

Disability-inclusive digital inclusion as a driver for sustainable growth

Aiko Akiyama

Social Affairs Officer

Gender Equality and Social Inclusion Section

Social Development Division

UNESCAP

5 November 2020



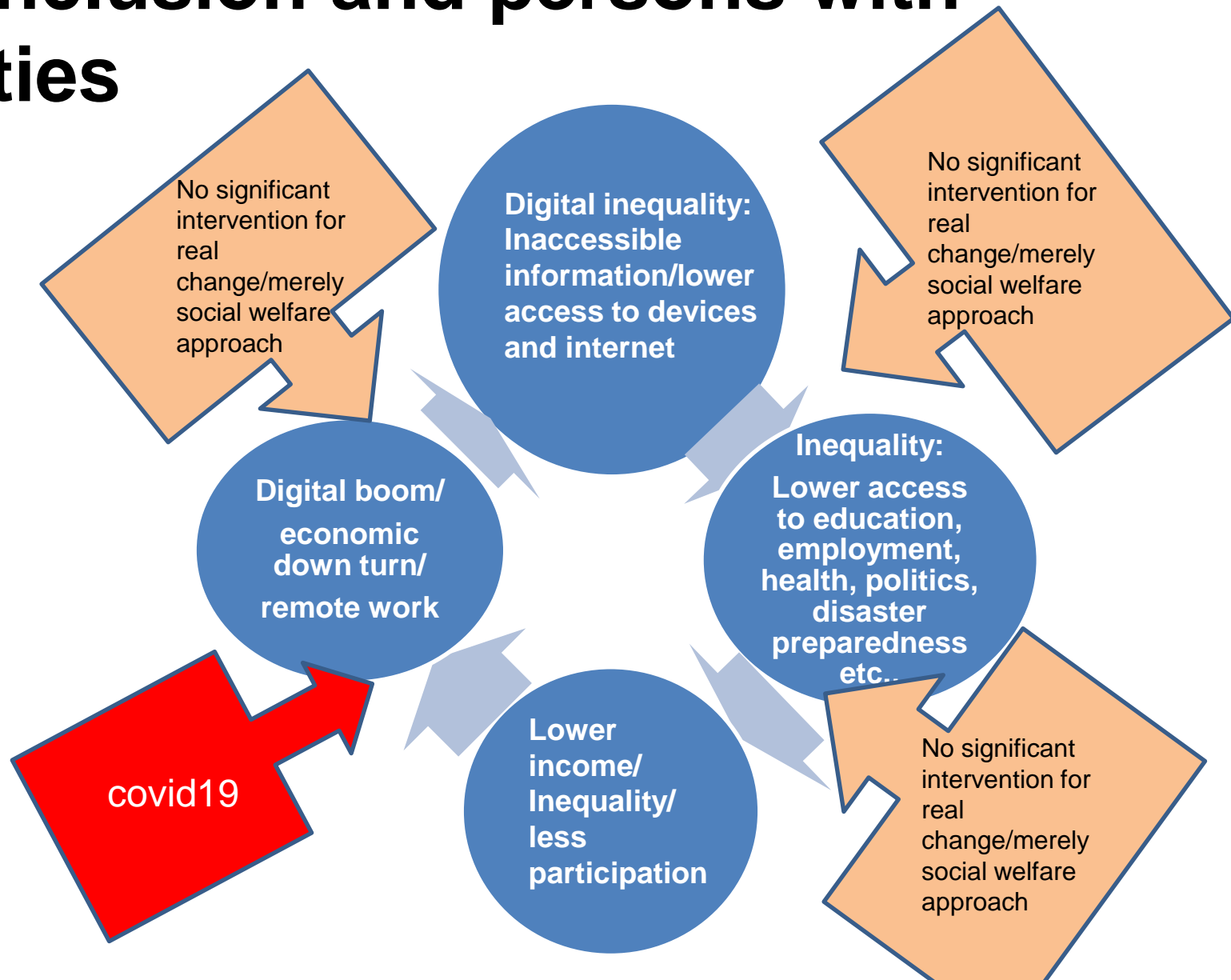
Outline

- Overview of persons with disabilities in Asia and Pacific
- Vicious cycle on digital inclusion and persons with disabilities
- Cycle of inclusive and sustainable growth with disability-inclusive digital inclusion
- Examples of benefits of disability-inclusive digital inclusion
- ESCAP initiatives to support disability-inclusive digital inclusion

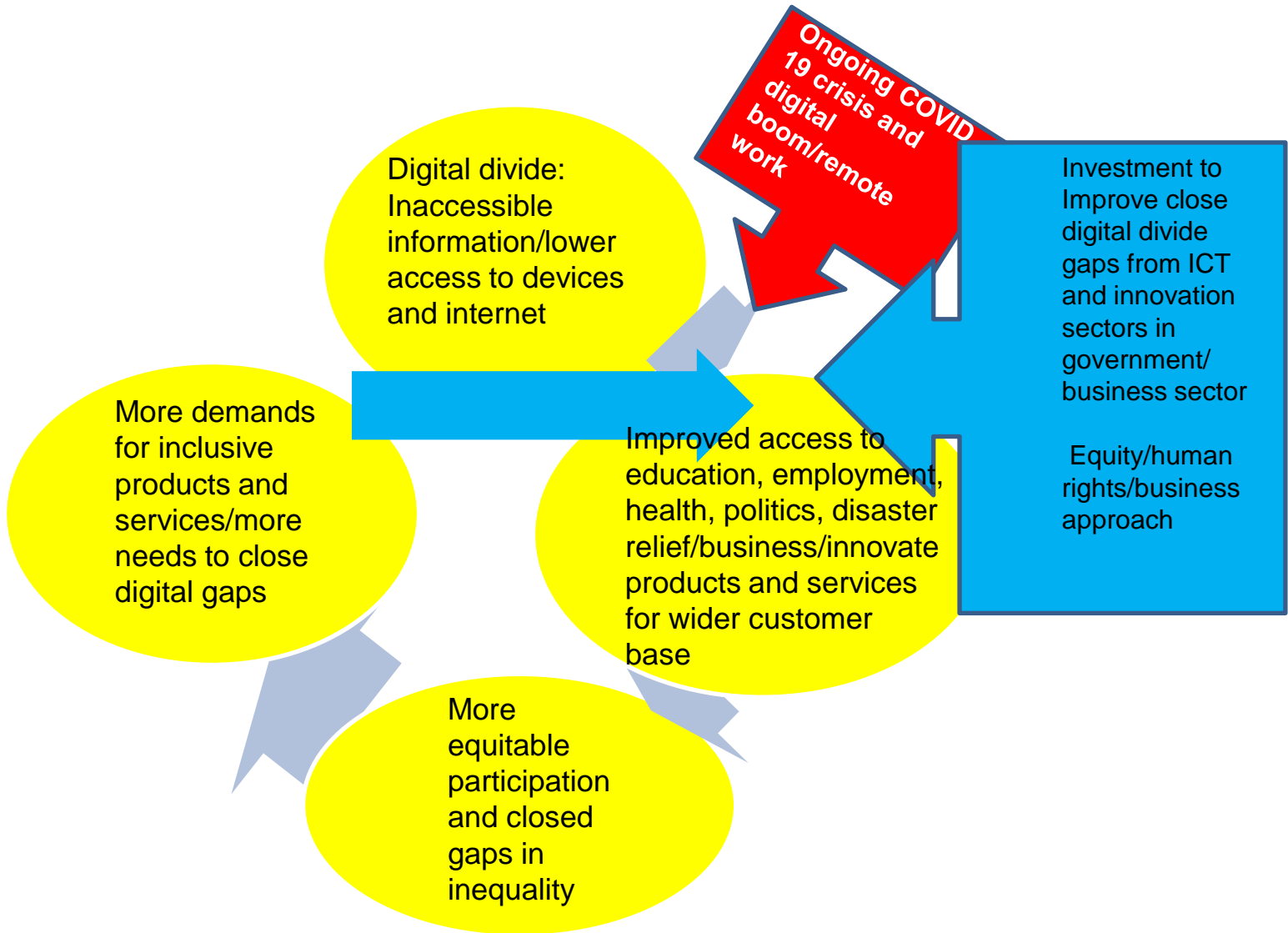
Disability: **transformer** of a landscape in Asia and the Pacific

- Estimated population of persons with disabilities in Asia and the Pacific and its ratio: **690 million/15 per cent**
- Estimated working age population of persons with disabilities: **465 million**
- Estimated population of older persons in 2030: **605 million/12 per cent**, increase from 400 million in 2019.
- Estimated proportion of existence of disability among older population: at least **46 per cent**

Vicious cycle on digital inclusion and persons with disabilities



Cycle of **inclusive and sustainable growth** with **disability-inclusive digital inclusion**



Examples of **benefits of disability-inclusive digital inclusion**



Improved innovation for all Mr. Vint Cerf

- One of the father of internet and e mail
- Hard of hearing
- “It's a crime that the most versatile device on the planet, the computer, has not adapted well to people who need help, who need assistive technology”.

Evidence of improved profit after disability inclusion

- Some financial products via the website increased profit by 300% (L&G)
- 90% increase in online life insurance sales (L&G)
- £13 million increase in annual revenue from a £35,000 investment to develop an accessible website (Tesco)
- 68% uplift in revenue to £62 million after a redesign to incorporate accessibility standards. (Virgin)

ESCAP initiatives to support disability-inclusive digital inclusion

- Promotion of concepts/campaign/ good practices of disability-inclusive business
- Assisting the Government of Thailand in developing and implementing disability-inclusive public procurement
- Assisting governments/OPDs in improving digital accessible communication
- Collaborating with ITU to promote disability-inclusive digital inclusion: i.e., accessible and inclusive communication platforms

THANK YOU!

Make the Right Real!

<https://www.maketherightreal.net>

WWW.UNESCAP.ORG

 UNESCAP

 UNESCAP

 UNESCAP

 UNITEDNATIONSESCAP

 UNITEDNATIONSESCAP

