ICT Accessibility A Requisite Towards An Inclusive Digital Society
23 February 2018, the Zero Project Conference - Vienna, Austria

WEB ACCESSIBILITY: DIGITAL CONTENT AND WEBSITE DEVELOPMENT
ITU ACTIONS AND KEY RESOURCES
ROLE OF GOVERNMENT IN IMPLEMENTING ICT ACCESSIBILITY
PROCUREMENT OF ACCESSIBLE ICTs
IMPACT OF UNIVERSAL DESIGN ON ICT PUBLIC SERVICE ACCESSIBILITY
TOWARDS ACCESSIBLE EUROPE 2018

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

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

Friday 23rd February 2018.
14:10 – 15:40
ITU: Specialized Agency of the United Nations for Information and Communication Technologies (ICT)

➢ **Role:** ITU is leading UN Agency for ICTs with over 150 years of innovation in communication

➢ **Mandate:** ITU is committed to connecting ALL the world's people

➢ **Multi Stakeholders Membership:** +1,000
  ✓ 193 Member States (countries / ICT governments and regulators)
  ✓ + 706 Sector Members (ICT Private Sector, Industry and Associates)
  ✓ + 135 Academic Members (Tech.STEM Institutes and Universities)

➢ **ITU works with:**
  ➢ Governments to **develop ICT Accessibility policies and regulations**
  ➢ Industry to define and **manufacture new accessible ICTs**
  ➢ Public and private sector partners, to **ensure that ICT access and services are accessible, affordable, equitable for ALL.**
  ➢ Academies, to **empower people though technology education and training.**

Through our work, we protect and support everyone's fundamental right to communicate!
What is information and communication technologies (ICT)?
Which is ICT impact on our society?

- Mobile Applications
- Community & Social Media
- Autonomous Driving
- AI/ML
- Bit Coin/Blockchain
- Internet of Things (IoT)
- Web of Objects (WoO)
- Blockchain
- Digital Finance
- Cloud, Edge computing
- Artificial intelligence
- Machine Learning
- Data & Big data analytics

- 7.5 billion mobile phones in use
- 6.1 billion smartphone users by 2020
- 3.5 billion Internet users
- 1.6 billion TV sets
- 2 billion Personal Computers
- 3 million ATMs worldwide
What ITU does?
ITU goals and targets to enable environments that ensure accessible ICT

➢ Goal 2
 Inclusiveness:

Target 2.5.B:

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

➢ 1.1 billion people live with some type of disability (WHO-2015)
➢ 1.1 billion youth at risk of hearing loss due to unsafe listening (WHO-ITU 2015)
➢ 2.1 billion people aged 60 and above, predicted by 2050 (UN-Report 2017)

Half of the world’s population will need accessible ICTs in next 30 years!
What ITU-D does on Digital Inclusion

- Digital inclusion means the empowerment of people through information and communication technologies (ICT).

- The activities of BDT in the field of digital inclusion are designed to promote the accessibility of ICTs and their use for the social and economic development of people with specific needs such as:
  - persons with disabilities (PwD) and elderly,
  - Indigenous People and people living in rural areas;
  - women and girls;
  - children and young people.
What UN does to achieve inclusive societies?

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

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

➢ identification and elimination of obstacles and barriers to access, will apply, among other things, to: information, communications and other services, including electronic and emergency services.

➢ ensure that PwD: ... have access to television programs [and] movies ... in accessible formats.

Access of PwD to Information and Communication Technologies in equal conditions elimination of barriers

The inclusive development agenda on disability matters for all UN System – Goal 10

➢ The SDG highlight the impact of ICTs on the economic and social development of people with disabilities.

✓ ICTs can ensure digital inclusion for people with disabilities.

✓ The use of Information and Communication Technologies (ICTs) allows the removal of many of the remaining barriers faced by persons with disabilities.
What means equal access to ICTs?

From Equality to Equity to facilitate access to information to ALL users
What do we mean by **Accessible, Assistive and Affordable ICTs**

- **ACCESSIBLE ICTs = ICTs for ALL**
  - The equipment or the service have *embedded accessibility features from design/fabrication stage*
  - Can be used by ALL its intended users
  - Are *compatible with assistive technologies*

- **ASSISTIVE Technologies (AT) = complement of accessible ICTs**
  - Is a *separate hardware or software added to equipment or services* to enable persons with disabilities to overcome the barriers they face to access information and communication
  - Are *used to enable or compensate users* functional, motor, sensory or an intellectual *limitations*

- **AFFORDABLE ICTs**
  - The lack of affordability is also a “barrier” to access ICTs.
  - ALL people, including PwD have to have the economic possibility of acquiring these ICTs

**ICTs must be Accessible and Affordable for ALL**
Examples of Accessible ICTs – Link to universal design
Examples of equipment and software/ assistive technology - AT
How we can make ICT to be accessible?

➢ LAW& REGULATIONS/ STANDARDS

   “To assist blind and visually impaired people…and others to facilitate dialing under low light conditions”

✓ European Accessibility Act
   “Accessibility of the websites and mobile application of public sector bodies”

➢ PUBLIC PROCUREMENT

✓ Public procurement accounts for a large portion of the spend on ICT in most economies.

✓ Public procurement is one of the most flexible and far-reaching legislative instruments available to the government

✓ A number of countries have developed an accessible ICT procurement system that attempts to encourage the market to develop and supply accessible ICTs (Canada, Italy, Ireland and the United States, the European Union Public Procurement Directive / law 2016)
How we can make ICT to be accessible?

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

✓ Many international ICT companies already have accessibility policies and a track record of vending accessible ICTs to governments.

✓ People with disabilities are customers:
  - Up to 20% will directly benefit from improvements to accessibility
  - Un estimate of 50% will benefit indirectly

✓ The global market for disability/accessibility is worth and represent currently:
  - 2017 $1.3 trillion / for only 1.1 billion persons that will need accessible ICTs
  - 2050 $??? trillion / for over 4.3 billion persons that will need accessible ICTs
FOR PERSONS WITH DISABILITIES/ FOR ALL:
- ICTs are indispensable for persons with disabilities to have an independent life such as persons without disabilities
- ICTs are fundamental for ALL persons to achieve:
  ✓ social inclusion
  ✓ economic development

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

FOR ICT INDUSTRY/MANUFACTURES/PRIVATE SECTOR:
- incentivise manufacturers and suppliers to innovate and produce better
- improve over-all quality of ICTs by making them more user-friendly
- creates a market for accessible ICTs
- improve business benefit

Why is it important that ICTs are accessible? A WIN FOR ALL!
ITU-D KEY RESOURCES ON ICT ACCESSIBILITY:

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

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

3. **New! 3 self-paced training courses in ICT Accessibility**
   - ICT Introduction to accessible ICTs;
   - Accessibility policy, regulation and standards;
   - Introduction to public procurement of accessible ICT.

4. **New! 5 video-tutorial on accessible digital content and remediation**
Raise awareness among the Government and stakeholders involved in ICT accessibility to understand the need in providing public accessible information (digital content and websites) to persons with disabilities (PwD) is a win-win. Enable PwD access to information, study and work will improve their social and economic development and participation to country development.

Develop national capacities (train-the-trainers) based on international standards in web accessibility in:

- Development of accessible digital content (Word, PDF, PP Excel) and remediation
- Design and develop accessible website

so that the countries can replicate these capacities and ensure that the public (and private) information and services is available to all citizens including PwD.

Incentivize governments (decision makers) in the creation of a national digital ICT accessibility ecosystem that enable digital and social inclusion of ALL citizens.

The Program also propose a self-sustainable model to raise funding for digital training of PwD.
CONCLUSION: ICT ACCESSIBILITY IS GOOD FOR ALL

ICT accessibility help:

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

ICT accessibility, enables communication for ALL and ensure digital inclusive societies!
EVERYBODY’S WORK CAN MAKE A DIFFERENCE BUT ONLY WORKING TOGETHER WE CAN MAKE THE CHANGE!

Thank you for your attention!

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INTERACTIVE DISCUSSIONS

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