil organization to design relevant by service and volume service offer. Focus was done on SMS.
- In 2007 tariff plan «Me-ssage» was available **for all Russian regions**.
- In 2015 approach was changed;
  - **tariff option** for regular tariff instead of tariff plan
  - focus on **SMS and DATA**
- About **30K clients use «Me-ssage» tariff & option**
- All these service offers from 2006 to present time is not public and available only for persons with disabilities by ear right. Beeline’s offering provides **less spending** communications.
- Beeline is a partner of **festival Peace&Love «World of deaf»**, which is held annually in Moscow Sokolniki Park on the eve of the World Day of the Deaf, contributes to erase the barriers in communication between hearing and disabilities by ear right.
- Beeline is a general partner of **M-Enabling Summit Russia 2015**

# Special tariff options for persons with disabilities and specific needs. Non-public offer for Mobile Internet



**Больше слов**

**для ваших эмоций**

Для людей с ограничением по слуху

Опции «Со-общение»:

- 2 ГБ мобильного интернета и 1000 SMS в месяц
- 5 ГБ мобильного интернета и 1000 SMS в месяц

Опция

**«Со-общение 2 ГБ»**

**Me-ssage 2GB**

- Connection fee – 0
- Subscription – 150 RUR/month (2.15€)
- Included in subscription – 1 000 SMS
- Included in subscription – 2 GB

Опция

**«Со-общение 5 ГБ»**

**Me-ssage 5GB**

- Connection fee – 0
- Subscription – 300 RUR/month (4.30€)
- Included in subscription – 1 000 SMS
- Included in subscription – 5 GB

Mandatory prerequisite:

- Passport
- Medical certificate with confirmation of disabilities or Membership in Russian disabilities society



# Comparison – «Me-ssage» vs public tariff plans

## Public tariff + special option

Tariff "VSE"	+	Me-ssage 2GB
<ul style="list-style-type: none"> <li>Free on-net</li> <li>1GB</li> </ul> <p><b>200 RUR</b></p>		<ul style="list-style-type: none"> <li>1000 SMS</li> <li>2GB</li> </ul> <p><b>150 RUR</b></p>

Free on-net,  
3GB, 1000 SMS

**350 RUR**

## Public tariff + public options

Tariff "VSE"	+	Highway 1GB
<ul style="list-style-type: none"> <li>Free on-net</li> <li>1GB</li> </ul> <p><b>200 RUR</b></p>		<ul style="list-style-type: none"> <li>1GB</li> </ul> <p><b>200 RUR</b></p>
		My SMS
		<ul style="list-style-type: none"> <li>3 000 SMS</li> </ul> <p><b>150 RUR</b></p>

Free on-net,  
2GB, 3000 SMS

**550 RUR**

**+57%**  
High price  
for market

Tariff "VSE"	+	Me-ssage 5GB
<ul style="list-style-type: none"> <li>Free on-net</li> <li>1GB</li> </ul> <p><b>200 RUR</b></p>		<ul style="list-style-type: none"> <li>1000 SMS</li> <li>5GB</li> </ul> <p><b>300 RUR</b></p>

Free on-net,  
6GB, 1000 SMS

**500 RUR**

Tariff "VSE"	+	Highway 4GB
<ul style="list-style-type: none"> <li>Free on-net</li> <li>1GB</li> </ul> <p><b>200 RUR</b></p>		<ul style="list-style-type: none"> <li>4GB</li> </ul> <p><b>400 RUR</b></p>
		My SMS
		<ul style="list-style-type: none"> <li>3 000 SMS</li> </ul> <p><b>150 RUR</b></p>

Free on-net,  
5GB, 3000 SMS

**750 RUR**

**+50%**  
High price  
for market

*Disclaimer: There isn't clear correspondence between "Me-ssage" and public offers, this comparison is example prepared as the closest options*

## Comfortable client service for persons with disabilities and specific needs



Beeline' project «Service in sign language» was awarded as «Social innovation of the Year» in category «IT and telecommunications» on «Time of innovations – 2014» award.

- Beeline was first on the market with implementation of client service for persons with disabilities and specific needs.
- Project was started in Sept 2014.
- Client service provided in sign language for the hearing impaired - customers with special needs can feel free and comfortable when they are interested in obtaining all the information and shop services.
- Beeline has 3 shops in Moscow with such capabilities. Shops have with special visual sign.
- Beeline launched first customer office in St. Petersburg in limits of pilot project «Speaking city». Shop is equipped by system for information and orientation for visually impaired and limited mobility persons.

## Beeline future steps

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Grandma phone – not a solution for persons with disabilities

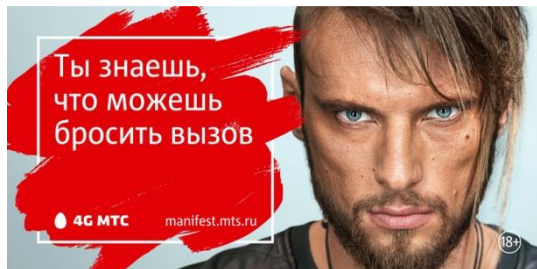
- Usability improvements of self-care Internet system for persons with disabilities and specific needs.
- Usability improvements of Beeline WEB site for persons with disabilities and specific needs.
- Future development of operators shops for better experience for persons with disabilities and specific needs.
- Enhancement of digital channels for client care for persons with disabilities and specific needs.
- Development of special devices or adaptation existing devices for persons with disabilities and specific needs.

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For more info please contact:  
**Evgeniya Chistova, Beeline**  
[echistova@beeline.ru](mailto:echistova@beeline.ru)

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# MTS - leader of Russian mobile market and one of the biggest Internet providers in country



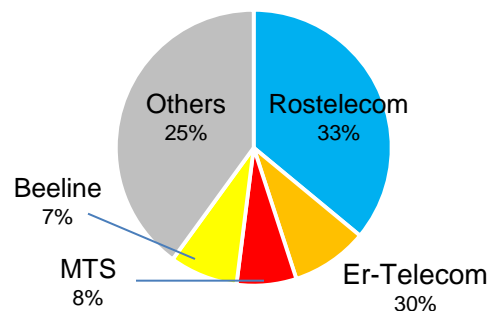
### Internet market facts

- Penetration 64%
- 29.7 M Internet subs
- Average ARPU 5 USD
- Average BB access speed – 7.4Mb/s (#9 in the world)

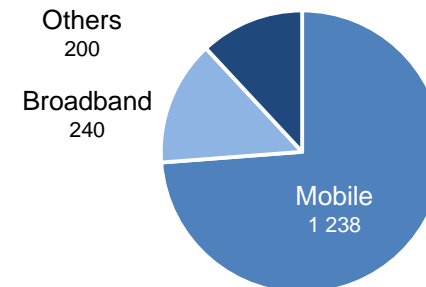
### Key facts, [Q3, 2015]

- MTS Russia is a member of MTS group of companies. Countries of presence: Russia, Ukraine, Belarus, Uzbekistan, Armenia, Turkmenia, India.
- **107M mobile subs** in all countries. **76.9M mobile subs** in Russia.
- **2.4 M Internet subs** in Russia.
- **1.83B USD** revenue, **1.6B USD** revenue in Russia/
- MTS Russia renders integrated services of:
  - mobile (2G, 3G, 4G) and fixed line communications,
  - international and long distance communications,
  - access to the Internet
  - data transmission,
  - satellite TV

Russian Internet access market [subs, %, 2014]



MTS revenue [MUSD, Q3, 2015]



## “Internet for all ages” – free Internet & computer course for senior persons with lack of ICT knowledge

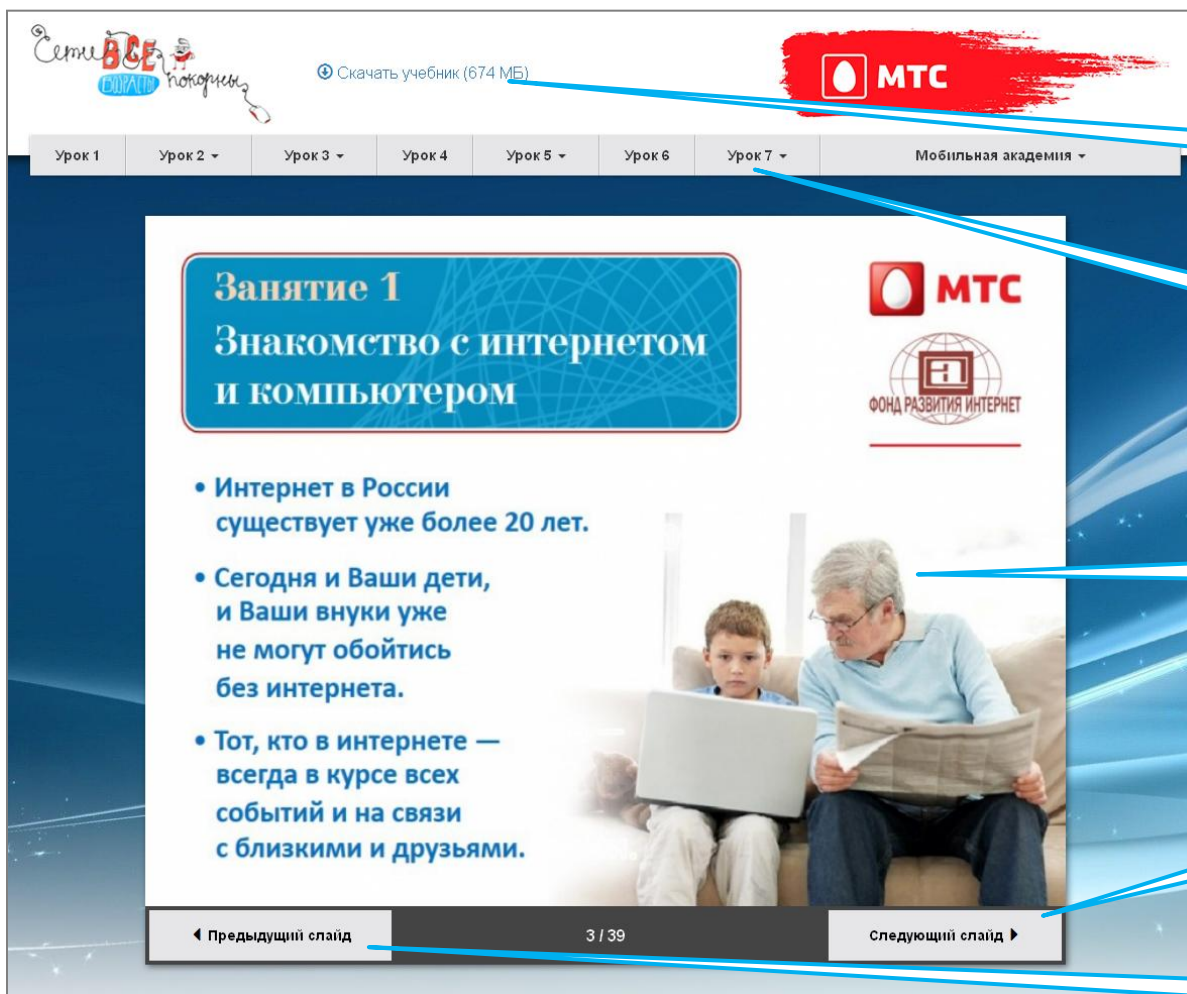


MTS Press - release

[http://www.company.mts.ru/comp/press-centre/press\\_release/2012-10-02-1844046/](http://www.company.mts.ru/comp/press-centre/press_release/2012-10-02-1844046/)

- “Internet for all ages” – free computer courses for senior persons.
- Project was organized by MTS in cooperation with “Internet development fund”, “Nation health league”. Partners of project: Moscow state Department of social support, fund “Svyaz pokoleniy”, social network “Odnoklassniki”, Mail.ru, portal “Baba-Deda”.
- 20% of Russian population is pensioners, many of them are not familiar with digital Internet services.
- Project “Internet for all ages” started in 2012.
- Project covers 14 regions in Russia and continues geographical expansion.
- On-line course was prepared in close cooperation with psychologists and adapt for target group.
- More than 6 000 senior persons have graduated from a training course “Internet for all ages”.

# «Internet for all ages» - WEB site with online course



Сети **ВСЕ** покорились

Скачать учебник (674 МБ)

МТС

Урок 1 | Урок 2 ▾ | Урок 3 ▾ | Урок 4 | Урок 5 ▾ | Урок 6 | Урок 7 ▾ | Мобильная академия ▾

## Занятие 1 Знакомство с интернетом и компьютером

МТС  
ФОНД РАЗВИТИЯ ИНТЕРНЕТ

- Интернет в России существует уже более 20 лет.
- Сегодня и Ваши дети, и Ваши внуки уже не могут обойтись без интернета.
- Тот, кто в интернете — всегда в курсе всех событий и на связи с близкими и друзьями.

← Предыдущий слайд | 3 / 39 | Следующий слайд →

Download full course

7 lessons

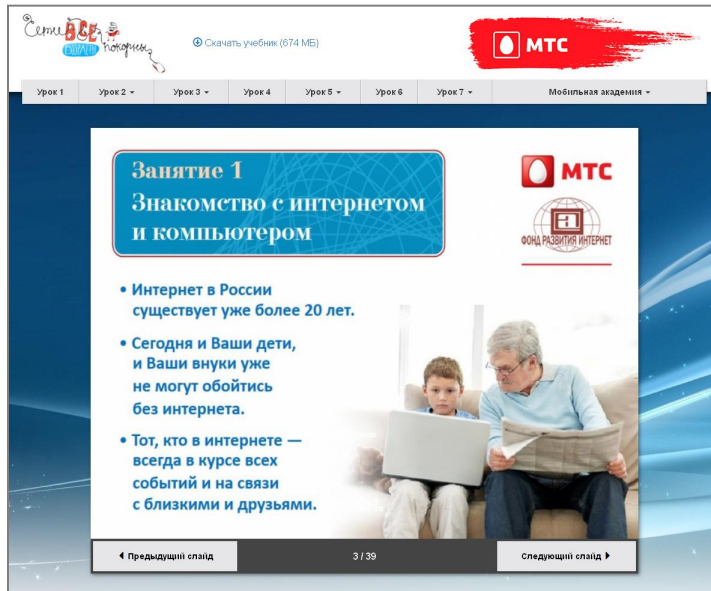
Content screen

Next slide

Previous slide

<http://www.svvp.ru/>

# «Internet for all ages» - WEB site with online course



<http://www.svvp.ru/>

## Online course content

- Internet introduction
- Internet search
- E-mail
- Social Networks
- Useful info for senior persons
  - Transport schedules
  - Hospitals, medical help online
  - Drugstores
  - Emergency contacts
- State services – municipal services, social state services, medical services
- Internet shopping
- Text document preparation, printing
- Internet security and rules
- Smartphones possibilities, Mobile internet

## «Teach your family» campaign - CD-disc with course for home education



- MTS organized campaign «Teach your family» as offline project enhancement (winter 2014-2015).
- CD-disc with course was prepared for that campaign.
- Two ways for CD-disc distribution:
  - senior persons who visit MTS shops can take it and ask children and grandchildren to assist in this courses; shop staff actively offers this disc to senior persons in shop as well;
  - young people can take CD-disc in MTS shops and use it for home education their grandparents.



# Live contest – best story about Internet in life of senior person



**на шаг впереди**

**ИТОГИ КОНКУРСА "СЕТИ ВСЕ ВОЗРАСТЫ ПОКОРНЫ!"**  
 Сегодня мы подводим итоги конкурса «Сети все возрасты покорны», запущенного компанией ОАО «Мобильные ТелеСистемы» совместно с Citycelebrity.

**БЛАГОДАРИМ УЧАСТНИКОВ КОНКУРСА**  
 Уважаемые участники! Прием текстов и фотографий на конкурс завершен. Все работы переданы в компанию МТС. Новости об итогах конкурса появятся в рассылке CITYCELEBRITY.

**ЦЕЛЕБНАЯ СИЛА ИНТЕРНЕТА**  
 Рассказ о том, как интернет может помочь найти себя и поменять жизнь к...

**ПЛАСТИЛИНОВЫЙ РОЛИК. СЕТИ ВСЕ ВОЗРАСТЫ ПОКОРНЫ...**

- MTS and CITYCELEBRITY launched contest “Internet for all ages”
- Both seniors persons and children/grandchildren can submit a story how Internet change a life of senior person or how senior person use Internet in daily life.
- This story can be illustrated by photos how senior person use Internet or Mobile Internet.
- Contest «Internet for all ages» is a part of the whole project.

## External links:

- Live contest at CITYCELEBRITY:  
<http://citycelebrity.ru/citycelebrity/Project.aspx?ProjectId=426&PartnerId=18>
- Presentation about contest with examples  
<http://www.slideshare.net/ssuserab094c/ss-30273872>

# Live contest – best story about Internet in life of senior person



## ONLINE-БАБУШКА

*Хочу рассказать вам о своей бабушке, Светлане Васильевне, и о её виртуальных успехах. Участвую в номинации "Рассказ"*

**ONLINE-GRANDMOTHER**



## О СКАЙПЕ – С ЛЮБОВЬЮ

*И сердце наполняется нежностью благодарностью к виртуально-реальному другу СКАЙПУ, и хочется жить.*

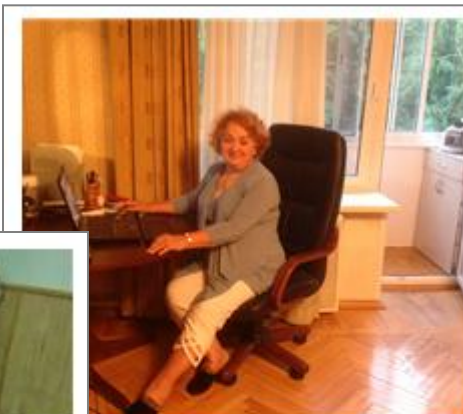
**ABOUT SKYPE WITH LOVE**



## МОЯ ЖИЗНЬ ИЗМЕНИЛАСЬ...

*Я давно увлекаюсь поэзией – сама пишу стихи. И теперь у меня есть возможность с помощью Интернета отправлять мои поэтические строки своим родным, друзьям, знакомым.*

**MY LIFE HAS CHANGED**



## КОМПЬЮТЕР И ИНТЕРНЕТ НИКАКОГО ОЧНОЧЕСТВА!

*Для пожилого возраста - хотите избавиться от скуки, одиночества, однообразия и тоски - освойте компьютер, зайдите в интернет, и жизнь зацветет новыми красками.*

**COMPUTER AND INTERNET, NO LONELINESS**

## More than 6 000 senior persons have graduated from a training course “Internet for all ages”

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## MTS future steps

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Mobile internet – area of future development for MTS project

- Geographical expansion of program to cover all Russian regions (now program works in 14 of 85).
- Future development of online course for better experience
- Development new part of program “Mobile academy”. “Mobile academy” is course about Smartphone usage and Mobile Internet usage.
- Possible intergradation of MTS courses with other computer courses in Russia.
- Knowledge sharing with other operators involved in same projects.

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For more info please contact:  
**Tatiana Gerasimenko, MTS**  
[tvgeras2@mts.ru](mailto:tvgeras2@mts.ru)

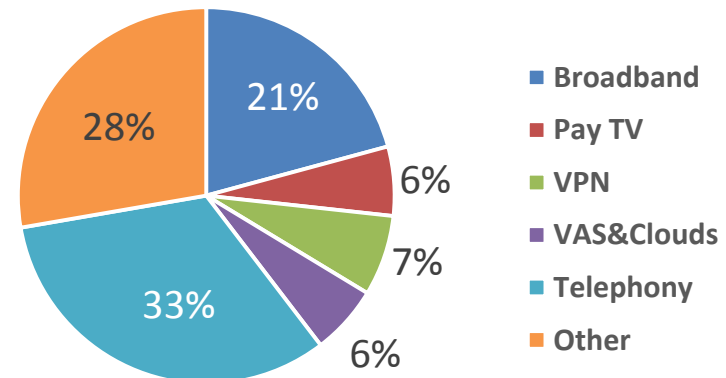
# Rostelecom - Russian Internet champion, biggest provider in Russia with 11.4 Internet broadband subscribers



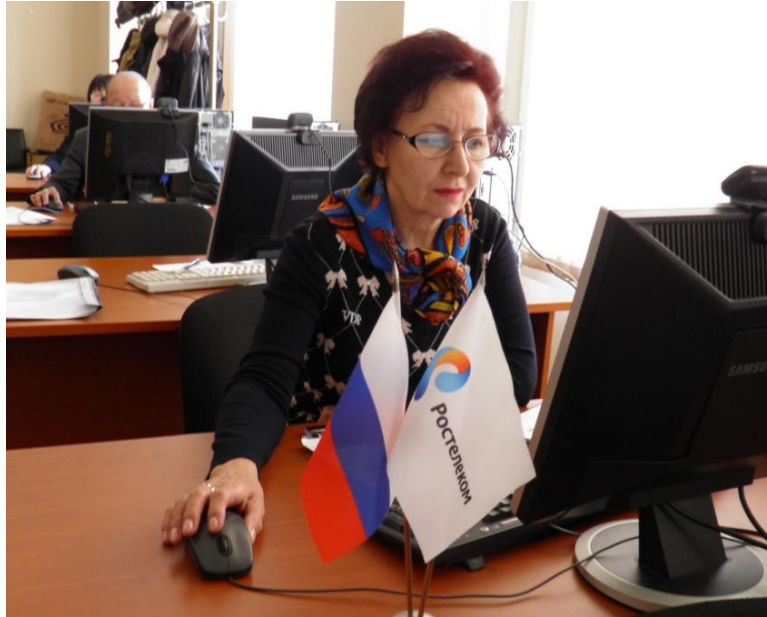
## Key facts, [Q3, 2015]

- Rostelecom (RTK) is one of the biggest national telecommunications companies in Russia and Europe.
- The Company holds a leading position on the Russian broadband and Pay TV markets, with
  - over 11.4 M fixed-line broadband subscribers
  - 8.4 M pay TV customers
  - 23.2 M fixe-line telephony subs
- Group revenue - 216.3 B RUR, OIBDA 75.0 B RUR (34.7% of revenue) and 10.3 B RUR of net income in Q3, 2015.

## Rostelecom revenue [%, Q3, 2015]



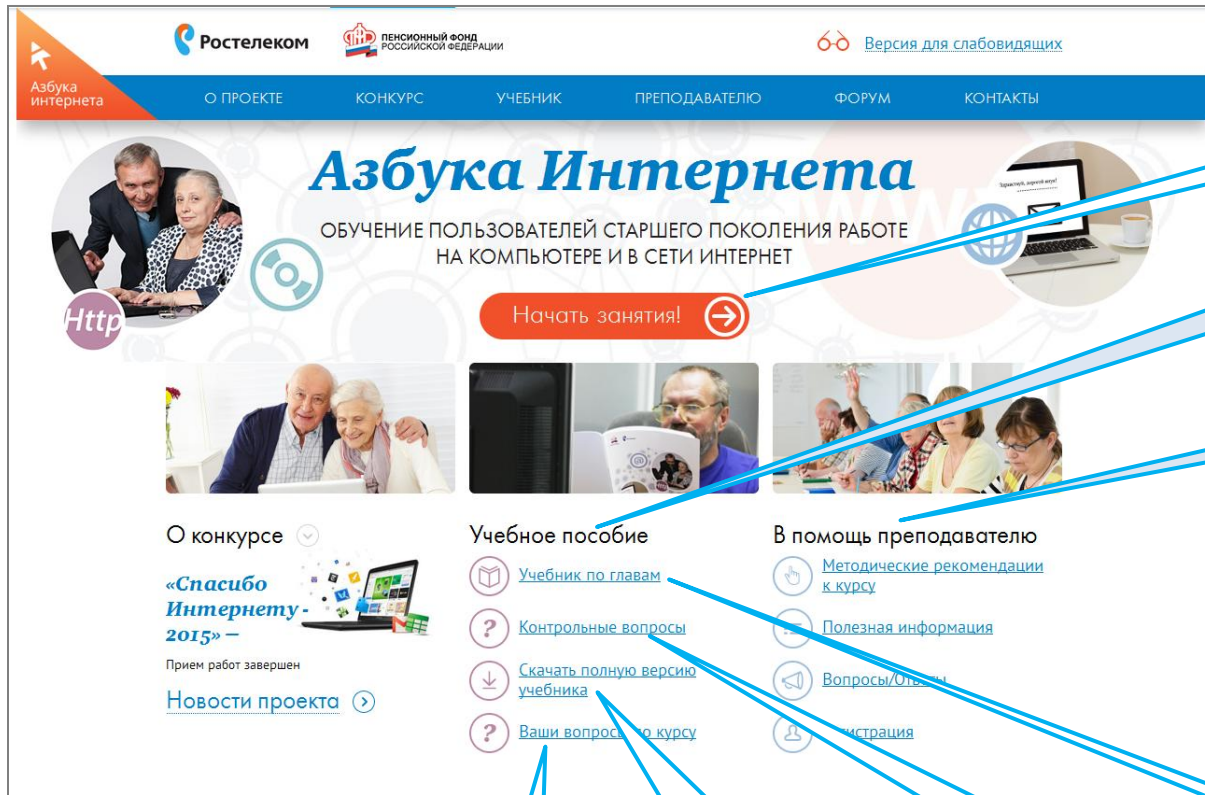
## «Alphabet of Internet» – free Internet & computer course for senior persons with lack of ICT knowledge



Russian State Pension Fund press-release  
[http://www.pfrf.ru/press\\_center/~2014/01/22/2407](http://www.pfrf.ru/press_center/~2014/01/22/2407)  
Rostelecom press-release  
[http://www.rostelecom.ru/social/programms/education/azbuk\\_a.php](http://www.rostelecom.ru/social/programms/education/azbuk_a.php)

- «Alphabet of Internet»– free computer courses for senior persons.
- Project was organized by Rostelecom and Russian State Pension Fund. It's state project with federal financing.
- 20% of Russian population is pensioners, many of them is not familiar with digital Internet services.
- Project «Alphabet of Internet» was started in 2014.
- Project was started in 5 trial regions in Russia. Now project covers 40 regions
- Only in one region – Nizhegorodskay oblast – 128 computer class were organized for this project.
- All materials and tools prepared by IT-specialists and psychologists.
- Project includes tools and methodic for teachers with recommendations how to works with senior persons.
- Each month more than 15 000 users visit project WEB site, more than 500 people are registered as teachers

# «Alphabet of Internet» - WEB site with online courses



The screenshot shows the homepage of the 'Alphabet of Internet' website. At the top, there are logos for Rostelecom and the Pension Fund of the Russian Federation, along with a version indicator for visually impaired users. A navigation bar contains links for 'О ПРОЕКТЕ', 'КОНКУРС', 'УЧЕБНИК', 'ПРЕПОДАВАТЕЛЮ', 'ФОРУМ', and 'КОНТАКТЫ'. The main heading is 'Азбука Интернета' with a subtitle 'ОБУЧЕНИЕ ПОЛЬЗОВАТЕЛЕЙ СТАРШЕГО ПОКОЛЕНИЯ РАБОТЕ НА КОМПЬЮТЕРЕ И В СЕТИ ИНТЕРНЕТ'. A prominent red button says 'Начать занятия!'. Below this, there are three images: an elderly couple, a man at a computer, and a group of people in a classroom. On the left, there is a section for a competition '«Спасибо Интернету - 2015»'. On the right, there are two columns of links under the headings 'Учебное пособие' and 'В помощь преподавателю'. The 'Учебное пособие' column includes links for 'Учебник по главам', 'Контрольные вопросы', 'Скачать полную версию учебника', and 'Ваши вопросы по курсу'. The 'В помощь преподавателю' column includes links for 'Методические рекомендации к курсу', 'Полезная информация', 'Вопросы/Ответы', and 'Регистрация'.

Start course

For senior students

For instructors

<http://www.azbukainterneta.ru/>

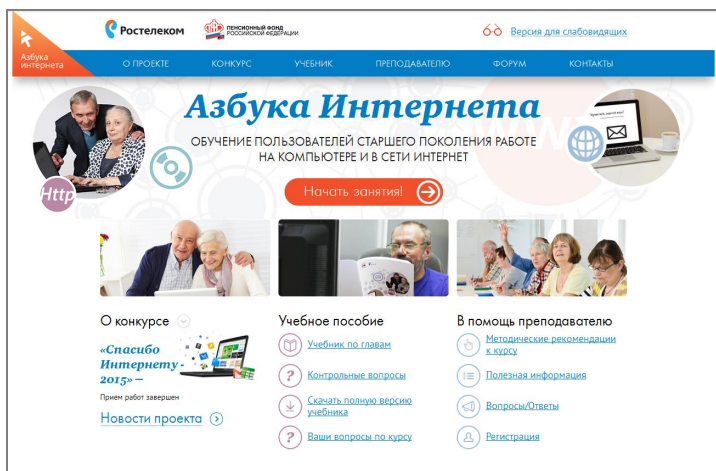
FAQ

Download full course

Control questions

Course

# «Alphabet of Internet» - WEB site with online courses



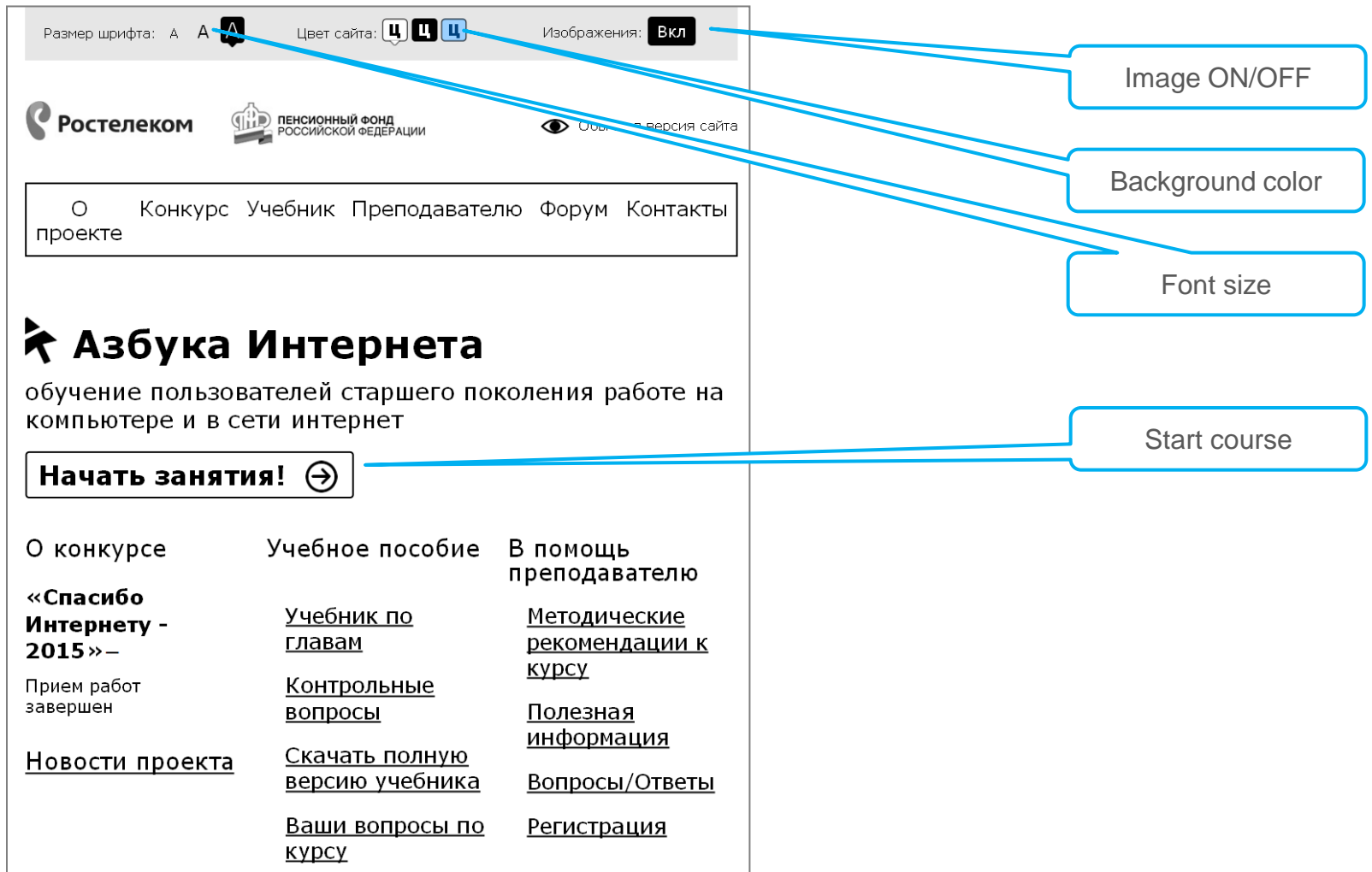
<http://www.azbukainterneta.ru/>

## Content

- Computer
- Files and folders
- Text and printing
- Internet
- Internet search
- Internet security and rules
- E-mail
- Online state services for senior persons
- Portals of federal and regional ministries and departments useful for senior people
- Social networks
- Video-communications, online communications



# «Alphabet of Internet» - WEB site version for persons with poor eyesight



Размер шрифта: А А **А** Цвет сайта: Ц Ц Ц Изображения: Вкл

Ростелеком ПЕНСИОННЫЙ ФОНД РОССИЙСКОЙ ФЕДЕРАЦИИ Обычная версия сайта

О Конкурс Учебник Преподавателю Форум Контакты проекте

## ➤ **Азбука Интернета**

обучение пользователей старшего поколения работе на компьютере и в сети интернет

**Начать занятия!** ➔

О конкурсе	Учебное пособие	В помощь преподавателю
<b>«Спасибо Интернету - 2015»</b> – Прием работ завершен	<a href="#">Учебник по главам</a>	<a href="#">Методические рекомендации к курсу</a>
<a href="#">Новости проекта</a>	<a href="#">Контрольные вопросы</a>	<a href="#">Полезная информация</a>
	<a href="#">Скачать полную версию учебника</a>	<a href="#">Вопросы/Ответы</a>
	<a href="#">Ваши вопросы по курсу</a>	<a href="#">Регистрация</a>

Image ON/OFF

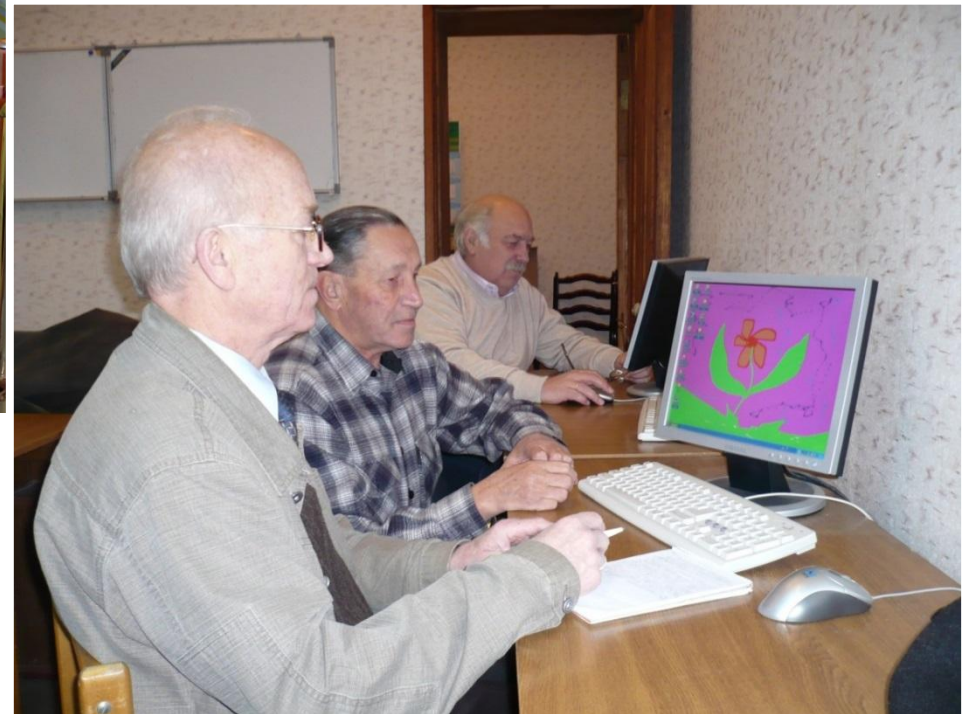
Background color

Font size

Start course

# «Alphabet of Internet» - 15 000 visitors on project WEB site monthly, more than 500 people are registered as teachers

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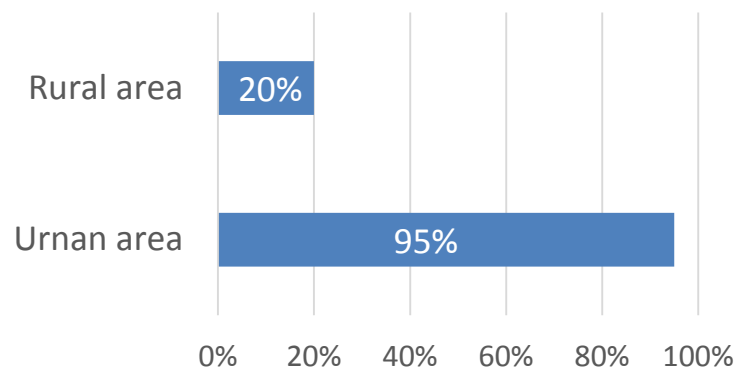
- Geographical expansion of program to cover all Russian
- Development of new modules for on-line course as an advanced version for senior persons who have basic knowledge and finished basic course.



# State project “Internet for small towns and villages” – tech base for access to the Internet for persons with disabilities



**Broadband access availability in Russia, 2014**



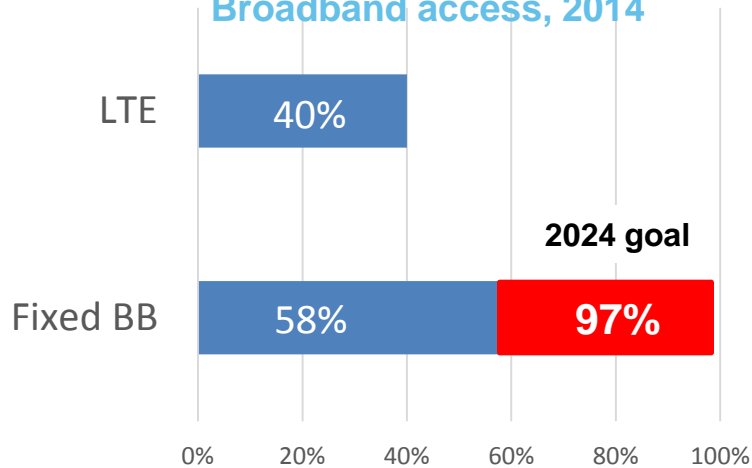
## Content

- State project “Internet for small towns and villages” is not focused only on persons with disabilities, but create a necessary base for access to Internet for them.
- All special WEB services for persons with disabilities or senior persons have mining only in case of physical availability of Internet access.
- 37 M Russian citizens lives in villages and towns less 10 000 people.
- There are 13 800 village (250-500 people) in Russia with total population 5 M people
- Biggest project in the world for digital divide bridging
- Ministry of Telecom and Mass Communications drives this project
- Financing from “Universal service fund”. All Russian operators pay 1.2% revenue in this fund annually.



# “Internet for small towns and villages” is most ambition project for digital divide bridging in the world

Russian population covered by Broadband access, 2014



Support from State is a key element in project related to organization Internet access for persons with disabilities

## Content

- Project started in 2014.
- 215 000 km of fiber optic cable will be build.
- Villages with population 250-500 and small towns <10 000 people in the scope of project.
- All schools and medical organization in small towns/villages will be connected to Internet.
- Total penetration of fixed BB should reach 97% of Russian population in 2024.
- In 2015 total penetration of fixed BB reached 67% (+8% YoY) of Russian population. It's first result of the project implementation.
- Social tariff 0.5EUR (45 RUR) for 10MB/s is planned for this project.

# NIIR - Radio Research & Development Institute

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- Institute was established in 1949.
- NIIR develops radio communications, satellite and terrestrial TV broadcasting systems, works with radio technology development and telecom networks.
- Our experts are providing support to the Russian Communications Administration in the field of telecommunications and Internet related issues.
- NIIR actively participates in the international and regional communications organizations.

105064, Russia,  
Moscow, Kazakova str, 16  
+7 (499) 261-36-94  
info@niir.ru | www.niir.ru