

Accessible Americas: a landmark event in the Americas region

2014 - 2018

Roxana WIDMER-ILIESCU

ITU-D Focal Point for ICT accessibility

on behalf of

Vera ZANETTI

Senior Programme Officer

International Telecommunication Union - ITU

E-mail: vera.zanetti@itu.int / roxana.widmer-iliescu@itu.int

www: itu.int

Coordinated by



Hosted by



Contributing to



Co-organised by





ACCESSIBLE AMERICAS

Main objectives:

- **Raise awareness in ICT Accessibility.**
- **Promote further development of ICT accessibility policies and practices in countries and institutions.**
- **Highlight the efforts and cooperation of stakeholders to make Americas region a more inclusive society.**
- **Share good practices on digital inclusion of persons with disabilities.**
- **Recognize accessible ICTs as a facilitator for achieving inclusive digital societies**
 - ❑ Since 2017 Accessible Americas events also **incorporated** other groups with specific needs such as **women and girls, youth, the elderly and indigenous people promoting the dialogue on the empowerment of all.**

ACCESSIBLE AMERICAS

São Paulo, Brazil, 2014



97 participants
São Paulo, Brazil

Main outcome:

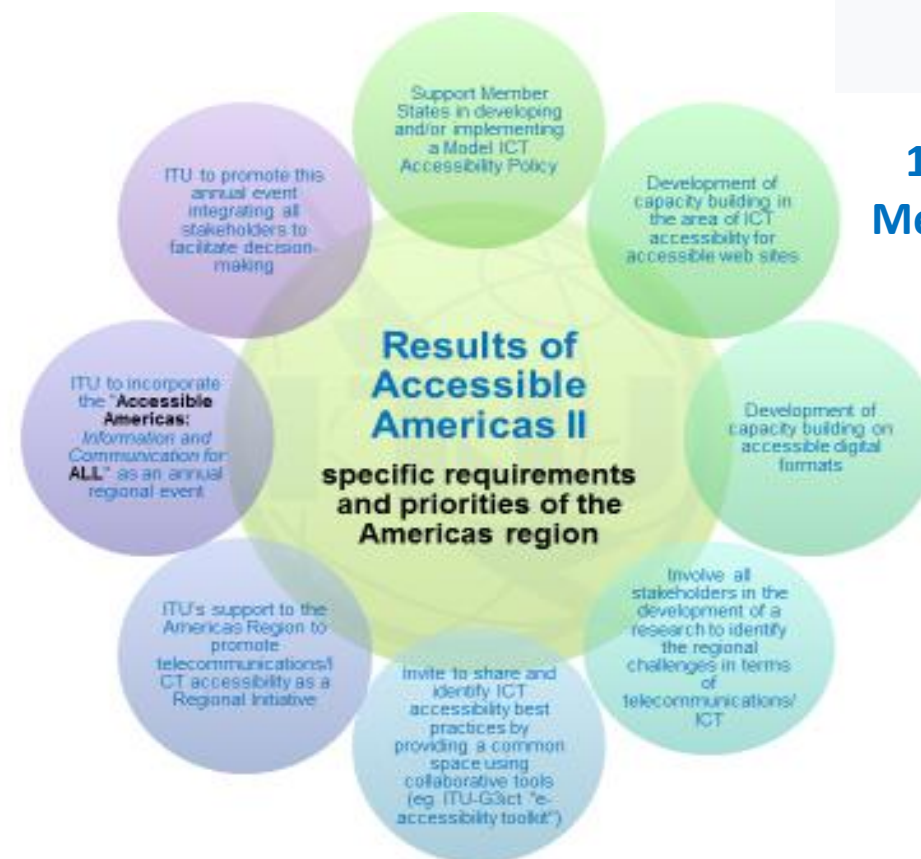
- Guidelines for Promoting ICT Accessibility for PwD in Americas Region

Available at: <https://www.itu.int/en/ITU-D/Regional-Presence/Americas/Pages/EVENTS/2014/1112-BR-Accssblty.aspx>

ACCESSIBLE AMERICAS II

Medellin, Colombia 2015

- Moving discussions **from identification of principles to implementation of practices.**
- How stakeholders can ensure that **accessible ICTs and assistive technologies are widely available to PwD.**
- **Considering equality, equity and affordability, how accessible ICTs and AT can be used to safeguard and exercise PwD rights.**
- **Mobile application for PwD contest.**



186 participants
Medellin, Colombia





Accessible Americas

Information and communication for all



188 participants
Mexico City

ACCESSIBLE AMERICAS III

Mexico City, 2016

The event focused on:

- the **importance of promoting accessibility policies**;
- motivating the makers of these policies, regulators and industries;
- **encouraging all stakeholders concerned to work together** for the expansion and inclusion of ICT accessibility in all areas: legal framework, public access to ICTs, mobile communications; television and video accessibility programming, web accessibility, and accessible ICT public procurement.

Main outcomes:

- Regional Assessment Report on ICT Accessibility
- Mobile application for PwD contest
- Achievements, good practices and way forward in ICT Accessibility in the AMS

Available at: <https://www.itu.int/en/ITU-D/Regional-Presence/Americas/Pages/EVENTS/2016/15526.aspx>

ACCESSIBLE AMERICAS IV

San José, Costa Rica, 2017



245 participants
Costa Rica

- ❑ Accessible Americas – ICTs for ALL 2017 also incorporated **other groups with specific needs** in the discussions such as **women and girls, youth, the elderly and indigenous people** promoting the dialogue on the **empowerment of ALL without any discrimination**.

Main outcomes:

- Regional Assessment Report on ICT Accessibility
- Mobile application for PwD contest
- Achievements, good practices and way forward in ICT Accessibility in the AMS

Available at: <https://www.itu.int/en/ITU-D/Regional-Presence/Americas/Pages/EVENTS/2017/16948.aspx>



212 participants
Jamaica

ACCESSIBLE AMERICAS V

Montego Bay, Jamaica, 2018

Held for the first time in the Caribbean



Main outcomes:

Providing appropriate training, raising awareness, implementing policies and practices on the use of accessible ICTs, monitoring implementation, sharing experiences and challenges, has proved to be an incentive for all stakeholders to jointly work towards making the Americas region inclusive for ALL.

- Development of experts in ICT Accessibility
- Regional Assessment Report on ICT Accessibility.
- ICT for ALL – girls empowerment through ICTs - TIC TAC Workshop in Technology (Accessible Americas Case)
- Good practices, achievements and way forward in ICT Accessibility in the AMS
- Mobile application for PwD contest.
- **Available at:** <https://www.itu.int/en/ITU-D/Regional-Presence/Americas/Pages/EVENTS/2018/20545.aspx>

ITU- training in “ Fundamentals of ICT Accessibility”

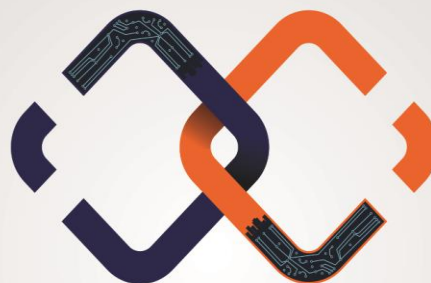
- The organization of the annual events Accessible Americas is evolving to best respond to the regional requests.
- ITU developed a **training aiming at providing appropriate understanding of the role and related key actions that each stakeholder** (governments, private sector, industry, academia and others) **can play in promoting ICT Accessibility as an enabler of digital inclusion of PwD towards building national and regional inclusive societies.**
- ITU delivered an half day executive training session on “Fundamentals of ICT Accessibility”, to develop expertise in this topic in the Americas region.
- The training was attended by 118 participants, of which 90 successfully demonstrated their learning and received ITU certification.



90 certified and trained participants in
“*Fundamentals of ICT Accessibility*”

Accessible Americas 2018

Launching of TIC TAC workshop in technology



TIC TAC
TECNOLOGIA DA INFORMAÇÃO E COMUNICAÇÃO TRANSFORMAÇÃO, ACESSO E CONHECIMENTO



Video:

<https://www.youtube.com/watch?v=ih3d3xWA0KY>

Successful partnership ITU-SAMSUNG in the last 4 editions of Accessible Americas events

SAMSUNG



- Development of **new concepts of mobile applications** to be used by people with sensory, mobility and cognitive disabilities, which may involve services on the web or be integrated into mobile devices including wearables, peripherals or hardware devices developed by the participant.
- It is mandatory that the **mobile application be developed for most known operating systems for use on smartphones or tablets.**
- The **winners are sponsored by the ITU to present their proposals during the event.**
- An **awarding certificate** is presented to winners during the event.



Assistive device for persons with visual impairment that would enable them to navigate independently. The product provides the user with real time feedback about their environment through the use of wearable electronics that pairs with an application on their cellular phone.

Winner Category 1

(ideas, solutions or projects yet to be developed):

Shawn Melville (Trinidad & Tobago)- Proposal: **MobiAssist – Mobile Assistance**



Largest mobile guide for accessible places with over 150k reviews in more than 60 countries, used for searching and reviewing level of accessibility of public spaces all over the world. Review process takes less than 30 seconds.

Winner Category 2

(solutions already developed and available in the market):

João Marcos Barguil (Brasil) - Proposal: **Guia de Rodas**

ACCESSIBLE AMERICAS 2019 IN ECUADOR !



ACCESSIBLE AMERICAS 2020 - Three ITU Member States already expressed their interest to host the event

Thank you!

Accessible Europe



Coordinated by



Hosted by



The United Nations
in Vienna

Contributing to



Co-organised by

